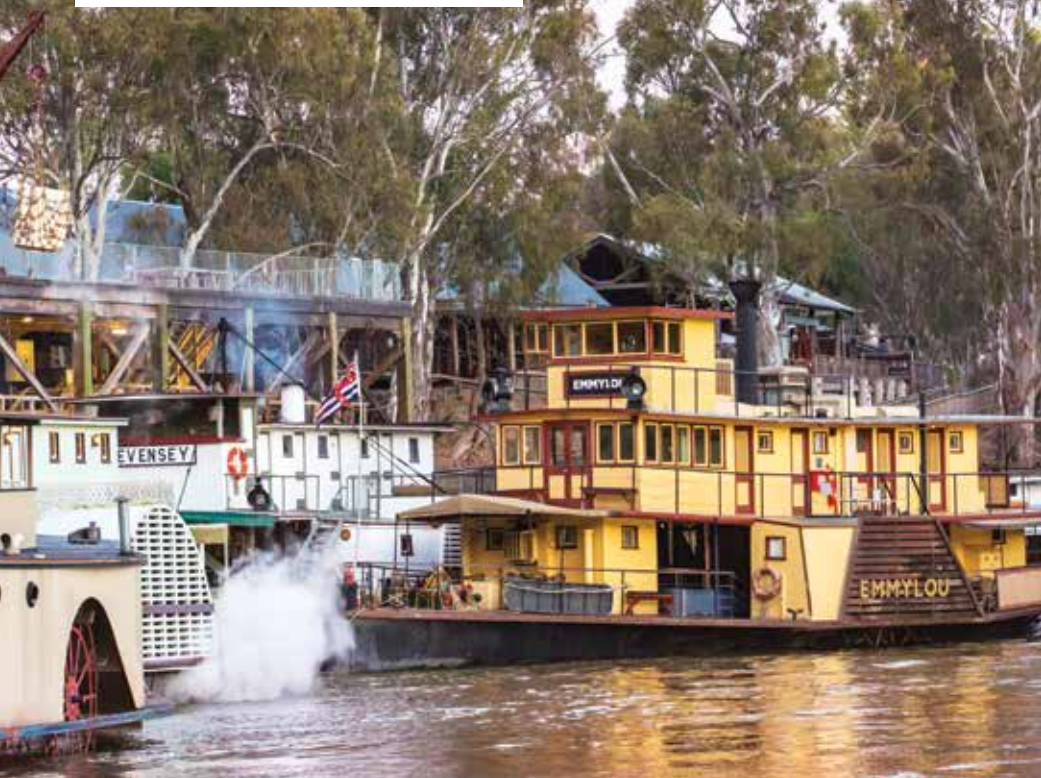


ECHUCA MOAMA & REGION

INDUSTRY PARTNERSHIP PROGRAM

2020 PROSPECTUS



Echuca Moama
The Murray's living legend

*Because Tourism
means Business*

WELCOME

BUILDING A CULTURE OF COOPERATION

Tourism is everyone's business.

Tourism is a key economic driver for Echuca Moama and region and generates \$420 million annually.

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

In 2019, Echuca Moama and District Tourism Association delivered a range of destination marketing initiatives that resulted in growing visitation and spend in the region. Visitation is experiencing growth in both the overnight market and international market and your business can leverage from this opportunity.

Now is the time to be a part of your destination marketing organisation to collectively capitalise on the momentum and to continue to drive visitors to the region. The 2020 membership prospectus details a range of strategic marketing benefits that businesses receive including exclusive cooperative marketing opportunities, networking events, 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 grow your bottom line and contribute to your business.

We look forward to working with you and having you as part of team [#experienceechucamoama](#).

We invite all prospective Echuca Moama and District Tourism members to consider the value offered by a membership with our organisation. We pride ourselves on working with you, the tourism owner and delivering tangible benefits to each and every member.

For existing Echuca Moama Tourism partners, we encourage you to use this prospectus like a menu of services and to contact tourism staff to discuss how we can work together to support your business. Outlined in this prospectus are the benefits of a membership with Echuca Moama and District Tourism Association along with tips to leverage them for your benefit. We look forward to growing your business.

