



DARWIN WELCOMES DELEGATES PROGRAM



Business Events are estimated to be worth **\$65 million** to the NT economy, providing real jobs and income for Territorians. The major stakeholder in this sector, The Darwin Convention Centre, hosts over 15,000 visitors each year.

Conference delegates generate up to four times the average expenditure of leisure travellers. It is estimated that the average spend per conference delegates to Darwin is \$685 per day or \$4,631 for an average 5.2 night stay. This comprises flights, accommodation, food and beverage, transport, tours, retail purchases and entertainment.

The conference market is very competitive across Australia (and the world) as it is a high yield market that significantly contributes to the State / Territory's economy. Each destination pursues new business and maximum delegate numbers through promotion of its capacity to deliver the event, the status obtained by attending that event and the experience delegates have whilst attending.

Many delegates have not been to Darwin beforehand, so as a host city, we must aim to ensure that these business visitors have an amazing and unique experience in our tropical city.

Tourism Top End invite businesses to be a part of the DARWIN WELCOMES DELEGATES PROGRAM to collectively achieve the following outcomes by working cooperatively with the tourism, retail and hospitality sectors by providing excellent customer service to high yield visitors:

- To be recognised within the industry as excellent hosts and the friendliest city in Australia for delegates
- To increase spend by delegates
- To ensure delegates are made to feel special and generate word of mouth referral for the Top End
- To promote Darwin as the ideal business events & visitor destination for future visits

TARGET AUDIENCE - Conference delegates

- From across Australian and Asia
- Male and female aged between 25 - 65 years
- Professional background
- Likely to have discretionary funds for food, beverages, gifts & other retail items

- High number will be first time visitors to Darwin & the Top End
- May have accompanying partners who have time to shop, dine and tour

PROPOSAL OVERVIEW

The proposed marketing program elements are:

- To help focus on making the delegates feel special, operators participating in the program are requested to provide a delegate specific tour; a special offer; a % discount; 2 for 1 offer; upgrade offer; special gift; bonus for purchase(s) over certain value **OR** a value add (terms & conditions may apply e.g. Limit 1)



- An eye-catching logo on a decal/sticker is provided for display in the window and/or at point of sale. Delegates are provided with special privileges card upon arrival which directs them to a dedicated landing page showcasing the special offers, special tours and value adds.
- The landing page provides a platform for participating businesses to display the 'delegate deals' with a BOOK HERE click through to landing page (TTE members only) and for retailers and hospitality venues, the CTA is to present the special privileges card in store/restaurant to redeem. This link will be provided to delegates prior to their arrival to help them plan how they will spend their time whilst in destination
- Each month, a 'Darwin Welcomes Delegates' newsletter is sent to participating businesses to advise the forthcoming conferences and provide a short description e.g: name of conference, dates of conference, numbers and where the delegates are travelling from. Participating businesses are requested to keep staff informed of the 'delegate deal' and about the conferences in town to ensure they make them feel welcome; ask how they are enjoying the conference, what they have enjoyed on their visit so far etc
- Participants are requested to fulfil the terms & conditions over the promotional period and provide measurable ROI for this program each quarter to TTE as well as provide feedback on how the program can be improved in the future.

THESE ELEMENTS ARE PROVIDED TO PARTICIPATING BUSINESSES AT NO CHARGE.

For more information, please contact Janine Fidock marketing@tourismtopend.com.au 8980 6024 or simply complete the registration form and return to the above email address at your earliest convenience.



DARWIN WELCOMES DELEGATES PROGRAM REGISTRATION FORM

Business Name: _____

Contact Person: _____

Position: _____

Address: _____

Telephone: _____

Mobile: _____

Email: _____

Web Address: _____

Description of 'delegate deal': _____

Terms & Conditions of 'delegate deal': _____

Please supply TTE a high resolution image to accompany the 'deal'.

I agree to the terms and conditions set out in the proposal overview on page 2 of this program:

Signature: _____

Please return this form to marketing@tourismtopend.com.au