

CAMPAIGN EVALUATION REPORT

April – August 2026 – Full campaign dates

April – June 2026 – Competition

520	46	$26,943.00	$48,497.00
Competition entries	Participating businesses	Redeemed locally to date	Estimated local impact to date*

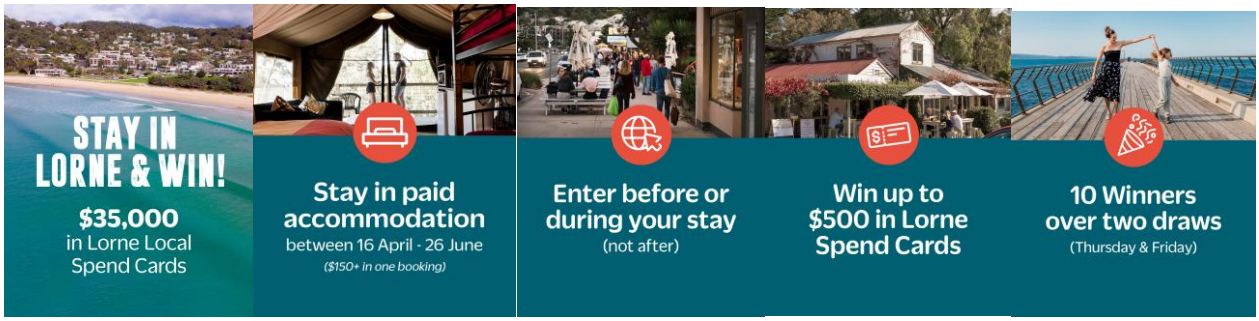
55%	38%	$341,246	395,190+
Entries from Melbourne	Heard via Marketing channels	Reported accommodation spend	Paid media reach

A targeted visitor-economy recovery campaign supporting overnight stays and local spending in Lorne.

Executive summary

Lorne Stay & Win was delivered as a targeted recovery initiative following a difficult 2026 summer for Lorne businesses. The campaign used a simple mechanism: visitors staying in eligible paid accommodation could enter to win Lorne Local Spend Cards, with prize value restricted to participating Lorne businesses.

The campaign generated 520 entries and engaged 46 businesses and resulted in spending at 38 participating businesses (83% of all operators involved), At the reporting date, $26,943 was redeemed locally. Using Why Leave Town's stated 1.8 local economic multiplier ($100 spent locally is estimated to generate $180 in local economic impact), this represents an estimated $48,497 in local economic impact to date.



Ongoing value beyond the campaign

The economic benefit is still accumulating. Lorne Spend Cards are valid for three years, allowing remaining card value to continue flowing to participating Lorne businesses. Across Stay & Win and supporting recovery activations, $37,600 in cards was distributed to 189 recipients. If all distributed card value is ultimately redeemed, Why Leave Town's 1.8 multiplier equates to a potential estimated local economic impact of **$67,680**

What the campaign delivered

Outcome	Result
Competition entries	520
Core Stay & Win winners	110
Supporting activation (card recipients)	79
Participating businesses	46
Recorded local redemption	$26,943.00
Estimated local economic impact to date*	$48,497.00
Paid marketing reach	395,190
Meta link clicks	3,167

**Why Leave Town multiplier; presented as an estimated impact measure, not an independently verified Council multiplier.*

In addition to the 110 core Stay & Win winners, Lorne Spend Cards were used through supporting recovery activations including the Wonderfalls event and the community BBQ, bringing total card distribution to 189 recipients and $37,600 in local spend value.

1. Campaign purpose and economic outcome

The campaign was designed to support Lorne's visitor economy during the April–June shoulder period, encourage overnight visitation and ensure prize expenditure stayed in town. Eligible visitors needed to spend at least $150 on paid accommodation and enter before or during their stay.

The campaign was launched and entries opened on 9 April, with eligible stays and prize draws commencing from 16 April. Winners received digital Why Leave Town Lorne Spend Cards valued from $200 to $500.

$26,943.00
redeemed locally to date
× 1.8
$48,497.00
estimated local economic impact to date

Where card spending flowed

Category	Spend	Share
Eat & Drink	$16,508.00	61.27%
Retail	$7,550.00	28.02%
Accommodation	$1728.00	6.41%
Activities & Attractions	$1,157.00	4.29%

Business Participation & Economic Impact

The Stay & Win program generated spending across a broad cross-section of the Lorne business community. Of the 46 participating businesses, 38 recorded prize card redemptions, meaning 83% of participating businesses directly benefited from the campaign. A total of 429 transactions were recorded through redeemed Lorne Spend Cards, generating $26,943 in direct local expenditure to date.