Kathryn Mackenzie
CEO



MAKE THE MOST OF YOUR PARTNERSHIP

with Echuca Moama & District Tourism

Some people join as a contribution to building a prosperous tourism industry, some people join to tap into the marketing resources or the people coming through the Visitor Centre. Whatever your motivation, our organisation exists for the collective success of the region.

Be proactive, get involved and let's work together to grow the destination.

1. About us – discover a little more about Echuca Moama and District Tourism and find out who our professional contacts are.
For more information see page 4

2. Membership Benefits – Echuca Moama and District Tourism have developed a cooperative marketing partnership with the aim to grow our economy. Take a look into what this means and how you can engage with brand Echuca Moama.**For more information see page 7**

3. Going Online – discover how to get your business onto Bookeasy and The Australian Tourism Data Warehouse (ATDW). Take control over what images and text are used to showcase your business to potential visitors.
For more information see page 8

4. Social Media – we are constantly creating content worth sharing and telling the stories of our destination. Find out how we use Social Media and how you can engage with us across the Echuca Moama Tourism channels and other relevant tourism channels.
For more information see page 10

5. Additional marketing opportunities – take a look into what opportunities are available to you as a member and how Echuca Moama and District Tourism can assist you with PR opportunities that will benefit the region.
For more information see page 11

6. Turning Customers into Advocates – take a look at how we sell your experience to visitors and how you can become involved.
For more information see page 12

7. Industry and Trade – leverage our expertise to grow your business, create connections, nurture relationships and speak directly to the tourism industry
For more information see page 14



MEET YOUR TOURISM BOARD

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



Dick Phillips
Chair



Renee Oberin
The American
Hotel



Andrew Wright
Lockwood
Partners
Chartered
Accountants



Hugh Melville
Dawes & Vary
Riordan Lawyers



John Hall
Cactus Country



Cr Chris Bilkey
Mayor, Murray
River Council



Cr Vicki Neele
Deputy Mayor
Shire of
Campaspe



Sean Goggin
Discovery Parks
Maiden's Inn
Resort Moama

TOURISM TEAM

The Echuca Moama and District 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.



Kathryn Mackenzie
CEO

P: 0429 228 900
E: kathryn@echucamoama.com

Talk to me about: Tourism industry, Industry development, advocacy, Echuca Moama Tourism activity, International



Sarah Ryan
Marketing & Membership Manager

P: 0433 304 497
E: sarah@echucamoama.com

Talk to me about: Marketing, PR, Social Media, Website, Membership



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



Jenn Rendle
Visitor Services Officer

P: 1800 804 446
E: emt@echucamoama.com

Talk to me about: Tickets, Tours, Accommodation, Volunteers and Local Tips.



Andrea Velt
(part time)
Finance Manager

P: 5480 7555
E: accounts@echucamoama.com

Talk to me about: Accounts Receivable, Accounts Payable



Fran Martin
(part time)
Visitor Services Officer



Di Kelly
(part time)
Visitor Services Officer



Paul Roache
(casual)
Visitor Services Officer

Talk to us about: Tickets, Tours, Accommodation and Local Tips.

WHAT WE DO

Echuca Moama Tourism is a member based organisation and the peak body representing operators in Echuca Moama and surrounding region.

- We deliver marketing solutions and visitor services for the tourism industry;
- Keep visitors informed and inspired;
- Lead and empower the industry to connect, collaborate and grow.

We brand Echuca Moama as a river based, family friendly short break and holiday destination throughout the year through the promotion of key events and experiences.

What's in it for you

- Build the economy;
- Participate in marketing campaigns

targeting local, regional, metro, interstate, national and international markets;

- Build your digital presence via Echucamoama.com and social media channels;
- Participate in media famils and other PR opportunities;
- Increase your bookings, enquiries and sales with access to our booking services;
- Grow your business by participating in professional development training;
- Network with like-minded businesses and develop key relationships within the industry at our networking events;
- Keep yourself and your team up to date with industry news.

HOW MANY PEOPLE HAVE WE REACHED?

