

ECHUCA MOAMA & REGION

INDUSTRY PARTNERSHIP PROGRAM

2021 PROSPECTUS

Let's Work together to Grow Your
Business & our Region

Echuca Moama Tourism is a member-based organisation and the peak body representing operators in Echuca Moama and surrounding region. We support and serve our members, partnering together to strengthen the local tourism economy.



Echuca Moama
The Murray's living legend

WELCOME

Building a culture of cooperation

2020 has been a most challenging year for everyone dealing with the impact of the pandemic. Lockdowns, River and Border closures restricting travel and visitor movement certainly challenged our whole destination.

Change has been constant, but no matter how challenging the year has been, the most outstanding feature has been the tourism industry's spirit of co-operation and support of one another during this most difficult time.

We now need to harness that spirit, work together, work smarter and adapt our business practices to bring back our loyal supporters and grow new niche markets which will stand the industry in good stead for the future.

Echuca Moama & District Tourism's role has never been more important. As a Membership based organisation it is important that we continue to provide strong leadership, advocacy and operator support. We need to build strong partnerships with the community and each industry sector play

their role in growing our destination offerings that continue to match the consumer demand.

Over 2019 Echuca Moama's Tourism economy was flourishing. In March 2020 Tourism Research Australia data 2020 recorded that Echuca Moama and Region had generated \$482 million over the 2019 -20 period.

Domestic overnight visitation recorded 797,000, up 4.2% on YE March 2019. Visitors spent 2.4 million nights in the region - up by 15.2% on YE March 2019.

Growth was in the holiday market with 55.2% nominating holiday as the main reason for their visit. We are very aware with the lockdowns and travel restrictions that Victorians are a very important audience for Echuca Moama. 77.7% of visitors were Victorian based compared with 12.5% from NSW. Length of stay increased over the previous 12 months by 0.3% averaging a 3 night stay.



Total economic yield measured \$482 million which averages \$1.3 million per day spend.

We are therefore very fortunate we have come from a strong base when the COVID -19 lockdown began in late March. I believe we can build this back over if the next few years providing if we can all work together, growing your business and our region.

Echuca Moama Tourism is entrusted with the responsibility of driving demand to the region and sharing our 'Murray River' story with the world.

In August 2020 after many months of lockdown and still with a border closure to contend with EMDTA marketed into Ballarat and Geelong with Melbourne still in lockdown. From anecdotal information across all sectors, we have reason to believe this campaign was quite successful. However, with the border closure, this attracted visitors only to the Victorian side of the river.

It is now extremely important that each business work with Echuca Moama to market the destination so we can collectively attract visitors to the region.

The 2021 membership prospectus details a range of marketing benefits that you as a business can be involved in.

We look forward to coming together at the networking events to hear of new opportunities and meet other industry members.

Echuca Moama will continue to offer training workshops, brochure display in our visitor centres and access to the latest industry insights. More importantly, your business will be listed on our website for the world to see. We offer advice, education, connections and guidance to help your business success. We look forward to working with you and having you as part of team.

We invite all prospective Echuca Moama Tourism members to consider the value offered by a membership within our organisation. We pride ourselves on delivering tangible benefits to each and every member, operating with a small responsive and agile team. Our members sit across



a broad spectrum and it is a central objective that we offer concrete value to every single member.

For existing Echuca Moama Tourism partners, we encourage you to use this prospectus like a menu of services and to contact any member of our team to discuss how we can further work together to support your business. Outlined below are benefits of partnership along with tips to best leverage them for your benefit.

Kathryn Mackenzie
CEO

MEET YOUR TOURISM BOARD & TOURISM TEAM

The Directors bring a range of skills and experiences to Echuca Moama & District Tourism Association. Directors are elected to the Board by the industry while Councillors are appointees from their respective Shires.

MEET YOUR BOARD



John Hall
(Chair)
Cactus Country



Sean Goggin
(Vice Chari)
Discovery Parks
Maiden's Inn
Resort Moama



Hugh Melville
(Treasurer)
Dawes & Vary
Riordan Lawyers



Renee Oberin
The American
Hotel



Aishe Besim
Sweet Meadow



Cr Chris Bilkey
Mayor, Murray
River Council

TOURISM TEAM

The Echuca Moama Tourism team is highly experienced across a broad base of industry skills and we invite all our members to take advantage of coaching, advice and insight offered by our team members.



