



YARRA VALLEY  
— P A S S —

# Building a Visitor Participation Economy

## The Yarra Valley Pass

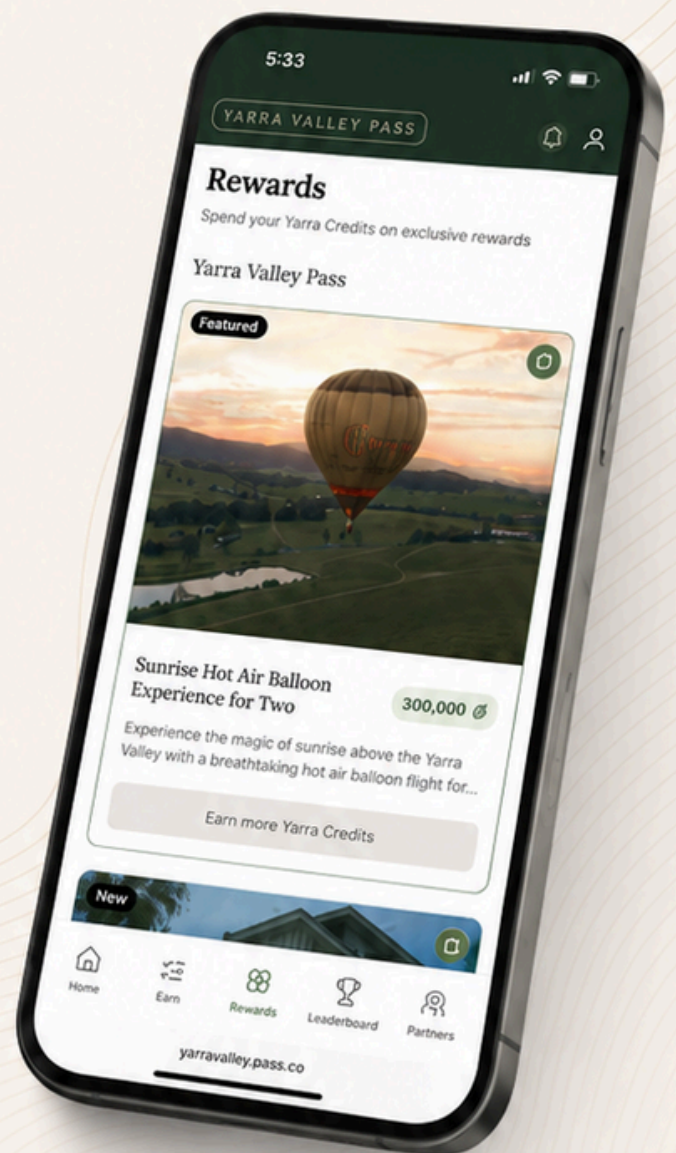
### Regional Pilot

Results Insights & Validation

How rewarding participation creates measurable value for destinations, businesses and visitors.

Prepared by  
Loop Fans

In partnership with  
**TOURISM EAST**



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# Executive Summary

BUILDING A VISITOR PARTICIPATION ECONOMY

**The Yarra Valley Pass is a regional participation initiative** developed in partnership with Tourism East and local tourism operators to create an ongoing relationship between people and the Yarra Valley.