**\$420
MILLION**
spent in region
↑ Increase 15.7%



790,000
overnight
domestic
visitors

**2.8
NIGHTS**
average stay
↑ increase 0.3%

708,000
domestic
daytrip
visitors

57,899
visitors through
Echuca Moama
Visitor Centre
↑ increase 2%



12,800
overnight
international
visitors
↑ increase 11%

**\$12
MILLION**
spent in region
by international
visitors



TOP 4
1. New Zealand
2. United Kingdom
3. USA
4. Hong Kong

**2.2
MILLION
NIGHTS**
↑ increase 6.1%



MEMBERSHIP BENEFITS

Opportunities to grow your business through partnership with Echuca Moama and District Tourism:

- Promotion of your business via a listing on echucamoama.com;
- The opportunity to sell tickets to your events via echucamoama.com;
- Access to our image library;
- Invitations to attend networking events and professional development workshops and seminars;
- Receive industry email communications;
- Stay up to date with key industry email communications regarding updates on industry news, opportunities, research and marketing;
- Access to tourism research information and resources;
- Display your brochure within the Visitor Centre;
- Promotion of your event on the large screen in the Visitor Centre;
- Inclusion of your event in the weekly What's On;
- One on one website training for new businesses within the Bookeasy Booking System;
- Participate in Echuca Moama and region familiarisation/product awareness programs;
- Opportunity to host an industry event and present your business to industry peers;
- Sell your products via the Visitor Centre retail outlet;
- List all of the Bookeasy accommodation, events and attraction offers available at echucamoama.com on your own website, via an affiliate link, a complimentary tool for your guests.



HOW WE PROMOTE OUR PARTNERS AND REGION

Additional Marketing Opportunities to Grow Your Business

GOING ONLINE

Echucamoama.com

The primary digital platform for Echuca Moama and District Tourism is responsive, packed with insights, suggestions and high quality content and is the essential online resource for our region. With a friendly voice, it offers powerful brand alignment for your business, viewed by over 500,000 visitors annually.

VALUE FOR MEMBERS: An attractive, effective listing for your business including images, description, contact details and website links.

**528,529 ANNUAL PAGE VIEWS
- 1449 VISITS PER DAY**

Advertising opportunities via echucamoama.com*:-

- **Wedding Registry** - Profile listing for your business, up to 5 images and link back to your website.
Investment: \$250
- **Home page advertisement** - dedicated feature box on home page with link back to page for business listing/offer/promotion. Opportunity to include image or video.
Investment: \$1,500 for three month period
- **Banner advertisement** - banner image placed on attractions or accommodation landing page.
Investment: \$500 for three month period.

- **Visitor eNewsletter** - Access exclusive advertising space in Echuca Moama Tourism's monthly Visitor eNewsletter.

Investment: \$300

VALUE FOR MEMBERS: These electronic mail outs are sent out monthly and provide another way for businesses to reach local, regional, and metro Victorians as well as visitors from interstate.

- **Australian Tourism Data Warehouse Listing**
The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information in Australia. An ATDW listing gives your business a presence on one of the most visited sites in Australia and provides you a cost effective solution to increasing your digital distribution and online exposure.

Investment: \$295

VALUE FOR MEMBERS: search engine optimisation (SEO) of your website. This means your website will appear higher in google search results.

- **Experience Echuca Moama Blog** - Featuring inspiring stories and experiences from the region - echucamoama.com.

Investment: \$300

VALUE FOR MEMBERS: a 350 word article and up to 3 images featured on echucamoama.com homepage for one month and promoted via our social media channels.

- **School Holiday Program** - A downloadable program of family friendly attractions and experiences on offer for the duration of the school holidays.

Investment: \$50 per holiday program

VALUE FOR MEMBERS: a valuable tool for members to promote your businesses to locals and visitors.

- **Bookeasy Affiliate Link** - An exclusive opportunity to list all of the bookable accommodation, events and or attractions

available to purchase at echucamoama.com as an easy to use tool on your own website. This tool is complimentary and included with your membership.

VALUE FOR MEMBERS: leverage the content on echucamoama.com for your own website.

- **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.

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 Industry Networking Events;
- 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.