Kathryn Mackenzie
CEO
P: 0429 228 900
E: kathryn@echucamoama.com

Talk to me about: Tourism industry, advocacy, marketing and Echuca Moama Tourism activity.

Sue Milgate

Membership Sales • P: 5480 7555 E: membership@echucamoama.com
Talk to me about: 2021 Membership packages.

Jenn Rendle, Fran Martin & Di Kelly

Visitor Services Officers • P: 1800 804 446 E: emt@echucamoama.com
Talk to us about: Tickets, Tours, Accommodation and Local Tips.



Karen Colvin
Visitor Services
Manager
P: 1800 804 446
E: karen@echucamoama.com

Talk to me about: Bookeasy Accommodation Bookings, Ticketing & Events, Visitor Centre, Volunteers



Andrea Velt
(part time)
Finance Manager
P: 5480 7555
E: accounts@echucamoama.com

Talk to me about: Accounts Receivable, Accounts Payable

HOW MANY PEOPLE HAVE WE REACHED?

**\$82
MILLION**

spent in region by
domestic visitors



797,000

overnight
domestic
visitors

↑ increase 4.2%

**3
NIGHTS**
average stay

770,000

domestic
daytrip
visitors

57,899

visitors through
Echuca Moama
Visitor Centre
↑ increase 2%



6,800

overnight
international
visitors

SOCIALS

f Facebook
Followers 16,612
(c/f 13,746 2019)

@ Instagram
Followers 6,297
(c/f 4,826 2019)



WWW.

echucamoama.com
184,125 website
↑ increase 14.25%

137,313 unique users
↑ increase 15.5%



Website users location:
Melbourne 69.3%
Sydney 11.55%
Adelaide 2.01%
Echuca 1.82%
Brisbane 1.67%
Perth, Geelong,
Canberra, Bendigo
Ballarat & Shepparton.

**2.4
MILLION
NIGHTS**
↑ increase 15.2%

(Data sources from Tourism Research Australia as at 20 March 2020)



MEMBERSHIP BENEFITS

OUR TIP
Leverage the content on echucamoama.com for your own marketing.

How do we Promote our region and assist you to grow your business?

Destination Marketing is one of the key pillars of Echuca Moama's strategic Plan.

We aim to **INSPIRE, CONNECT & CONVERT**

ECHUCA MOAMA WEBSITE:

This is not just a website it markets all the things you can do when you come to Echuca Moama and Region. The delivery mechanism is www.echucamoama.com

The site aims to inspire our audience and tempt them to explore Echuca Moama and the broader region. Engaging images, easy to read and navigate.

With a friendly voice, it offers powerful brand alignment for your business, viewed by over 184,125 visitors annually which is an increase of 14.25% on the previous year.

VALUE FOR MEMBERS:

An attractive, effective listing for your business including images, description, contact details and website links. Make sure you continue to update your site regularly.

OUR TIP:
Leverage the content on echucamoama.com for your own marketing – share the Event Calendar with your guests, link to destination information on your own site, enhance your visitors' experience with information on the region, food, attractions and more!

SOCIAL MEDIA - #echucamoama

Social Media is where we build relationships and share the parts of our story that our tribe are most interested in. We keep our social content meaningful, trustworthy and inspiring. Social media tells and amplifies our story.

We keep the region top of mind amongst our audiences and every new post, share or link is helping get more eyes on our site and more people to love our region. We nurture relationships and create positive experiences so that when customers are ready to buy, we're more like a trusted friend.

FACEBOOK
16,612 Followers
(an increase of x)

INSTAGRAM
6,297 Followers
(an increase of x)



VALUE FOR MEMBERS

Link and leverage your business with **#visitechucamoama.com** on facebook and Instagram. Tag us for promotional opportunities.

In kind advertising – offer prizes for our competitions to increase exposure for your business.

Minimum \$50 in competition prize value.

