

Bowen

Tourism & Business

2023 / 2024

District

Membership Prospectus



BOWEN
The Whitsundays

Welcome to Bowen Tourism & Business

Bowen Tourism & Business is an award-winning not-for-profit organisation and the recognised Local Tourism Organisation (LTO) for Bowen, Collinsville and the Top of the Whitsundays.

We work in conjunction with the Regional Tourism Organisation (RTO) Tourism Whitsundays, and Tourism and Events Queensland (TEQ) to actively promote our towns and region.

Bowen Tourism & Business operate the accredited and award-winning Bowen Visitor Information Centre at the Big Mango, and an information booth on Bowen's foreshore. Welcoming over 47,000 visitors annually, our information services assist visitors with journey planning throughout Queensland and provide a professional accommodation and tour booking service.

We provide destination marketing for the Bowen & Collinsville area, promoting the diversity of the region on offer at the Top of the Whitsundays, and in the Whitsundays' Outback.

We actively promote event and tourism development, working closely with our partners.

Proudly working with local businesses, stakeholders and the Whitsunday Regional Council we strive to develop and maintain a healthy and sustainable local tourism industry. In addition to marketing our region as a wonderful holiday destination, we advocate on behalf of our communities for tourism industry requirements and infrastructure to attract both visitors and new business.

47,800 visitors in 2022 / 2023

discovered the beauty of Bowen, the Whitsundays and surrounds
through our Visitor Information Centre and Front Beach Booth



2022 / 2023 SNAPSHOT

FUNDING STRUCTURE

- 66%** Visitor Information Centre Income
- 17%** Whitsunday Regional Council funding
- 10%** Signage & Advertising
- 5%** Membership

\$79,500 tour & accommodation bookings generated

225 MEMBERS

- Large Tourism Businesses.....**9**
- Small Tourism Businesses.....**52**
- Non-Tourism Businesses.....**110**
- Not For Profit & Individual.....**22**
- Out of Region.....**32**

RECORD BREAKING 47,800 VISITORS

Continuing to work in conjunction with members, stakeholders, Whitsunday Regional Council and Tourism Whitsundays to grow Bowen as a tourism destination through marketing and media.

MARKETING & PUBLICITY

44,982 website visitors

Visit Bowen, Australia

9,303 page follows
1,219,467 reach



Visit Bowen

7,273 followers
266,917 reach



Bowen Tourism & Business

3,400 page follows
190,567 reach



Big Mango's 21st Birthday

Spend: \$22,000

Pre-publicity reach: 55,200

Event reach: 3,455,001

Post event reach: 218,553

Total reach: 4,028,754
including Sunrise weather,
TV, print, radio & social

Google Doodle: 250k reach

Weekender

3 episodes in Bowen
2 episodes in Collinsville

Today Show Weather @ Rose Bay
Dedicated Bowen Video & Images
Weekly articles in newspapers
Ads & Articles in every edition of
Core / Tripping Magazine
Weekly radio segment - ABC

Why should I become a member of BTB?

Visibility for your business ... before the visitors arrive!

Becoming a Bowen Tourism & Business member provides you with the opportunity to expose your business to over 47,000 visitors per year. As you know, Visitor Information Centres provide a crucial role in ensuring our visitors have a fantastic experience. We stock an extensive range of brochures from accommodation and tour operators in the Bowen VIC, allowing visitors to continue to plan their journey North or South with the assistance of our staff and volunteers.

As a District member you will receive display space for one brochure, with additional brochure display available for a small annual fee. You will also receive monthly newsletters, online promotion, the ability to add specials and updates to our newsletters, and, of course, referrals and reservations of your product by VIC staff.

Bowen Tourism & Business pride ourselves on our product knowledge and work hard to promote, recommend, and build a strong working partnership with our members. We encourage our district members to visit our VIC when possible, train staff on your product, and keep in touch throughout the year with any business changes or product updates.

Your membership with Bowen Tourism & Business is an opportunity for you to reach a wider audience and generate product awareness before your visitors arrive. Membership is tax deductible and is an investment in your own business as well as the future economic prosperity of our region.

How to make the most of your BTB membership!

Send us your up to date business details so we can load them on to our digital systems and online platforms

Visit the Bowen VIC and tell our staff all about your product so we can sell your product effectively

Ensure VIC staff have your latest brochure and rates

Purchase additional brochure display to promote additional products

Send your monthly specials and product updates in for inclusion in BTB newsletter



@bowentourism #visitbowen
#lovewhitesundays #thisisqueensland

District Membership Information

A district membership is perfect for tourism businesses located outside the Whitsunday Region who want to advertise via brochure display, have staff referrals and bookings through Bowen Tourism and Business's 'Big Mango' VIC.

At just \$121 per annum including GST, this membership level offers great value for product exposure.

