



2025 Marketing Members Prospectus





INTRODUCTION

At Falls Creek, we are proud to have a dynamic community of incredible independent businesses that truly set us apart. Our **Marketing Membership** is designed to **highlight the unique offerings** of these businesses that make a visit to Falls Creek unforgettable. With over 30 restaurants, a wide range of accommodation options, and countless rental, retail, service, and tour providers, our program ensures that **members are seen and considered** by those visiting the resort.

We're pleased to advise that this year **our pricing structure will remain the same**, and we're focused on shining an even brighter spotlight on what makes Falls Creek stand out from other Victorian resorts. And **let's be honest... it's all of you!** Our village and the businesses within are an incredible asset, and we can't wait to showcase you all to our existing and new customer audiences!

WHO WE ARE



Dean De Santis

General Manager

Dean, previously the General Manager of Lake Mountain, brings over 20 years of executive experience across Australian and international markets to Falls Creek. His background spans construction, sports events, retail, and local government. With expertise in operations, environmental management, and team leadership, Dean is excited to lead Falls Creek to continued success.



David Leathem

Head of Visitor Experience

Since January, David has settled well into his role and life on the mountain, where he resides full-time. After successfully delivering a busy event season, he's eager to leverage his expertise in relationship management, stakeholder engagement, and strategic marketing to drive success and create exceptional experiences for both our visitors and the resort community.



El O'Callaghan

Marketing & Communication
Coordinator

El joined Falls Creek in 2016, starting in guest experience before moving into local marketing. With a strong background in content creation from her work with Emble Studio on projects for Tourism North East and her time in the Falls Creek Digital Marketing role, El is now focused on driving the success of the marketing members program.



Sophie Hemmingway

Event Supervisor

Sophie has been bringing her high energy and enthusiasm to the vibrant Falls Creek event season for the past year. With experience coordinating large-scale trade shows with Bunnings and an array of live performance, private events and conferences at the MCG, she's now become a key part of our team. Having successfully executed a fantastic event season, Sophie is excited and ready to take on round two!



Leigh Botfield

Visitor Services Supervisor

Leigh has seen more winters than she can count and has spent over a decade in customer-facing roles at Falls Creek. With a career spanning customer service, health administration, and leadership, she has become an integral part of our Visitor Experience team since 2022. Her wealth of experience makes her a key asset in delivering exceptional service to our guests.



OUR OBJECTIVES

The Falls Creek Alpine Resort Marketing Membership Program is designed to support the resort's ongoing marketing efforts and elevate the visibility of local businesses and services across the winter season and green seasons, starting in May 2025 until April 2026 .

VISITATION

Inspire and engage visitors with captivating content that highlights the beauty and activities of Falls Creek during both the Winter/Snow Season and the expanding Summer/Green Season.

ENGAGEMENT

Enhance the Snow Holiday market experience by providing a seamless journey from information search to booking and social interaction, ensuring a smooth and enjoyable user experience.

PROMOTION

Elevate our Marketing Members by generating direct bookings and engagement through high-visibility channels, maximising advertising and exposure opportunities.

WHAT WE OFFER

Our marketing efforts span a variety of marketing channels, including the falls creek.com.au website, social media, EDM (electronic direct mail), broadcast channels, and major campaign delivery. These efforts ensure that Falls Creek remains front and centre for both prospective visitors and the local community. By joining our Marketing Membership Program, you not only help strengthen these initiatives but also gain the **opportunity to take centre stage** within them.

Being a member means **your business will be showcased across our channels and platforms**, providing you with valuable exposure and engagement with visitors and residents alike. You become an integral part of our efforts to promote Falls Creek as a premier destination, while benefiting from a **comprehensive marketing strategy** that supports the resort's long-term success.





