Bundaberg Southern Great Barrier Reef Queensland Where great begins

Bundaberg Tourism 2019/20 Partnership Prospectus

www.bundabergregion.org

About Us

Bundaberg Tourism is the peak tourism body for the Bundaberg and North Burnett regions, from Lady Elliot Island in the east to past Mundubbera in the west, and from Burrum River in the south to Baffle Creek in the north.

Bundaberg Tourism's key objective is to build destination awareness through a targeted program of marketing and industry development, with the support of key industry stakeholders as well as Bundaberg Regional Council and Tourism & Events Queensland.

Bundaberg Tourism, established in 1971, is one of Tourism and Events Queensland (TEQ) officially recognised and accredited Regional Tourism Organisations (RTO's) and is a membership based, not for profit organisation.

Bundaberg Tourism is governed by an elected Board of industry representatives who set the strategic direction of the organisation and is lead operationally by the General Manager.

Your support helps Bundaberg Tourism continue to promote our region and support the business community, which helps drive business through your doors to build a stronger economy for the Bundaberg region.

IOUIISM 200 Average ength of stay -**4.18** nights or more

KEYSTATS

\$463Ÿ million visitor expenditure

Ethree million visitor nights



690,000 overnight 14.8% domestic visitors

797,000 domestic day trip visitors 19.3%





A strong tourism economy drives community prosperity



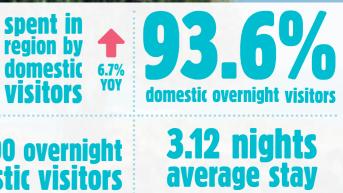


Visitor services

OURFOCUS

VISITATION STATISTICS 1,534,000 total visitors

DOMESTIC VISITORS



INTERNATIONAL VISITORS



50,000 visitors across three Bundaberg

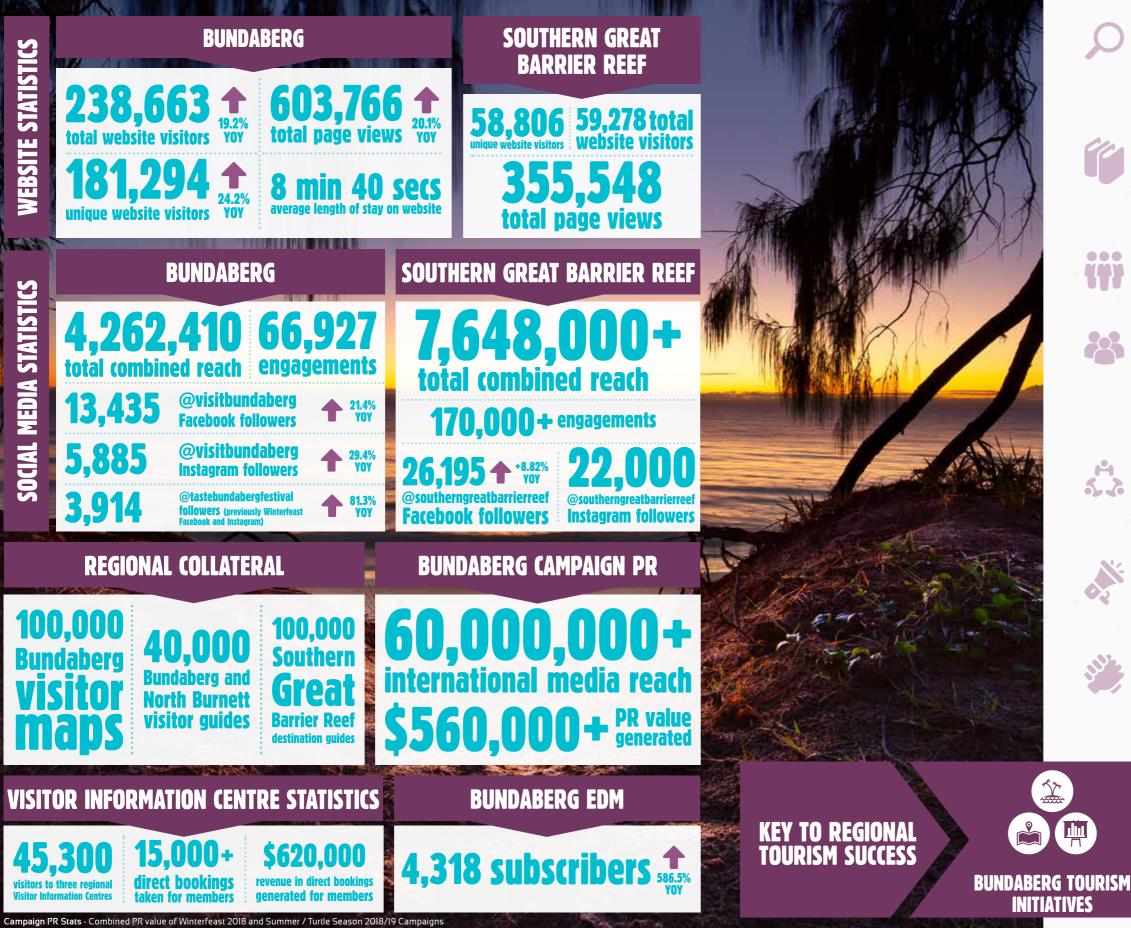
Visitor Information Centres

New Zealand

USA

Stats - Year ending December 2018 So Irkets - Year ending December 2018 So

2018 IN REVIEW



Top Reasons To Be A Member

BUILD OUR ECONOMY

Membership is an investment in your business and the economic prosperity of our community.