Example of the free point-of-sale/social artwork supplied to participating businesses.

2. Marketing, media and campaign visibility

The campaign used Council and destination channels, paid social, regional media, radio, accommodation partners, participating businesses, visitor information and in-town collateral. A complete suite of campaign artwork was produced for both visitors and business activation.





Campaign poster and still from the Cadel Evans promotional video supplied for the campaign.

Cadel Evans and earned media

Cadel Evans provided a strong, authentic link between the donated Surf Coast Classic prize money and Lorne's recovery. The campaign video was filmed in Lorne, featured local businesses, and was shared through Council, Visit Great Ocean Road and partner social media channels. During filming, Nine News also interviewed Cadel about the campaign, with the interview subsequently broadcast on Nine News, extending its reach beyond paid and owned media. Cadel's visit also generated regional press coverage and provided a compelling human story around the cycling teams' donation.
Watch the interview here: (6) Video | Facebook

Radio partnership: K rock 95.5 and bay 93.9

Geelong Broadcasters delivered 60 booked campaign spots across K rock 95.5 and bay 93.9 between 14 April and 9 May, including commercials and live reads, for a net media cost of $2,190 ex GST. The schedule comprised 25 K rock spots and 35 bay 93.9 spots. The value of this package was $7485.

Measure	Result
K Rock & Bay 93.9 Reach	121,297
Radio Impressions	621,000 +

Radio audience

The radio campaign delivered strong destination awareness across the Geelong market, reaching **121,297 people** (44.4% of the adult population) and generating more than **621,000 impressions**. Audiences heard the campaign an average of **5.1 times**, helping reinforce key tourism messages and drive recall. With a campaign investment of **$2,190**, the activity achieved an efficient **CPM of $3.53**, demonstrating excellent value for broad regional tourism promotion.

Times Newsgroup partnership

Times Newsgroup was engaged to reach key regional drive markets likely to take short-stay and regional trips, including Geelong, the Bellarine, Ballarat, Bendigo and surrounding areas. The partnership combined digital display, video, social, EDM and sponsored editorial, with content focused not only on the competition but also on Lorne's recovery story and encouraging visitation and local spending.

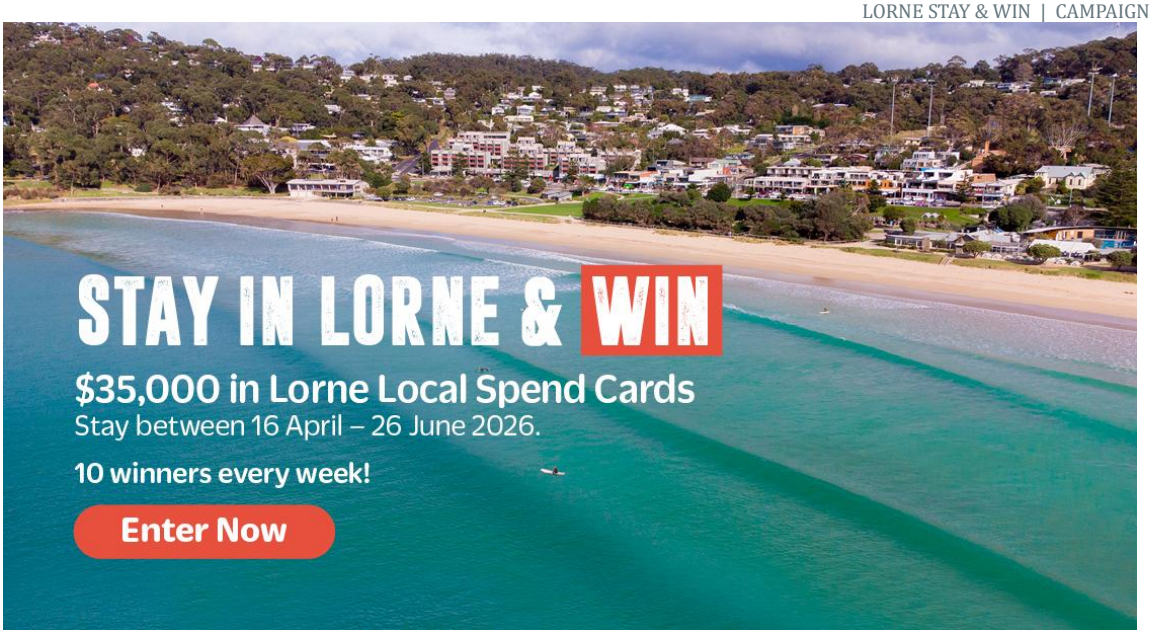
The $3,000 investment delivered strong added value, with a quoted media value of $11,250. Digital display alone delivered 222,940 impressions against 140,000 booked, supported by substantial social reach, video and editorial exposure.