Website

OUR PLATFORM

The official Falls Creek Alpine Resort website is the cornerstone of the Marketing Membership Program. As the primary platform for all resort-related information, the **Falls Creek website offers unparalleled exposure for marketing members.**

Here's why being visible on fallscreek.com.au is invaluable to your business:

Performance Statistics

1st April 2024 – 1st April 2025



Active Users

528K



User Sessions

1.2M

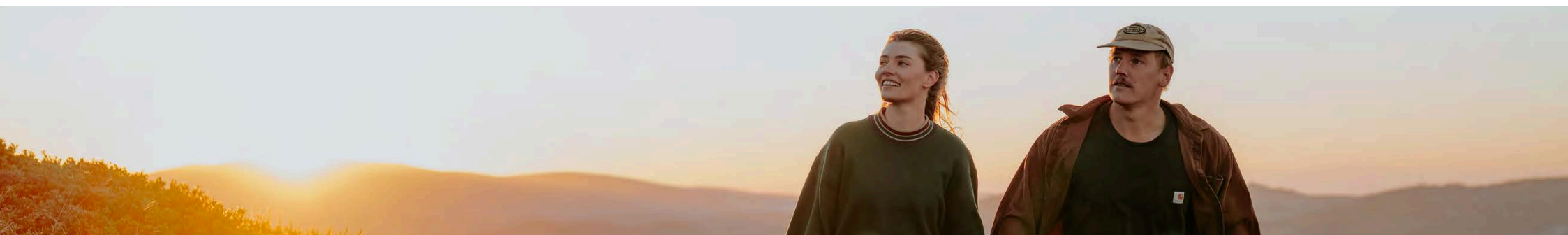


User Interactions

6.8M

THE BENEFITS

Feature	Description
Excellent SEO	Our website is optimised for search engines, ensuring strong visibility for marketing members in both organic and directed searches.
Listings for Marketing Members	All Marketing Membership partners are listed through the Australian Tourism Data Warehouse (ATDW), with direct booking links where applicable.
What's On Guide & Events Listings	Promote your events, activities, and special offers on our high-traffic What's On Guide and Events Listing pages.
Inspiration to Booking	Our website guides visitors from inspiration to booking, offering an intuitive user journey with clear paths to purchase.
Responsive Design	Our website is designed for a smooth, user-friendly experience across all devices—desktop, tablet, or mobile.
A One-Stop-Shop	Our website serves as a comprehensive resource for visitors to dream, plan, and book their Falls Creek holiday. As a Marketing Member, your business is featured on this central hub.





PERFORMANCE BREAKDOWN

Our Marketing Members have listings shown on one of 10 key pages. These pages experience high amounts of traffic giving your listings and business offerings great exposure to visiting guests.



Accommodation

77k Views

221k interactions



What's On

16k Views

40k interactions



Dining & Nightlife

14k Views

39k interactions



Coaches & Transfers

7.6k Views

18k interactions



Retail & Rental

22k Views

59k interactions



Deals & Special Offers

1k Views

4k interactions



Events

8k Views

23k interactions



Health & Wellness

2k Views

5k interactions



Tours & Experiences

2k Views

5k interactions



Snow Report

449k Views

1.1M interactions



Social

OUR CHANNELS

Falls Creek has a **highly engaged social media presence**, with significant audiences on both Facebook and Instagram. Our platforms are essential for sharing the unique story of Falls Creek and delivering content that resonates with our audience.

We focus on:

- **Destination Marketing:** Promoting Falls Creek as a premier destination.
- **Operator Messaging:** Highlighting local dining, tours, and rental services.
- **News and Updates:** Keeping our audience informed with the latest developments.
- **Resort Entry Sales:** Facilitating easy access to our resort.
- **Events and Activities:** Showcasing what's happening at Falls Creek.

Our channels consistently show positive trends in follower growth, reach, and engagement. We stay ahead of social media trends and algorithms to ensure our content reaches a large, targeted audience. Additionally, we leverage social media for **targeted, cost-effective, and measurable paid digital campaigns, driving traffic directly to your listings.**



PERFORMANCE BREAKDOWN

Our valuable social media presence, with strong metrics highlighted below, provides unmatched exposure, driving engagement and visibility for your business across key platforms.

