



Yarra Valley
&
Dandenong Ranges
— P A S S —

PILOT RESULTS · JUNE – SEPTEMBER 2026

Building a Visitor Participation Economy

Pilot results · June to September 2026

The Yarra Valley & Dandenong Ranges Pass rewards people for taking part in the region: visiting, creating content, reviewing, referring friends and spending at local businesses. Members earn Yarra Credits and redeem them for rewards contributed by those businesses.

Four months in, this report sets out what the pilot has shown for visitors, businesses and the region.

1,100+

MEMBERS

People who have joined since launch in June

5,400+

TASKS COMPLETED

Visits, content, reviews, votes, referrals and more

83%

OF MEMBERS TOOK PART

Earned credits through at least one task

24%

JOINED THROUGH A FRIEND

258 members came via a referral

23

BUSINESSES LINKED

Members access rewards from these businesses and move credits between them

160

QUESTIONNAIRES

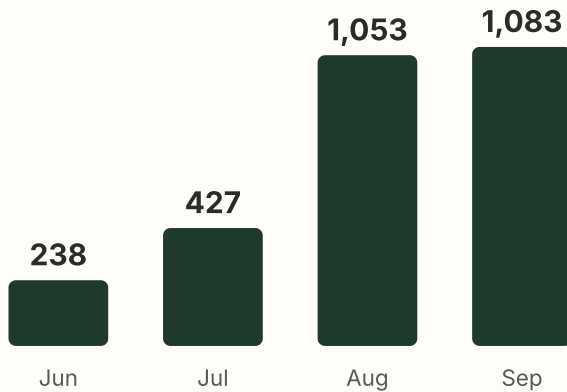
First-party insight from members across 75 postcodes

The most valuable visitors aren't just the ones who arrive. They're the ones who participate.

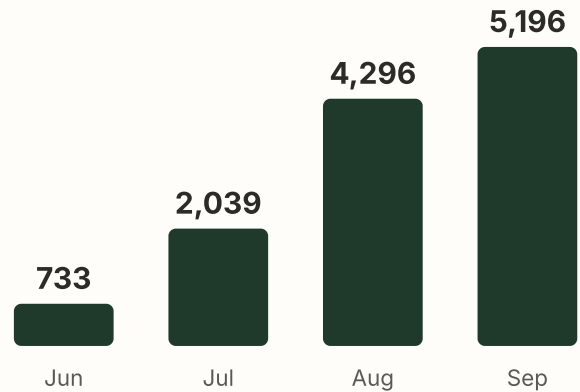
People join, take part and come back

Joining is the start, not the outcome. Members complete tasks from day one and keep engaging between visits.

MEMBERS, CUMULATIVE



TASKS, CUMULATIVE



WHAT MEMBERS DO



Share of all 5,400+ tasks.

ENGAGEMENT BETWEEN VISITS

70%

OF SEPTEMBER'S ACTIVE MEMBERS

Joined in June, July or August

73%

USE THE DAILY CHECK-IN

Of September's active members, since it launched on 8 September

81%

WEEKDAY TASKS

Share of September tasks, Monday to Friday

488

REWARDS WISHLISTED

By 93 members planning what to earn next

REACH

2,451

UNIQUE VISITORS TO THE PASS

In the 30 days to 2 October

2,091

CLICKS TO PARTICIPATING BUSINESSES

In the 90 days to 2 October

One Pass, a connected network of businesses

Members earn through individual businesses' own programs and pool those credits in the regional Pass, or send Pass credits to a business to spend there. Each exchange introduces one business's audience to another.

11

BUSINESSES EXCHANGING

Wineries, a dairy, a brewery, an orchard, a hotel and more

3.6×

MORE EXCHANGES

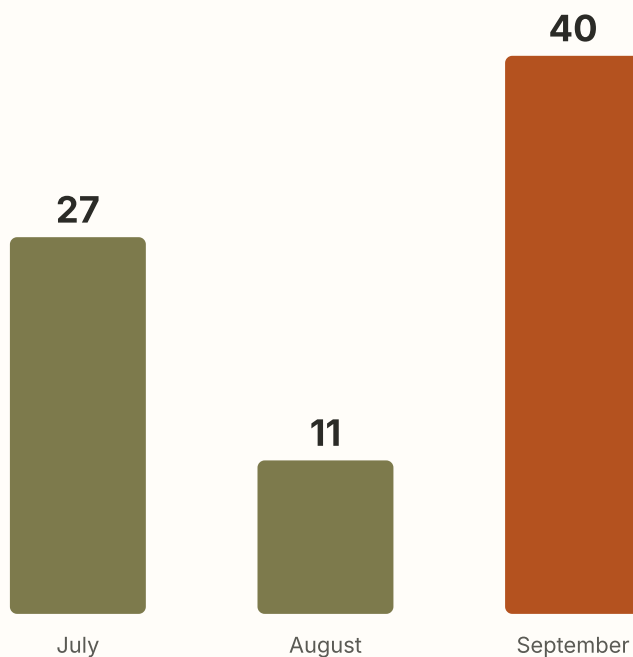
In September than in August

381,919

CREDITS MOVED

Between businesses and the Pass

EXCHANGES PER MONTH



September was the busiest month yet for credits moving between businesses.

REWARDS & SPEND

42

REWARDS REDEEMED

Stays, experiences and local produce contributed by businesses

A\$5,457

RECEIPTS & SPEND

18 members · avg A\$303

A\$2,057

AT LINKED BUSINESSES

Through their own programs

Each exchange introduces one business's audience to another: businesses promote each other instead of competing for attention.

