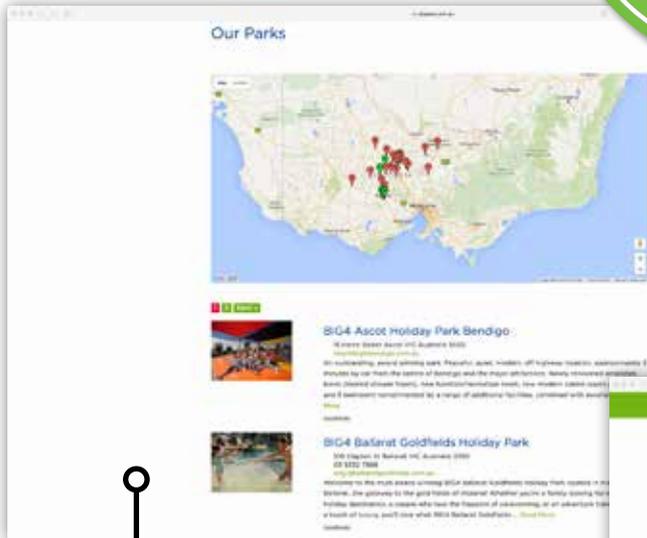




VIC Parks
VICTORIAN CARAVAN PARKS ASSOCIATION

www.vicparks.com.au

VicParks
NEW
Website and
microsites



Sample VicParks
Search page



Sample VicParks
Advertiser microsite

www.vicparks.com.au

The NEW VicParks website provides visitors with a range of exciting and valuable resources.

- Detailed park information
- Instant access to park contact details
- Dynamic video content
- 'Live' booking options
- NEW themed search categories

The goal of the website is to make planning and booking a trip to our member parks easier and more profitable than ever!

BONUS DISCOUNTED RATE for Advertisers in the 2017 Victoria Cabin, Caravan & Camping Guide!!

All advertisers in the 2017 Victoria Cabin, Caravan & Camping Guide will be offered an **exclusive discounted rate for a microsite on: www.vicparks.com.au** of \$200 inc GST. (See sample page above).

These microsite listings receive priority on the website search page results and can be included in the themed search categories!

Microsite Advertising

Even if you don't advertise in the 2017 Victoria Cabin, Caravan & Camping Guide, for a low fee of \$300 inc GST you can receive the benefits of around-the-clock exposure on the VicParks website.

Simply complete the web advertising section of the order and agreement form and return to GSDM.

**All members' business names and addresses are listed free on the website as a benefit of membership BUT ONLY those who have upgraded to a microsite will enjoy the extra benefits and exposure.*



VICTORIA CABIN, CARAVAN & CAMPING GUIDE

SALES PROSPECTUS 2017



VIC Parks

VICTORIAN CARAVAN PARKS ASSOCIATION

**BUY &
SAVE**

Discounted
web offer

2017
EDITION ON
SALE NOW

Bookings close
**Friday 5th
August.**

Don't delay,
act now



SALES CLOSE: FRIDAY 5TH AUGUST 2016

2017 GUIDE BE INVOLVED

Sample 1/4 Page Ad

BALLARAT

BIG4 Ballarat Windmill Holiday Park



Headings:
Colour matched
to your region

Image:
Full color,
60mm x 36mm

Brand new indoor heated pool with lap lane, two spas, toddlers' pool, splash pad, sauna, giant jumping pillow, tennis court, go karts, FREE Wi-Fi and FREE pancake breakfast every Saturday.

Text:
Up to 6 lines or
approx 50 words

A: 56 Remembrance Drv, Cardigan, Ballarat
T: 1800 256 633 F: 03 5334 1686
info@ballaratwindmill.com.au
www.ballaratwindmill.com.au



Logos:
Max. 2, must
be recognised
chain



Sites: from \$36 Accommodation: from \$108*

Icons:
Max. 9

Chelsea | Carrum Downs | Mornington

CHELSEA Chelsea Holiday Park



Adjacent to the scenic stretch of the celebrated spectacular, Chelsea coastline. Powered sites and cabins available and a fully licenced café on your doorstep. BBQ facilities and swimming pool. In easy reach of Edithvale-Seaford Wetlands, close to walking and bicycle tracks and minutes from the beach.

A: 100 Broadway, Bonbeach
T: 03 9772 2485
chelsea@cpoaus.com.au
www.cpoaus.com.au



Park: ★★☆☆ Cabins: ★★☆☆
Sites: from \$37 Accommodation: from \$135*

CARRUM DOWNS Frankston Holiday Park



We offer powered sites, cabins, apartments and motel rooms, including spa and pet-friendly rooms. Enjoy our BBQ facilities, swimming pool and community kitchen. 20mins from the picturesque Mornington Peninsula, celebrated wineries and natural Peninsula Hot Springs. 45mins from Melbourne CBD.

A: 1325 Frankston-Dandenong Rd, Carrum Downs
T: 1800 701 661 F: 03 9786 8078
frankston@cpoaus.com.au
www.cpoaus.com.au



Park: ★★☆☆ Cabins: ★★☆☆
Sites: from \$38 Accommodation: from \$129*

CARRUM DOWNS Carrum Downs Holiday Park



Well maintained holiday park accommodating to your every need. Offering powered sites, cabins and motel rooms – double, twin family or spoil yourself with a spa room. Pet-friendly rooms available. Enjoy our BBQ, swimming pool and off leash dog area. 20 minutes from the stunning Mornington Peninsula.

