# Tourism Whitsundays

Destination Marketing | Industry Development | Visitor Services

**MEMBERSHIP PROSPECTUS 19/20** 



#### Introduction to Tourism Whitsundays:

The Whitsunday Tourism Association was originally established in 1982 as the peak industry association responsible for destination promotion and development for the region. The Tourism Whitsundays Board consists of a maximum 11 directors -7 elected directors and up to 4 invited directors, representing Island Resorts, Accommodation, Marine, Youth and Tourism Transport sectors, Whitsunday Regional Council Mayor, Bowen Tourism & Business Chair, Proserpine Chamber of Commerce president and selected invitees.

Tourism Whitsundays is an industry driven, membership based organisation. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination.

As well as destination marketing and visitor attraction, our role is to work alongside stakeholders towards growth in the industry overall to provide visitor information services, to advocate for tourism industry needs and infrastructure, to attract new tourism investment and lead the industry towards best practice in all areas of business operation and experience delivery.

#### The Function of Tourism Whitsundays:

- Coordinate tourism planning and activity in the Whitsunday region
- Globally market the Whitsunday region as a preferred tourism destination
- Globally market the Whitsunday region as a business events destination
- To advocate on behalf of the region to Local, State and Federal Government and those individuals and bodies in which they have vested authority
- Facilitate ongoing improvement of local industry standards of customer service, business skills and practices
- Encourage residents in the Whitsunday region to appreciate the benefits of tourism in the region as a whole and to them as individuals
- Raise funds via industry to promote the objectives of the organisation
- Undertake any other initiatives to promote tourism in the Whitsunday region

#### Top 10 Reasons to be Involved!

- 1. Opportunity to participate in subsidised co-operative marketing campaigns
- 2. Membership with the Queensland Tourism Industry Council and the Australian Tourism Data Warehouse.
- 3. Opportunity to list your business on tourismwhitsundays.com.au and opportunity for Tourism Whitsundays to sell your product via tourismwhitsundays.com.au online booking portal. The estimated annual sales through the portal \$700,000
- 4. Access to the Tourism Whitsundays image library and The Whitsundays brand assets.
- 5. Access to a specialised Public Relations, Media & Leisure Tourism team.
- 6. Invitations to attend member networking events, information sessions, industry development workshops and new member product presentations.
- 7. Fortnightly industry e-newsletter, offering updates on future marketing, industry development, trade and media opportunities.
- 8. Opportunity to be included and showcased in international and domestic trade and PR familiarisation tours
- 9. Opportunity to integrate an online booking portal on your own website
- 10. Support the destination

### **Tourism Whitsundays Membership Levels**

| Membership Lev                       | els   |                                |  |  |
|--------------------------------------|---|--------------------------------|--|--|
| Community/<br>Not for Profit         | This is a free partnership specifically designed for not for profit (NFP) groups.   | COMPLIMENTARY                  |  |  |
| Friend of Tourism                    | Designed for individuals who wish to support tourism marketing in the Whitsundays.  | \$16.58pm                      |  |  |
| Supporter                            | Specific to businesses that want to support a healthy local tourism<br>industry, the organisation's activities and want to build<br>relationships with other members.   | \$49.58pm                      |  |  |
| Retail                               | Applicable to retail outlets. This package is designed for retail businesses, focused on attracting visitors to the region  | \$50.83pm                      |  |  |
| Restaurant /<br>Caterers             | Applicable to restaurants, bars, cafes, and other dining or<br>entertainment establishments. This package is designed for members<br>who meet the 'restaurant category' as determined by Australian<br>Tourism Data Warehouse, as well as retail outlets focused on<br>attracting visitors to the region.   | \$60.75pm                      |  |  |
| Associate                            | This package is designed for companies who supply goods and ser-<br>vices to the tourism industry, inclusive of educational or<br>business support services such as media, training facilities,<br>printing etc.  | \$85.83pm                      |  |  |
| Bronze<br>Silver<br>Gold<br>Platinum | Designed specifically for members who have direct interface with<br>leisure travellers to the Whitsundays.  | Based on<br>Annual<br>Turnover |  |  |
| Youth Cluster<br>Group               | Whitsundays youth seament in tailored marketing and publicity 1W  |                                |  |  |
| Affiliate                            | This affiliate membership recognises those who are members of at<br>least one of the following organisations: Bowen Tourism and<br>Business; Proserpine Chamber of Commerce; Whitsunday Coast Cham-<br>ber of Commerce. This level is complimentary, and offers a subscrip-<br>tion to the fortnightly TW E-News and a business directory listing on<br>tourismwhitsundays.com.au | COMPLIMENTARY                  |  |  |