FACEBOOK

Views: 1M+
Reach: 965K
Interactions: 25.7K
Followers: 35.7k



INSTAGRAM

Views: 2M+
Reach: 337.5K
Interactions: 84K
Followers: 52.4k



EMAIL

Subscribers: 32.3K
Deliveries: 827K
Opened: 360K
Click Throughs: 12K



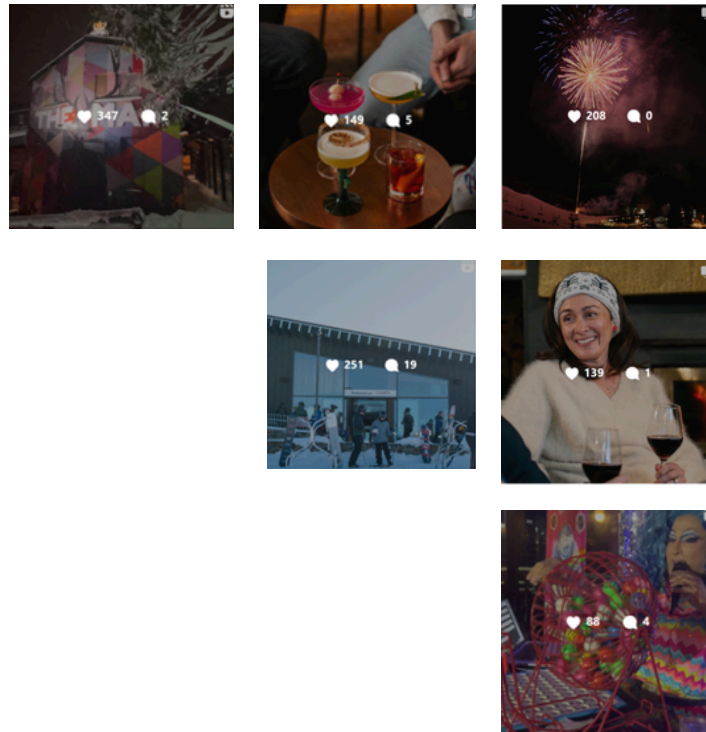


Facebook & Instagram

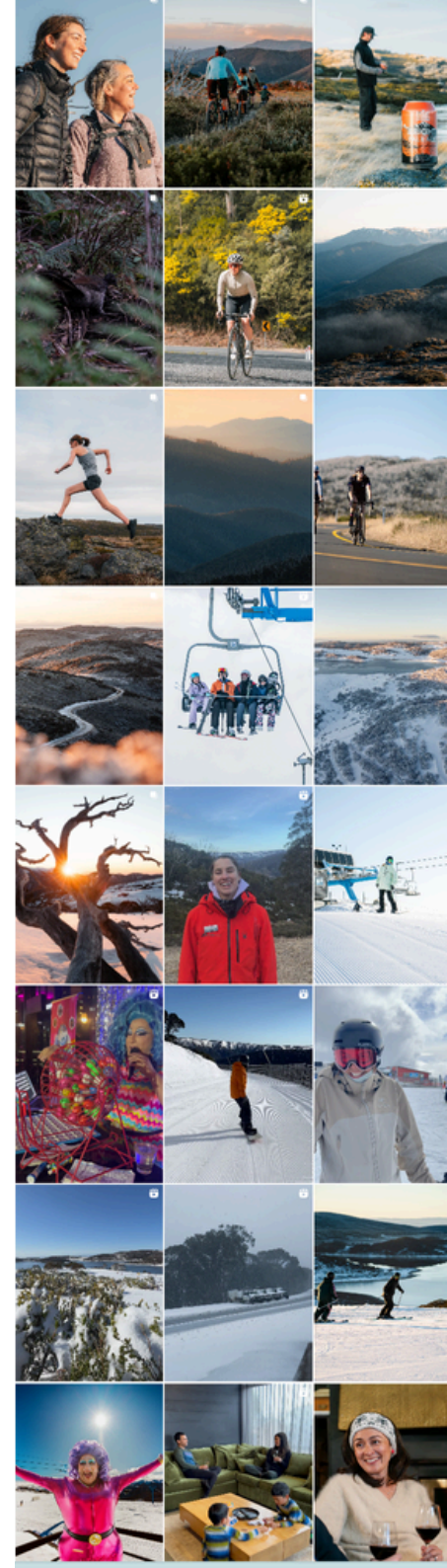
On both Facebook and Instagram, we maintain an active presence by posting a diverse range of content, including image and reel posts, as well as video and image stories. This strategy keeps our audience engaged and connected. We frequently collaborate with our marketing members to create compelling content that amplifies your business offerings, ensuring they reach a wider audience.