District Member Benefits

Exposure to 47,000+ visitors per year in our award-winning centres

Industry newsletter subscription and opportunity to submit news, updates and specials

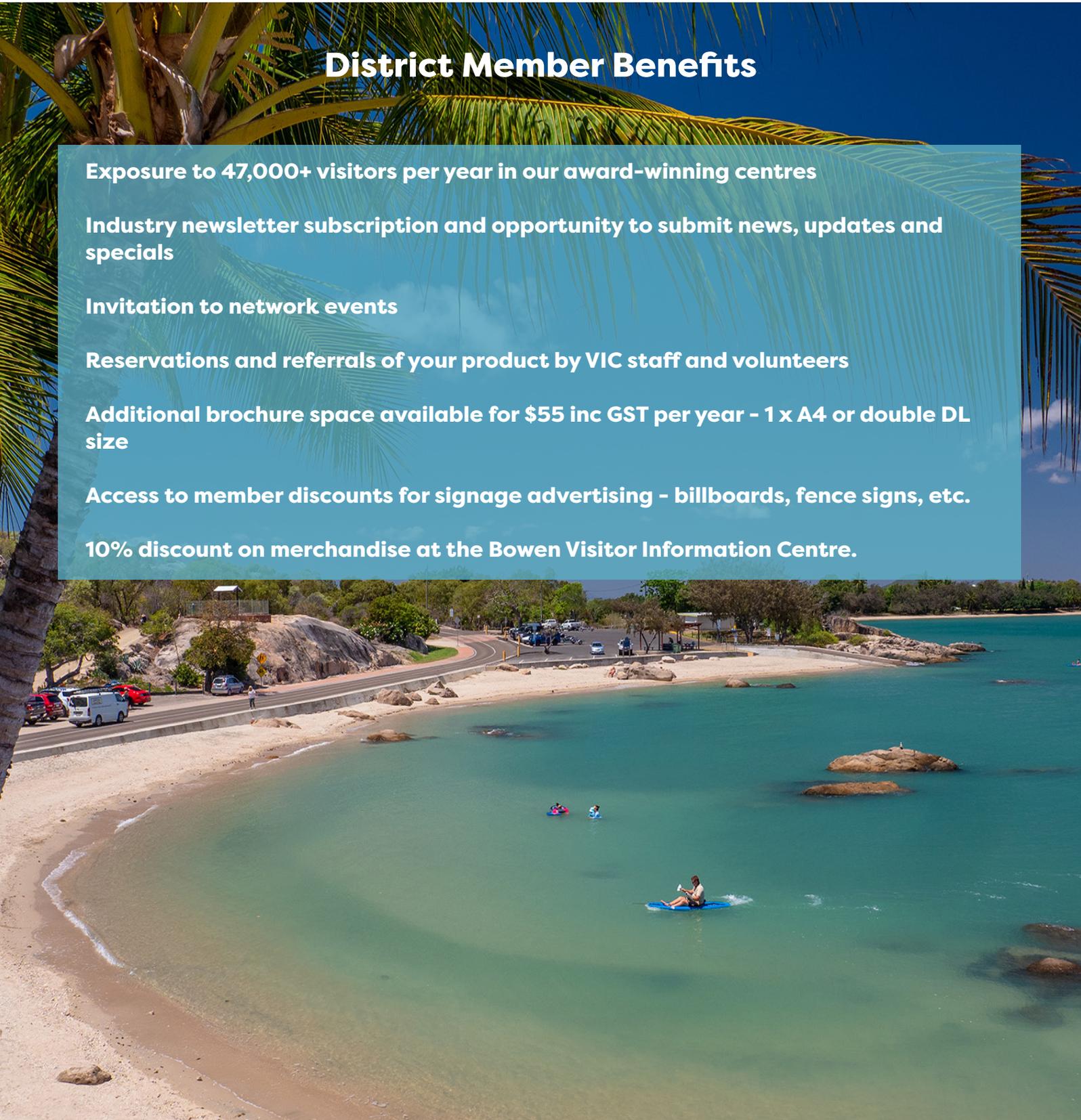
Invitation to network events

Reservations and referrals of your product by VIC staff and volunteers

Additional brochure space available for \$55 inc GST per year - 1 x A4 or double DL size

Access to member discounts for signage advertising - billboards, fence signs, etc.

10% discount on merchandise at the Bowen Visitor Information Centre.



Membership Application

Please send completed forms to Bowen Tourism and Business via email or mail

Attention Glenn Womal - info@tourismbowen.com.au

OR PO Box 810, Bowen, Qld 4805.

Credit card payments can also be made via phone: (07) 4786 4222

Business Details

Business Name: _____

ABN: _____

Phone Number: _____

Street Address: _____

Postal Address: _____

Main Contact Person: _____

Phone: _____

Mobile: _____

Marketing Email: _____

Accounts Email: _____

Website: _____

Facebook: _____

Instagram: _____

Open Days & Times: _____

Business Description:

Business descriptions will be for use online. Feel free to attach a longer description and hero image when returning your membership application.

Membership Application

Payment Details

Please select the membership items below:

- Level 1 District - \$121 inc GST
- Additional Brochure Display - \$55 inc GST each (1x A4 or double DL space)

Total to pay: _____

- Direct Deposit** - Account Details BSB: 034 166 Account No. 200956

please reference your payment with business name

- Cheque** - please make payable to Tourism Bowen

- Credit Card**

Card Holder's Name: _____ VISA Mastercard

Card number: _____ Exp: _____ CCV: _____

Booking Terms & Conditions Agreement

For bookable tourism products such as tours and accomodation. The member agrees to accept bookings taken on their behalf via BTB:

- The Member agrees BTB will not confirm any booking or reservation without prior contact with the member; no contact is required if a booking is made through Book Easy online reservations
- The Member agrees to pay BTB 15% commission on all bookings made by BTB. This equates to 15% of the total paid by the consumer to BTB
- The Member agrees to keep all relevant Bookeasy data relating to their product current, informative and up to date. The Member agrees BTB will not be held liable for bookings made using obsolete information entered (or not entered) by the Member.

Print Name: _____

Signature: _____

Date: _____

Thank you for supporting Bowen Tourism and Business!