BE SEEN BY OUR VISITORS Access over 180,00 website visitors, 40,000 visitors a year coming through our Visitor Information Centres and to over 20,000 engaged followers on social media.

WE'RE HERE TO HELP

Our team can help you - from a simple question to involvement in our international, domestic and local cooperative campaigns, we're here to help you grow.

BUILD YOUR BUSINESS CAPABILITY We offer multiple business development opportunities, through workshops and mentoring.

CONNECT WITH YOUR INDUSTRY

Take part in our industry networking events for members, attend familiarisations to understand other product around you, and build value by being part of targeted packages for co-operative campaigns.

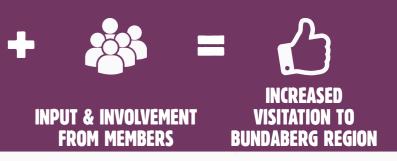
BUILD TRADE CONNECTIONS We are building domestic and international markets through our thousands of trade partners worldwide.

BE HEARD

We are your united voice of communication to local, state and federal government, including Tourism ϑ Events Queensland and Tourism Australia.

BE SUPPORTED

We are passionate about the Bundaberg and North Burnett regions and our team is available to support you and your business for success.



MEMBER LEVEL

Platinum \$3,800 - Gold \$1,840 - Silver \$925 - Bronze \$595

Marketing Partnerships are designed specifically for companies that have a direct interface with visitors to the destination. Inclusions include Trade and Digital opportunities.

Bundaberg & District Chamber of Commerce (BCC) Dual Membership \$476

If you are a business who hasn't previously held membership with either Bundaberg Tourism or BCC, take advantage of a discounted dual membership rate. Dual Membership includes Business Level Membership with Bundaberg Tourism and BCC membership. Note: This level is only available to new members of Bundaberg Tourism and/or BCC.

Business Member \$445

Specifically designed for businesses that want to support a healthy local tourism industry, BT's activities and want to build relationships with other members.

Out of Region Partner \$320

If you are located outside of the Bundaberg region and are already a member of another RTO, but would like to have your brochures in our 3 Visitor Information Centres, then this is the member level for you. With the added bonus of your business listing on the destination website.

Tourism Supporter \$125 Catering for individuals, not for profits and community organisations that want to connect with the tourism industry and support destination marketing efforts of the region.

MEMBERSHIP BENEFIT

		Supporter \$125	Region \$320	Membe \$445
Inclusions	Valued contribution to destination marketing	~	~	~
	Membership certificate & window sticker	~	~	~
	Subscription to industry e-newsletter	~	~	~
	Invitation to attend member events and workshops	 Image: A second s	~	~
	Eligibility to vote at the AGM	~	~	~
	Number of votes at the AGM	1.1	1	1
	Membership Induction toolkit with resources for your business success	~	~	~
	Opportunity to attend famils with the VIC Team throughout the year*	×	~	~
	Bundaberg Visitor Maps and Visitor Guides free to all businesses who wish to use them for the positive promotion of the Bundaberg region.	~	~	~
	Brochure racking in three Visitor Information Centres (\$65 per extra brochures)		1	1
	Opportunity to advertise in the Destination Visitor Guides at reduced members rates		~	~
	Opportunity to present to the VIC staff and volunteers at monthly product updates		~	~
	Ability to sell tour, attraction $m{\Theta}$ accommodation products on bundabergregion.org via Bookeasy (where applicable)		~	~
	Listing on destination website www.bundabergregion.org (over 200,000 visitors per year)		~	~
	Use of destination logos and brand toolkit			~
	Eligibility for election to the Board (if within Bundaberg or North Burnett local government areas)*			
	Access to destination image gallery and destination content			~