INCLUSIONS

This year, we're making our social promotional offering more quantifiable. With a general membership, you'll receive one group post per winter and summer season featuring similar operators.



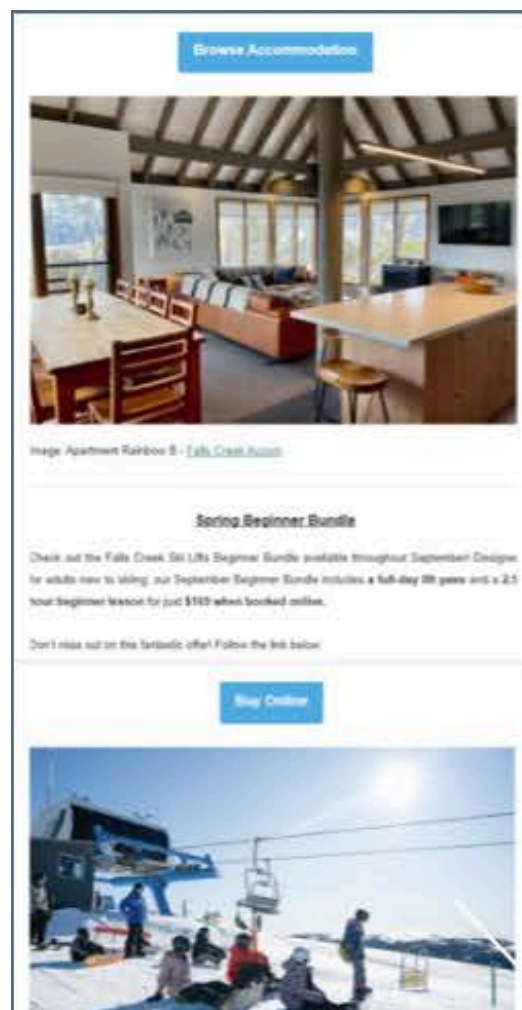
Tip: By posting regular @falls creek tagged stories and tagged posts, the content you create has the potential to be boosted via the @falls creek account, further increasing your contents reach and impact.