Social Media
#experienceechucamoama

Facebook Likes

**14,429**

↑ 18.24%

@echucamoamatourism

Instagram Followers

**4,923**

↑ 26.26%

@echuca_moama
#experienceechucamoama

Social media is a great platform to share our love of Echuca Moama and engage with people in a fun and vibrant way. We love creating content to tell the stories of our destination.

Our followers are active and engaged and our campaigns are targeted, creative and focused on experience promotion with an authentic local voice. As a result we are seeing growth in engagement and website visitation.

VALUE FOR MEMBERS: Link and leverage your business with Experience Echuca Moama on Facebook and Instagram. Tag us for promotional opportunities.

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


Investment: Minimum \$50 in competition prize value.



echuca_moama
Rochester, Victoria




TOTAL ENGAGEMENT: 314
LIKES: 297 | COMMENTS: 13




 Liked by wellsoulstudio and others





echuca_moama The Silo Art Trail is a fantastic reason to get out on the road and see more of Australia. and these stunning Silos at... [more](#)




echuca_moama
Echuca (Murray River)



TOTAL ENGAGEMENT: 299
LIKES: 266 | COMMENTS: 23



 Liked by daisylane_florals and others

echuca_moama From where you'd rather be! Sunrise on the Murray ... [more](#)

PRINT

Shopping & Dining Guide

Echuca Moama’s essential guide on the best places to shop and eat clutched in the hand of locals and visitors to the region, handed out by Echuca Moama Visitor Centre staff and used as an endless source of information for participating businesses and accommodation operators making recommendations for guests.

VALUE FOR MEMBERS:

- Listing with map reference, segmented by sector for ease of consumer use;
- Promote your business’ attributes, with icons for wheelchair accessibility, dining options Vegan and Gluten Free etc;
- Location indicator;
- Distributed on your behalf.

Investment:

Full page	\$450
Half Page	\$300
Quarter Page	\$200

OUR TIP:

DISTRIBUTE THEM LIBERALLY OR
ON DISPLAY FOR VISITORS TO
PICK UP AND BROWSE

Official Visitor Guide

The insiders guide to Echuca Moama and region inspiring visitors to travel to the region. To be refreshed and revitalized in 2020, the Echuca Moama Visitor Guide is visually arresting and inspiring, and offers a broad range of compelling content which includes suggested itineraries, insider’s tips, themed articles, destination information... and much more! Distributed in major Melbourne Hotels,

Melbourne Airport, Car Hire and Visitor Centres across Victoria, Southern NSW and South Australia.

VALUE FOR MEMBERS:

- A free listing in the business directory;
- Opportunity to purchase advertising space;
- The opportunity to be featured in editorial-style thematic articles, including food and wine, heritage and history, family activities and more;
- High quality editorial-style publication creates strong, premium brand positioning for the region.

ADVERTISING OPTIONS & PRODUCTION:

Please see 2020 Official Visitor Guide Prospectus.

Niche Market Publications

Out & About Bendigo & Ballarat

Quarterly publication to coincide with each of Echuca Moama Tourism’s seasonal marketing campaigns and distributed throughout Visitor Centres and cafes and inserted into regional newspapers in Bendigo, Ballarat and surrounding regions.

Investment: \$350 ~ ¼ page advertisement

Cultural Tourism Guide

Experience Culture Victoria showcases Victoria’s breadth and depth of quality cultural and creative experiences right across the state. 60,000 copies of the guide are professionally distributed throughout Visitor Centres in Victoria and Southern New South Wales; Melbourne Airport and Southern Cross Station; Melbourne accommodation partners; cafes, galleries, major events and attractions throughout the state;

Investment: \$450 ~ ½ page advertisement



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.

OUR TIP:

SUPPORT FOR MEMBER BUSINESSES TO ENSURE VISITORS STAY OVERNIGHT IN THE REGION

Brochure Distribution

Echuca Moama Tourism is putting together a brand new program to offer brochure distribution for all members to have your brochures delivered throughout accommodation businesses in Echuca Moama and surrounding region.

Investment: From as little as \$16.60 per month. \$200 investment over 12 months.

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.

