



2022

Tourism Top End Membership Prospectus

PURPOSE

To represent the interests of members by growing tourism visitation, expenditure and encourage dispersal across the Top End

Image by Tourism NT/Peter Eve



**TOURISM
TOP END**
wild life – wild land

Tourism Top End respectfully acknowledges the Aboriginal people of this country, recognises their continuing connection to their lands, waters and communities, and recognises their custodianship of culture and country for over 60,000 years.

We pay our respects to the Aboriginal cultures and their leaders past, present and future.



About Tourism Top End

Tourism Top End is the Regional Tourism Organisation (RTO) serving the area known as the 'Top End' in the Northern Territory. This area includes the City of Darwin and Palmerston, World Heritage Listed Kakadu National Park, Katherine and Big Rivers region including Nitmiluk National Park, Douglas Daly Region, Arnhem Land, Litchfield National Park and the Tiwi Islands. The organisation's official boundaries are north of Elliot to the Queensland and Western Australian borders and south across the Big Rivers area.

Tourism Top End is a marketing partner for your business and the greater region. As a not for profit, member-based RTO, we are responsible for promoting and advocating for the Top End. To achieve our goals, we work side by side with Tourism Australia, Tourism NT, Local Tourism Organisations, Local Government and other industry partners.

With over 550 members drawn from businesses, individuals and organisations committed to the growth of tourism in the Top End. The Association is administered by a Board of Management who are elected at each Annual General Meeting as the Members nominated representatives. The Board meets monthly to review the performance and activities of the Association and to provide direction to the General Manager and other employees.

TTE's Primary Functions are to:

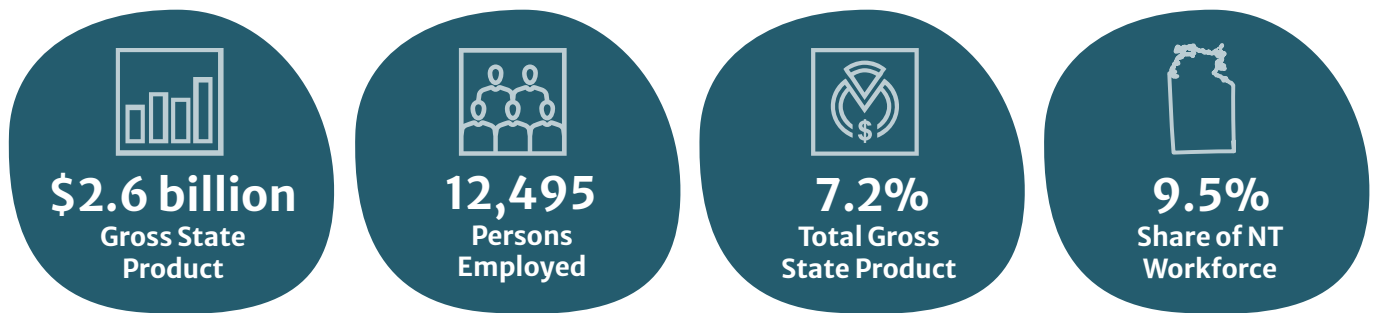
- 1 Advocate the needs of the tourism industry with all levels of Government.**
- 2 Assist industry in its constant drive to improve and grow.**
- 3 Keep its members fully informed on matters affecting tourism.**
- 4 Actively promote the Top End as a premium tourism destination of Australia.**
- 5 Promote dispersal of visitors across the entire Top End region.**





The Importance of Tourism

Everyone benefits from a strong visitor economy



*PWC report February 2022

- Tourism means **sustainable growth**
- Tourism means **jobs**
- Tourism means having a **visitor economy**
- Tourism is a significant contributor to **tax revenues**
- Tourism is proportionately **larger for the NT** than the rest of Australia
- Tourism helps **Closing the Gap** for Aboriginal Territorians
- Tourism is a key contributor to the **liveability of the NT**
- **Major Events** put the NT on the map for potential visitors

What We Do

Sustainable Funding

Currently TTE derives income from Membership fees, accreditation fees cooperative marketing, and sales of Member product via the Top End Travel and Visitor Information Centre and online sales via the TTE website. Funding is also gained from partnerships in particular with the NT Government (TNT), City of Darwin and Corporate Sponsorships.



Visitor Expenditure

Driving increased visitation and expenditure remains central to TTE's focus. Tourism Top End drives member product sales growth through the Top End Travel and Visitor Information Centre and online sales via the TTE website.



Industry Capacity

To respond to the increasingly competitive environment, there is scope and desire from Members for TTE to take on a greater industry development role. This is achieved through educational forums, workshops, industry updates in an ever changing landscape, regular meetings and one on one support.





Destination Marketing

Tourism Top End's is tasked with promoting the Top End region. This is undertaken in a number of forms – Top End Holiday Guide publication, media advertising, social media channels, Caravan & Camping shows and various trade shows. Key markets include – Drive market both international and domestic self-drive, Business Events and visitors in the region.

Business Events

Business Events contributes an estimated \$38 million to the NT economy, Tourism Top End seeks to develop and drive Business Events through the Top End region, focusing on Intra Territory businesses, NT Associations & Business Councils and government. Our members are at the centre of our strategic focus; increasing the opportunity for members to showcase their product and services through the creation of destination Business Event resources such as Top End Meeting & Events Planner & Top End Delegate Appreciation Programs, introducing networking opportunities between members and the NT business community and supporting members to develop Business Event products.