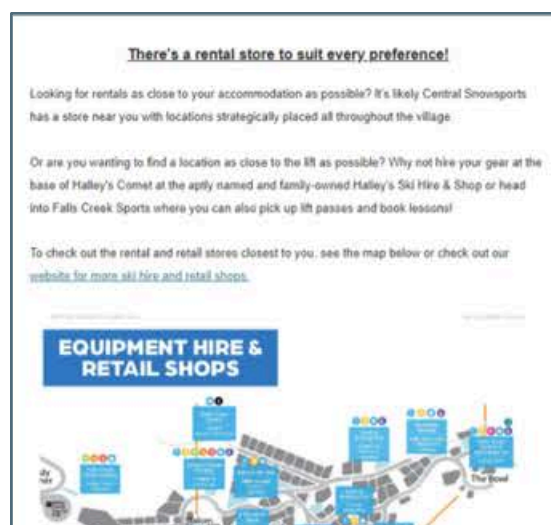
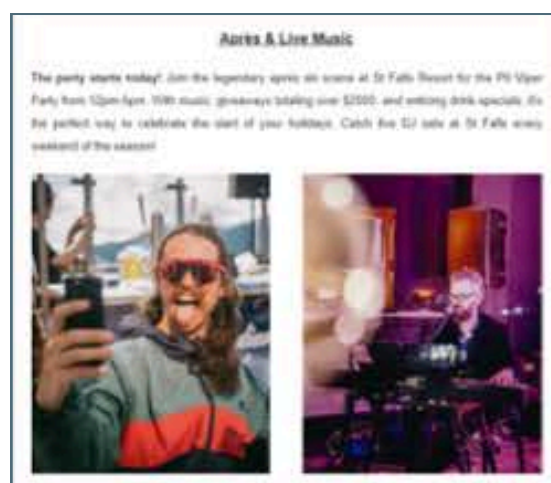
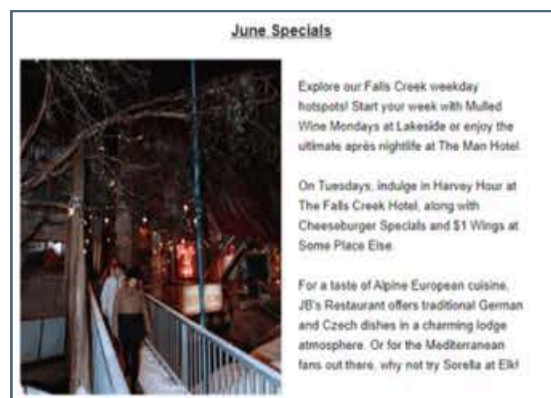


Email

Our email marketing reaches a dedicated audience of 32.3k subscribers who receive regular promotional emails. These emails always include highlights from our event calendar, stakeholder features, and promotional copy designed to encourage click-throughs to web pages featuring our Marketing Members.



TIP: Hosting special events, special food nights, live music, and discount sales are your best way to be featured in our email marketing.

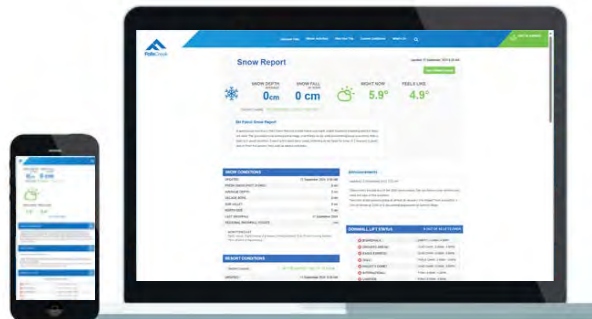


SNOW REPORT

Take advantage of the massive traffic on our snow report page by featuring your business in our **highly visited snow report announcements!** This page sees an incredible amount of daily traffic, making it one of the **most valuable spots for exposure.** With prime placement on this high-traffic page, your business and events will be front and centre, ensuring maximum visibility to a wide and engaged audience. As part of the **Premium Upgrade Membership, priority features** on this page will give your business the spotlight it deserves!



Snow Report
449k Views
1.1M interactions



Announcements

Updated 04 September 2024 8:08 AM

The sun is shining again today so get out there and make the most of our spring snow! Again today, we recommend sunscreen, lighter layers and dark lenses. It's September and that means Twilight Skiing and Boarding is on from 5pm at Halley's Comet. If you haven't already this season make sure you head to Summit Ridge for a fantastic fireside dining experience.

Announcements

Updated 21 August 2024 7:20 AM

Plenty of fun soft turns to be had out there today. With some winds around this morning be sure to keep your eye on the lift status. If you're ready to rest those tired legs and indulge in some me-time, Astra Day Spa is the place to be. With a large treatment menu ranging from quick massage or mani-pedi, right through to a full day relaxation experience. When you're finished up, soak in the après vibes by their cosy fireplace.



Promotion



PAID CHANNELS

As a Marketing Member you could have the opportunity to be showcased in paid promotions. Imagine your business showcased across:

- **Out-of-Home Marketing:** Have your business offering positioned in prime locations, reaching thousands of potential customers.
- **Radio Shout-Outs:** Gain exposure through live mentions on popular radio stations, putting your business in the spotlight.
- **Media Releases:** Be part of press coverage that draws attention to your business across a wide audience.



