

**Bundaberg**  
Southern Great Barrier Reef  
Queensland *Where great begins*

# Bundaberg Tourism

*2019/20 Partnership Prospectus*



[www.bundabergregion.org](http://www.bundabergregion.org)  
Facebook YouTube Instagram @visitbundaberg

## 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**

# BUNDABERG TOURISM PARTNERSHIP APPLICATION FORM

Please note the information in this section is used for your partnership directory listings, so make sure you complete all of the questions accurately!

Membership Status  New Member  Renewing Member (I was a member in 2018/19 financial year)

Business Name	
Street Address	
Postcode	Phone
Email	Website

Social Media Accounts  Facebook  Instagram  YouTube

Please note the information included in the following section is for our internal use only, if all the same person, please just leave blank:

Key Contact Person	
Phone	Email
On Site Contact	
Phone	Email
Accounts Contact	
Phone	Email
Marketing Contact	
Phone	Email
<input type="checkbox"/> Public Liability insurance attached	ABN

## BUSINESS CATEGORY

To give your business the most exposure on our website, select up to three categories.

### TASTE

- Eat
- Cafes and Eateries
- Seafood
- Drink
- Our Produce
- Farm Gate Hotspot
- Tours

### STAY

- Beach Escapes
- City Convenience
- Family Friendly
- Romance
- Camping and Caravanning
- Budget
- Hinterland

### PLAY

- Boating and Fishing
- Camping & 4WD
- Family Fun

Don't fit into any of the above categories? Tell us about your business below.

\_\_\_\_\_ e.g. Real Estate.

## WHAT DOES MEMBERSHIP MEAN TO YOU?

We want to know what a successful partnership with Bundaberg Tourism represents to you and your business.

## PARTNERSHIP LEVELS

- |   |              |  |                |
|---|--------------|--|----------------|
| <input type="checkbox"/> <b>Tourism Supporter</b>     | <b>\$125</b> | <input type="checkbox"/> <b>Bronze Marketing Partnership</b>   | <b>\$595</b>   |
| <input type="checkbox"/> <b>Out of Region</b>         | <b>\$320</b> | <input type="checkbox"/> <b>Silver Marketing Partnership</b>   | <b>\$925</b>   |
| <input type="checkbox"/> <b>Business Member</b>       | <b>\$445</b> | <input type="checkbox"/> <b>Gold Marketing Partnership</b>     | <b>\$1,840</b> |
| <input type="checkbox"/> <b>Business Member + BCC</b> | <b>\$476</b> | <input type="checkbox"/> <b>Platinum Marketing Partnership</b> | <b>\$3,800</b> |

All prices are GST inclusive

## ADDITIONAL BROCHURES

Do you require additional brochure space? Extra brochure displays are available for a cost of \$65 per racking. (Out of region and above only) Please indicate if you require additional brochure racking \_\_\_\_\_ e.g. (2)

## PAYMENT FOR RENEWING MEMBERS

- Direct deposit**  
Branch: Auswide Bank  
BSB: 645 646 ACC: 106501542  
Please reference payment with your business name
- Cheque**  
Please make payable to Bundaberg Region Ltd.
- Payment by Credit Card**  
(2% surcharge)  
Please complete details in box below

Cardholder's Name		Total Cost \$
<input type="checkbox"/> Master Card <input type="checkbox"/> Visa		
Card Number		
Verification Number	Expiry Date	
Cardholder's Signature		

## MEMBERSHIP AGREEMENT

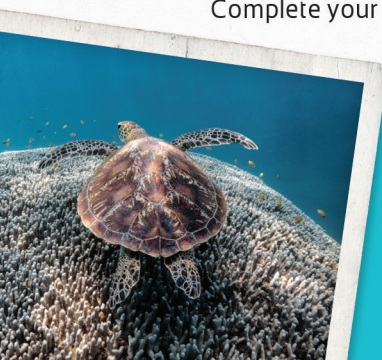
I/we apply to become a member and agree to be bound by the Constitution and any rules or by-laws. I/we hereby confirm that I/we have all necessary approvals and permits to operate our business as well as appropriate Public Liability Insurance cover and will ensure such cover remains in place during the term of this partnership.

Applicant's Name	
Applicant's Signature	Date

## SEND FORM TO

**Deliver:** Bundaberg Visitor Information Centre, 36 Avenue St, Bundaberg  
**Email:** sheryl.thompson@bundabergregion.org  
**Mail:** Complete the form and post to: BT, PO Box 930, Bundaberg Q 4670  
**Fax:** Complete the form and fax to: (07) 4153 8880

Complete your application online! New members, please visit [www.bundabergregion.org/new-member](http://www.bundabergregion.org/new-member)  
Renewing members, go to [www.bundabergregion.org/existing-member](http://www.bundabergregion.org/existing-member)



### DESTINATION INFORMATION - BUNDABERG REGION

@visitbundaberg [www.bundabergregion.org](http://www.bundabergregion.org)

#visitbundaberg #tastebundaberg #southerngreatbarrierreef

### CORPORATE INFORMATION - BUNDABERG TOURISM

@bundabergtourism [www.bundabergregion.org/corporate](http://www.bundabergregion.org/corporate)