Marketing Reach

Social Media Statistics

	Facebook	Instagram
Followers	74,080	29,800
Reach	88,902	45,089

Website Sessions

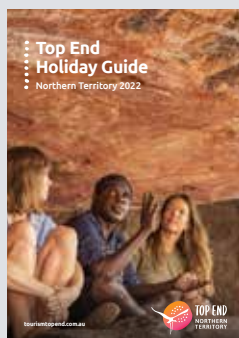
627,826

Website Users

355,753

Ecommerce Conversion Rate

5.62%



165,000
copies



Quality Tourism Accreditation

TTE manages the nationally recognised Quality Tourism Accreditation program for the NT. Quality Tourism Essentials provides businesses with the necessary tools and resources to develop business practices that result in experiences that are reliable, consistent, predictable, and sustainable. This in turn, leads to consumer confidence and increased profitability. QTAB aligns with the industry development programs undertaken by TTE in its partnership with Tourism NT's business enterprise program and own tourism enhancement programs.





Membership Levels

Full Member
\$660pa

Businesses whose main focus and primary customer base is visitors such as accommodation, tours, attractions and airlines

Associate Member
\$350pa

Businesses where visitors may be their secondary customer base (ie retail shops, restaurants) or a non-tourism business (ie media, consultants) for building business to business relationships with members

Multi List Member
\$150pa

TTE Full Members may also take the opportunity to multi list a second trading name (providing the business has the same company name)

Interstate Member
\$350pa

Full Members (or equivalent) of other Regional Tourist Associations outside of the Northern Territory who do not operate a registered office within the Top End region

Partnership Member
\$180pa

Full Members (or equivalent) of another Northern Territory Regional Tourist Association, who do not operate a registered office within the Top End region

Tourism Top End Membership Benefits

Full Membership	Associate Member	Multi Member	Interstate	Partner
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Industry Advocacy	Full Membership	Associate Member	Multi Member	Interstate	Partner
Industry Representation and lobbying at local, state and federal government levels	✓	✓	✓	✓	✓
ATIC (Australian Tourism Industry Council) Board Representation on National level	✓	✓	✓		✓
Receive letters of support for award and grant applications	✓	✓	✓		
Full voting rights at monthly General Meetings and Annual General Meeting (1 vote per member)	✓				
Eligibility to nominate for position on the Board of Management	✓				
Industry Capacity and Support					
Quality Tourism Framework – QTAB Level 1 Accreditation	✓				
QTF – Access and Account with Review Pro	✓				
Opportunity to attend general meetings, workshops, seminars, functions and other industry events, closed Facebook members forum	✓	✓	✓	✓	✓
Receive regular TTE industry newsletter & communications with valuable business links and information	✓	✓	✓	✓	✓
BookEasy setup session with ongoing support	✓	✓	✓	✓	✓
Member to Member Introductions/Promotion	✓	✓	✓	✓	
Business consultation and support	✓	✓	✓		
Access to Tourism Enhancement Program (TEP)	✓*	✓*	✓*		
Visitor Expenditure (Tourism Top End Travel and Visitor Information Centre)					
Brochure display in Top End Travel and Visitor Information Centre	✓	✓	✓	✓	✓
Brochure display in Katherine Visitor Information centre	✓	✓	✓	✓	✓
FREE product pitch product presentations for VIC staff + opportunity to provide staff familiarisations	✓	✓	✓	✓	✓
Your product promoted by TTE staff seven days per week with bookings commissionable at only 12.5% <ul style="list-style-type: none"> • Tourism Top End consumer website • Top End (Darwin) Visitor Information Centre (VIC) • Katherine Visitor Information Centre 	✓		✓	✓	✓
VIC advertising – door decal and any other promotional activities	✓*	✓*	✓*		
Destination Marketing					
Promotion of your business via TTE website	✓	✓	✓	✓	✓
Opportunity to advertise in Top End Holiday Guide Publication produced annually distributed intra-Territory, interstate, internationally, at trade and consumer shows and online (165,000 printed copies)	✓*	✓*	✓*	✓*	✓*
Welcome to the Dry - exhibitor opportunities	✓*	✓*	✓*	✓*	
License to use Tourism Top Ends brand	✓	✓	✓	✓	
Targeted advertising opportunities on the TTE consumer website	✓*	✓*	✓*		
Caravan and Camping Shows – exhibitor opportunities	✓*	✓*	✓*		
Opportunity to advertise in Top End maps	✓*	✓*	✓*		
Opportunity to participate in TTE promotional activities (traditional and digital)	✓*	✓*	✓*		
Promotion of your product on TTE Facebook & Instagram Pages (at the discretion of TTE)	✓	✓	✓		
Eligibility to buy into cooperative marketing campaigns and activities (CTAF)	✓*	✓*	✓*		
Business Events					
Darwin Welcomes Delegates Program – Opportunity to promote your business to the Business Events Sector	✓	✓	✓		
Events Tool Kit and Marketing Materials	✓*	✓*	✓*		
Opportunity to participate in Business Events marketing activities	✓*	✓*	✓*		
Business Events Newsletter	✓	✓	✓		
Dedicated Business Events Workshops and networking events	✓	✓	✓		
Access to Business Events Trade Manual (Business Event Guide)	✓*	✓*	✓*		

Membership fees paid annually per calendar year
* additional costs may apply / optional buy-in opportunities



Contacts

To apply to become a member of Tourism Top End, contact membership@tourismtopend.com.au
www.tourismtopend.com.au/become-a-member

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