Visitors become advocates

Members showcase the region in their own words and images, bring friends in, and back the businesses they love with reviews, follows and votes.

282

PIECES OF VISITOR CONTENT

Photos, posts and reels from 202 members

1,983

COMMUNITY VOTES

Cast by 719 members

258

FRIENDS REFERRED

24% of all members

21

BUSINESS REVIEWS

Written by members

282

SOCIAL FOLLOWS

Of the region's and businesses' channels

516

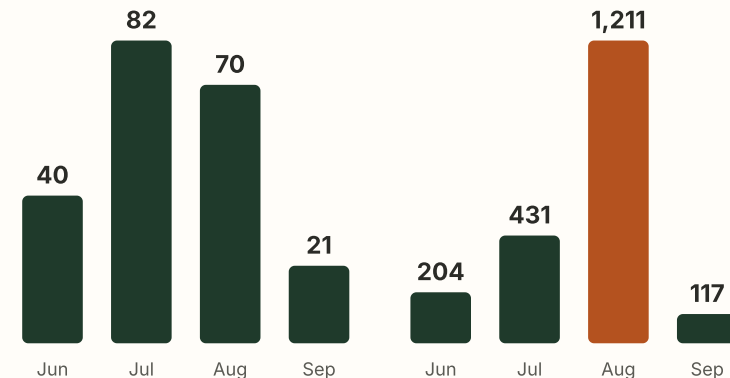
LIKES & COMMENTS

On regional and business posts

PHOTO COMPETITIONS

Entries

Votes



June, Winter and Spring competitions: 217 entries. Every entry is submitted for use by Tourism East and participating businesses.

WORD OF MOUTH

691

TASKS BY REFERRED MEMBERS

Friends who join go on to take part

39%

OPEN RATE ON MEMBER RE-ENGAGEMENT EMAIL

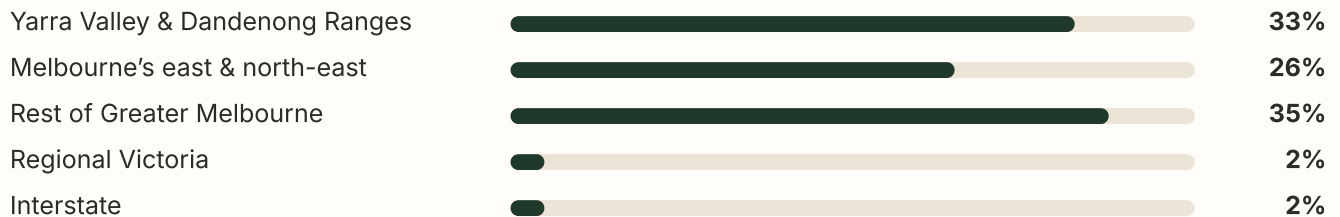
Member emails open at 26–39% and click at 2–5%, against travel benchmarks of 15–30% and 1.4–1.6%

Authentic visitor content, gathered with permission, gives the region and its businesses a growing library of real experiences to share.

A clearer picture of the visitor

Members are telling us how they explore the region, travelling from 75 different postcodes. Two in three live outside it.

WHERE THEY LIVE



THE OVERNIGHT OPPORTUNITY

Where they live	n	Weekend stays	Want accommodation
Rest of Greater Melbourne	47	60%	66%
Melbourne's east & north-east	35	31%	51%
Yarra Valley & Dandenong Ranges	44	9%	18%

Melbourne members outside the east already stay the weekend: the audience for stay-and-dine rewards that turn a day trip into an overnight visit.

WHAT THEY'RE INTERESTED IN



5.4 interests per member on average: demand runs well beyond wine.

WHO THEY ARE

8 in 10

AGED 35 AND OVER

35–44 is the largest group (34%)

66%

EXPLORE WITH A PARTNER

51% with family, 48% with friends

WHAT THEY VALUE MOST



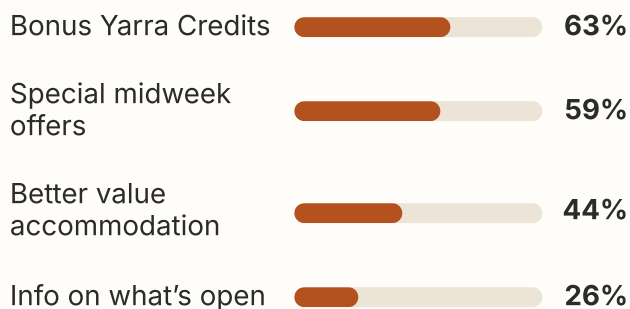
What the pilot has validated

Four months of participation data, and what members say would bring them back.

VALIDATED SO FAR

- ✓ **People take part, not just sign up**
83% of members have earned credits; 5,400+ tasks completed.
- ✓ **Visitors move between businesses**
11 businesses linked; 381,919 credits moved across the network.
- ✓ **Visitors create content at scale**
282 pieces of content from 202 members, for use by the region.
- ✓ **Growth through word of mouth**
24% of members joined through a friend.
- ✓ **Engagement continues between visits**
Members return across months; 81% of September tasks on weekdays.
- ✓ **First-party insight**
160 questionnaires on origin, interests and what brings people back.

WHAT WOULD BRING THEM MIDWEEK



Bonus credits rank above discounts.

REWARDS THEY MOST WANT



1,100+

MEMBERS

Joined in the first four months

5,400+

TASKS COMPLETED

Visits, content, reviews, votes and referrals

23

BUSINESSES LINKED

Sharing rewards and credits across the region

The core idea works: people join, take part, and use the Pass to discover more of the region.