ADDED BENEFITS

Campaign Shoots

The Marketing Membership also provides the opportunity to be considered for inclusion in our campaign photoshoots. Your business could be featured in visuals that are designed to captivate and engage customers.



Influencer Visits (Famils)

You could be chosen as a host for influencer visits (Famils). This means having social media influencers and industry leaders visit your business, providing exposure to their large followings and building your brand's credibility.





Memberships

THE BENEFITS

Becoming a Marketing Member offers a range of valuable benefits designed to boost your business visibility and attract more customers:

- **Full Visibility on the Falls Creek Website:** Your business will have an ATDW listing, an online enquiry form, and a book-direct link to make it easy for customers to find you.
- **Social Media Promotion:** Leverage our large Facebook and Instagram following to promote your business, events, and seasonal campaigns that drive visitation in both winter and summer.
- **Email Marketing:** Gain exposure through email marketing to our extensive mailing list, showcasing your business's offerings, local stories, and promotions.
- **High-Quality Photos and Videos:** Receive professional photos and videos for your own promotional use, enhancing your marketing efforts.
- **Additional Promotional Activations:** Participate in exclusive promotional opportunities designed to drive more traffic and awareness to your business.
- **Targeted Marketing Campaigns:** Benefit from campaigns that drive traffic directly to your listing page, maximising visibility and bookings.

MARKETING MEMBERSHIPS

Dining Membership

Restaurants, cafes, and food outlets are eligible for Dining Membership, ensuring your business gets prominent exposure on the Falls Creek dining page. This is a key touchpoint for visitors as they plan their meals and special dining experiences before their trip. Members also benefit from priority listing in the weekly What's On Guide, which highlights special events, offers, and promotions throughout the season, keeping your business front-of-mind for both prospective and in-resort guests. Each ATDW listing is fully searchable and provides detailed information about your dining options, image gallery, location, contact information, and a convenient 'Book Now' button.

Service Membership

Rental, retail, supermarket, transport, massage, and other service-based businesses are eligible for a Services Membership. These memberships include a comprehensive business profile on the website, fully searchable by visitors. Service listings are also displayed on relevant information pages, ensuring maximum exposure. Each ATDW listing is fully searchable and provides detailed information about your services, links to your website, and a 'Book Now' button (where applicable).

Accommodation Membership

Accommodation Membership ensures your business is featured in the dedicated Accommodation section of fallscreek.com.au, making it easy for visitors to discover and book their stay. This section is one of the highest-ranking, high-traffic areas of our website where guests actively search for and book their accommodation, offering significant exposure. Each ATDW listing is fully searchable and provides detailed information about rooms, facilities, an image gallery, location, contact options, and a 'Book Now' button.



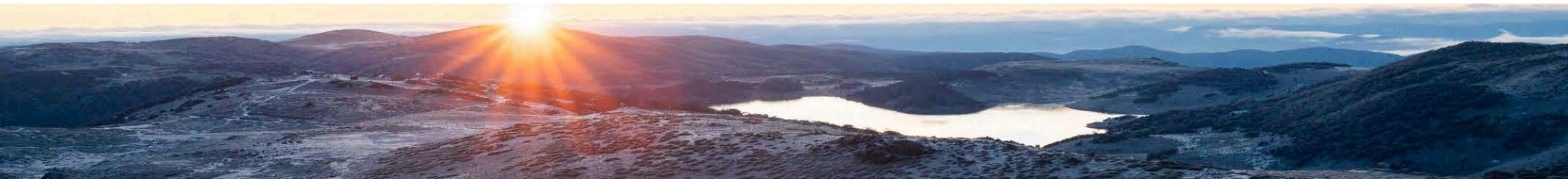
PREMIUM UPGRADE

Premium Upgrade

The key benefit of the Premium Upgrade is the enhanced visibility it provides through priority placement on fallscreek.com.au. Premium members are featured at the top of their category pages, ensuring maximum exposure and naturally attracting the most clicks. Additionally, your Premium Upgrade includes one extra listing placement at no extra charge (for a restaurant or service), with any additional listings available at a discounted rate of \$250 each. This upgrade guarantees your business stands out, boosting visibility, engagement, and bookings. New features include priority reshared posts for social media, which increase your reach and engagement, and priority snow report announcements, ensuring your business is highlighted during peak times for maximum visibility.