Measure	Result
Times Newsgroup Digital impressions	222,940 impressions (140,000 booked)
Times Newsgroup Pre-roll impressions	77,121 impressions
Times Newsgroup Social impressions	179,478 impressions / 147,393 reach
Sponsored editorial	11,496 page views
Print readership	126,500 per sponsored-content insertion

Website performance

In addition to paid and earned media activity, the campaign generated strong engagement across Visit Lorne's digital channels. Visitors actively sought information about the competition and destination, with campaign content attracting substantial traffic throughout the promotional period. Website performance demonstrates that the campaign not only generated awareness but also encouraged potential visitors to engage with Lorne content, plan trips and explore accommodation and visitor experiences.

Measure	Result
Website users	8,250
Website sessions	9,646
Website page views	11,884
Stay & Win campaign page views	1,574
Meta link clicks	3,167



The same campaign identity was carried consistently across digital, print, social, radio support and in-town business collateral.

Media takeaway

Regional media, radio and digital channels significantly extended the campaign's reach beyond Council-owned platforms, generating a combined paid-media reach of approximately 395,000 people and more than 1.1 million impressions. Campaign digital assets attracted strong engagement, with 8,250 website users, 11,884 page views and 3,167 Meta link clicks. Together, these results demonstrate strong awareness of both the Stay & Win competition and Lorne's broader recovery and visitation messaging.

3. Visitor participation and campaign response

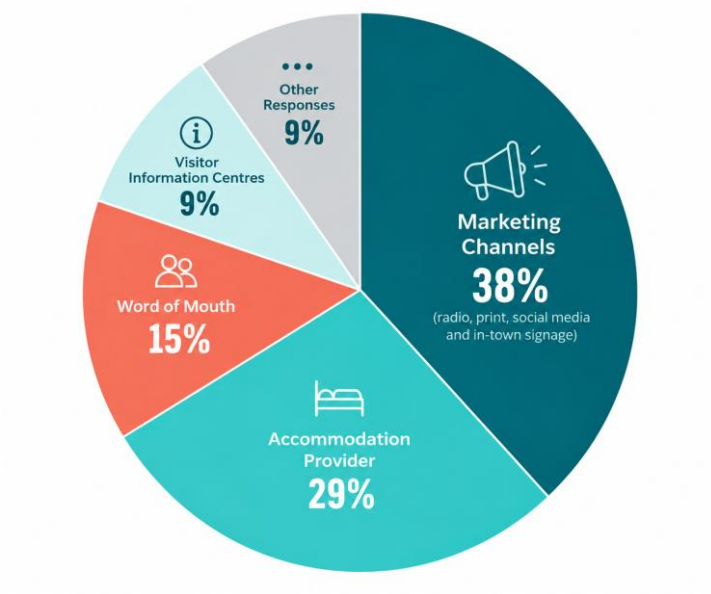
Entry data indicates the campaign successfully reached its intended drive-market audience. Melbourne accounted for approximately 55% of entries, followed by regional Victoria, interstate visitors and Greater Geelong. Entrants reported an estimated $341,246 in accommodation expenditure, representing approximately 1,490 visitors during the campaign period. Accommodation providers were the single largest referral source, accounting for 29% of responses, demonstrating the important role local operators played in promoting the campaign.

55%	29%	$341,246	1,490
Entries from Melbourne	Heard via accommodation provider	Reported accommodation spend*	People represented*

**Entry-insights dataset contained 518 entries and 514 usable accommodation-spend responses; final competition total was 520.*

How entrants heard about the campaign

When grouped collectively, marketing channels were the largest driver of campaign awareness, accounting for 38% of responses across radio, print, social media and in-town signage. Accommodation providers accounted for 29% of responses, followed by word of mouth (15%) and Visitor Information Centres (9%). This highlights the value of combining paid and owned marketing with strong accommodation partnerships and visitor-facing networks to maximise campaign reach.