A: 1165 Frankston-Dandenong Rd, Carrum Downs
T: 1800 337 045 F: 03 9782 0823
carrumdowns@cpoaus.com.au
www.cpoaus.com.au



Park: ★★☆☆ Cabins: ★★☆☆
Sites: from \$34 Accommodation: from \$100*

MORNINGTON Mornington Gardens Holiday Village



Set in a fully landscaped environment, one hour's drive south of Melbourne and gateway to the beautiful Mornington Peninsula. We offer fully self-contained deluxe cabins and shaded ensuite and powered sites with spotless amenities.

A: 98 Bungower Rd, Mornington
T: 03 5975 7373 F: 03 5975 1728
www.morningtoncaravanpark.com.au



Sites: from \$39 Accommodation: from \$120*

141 vicparks.com.au

Here's your chance to be involved in the 2017 edition...

Why should I be involved?

This is the official guide of the Victorian caravan and holiday parks industry that potential visitors will use when deciding where to stay on their next holiday.

Who can advertise?

Advertising is exclusive to VicParks financial members.

How much does it cost?

Prices start at \$575 including GST - that's only \$48 per month.

How many will be printed?

100,000 copies + a digital online guide

Are printed brochures still relevant?

Demand for printed information as opposed to online hasn't diminished. Against forecast trends, the popularity and demand for the Victoria Cabin, Caravan & Camping Guide continues to grow each year. For the 2017 edition we will print 100,000 copies allowing us to meet the demand for the guide from all our distribution channels throughout Australia.

Where will the guide be distributed?

In 2017 the Victoria Cabin, Caravan & Camping Guide will be promoted and distributed through more channels than ever before.

MELBOURNE - Federation Square, Accredited Visitor Information Centres, Caravan & Camping Shows and other Consumer Shows.

VICTORIA WIDE - Accredited Visitor Information Centres, manufacturers, vehicle rental companies and members.

INTERSTATE - Caravan & Camping Shows including Adelaide, Brisbane, Perth and Sydney. Along with interstate Visitor Information Centres located at strategic decision points for travellers.





MELBOURNE & SURROUNDS

Wheel into a true world city that's urbane, sporty and ever-so-liveable. Melbourne is a capital idea.

Café-loaded laneways and lush parks, landmarks and grand libraries, quaint neighbourhoods and big city hotspots – this metropolitan hub is friendly, fun-filled and easy to get around.

Reserve your digs in a suburban, city or bayside tourist park then jump behind the wheel, onto a tram or aboard a train to get to know the real Melbourne. Make a beeline for the big tourist precincts: Melbourne Cricket Ground (MCG), Melbourne and Olympic Parks and Federation Square.

Tick-off a wish list of cultural experiences with tickets to galleries, museums and theatres. Browse a world-class exhibition or thrill to a live performance.

Image: Melbourne Star Observation Wheel

Meander along a riverbank, a bustling retail arcade, a lane brimming with vibrant street art or the hallowed halls of the State Library Victoria's grand domed reading room.

By dark, be dazzled by the lights and never-ending nightlife.

By day, head for the bay, the beach or a bevy of in-reach possibilities: bush walks, valley vineyards, alpine villages, forested mountains.

Take your tastebuds on a tour of diverse cuisines served up in hat-worthy restaurants, coffee nooks, suburban culinary boltholes and cosmopolitan eatery hubs.

Whatever you covet, Melbourne will deliver.

MELBOURNE AND SURROUNDS | 11

THE GUIDES PURPOSE

ISN'T IT TIME?



Isn't it time you got a taste for road tripping?

If you're planning the trip of a lifetime or you just need a weekend away, BIG4 Holiday Parks are perfect. There's 180 locations all around Australia covering wine regions, coastal havens, the ski slopes and everything in between. Whether you need to pull in for a night or settle in for the week, you'll find what you need at a BIG4 Holiday Park. If you think you've left it for too long, maybe ask yourself a question - isn't it time?

Lets get social!   

BIG4
AUSTRALIA'S FAVOURITE
HOLIDAY PARKS

BIG4.com.au Isn't it time you visited?

We aim to attract more visitors from intrastate, interstate and overseas to our cabins and caravan parks.

We will also motivate visitors to stay longer, visit other areas within the State and offer Victorians alternatives to travelling interstate or overseas.

We will be marketing our industry strengths...

- The best locations, close to nature.
- A more relaxed lifestyle, casual, friendlier ~ an authentic Australian experience.
- Better value holiday options with more recreational opportunities.
- Accommodation options to suit everyone's style and budget.

About the guide...

In response to your feedback, and our extensive consultation with key stakeholders, we will be offering:

- Full-colour guide printed in a convenient A5 size.
- A5 is now the standard size for Visitor Information Centre brochure racks throughout Victoria, ensuring the guide gets prime position.
- The guide will be printed on environmentally friendly gloss stock.
- There will be a maximum of four ads per page.
- Fresh new design and layout.
- 100,000 copies + a digital online guide
- The guide will be available in **November 2016**.