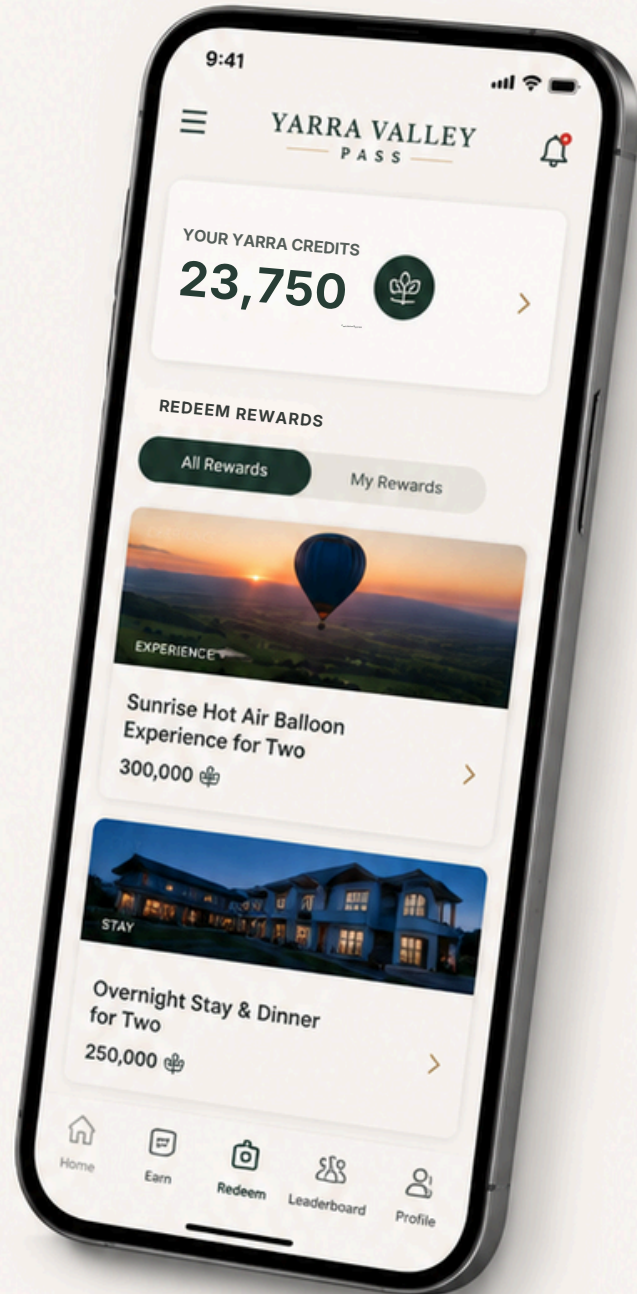
**The initiative introduces a new operating model that rewards participation rather than transactions** - creating measurable value for visitors, local businesses and the region simultaneously. Through authentic rights-approved content, reviews, referrals, competitions and community activities, participants help showcase the region while earning Yarra Credits that unlock rewards from businesses across the Yarra Valley.

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

**The pilot is validating the power of a connected regional ecosystem.** Rather than promoting individual businesses in isolation, participating operators collectively benefit as people move between venues, share experiences, refer others and engage with the region as a whole.

This generates valuable first-party visitor insights, helping organisations and businesses better understand visitor behaviour, preferences and engagement over time.

Most importantly, the pilot demonstrates that when participation is simple, rewarding and community-driven, people actively choose to contribute. They don't simply visit a destination - they become advocates for it.



## KEY TAKEAWAY

The Yarra Valley Pass demonstrates how destinations can build a Visitor Participation Economy - creating measurable value for tourism organisations, local businesses and regional communities throughout the year.

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## What We Set Out to Validate

The Yarra Valley Pass was designed to explore whether participation could become a new driver of regional tourism.

Rather than measuring success solely through visitation or transactions, the pilot set out to understand whether rewarding meaningful participation could create lasting value for visitors, local businesses and the region as a whole.

Specifically, the pilot aimed to validate whether a regional participation model could:



Encourage meaningful engagement before, during and after a visit.



Maintain visitor and community engagement during quieter and off-peak tourism seasons.



Generate authentic, rights-approved visitor content at scale.



Increase reviews, referrals and recommendations for local businesses.



Connect multiple tourism operators through a shared regional rewards ecosystem.



Encourage visitors to engage with more businesses and experiences across the destination.



Strengthen relationships with local residents, returning visitors and future travellers.



Generate valuable first-party visitor insights for tourism organisations and participating businesses.

The objective of the pilot is to evaluate whether a regional participation model could extend the relationship between people and a destination, creating measurable value for tourism organisations, local businesses and the wider regional economy - not just during a visit, but throughout the year.

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## Early Validation

### WHAT THE PILOT HAS VALIDATED TO FAR



The pilot is already validating that a regional participation model can successfully encourage meaningful engagement beyond registration.



Participants are actively contributing through user-generated content, referrals, reviews, competitions and interactions across multiple local businesses.



These early results indicate that when participation is recognised and rewarded, people don't simply visit a destination - they become active participants in it.

