

Bundaberg
Southern Great Barrier Reef
Queensland *Where great begins*

Bundaberg Tourism

2019/20 Partnership Prospectus



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.

KEYSTATS

\$463 million
visitor expenditure

over **three** million
visitor nights

5,220 tourism jobs

Average length of stay
4.18 nights or more

2018 BUNDABERG REGIONAL VISITATION STATISTICS

1,534,000 total visitors

DOMESTIC VISITORS

\$416 million spent in region by domestic visitors **↑ 6.7% YOY**

93.6% domestic overnight visitors

↑ 14.8% YOY 690,000 overnight domestic visitors

3.12 nights average stay

797,000 domestic day trip visitors **↑ 19.3% YOY**

50,000 visitors across three Bundaberg Visitor Information Centres

INTERNATIONAL VISITORS

47,000 overnight international visitors **↑ 4.4% YOY**

20.5 nights average stay

\$47 million spent in region by international visitors

TOP 4 international source markets for Southern Great Barrier Reef

- 1. United Kingdom**
24,000 visitors
- 2. Germany**
20,000 visitors
- 3. New Zealand**
20,000 visitors
- 4. USA**
16,000 visitors


Destination marketing


Supporting our industry


Visitor services

OUR FOCUS

Domestic & International Visitor Stats - Year ending December 2018 Source: Tourism Research Australia
Top 5 International Source Markets - Year ending December 2018 Source: Tourism Research Australia

A strong tourism economy drives community prosperity

2018 IN REVIEW

WEBSITE STATISTICS

BUNDABERG

238,663 ↑ 19.2% YOY
total website visitors

181,294 ↑ 24.2% YOY
unique website visitors

603,766 ↑ 20.1% YOY
total page views

8 min 40 secs
average length of stay on website

SOUTHERN GREAT BARRIER REEF

58,806 unique website visitors

59,278 total website visitors

355,548 total page views

SOCIAL MEDIA STATISTICS

BUNDABERG

4,262,410 total combined reach

66,927 engagements

13,435 @visitbundaberg Facebook followers ↑ 21.4% YOY

5,885 @visitbundaberg Instagram followers ↑ 29.4% YOY

3,914 @tastebundabergfestival followers (previously Winterfeast Facebook and Instagram) ↑ 81.3% YOY

SOUTHERN GREAT BARRIER REEF

7,648,000+ total combined reach

170,000+ engagements

26,195 ↑ +8.82% YOY @southerngreatbarrierreef Facebook followers

22,000 @southerngreatbarrierreef Instagram followers

REGIONAL COLLATERAL

100,000 Bundaberg visitor maps

40,000 Bundaberg and North Burnett visitor guides

100,000 Southern Great Barrier Reef destination guides

BUNDABERG CAMPAIGN PR

60,000,000+ international media reach

\$560,000+ PR value generated

VISITOR INFORMATION CENTRE STATISTICS

45,300 visitors to three regional Visitor Information Centres

15,000+ direct bookings taken for members

\$620,000 revenue in direct bookings generated for members

BUNDABERG EDM

4,318 subscribers ↑ 586.5% YOY

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 & 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.

KEY TO REGIONAL TOURISM SUCCESS



BUNDABERG TOURISM INITIATIVES



INPUT & INVOLVEMENT FROM MEMBERS



INCREASED VISITATION TO BUNDABERG REGION

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.

All prices are GST inclusive

MEMBERSHIP BENEFIT

Inclusions

	Tourism Supporter \$125	Out of Region \$320	Business Member \$445
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	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 & 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			✓

*Conditions apply

MEMBERSHIP BENEFIT

Inclusions

	Bronze \$595	Silver \$925	Gold \$1,840	Platinum \$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	2	3	4*
Membership Induction toolkit with resources for your business success	✓	✓	✓	✓
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 & 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)*	✓	✓	✓	✓
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 & published trade manual	✓	✓	✓	✓
Opportunity to be involved in the SGBR partnership retail and trade campaign, domestically & 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 & 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