OPPORTUNITIES:

- Promote your business with quality content and imagery on echucamoama.com
- Use the AFFILIATE LINK on your website to add bookable attractions, tours & event making your site a one stop shop.
- Promote your business on echucamoama.com through banner strip adverts – Investment \$450 for 3 months (limited spots available)
- Access Echuca Moama's image library for your social media marketing purposes.
- Be listed on the Australian Data Warehouse platform (free to NSW businesses & free to Victorian tourism businesses limited time period)
- School Holiday Programs – opportunity to promote your family friendly holiday activities/experiences. investment \$50 per electronic holiday promotion.
- Showcase your business to the wedding market via a downloadable Wedding Directory – investment \$250



- Inclusion of your news, events, training and marketing opportunities in the electronic Newsletter
- Inclusion of your event in the What's On electronic newsletter

Our tip: Value for Members – Optimise your SEO on your website – so that your website will appear higher in google search results.



Official Visitor Guide 2021

PRINT

OFFICIAL VISITOR GUIDE 2021

has been recently released. It is the largest guide EMDTA has produced showcasing 300 experiences to be enjoyed across Echuca Moama and the region.

The guide is distributed across the major Melbourne hotels, rental car offices, Melbourne Visitor Centres (Swanston Street & Victoria Market), Visitor Centres across Victoria and select centres across NSW and SA.

It has been distributed across Echuca Moama and the surrounding region to capture the Visiting Friends and Relatives market.

EMDTA provided a free 1/5 page for all EMDTA members.

OPPORTUNITY:

Let the Visitor Services Team distribute your brochures to accommodation businesses across Echuca Moama and key tourism organisations each month. Investment: \$100 (full year delivery).

Print Publications: As print publication opportunities emerge the industry will be offered opportunities to promote their business.

VALUE FOR MEMBERS:

Simply drop off your brochure advertising your business/ promotion/offer and our team of friendly local ambassadors will ensure that your brochure is delivered and displayed throughout accommodation businesses.

INDUSTRY NEWSLETTER

Essential reading for Echuca Moama Tourism operators. We're often told that our member updates are one of the most valuable aspects of membership with Echuca Moama Tourism. It's packed to the brim with industry news, opportunities, workshops, training and more, plus a handy printable pdf of the week's upcoming events.

OUR TIP:

Make it work for you!

Skim each edition for relevant articles. Print out the event listing, pin it to the staff noticeboard, have a copy handy for your customer service team to refer to the weekend's entertainment or attach it to your welcome email for imminent arrivals.

VALUE FOR MEMBERS:

- Subscribe yourself, plus as many members of your team as you need.
- Never miss an opportunity, grant announcement, training workshop or upcoming event again.
- Promote yourself directly to other Tourism operators through our Meet the Member section NEW
- Keep your industry colleagues up to date with new products, experiences, team members or changes to your business such as opening hours.

- Stay up to date with industry news, training opportunities, best practice for the Tourism sector, and more.

SEASONAL MARKETING CAMPAIGNS

Opportunities to be involved in the Seasonal Marketing Campaigns will be made available throughout the year.

Currently EMDTA is marketing into Ballarat Geelong and Melbourne with a multi-faceted approach. EMDTA works with a Marketing sub committee to develop and deliver these campaigns.

OPPORTUNITY:

If you would like to participate in this Committee please advise the CEO of EMDTA

SYDNEY MELBOURNE TOURING

Sydney Melbourne Touring has pivoted during Covid-19 to market the Sydney Melbourne Drive Route to the domestic market. More Information will be made available as it comes to hand.





OUR TIP

Support for member businesses to ensure visitors stay overnight in the region.

TURNING CUSTOMERS INTO ADVOCATES

Servicing our Visitors

ACCOMMODATION BOOKING SERVICES

Echuca Moama Tourism offers an accommodation booking service to visitors without additional joining fees. Bookings are currently taken for members using the BookEasy Online System for bookings made online, over the phone and face to face at the Visitor Centre.

Bookings can be made 24/7 by potential visitors through echucamoama.com. Booking commission forms an important source of income for Echuca Moama Tourism and directly supports the operation of the Echuca Moama Visitor Centre, the continued promotion of our

members, and marketing our destination. Commission on all bookings is set at a flat rate of 10%.