What winners said

Winner feedback

"We love it and try and come as much as we can... It's a nice place, everyone's lovely."
Denise, a $200 winner and long-time Lorne visitor, told Times Newsgroup she and her husband visit several times a year and like to "spread the love" across local businesses.

Winner feedback

"We used the card in 6 different businesses which was great (some of which we most likely not have purchased anything without the card). We also spent money with 3 different businesses in Lorne. Actually, the only place we tried

to use the card, but couldn't, was the Tourist Information Centre (they explained that it couldn't be used there as it was a Council-run business).
With thanks once again ... and looking forward to our next trip to Lorne!"

Peter

Winner feedback
"I posted to our socials and was so excited to be one of the winners."

Beach volleyball organiser Allister Lyne won $300 and spent it at The Lorne Corner Store. He also described the Lorne community as friendly and highlighted the group's wider local spending during its annual visit.

Business and accommodation engagement

Mantra Lorne, Cumberland Lorne, Cumberland River Holiday Park, Lorne Foreshore Caravan Park, The Grand Pacific and Pholklore were particularly proactive and helpful in communicating the campaign and supporting delivery.

4. Accommodation market context

Localis accommodation data for Lorne provides useful context for market conditions during the campaign period. While these results should not be interpreted as evidence that the campaign directly caused changes in market performance, they provide insight into visitor behaviour and accommodation trends during the shoulder season.

Measure	2026	Prior Year	Change
Average Occupancy	31.23%	30.59%	+2.09%
Average Daily Rate	$361.13	$430.60	-16.13%
Average Booking Window	43.34 days	34.95 days	+24.02%
Average Length of Stay	3.5 nights	2.44 nights	+43.08%

**Data provided by Localis for the Lorne area. Date range: 16/04/2026 to 30/06/2026*

Accommodation occupancy remained relatively stable year-on-year, increasing from 30.59% to 31.23%. The most significant change was visitor behaviour, with guests booking earlier and staying substantially longer than in the previous year.

Average length of stay increased by 43.08%, from 2.44 nights to 3.5 nights, while the average booking window increased by 24.02% to 43.34 days. These trends are positive indicators for the local visitor economy, as longer stays typically create more opportunities for visitor spending across accommodation, hospitality, retail and visitor experiences.

These broader market conditions provide context for the campaign period, during which the Stay & Win campaign generated 520 entries, representing approximately 1,490 visitors, with participants reporting $341,246 in accommodation expenditure.

Key Accommodation Highlights

- Average length of stay increased by 43.08%
- Visitors stayed an average of 3.5 nights
- Booking windows increased by 24.02%
- Occupancy remained stable at 31.23%

5. Key learnings

- Accommodation partners are a high-value distribution channel. Proactive operators materially improved campaign visibility.
- Real estate and holiday-rental channels were harder to engage consistently and should be secured earlier.
- Some EFTPOS terminals required setup/troubleshooting. Merchant testing should be completed before launch.
- The business database contained outdated information, increasing campaign administration and in-person follow-up.
- Cards remain valid for three years, so a final redemption snapshot should be scheduled well after the campaign closes.

6. Overall assessment

Lorne Stay & Win successfully combined a visitor incentive with a local-spend mechanism that kept prize value in the destination. It generated 520 entries, activated 46 businesses and resulted in spending at 38 participating businesses (83% of all operators involved), demonstrating broad distribution of economic benefit across the township.

The campaign also produced useful operational lessons. The strongest future model is likely to be a focused network of committed accommodation and business partners, backed by clear promotional expectations. Importantly, the economic story is not finished: the cards remain valid for three years and can continue generating local spend after the formal campaign period.

7. Next steps

A final thank-you will be developed to recognise the teams who generously contributed their prize money to support Lorne following the Great Ocean Road Classic. This will involve local businesses and community members acknowledging the riders' contribution and demonstrating the positive impact their support has had on the town.

Data notes and sources

Campaign records and budget data: Surf Coast Shire Council. Media delivery: Times Newsgroup and Geelong Broadcasters schedule. Radio audience context: Xtra Insights Survey 1 for Geelong, reported by Radio Today (May 2026). Accommodation context: Localis Lorne report. Winner comments: Times Newsgroup sponsored editorial and emails received. Local economic multiplier and three-year card validity: Why Leave Town / campaign documentation. Channel 9 reference: supplied campaign video and campaign delivery information.