MEMBERSHIP BENEFIT

	Valued contribution to destination marketing
1	Membership certificate & window sticker
ן פ	Subscription to industry e-newsletter
	Invitation to attend member events and workshops
	Eligibility to vote at the AGM
	Number of votes at the AGM
	Membership Induction toolkit with resources for your business su
1	Opportunity to attend famils with the VIC Team throughout the ye
	Listing on destination website www.bundabergregion.org (over 200,000 visitors per year)
= .	Brochure racking in three Visitor Information Centres (\$65 per ex
	Opportunity to advertise in the Destination Visitor Guides at reduce members rates
	Opportunity to present to the VIC staff and volunteers at monthly product updates
	Ability to sell tour, attraction & accommodation products on bundabergregion.org via Bookeasy (where applicable)
	Bundaberg Visitor Maps and Visitor Guides free to all businesses wish to use them for the positive promotion of the Bundaberg reg
	Use of destination logos and brand toolkit
	Eligibility for election to the Board (if within Bundaberg or North Burnett local government areas)*
	Access to destination image gallery and destination content
	Opportunity to host a networking function to showcase your business/product
	Consideration for relevant media & trade opportunities where app market
	A \$50 Australian Tourism Data Warehouse (ATDW) listing subsid
= [Assistance with the Best of Queensland Experiences program
	Invitation to participate in leisure sales missions, trade shows and
	Eligibility to apply for trade and experience development mentoring
	Eligibility to submit content for SGBR trade e-news & published tr
54	Opportunity to be involved in the SGBR partnership retail and trac domestically & internationally - for operators within SGBR region
ţ,	Opportunity to include deals on website throughout year (at a further cost for other member levels)*
	Digital Marketing Package
	Opportunity to have extra website listings for additional business under company banner
4	Opportunity to promote events/specials within e-news $m heta$ social m
	Inclusion of product collateral in conference & events packs
	Invitation to attend VIP functions and private briefings

*Conditions apply

All prices are GST inclusive

Trade

Digital

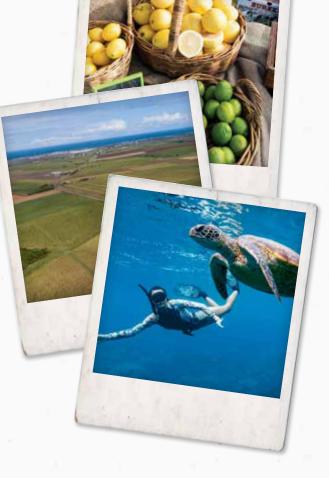
MBERSHIP BENEFIT	Bronze	Silver	Gold	Platinum	
	\$595	\$925	\$1,840	\$3,800	
Valued contribution to destination marketing	~	~	~	~	
Membership certificate & window sticker	~	~	~	~	
Subscription to industry e-newsletter	~	~	~	~	
Invitation to attend member events and workshops	~		~	~	
Eligibility to vote at the AGM	~	~	~	~	
Number of votes at the AGM	1		3	4*	
Membership Induction toolkit with resources for your business success	 Image: A second s	~	~	~	
Opportunity to attend famils with the VIC Team throughout the year *	×	~	~	×	
Listing on destination website www.bundabergregion.org (over 200,000 visitors per year)	~	~	~	~	
Brochure racking in three Visitor Information Centres (\$65 per extra brochures)	1	. 2	3	4	
Opportunity to advertise in the Destination Visitor Guides at reduced members rates	~	~	~	~	
Opportunity to present to the VIC staff and volunteers at monthly product updates	~	~	~	~	
Ability to sell tour, attraction $m{ heta}$ accommodation products on bundabergregion.org via Bookeasy (where applicable)	~	~	~	~	
Bundaberg Visitor Maps and Visitor Guides free to all businesses who wish to use them for the positive promotion of the Bundaberg region.	~		~	~	
Use of destination logos and brand toolkit	~	~	~	~	
Eligibility for election to the Board (if within Bundaberg or North Burnett local government areas)*	v	~	~	~	
Access to destination image gallery and destination content	~	~	~	~	
Opportunity to host a networking function to showcase your business/product	~	~	~	~	
Consideration for relevant media & trade opportunities where appropriate to market	~	~	~	~	
A \$50 Australian Tourism Data Warehouse (ATDW) listing subsidy	~	~	~	~	
Assistance with the Best of Queensland Experiences program	~	~	~	~	
Invitation to participate in leisure sales missions, trade shows and roadshows	~		~	~	
Eligibility to apply for trade and experience development mentoring	~	~	~	~	
Eligibility to submit content for SGBR trade e-news $\boldsymbol{\vartheta}$ published trade manual	~		✓	~	
Opportunity to be involved in the SGBR partnership retail and trade campaign, domestically 6 internationally - for operators within SGBR region only	~	~	~	~	
Opportunity to include deals on website throughout year (at a further cost for other member levels)*	~	~	~	~	
Digital Marketing Package		\$90 Value	\$430 Value	\$1,700+ Value	
Opportunity to have extra website listings for additional businesses under company banner		1	2	3	
Opportunity to promote events/specials within e-news $m heta$ social media*			~	~	
Inclusion of product collateral in conference & events packs			~	~	
Invitation to attend VIP functions and private briefings			~	~	
Bundaberg & District Chamber of Commerce membership* *Discounted rate available to new members of Bundaberg Tourism and/or Bundaberg & District Chamber of Commerce only	\$	\$	\$	Included	

*Conditions apply

Ultimately, the benefits are up to you

Every business takes away something different from membership with BT. What you gain depends on what opportunities you take advantage of and how you leverage the member benefits we can provide.

- >> Maintain an active involvement with our team and tell us what's happening in your business;
- >> Attend market briefings, workshops and networking functions. Get to know other members;
- >> Read the information we send to you, distribute to your team and take action where relevant; If you're unsure, give us a call!



REMEMBER! Your membership is tax deductible