ECHUCA MOAMA VISITOR CENTRE

Provides bookings to operators which may otherwise be lost to the region. Our knowledgeable team offer great support to the industry.

**OPEN 7 DAYS PER WEEK
364 DAYS PER YEAR**

58,000 WALK IN VISITORS PER YEAR

If you are not yet registered through the BookEasy system please contact Karen Colvin on the details above.

TOURISM & EVENTS TICKETING AGENCY

This service is a benefit offered to all members with no upfront costs to use this ticketing platform. We offer competitive rates and keep money locally.

Featured on our website to increase your event ticketing sales. We offer online, face to face and phone ticketing services for local community events.

MARKETING AND PROMOTIONS SUPPORT

all the expertise, support and resources you need to tell your own story to the world. EMTs staff offer a wealth of expertise in the areas of strategic marketing and industry-specific promotion. We help you tell your stories better with a clear, authentic voice, rich detail and compelling narrative.

VALUE FOR MEMBERS:

- Access to one on one advice, assistance and coaching with digital marketing, strategy, PR and marketing, event planning, developing a brand narrative and voice, and more!
- Access to our powerful Marketing and Promotions checklist - with a focus on low cost, high impact actions that you can do yourself.
- Assistance with product development and review including frank and insightful feedback to refine your concept for a new product, tour, package or event.
- Access to our resource library - we regularly create and update simple, high impact tutorials, checklists and how-to guides covering marketing, promotions and event planning.
- Technical support and advice across digital platforms - how to make facebook and Instagram work for you.
- Assistance with preparation for international showcase events such as Australian Tourism Exchange and international product showcases.

TIP:

We recommend that all our members schedule an annual Marketing and Promotions review to work through our checklist and ensure you're making the most of your marketing energy.

CONSUMER-FACING DIGITAL MARKETING

- We bring the stories and characters of Echuca Moama and region direct to our visitors.
- We're the experts in creating a platform for you to elevate your voice.
- Our social media content calendar is diverse and appealing, targeting local, intrastate and interstate visitors to our region, while our Destination Marketing plan ensures we deliver a strong, united voice on central, seasonal themes.

VALUE FOR MEMBERS:

- Visibility on Echuca Moama social media channels through our scheduled content;
- Access to our Destination Marketing Plan and invitation to submit content for publication and promotion;
- Visibility in seasonal campaign

CALENDAR 2020

At this point in time it is difficult to compile a calendar of events, training opportunities and industry networking nights.

However these will be advised in the new year when EMDTA has a better understanding of the event calendar.



MEMBER CHECKLIST

MEMBERSHIP

- Read the Echuca Moama and District Tourism Partnership Program – discover opportunities to grow your business;
- ATDW Listing – ensure you have a listing and keep this updated;
- Elevator pitch – work on a persuasive speech to use at every opportunity to spark interest in what your business does!
- Proudly display your 2020 “We Support Tourism” membership sticker in a prominent position at your place of business.

MARKETING

- List your events – use ATDW to list your upcoming events and create event pages on your business Facebook page;
- Update your contact details – to ensure you receive our email communications;
- OVG – stock these at your place of business;
- Get featured – share your news, stories and content and highlight it with a paid digital feature;
- Use our handy toolkit with images and videos to promote Echuca Moama and region;
- Add the complimentary Bookeasy affiliate link to your website to sell accommodation, attractions and event tickets to your guests.

VISITOR SERVICES

- Brochures – create DL Sized brochures to distribute via the visitor centre;
- Familiarisation tours – let our visitor services team know you would like the volunteers to visit your place of business;
- Drop in to our Visitor Centre – get to know our friendly team who help promote your business.

INDUSTRY DEVELOPMENT

- Book in for training sessions – register for opportunities when they are advertised throughout the year;
- Echuca Moama and District Tourism Networking events – pop these dates in your diary and book yourself in for some networking fun.

CONNECT

- Connect with us on social – like comment and subscribe to our social channels;
- Use #visitechucamoama / @echucamoama on all your social activity and encourage your customers to use this tag;
- Keep in touch – we love to chat and hear how your business is growing;
- Ensure your business is on Trip Advisor.

PARTNERSHIPS

