

MORNINGTON Peninsula
REGIONAL TOURISM

2027
Partnership
PROGRAM



BE FOUND – BE CONNECTED – BE PART OF IT

Go where the Peninsula *goes next!*



Over the past year, Mornington Peninsula Regional Tourism has been through an important period of transition. We have strengthened our foundations, renewed our focus and rebuilt the connections that allow us to serve our industry well.

We are now entering the next chapter with a clear strategy, an engaged team and a renewed commitment to being the first point of contact for our visitor economy.

Our partnership program is an invitation to participate: to share your stories, bring forward your ideas, access opportunities, connect with other businesses and help shape how the Mornington Peninsula is presented to visitors.

The businesses that gain the greatest value are those that become actively involved. We want to know what is new, what is changing, where you need support and what opportunities you are ready to pursue.

When our industry participates, the whole destination becomes more compelling, and every business has a greater opportunity to benefit.

Let's build what comes next *together*

Mornington Peninsula Regional Tourism acknowledges the Bunurong people, the traditional custodians of these lands and waters. We pay our deepest respects to elders past, present and emerging.

The BIG proposition.

Advertising gives you space. Partnership gives you place.



BE FOUND

Connect your business to the region's trusted visitor platform and established search authority.

BE CONSIDERED

Put your business front and centre when we develop content, campaigns, media activity, itineraries and industry opportunities.

BE CONNECTED

Build relationships with the team, industry peers, government, tourism bodies and potential collaborators.

BE INFORMED

Receive visitor insights, market intelligence, industry updates and timely opportunities.

BE HEARD

Bring forward the issues, challenges and opportunities affecting your business and sector.



Visitors choose destinations before businesses.

Why the collective matters.



Few visitors come to the Mornington Peninsula for only one business. They are attracted by the combination of places to stay, eat, drink, explore, experience and attend.

The more compelling options they discover, the more reasons they have to visit, stay longer, travel further and return.

That is why sharing your events, offers, stories and new experiences matters. Every contribution strengthens the destination proposition and creates more opportunities for visitors to find participating businesses.

Our role is to present a balanced, compelling picture of the Mornington Peninsula across seasons, locations, sectors, experiences and business sizes.

Being a partner ensures your business is connected to the channels, briefings, and opportunities through which content is sourced and considered.

This is your
invitation
to join the Tourism Community



Built over time. Working for the region every day.

Your destination is always in market.

DID YOU KNOW?

For every \$1 you invest, you are leveraging between \$2 - \$8 of local and state government investment

TOURING & TRAILS MAP

250K

Circulation across the region, Melbourne and airport.



AUDIENCE



74%



26%

35 - 45

Predominantly Aged

TOP LOCATIONS

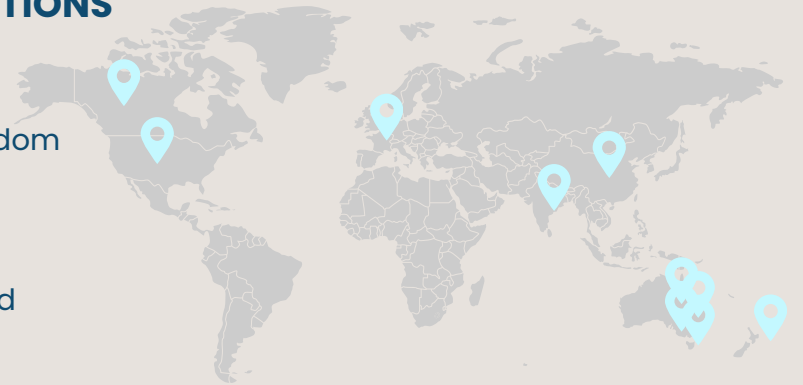
Australia

United Kingdom

USA

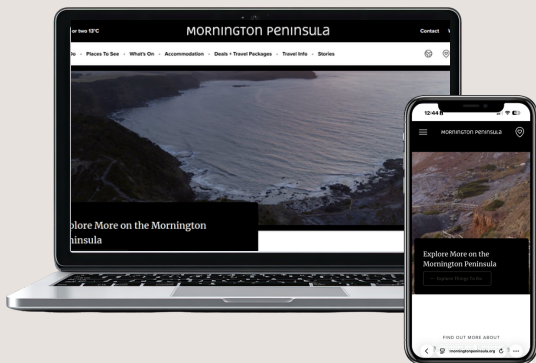
New Zealand

Singapore



3 million

Pageviews



73.1k

Instagram Followers



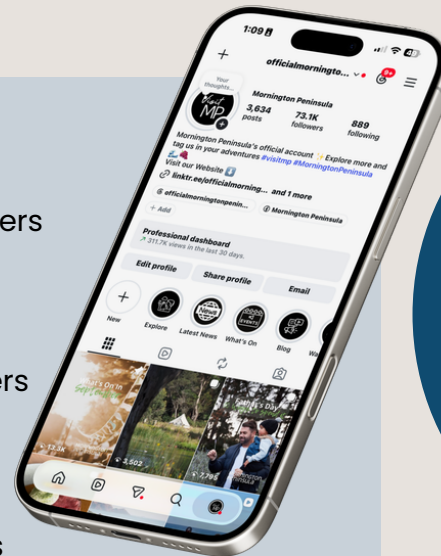
66k

Facebook Followers



3k

LinkedIn Followers



In August 2026
VisitMP.org was
referenced

67%

on questions relating
to visiting the
Mornington
Peninsula

Years of trusted, relevant destination content have built strong search authority. As visitor discovery increasingly moves through AI-assisted search, established destination platforms with credible, structured content become even more important.