ELIGIBILITY CRITERIA

100% Mobile- Optimised Website	Live Bookings Available via Channel Manager	Appropriate Detail on Property Facilities	Well-Managed Google Places Listing	Live Link to fallscreek.com.au
Appropriate Detail on Room Facilities	High-Quality Professional Photography	Well-Edited Copy Free of Typos and Poor Formatting	TripAdvisor Listing	Google Analytics Setup with Regular Reporting



Inclusions	Dining	Services	Accom
Website listing with full digital profile and direct booking links	●	●	●
Social media features	●	●	●
Media gallery access	●	●	●
Free events listing	●	●	●
Feature in Winter & Summer Insider's Guide	●	●	●
Features in What's On Guide	●	●	
Online specials advertising	●	●	●
Printed collateral	●	●	●
Opportunity to feature in additional promotions & media efforts	●	●	●
Features in daily snow reports	●	●	●
Phone and in-person recommendations from our Information Centre	●	●	●
Membership Fee	\$500	\$500	\$1,200



PREMIUM UPGRADE

Inclusions (according to base Membership)	Dining	Services	Accom
Premium website placement (top of page)	●	●	●
Inclusion of extra listing (accom, dining, service or tours)			●
Inclusion of extra listing (dining, service or tours)	●	●	
Any additional listings discounted to \$250 each	●	●	●
Priority reshared posts for social	●	●	●
Priority snow report announcement features	●	●	●
Premium Upgrade	\$250	\$250	\$500

**All premium upgrades must be purchased with a Dining, Service or Accommodation Membership

WHAT IS THE ATDW?

The Australian Tourism Data Warehouse (ATDW) is Australia's national tourism database and distribution platform. By listing your business on the ATDW, your business will appear on key destination websites such as victoriashighcountry.com.au, visitvictoria.com.au, australia.com, and more.