Other benefits:

- Partners can display their brochure within the Visitor Centre;
- Promotion of your event on the large screen in the Visitor Centre;
- Inclusion of your event in the weekly What's On;
- One on one website training for new businesses within the Bookeasy Booking System;
- Participation in Echuca Moama and region familiarisation/product awareness programs;
- Opportunity to host an industry event and present your business to industry peers;
- Opportunity to sell your products via the Visitor Centre retail outlet;
- Access to a complimentary Bookeasy Affiliate link for your website to sell accommodation, events and attractions to your guests;

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

Echuca Moama Tourism 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!
- 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
- 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.

OUR 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 campaigns.

Industry and Trade

Leverage our expertise to grow your business, create connections, nurture relationships and speak directly to the tourism industry.

- Consumer Event:
Good Food & Wine Show Melbourne.
29-31 May 2020.
Investment: Stand Space \$2,000
- International Trade Event:
Australian Tourism Exchange Melbourne
10-14 May 2020
Investment: Day Pass \$509.85.

VALUE FOR MEMBERS:

- Representation and capacity development to attend consumer and trade events as well as international events;
- Inclusion in regular Echuca Moama Stories. Show off your latest product, award, staff member, marquee event, experience etc;
- Invitation to participate in collaborative marketing;
- Assistance leveraging strategic marketing campaigns like The Murray Best Shared;
- Opportunity to be included in famils which are worth their weight in gold.

OUR TIP:

ELECTING TO BE REPRESENTED BY ECHUCA MOAMA AT INDUSTRY EVENTS IS AN EXCELLENT AND COST-EFFECTIVE FIRST STEP TO MOVING INTO THE DOMESTIC AND INTERNATIONAL DISTRIBUTION NETWORK. WE INVITE YOU TO DISCUSS YOUR PLANS WITH US AND WORK TOGETHER ON A PLAN OF ATTACK.

Sydney-Melbourne Touring

Be part of this international drive route (bookend to Great Ocean Road) and join Sydney-Melbourne Touring.

Partnership: Please see 2020-2021 Sydney-Melbourne Touring Prospectus.



CALENDAR 2020

Professional Development and Networking Calendar		
Summer 2020	29 January	Echuca Moama Tourism Board Meeting
	February	BEC Business Advice Governance and Succession Planning, Murray River Council
	6 February	Small Business Victoria - Starting Your Business, Campaspe Shire
	26 February	Echuca Moama Tourism Board Meeting
	27 February	Australian Small Business Advisory Service Digital Marketing, Campaspe Shire
Autumn 2020	March	BEC Business Advice How to be a flexible and collaborative organisation, Murray River Council
	March	BEC Business Advice Event Management, Murray River Council
	12 March	Small Business Victoria - Marketing Your Business, Campaspe Shire
	17 March	Industry Networking Night
	25 March	Echuca Moama Tourism Board Meeting
	26 March	Australian Small Business Advisory Service Facebook, Campaspe Shire
	22 April	Echuca Moama Tourism Board Meeting
	23 April	Australian Small Business Advisory Service Instagram, Campaspe Shire
	May	BEC Business Advice Project Management, Murray River Council
	5 May	Small Business Bus Echuca, Campaspe Shire
	6 May	Small Business Bus Kyabram, Campaspe Shire
	14 May	Australian Small Business Advisory Service Cyber Security, Campaspe Shire
	27 May	Echuca Moama Tourism Board Meeting
Winter 2020	11 June	Australian Small Business Advisory Service Building A Website, Campaspe Shire
	16 June	Industry Networking Night
	24 June	Echuca Moama Tourism Board Meeting
	22 July	Echuca Moama Tourism Board Meeting
	23 July	Australian Small Business Advisory Service SEO Foundations, Campaspe Shire
	26 August	Echuca Moama Tourism Board Meeting
	27 August	Australian Small Business Advisory Service Mail Chimp, Campaspe Shire
Spring 2020	23 September	Echuca Moama Tourism Board Meeting
	19 October	Echuca Moama Tourism AGM
	28 October	Echuca Moama Tourism Board Meeting
	25 November	Echuca Moama Tourism Board Meeting
Summer 2020	8 December	Industry Networking Night
	23 December	Echuca Moama Tourism Board Meeting

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 – advertise in Visitor Information Guide and 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 #experienceechucamoama 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