There is a place for every business in our visitor economy.

Which participation level is right for you?

Every business is different. Some want to build their visibility; others are ready to reach new markets, lead within their sector or work with us more strategically. The partnership categories allow you to choose the level of participation that best reflects your business, ambitions and capacity.



PARTNERSHIP LEVEL		CORE PROMISE	BEST SUITED TO
CONNECT	\$1 a Day	Join the tourism network and establish digital visibility	Microbusinesses, sole traders and retail shops
	Digital		Microbusinesses, sole traders who want to leverage events and deals exposure
GROW	Visit MP	Increase destination visibility and campaign participation	Visitor-facing businesses ready to supply regular content, deals and events. Plus gain exposure in our Map and business events.
LEAD	Trailblazer	Gain priority visibility and participate in sector-led activity	Established operators seeking stronger marketing and industry involvement
STRATEGIC	Premium Partner	Build a tailored, year-round relationship with MPRT	Larger businesses and organisations seeking deeper collaboration

Partnership model.

Benefits at each level



Every great brand deserves a platform, and our partnership levels give you the choice of how your story is told. From building awareness to commanding attention, each tier is designed to elevate your brand, amplify your voice, and connect you with the right audience.

As you step up through the levels, the storytelling becomes more powerful, the exposure more impactful, and your influence within the industry undeniable. Choose the level that matches your ambition, and let us help craft and share your story in ways that drive real results.

Digital \$50

VisitMP \$100

Trailblazer \$150

Prices quoted per month plus GST and platform charges

BENEFITS	\$1 a Day	Digital	VisitMP	Trailblazer
Recognised as an Official Partner including digital stamp	✓	✓	✓	✓
Business listing on one VisitMorningside Peninsula segment page	✓	✓	✓	✓
Tourism Community Connection				
Receive updates & newsletters on the Visitor Economy & the MPRT direct to your inbox	✓	✓	✓	✓
Invitations to attend networking sessions to connect to your community	✓	✓	✓	✓
Considered for a 60 Seconds with Industry Video	\$600	\$300	✓	✓
Industry Development				
Invitations to attend Annual Industry Summit & other training programs*	✓	✓	✓	✓
Invitations to attend Business Events Sessions*			✓	✓

*May include additional fees

Partnership model.

Continued.



BENEFITS Continued	\$1 a Day	Digital	VisitMP	Trailblazer
Seasonal Campaigns				
Events included in the What's On Calendar via self-service portal		✓	✓	✓
Seasonal Deals included on the Deals + Offers page via self-service portal, and submit New News		✓	✓	✓
Content considered for seasonal campaigns content plan		✓	✓	✓
Priority listing by partnership level on landing pages			✓	✓
Events and travel deals shown on seasonal and village landing pages			✓	✓
Business Listing on the printed Touring and Trails Map			✓	✓
Trailblazer Campaign				
Licensed to Trails Brand Image				✓
Digital business listing on the Trail landing page				✓
Business Listing on the Trail Maps for printed & digital				✓
Social Media (Story or Post) as part of the Trail Campaign				✓
Meet with the Team twice per annum				✓
Print & Digital Advertising Campaign				✓
Solus EDM to the Database on the Campaign				✓

Partnership enhancements.

Enhance your partnership through included + additional benefits.



BENEFITS Continued	\$1 a Day	Digital	VisitMP	Trailblazer
Business Events Mornington Peninsula (BEMP)				
Business Listing on website BusinessEventsMorningtonPeninsula.com.au			✓	✓
Considered for Requests for Proposals, where the property meets the brief			✓	✓
Representation at trade shows throughout the year			✓	✓
Ability to submit Seasonal Deals + Exclusive Packages			✓	✓
Invitation to advertise in the BEMP Meeting Planner *			✓	✓
International Program				
Invitations to attend 101 of International Tourism Workshop			✓	✓
Partnership to both MP and Go Beyond Melbourne Program *			✓	✓

Meeting Planner starting from \$715 plus GST



Full Page Advert \$1,375 plus GST

Half Page Advert \$715 plus GST

Includes

- EDM Feature
- Social Post (FP 2 posts, HP 1 post)
- Priority Inclusion Familiarisations
- Solus EDM for Trade Planner

International Program \$795 plus GST



Partnership to Go Beyond Melbourne and Mornington Peninsula International Programs

Includes

- Representation at 11 trade shows
- Invitation to attend the Annual Update
- Ability to submit content for Trade and Media EDM

*May include additional fees

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