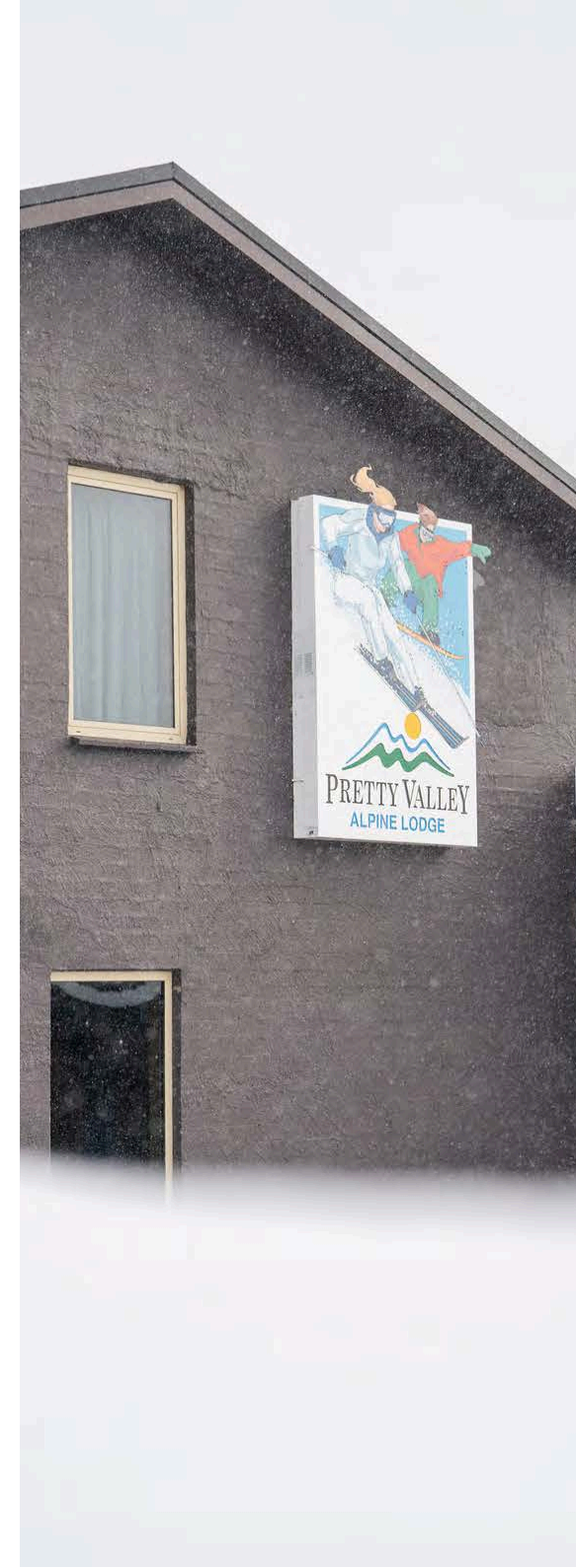
YOUR ATDW LISTINGS

All Accommodation, Dining, and Service Marketing Members are required to create and manage an active listing in the Australian Tourism Data Warehouse (ATDW). The ATDW is Australia's national platform for digital tourism data, making your business accessible to a wider domestic and international audience.

ATDW listings automatically pull through to certain pages on the FCAR website (as well as other destination websites), ensuring your business is displayed in the correct category. To guarantee your listing appears on the appropriate page (e.g., "Accommodation," "Dining," "Events"), ensure it is categorised correctly.

Please note that ATDW listings are managed by Tourism North East (TNE), not FCAR, so all updates to listings must be managed directly by the business owner or stakeholder.

Following the challenges posed by bushfires, COVID, and landslides, TNE previously provided free coupons for ATDW listings. However, this benefit has now ended, and marketing members are responsible for paying the listing fees. For more info on ATDW listing fees, [click here](#).



MANAGING YOUR ATDW LISTING

To maintain your FCAR Marketing Membership, stakeholders must create and personally manage an ATDW listing for each service they provide. Listings should include:

- **A detailed description of your business**
- **Correct location and contact details**
- **High-quality imagery of your business**

Each listing is quality controlled by Visit Victoria and must meet specific standards.

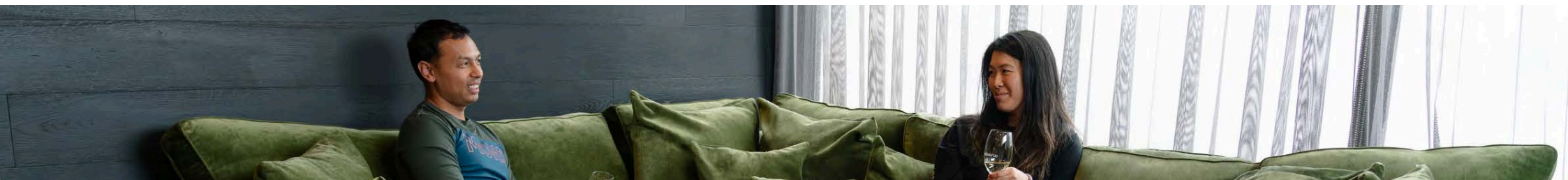
If your business offers multiple services (e.g., Accommodation, Dining, Retail), you must create separate listings for each service and categorise them correctly. For example, if your business offers accommodation, a restaurant, and a ski shop, you must create three distinct listings, each appropriately categorised.

MANAGING YOUR ATDW LISTING

Tourism North East (TNE) provides assistance for setting up and managing your ATDW listings. You can start by reviewing this **[fact sheet](#)** and **[tutorial video](#)** (4 minutes) for guidance.

Additionally, TNE runs free online and in-person workshops, including sessions on optimising your ATDW listing. To view available sessions **[click here](#)**.

To access the ATDW Online portal **[click here](#)**.





Thank you