

Orange360

What and who is O360?

Orange360 is the regional tourism and marketing organisation for the Orange Region. Key stakeholders include the Orange, Cabonne and Blayney LGAs and industry memberships; local operators across the tourism/hospitality sectors including wineries, restaurants and cafes, accommodation, retail, event venues, art culture and music and nature and outdoor activities. Orange360 represents its stakeholders and supports industry members through product development and marketing activation and distribution services. Orange360 aims to form strong, collaborative and connected networks across the industry and build consumer recognition and engagement with the brand of the Orange Region.

What are we here to do?

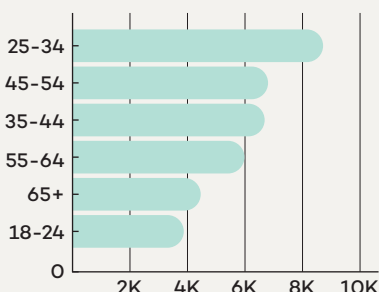
Orange360 shares the vision of the Orange, Cabonne and Blayney Shire Councils for the greater Orange Region to become a prominent Australian destination for visitors and travellers. Our mission is to drive sustainable tourism growth, enhance visitor experiences, and promote economic prosperity in the Orange Region through destination marketing, industry development, and advocacy. We are committed to fostering regional growth, attracting increased visitation, and showcasing the unique offerings of our vibrant region.

Strategic Marketing Value

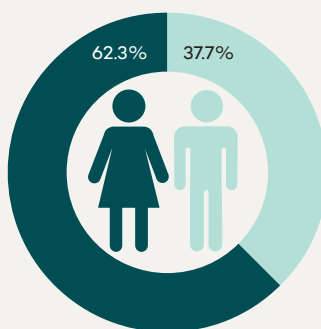
Orange360.com.au is the regions most valued marketing asset. The Orange360 website is the virtual front door to the region, it reinforces the brand and promotes the region as a destination. The website attracts close to 200,000 visitors each year and promotes the information, products and activities and events to visitors, locals and event goers. Maintaining Orange360 marketing activations, social media channels and media partnerships drive traffic to the website as a priority. Maintaining and increasing website visitation indicates increased awareness of and interest in the Orange Region and "intent to visit."

Orange360.com.au - Visitor Demographics

Active users by age



Audience – age, gender and location



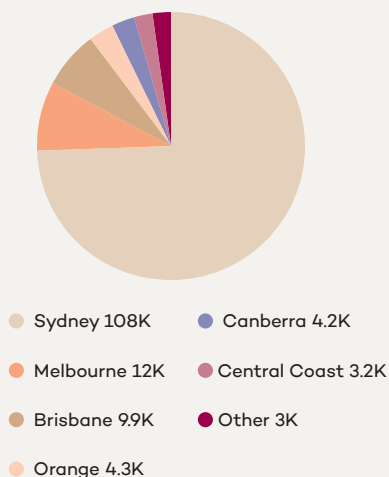
Most Viewed Pages

Top 4

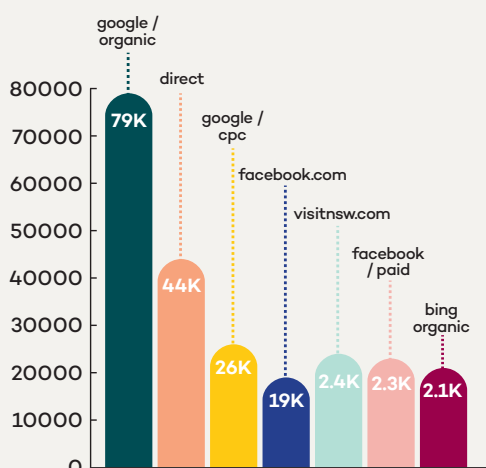
most viewed pages

- 1 Events in Orange NSW
- 2 Orange360/Home page
- 3 Things to do in Orange NSW
- 4 Enjoy the Now

Active users by town/city



Referral source to Orange360.com.au



Orange360

Why become a member?

Orange360 connects members under a unified regional brand, amplifying visibility and impact through collective marketing. Members connect with a strong network of passionate and innovative tourism and hospitality operators, fostering collaboration, joint marketing, and product development.

Additional benefits include industry insights, training, and resources to support growth and stay ahead of trends. Orange360 membership is a dynamic, connected community designed to help members thrive and contribute to the region's ongoing success.

Membership Tiers & Benefits	Basic \$196.00 Annual Fee (incl. GST)	Standard \$381.00 Annual Fee (incl. GST)
Invitations to member network events and networking opportunities	✓	✓
Weekly member eNews, including industry information and data insights, editorials on specific topics, e.g. EOI's, product development, marketing, grants and news around the region	✓	✓
Business listing on orange360.com.au and additional event listings for promotion	✓	✓
Opportunity to feature in programs and promotions for flagship festivals and events e.g. Fire Festival	✓	✓
Deals and offers, new product/event promotion through the Orange360 consumer newsletter and weekly 'what's on'	✓	✓
Opportunity to purchase advertising in publications (e.g. Visitor Guide, Orange Region Magazine)	✗	✓
Upgrade to Premium Listings (\$1,000 p.a. for a large website banner) and supplementary listings	✗	✓
Considered for inclusion in media famils and press release distribution	✗	✓
Opportunities for PR, feature articles, and social media collaborations in Orange360 campaigns	✗	✓

Memberships at Orange360

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Orange360.com.au