# Pilot Highlights

AN ONGOING PILOT

The Yarra Valley Pass pilot is an ongoing initiative. These early indicators demonstrate that participation is already creating meaningful engagement and value across the region.

We are continuing to measure, learn and optimise as the pilot evolves.



**62%**  
Activation Rate

Nearly two-thirds of participants have activated and are engaging with the platform.



**3.3×**  
Average Actions  
per Participant

Participants are taking multiple actions, demonstrating sustained and ongoing engagement.



**22%**  
Participants  
Submitted UGC

Participants have contributed user-generated content through posts and photo competition entries.



**25%**  
Participants  
Referred Someone

Participants have referred a friend or family member to the Pass, driving organic growth.



**12%**  
Participants Left  
a Review

Participants are leaving reviews for local businesses and experiences.



**100%**  
Organic Social  
Growth

Social audiences were built entirely through participant engagement and sharing.

## ADDITIONAL EARLY INDICATORS



**100%**  
Rights-Approved  
Content

Every UGC and competition entry is rights-approved for use by Tourism East and participating businesses.



**Cross-Business  
Engagement**

Participants are engaging with a wide mix of businesses across wineries, food, accommodation and experiences.



**Community-Led  
Growth**

New participants are joining through trusted referrals and word-of-mouth—our strongest source of growth.



# Participation Creates the Journey

One of the most important insights from the Yarra Valley Pass pilot is that participation begins well before a reward is redeemed.

Rather than waiting until someone visits a business, the platform encourages people to start engaging with the region immediately.

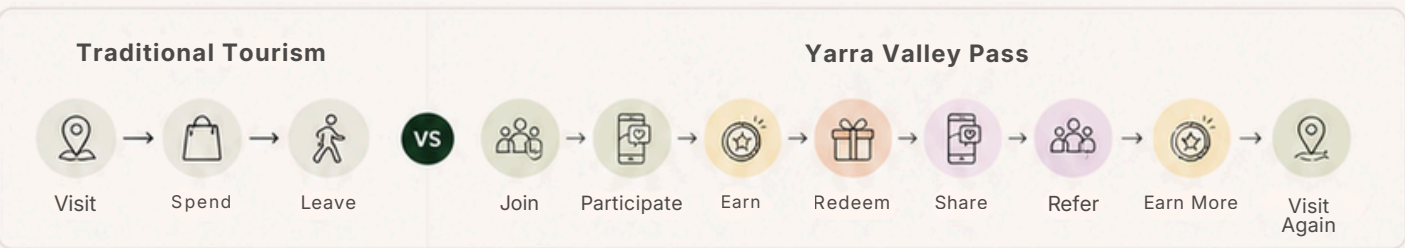
Participants began creating content, entering competitions, referring friends, sharing recommendations and completing community activities from the moment they joined the initiative.

These interactions don't simply reward participation—they help build anticipation, strengthen awareness of local businesses and encourage future visitation across the region.

Instead of rewarding only the final transaction, the Yarra Valley Pass rewards the journey leading up to it.

## A New Visitor Journey

The Yarra Valley Pass turns participation into progress. Every interaction brings members closer to unlocking experiences across the region.



Participation today creates connections, rewards and memories for tomorrow.



# From Destination Marketing to Destination Participation

The pilot is validating a new regional participation model - one where visitors, local businesses and tourism organisations all create and receive value through a shared ecosystem.



<p><b>For Participants</b> More ways to engage, earn and enjoy the Yarra Valley.</p>	<p><b>For Businesses</b> More visibility, authentic advocacy and new customers.</p>	<p><b>For The Region</b> Stronger connections, sustainable growth and a thriving local economy.</p>	<p><b>Powered by Participation</b> Every action creates value across the entire Yarra Valley community.</p>
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One community. Many businesses. Endless opportunities.

Instead of every business trying to market itself independently, the Yarra Valley Pass creates a shared participation ecosystem where every interaction benefits the wider region.

Participants naturally move between businesses, discover new experiences, create content, refer others and unlock rewards across multiple operators.

The result is a destination that becomes more valuable with every interaction-for visitors, businesses and the entire community.

*The future of regional tourism isn't just about attracting more visitors. It's about turning them into advocates*