## Bronze, Silver, Gold and Platinum Membership Business Model

As a business which generates much needed revenue for the region, we very much value your support. Tourism Whitsundays seeks businesses like yours to assist in promoting our destination in line with our collective strategies. Bronze, Silver, Gold and Platinum membership levels are calculated based on the annual turnover the business generates.

|           | Bronze  | Silver  | Gold    | Platinum |
|-----------|---------|---------|---------|----------|
| \$0-\$2M  | \$785   | \$1,700 | \$4,700 | \$10,600 |
| \$2-\$5M  | \$890   | \$2,250 | \$5,900 | \$15,850 |
| \$5-\$10M | \$985   | \$2,600 | \$7,100 | \$21,100 |
| >\$10M    | \$1,250 | \$3,400 | \$8,900 | \$31,600 |

For further assistance please feel free to contact Tourism Whitsundays Membership Team on +617 4948 5900 \* All Membership prices exclude GST

\* Members must agree to and abide by the Tourism Whitsundays Terms and Conditions and Code of Conduct

| KEY: 🖌 Provided 🔤 Provided at TW Discretion  | Community<br>Not for | Friend of    | Supporter    | Associate        | Retail       | Restaurant   | Bronze       | Silver        | Gold          | Platinu      |
|--|----------------------|--------------|--------------|------------------|--------------|--------------|--------------|---------------|---------------|--------------|
|  | Profit               | Toursim      |              |                  |              |              |              |               |               |              |
| The Whitsundays Brand Toolkit  |                      | $\checkmark$ | ✓<br>✓       | $\checkmark$     | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$  | $\checkmark$  | √<br>√       |
| Member invitations to Tourism Whitsundays networking functions<br>Invitations to Tourism Whitsundays events and workshops  |                      | v            | v<br>√       | v<br>√           | ▼<br>√       | v<br>√       | v<br>√       | ▼<br>√        | ▼<br>√        | ▼<br>√       |
| Member ticket price to attend Whitsunday Tourism Awards  |                      | $\checkmark$ | ·<br>•       | ·<br>√           | ·<br>√       | ·<br>√       | ·<br>√       | ·<br>√        | ·<br>√        | ·<br>√       |
| Subscription to fortnightly TW E-News  |                      | ✓            | $\checkmark$ | $\checkmark$     | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$  | $\checkmark$  | $\checkmark$ |
| Business directory listing on Tourism Whitsundays website  |                      |              | $\checkmark$ | $\checkmark$     | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$  | $\checkmark$  | $\checkmark$ |
| iscounted advertising rates in the Whitsundays Visitor Guide   | 20%                  |              | 20%          | 20%              | 20%          | 30%          | 20%          | 30%           | 40%           | 50%          |
| omplimentary business listing in the Whitsundays Visitor Guide   | TW                   |              |              | $\checkmark$     | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$  | $\checkmark$  | $\checkmark$ |
| Complimentary advert in the Whitsundays Visitor Guide  |                      |              |              | 1                | 1            | 1            |              | <b>√</b>      | <b>√</b>      | <b>√</b>     |
| Access to the Tourism Whitsundays image library and destination content  |                      |              |              | ✓<br>✓           | $\checkmark$ | $\checkmark$ | TW           | √<br>√        | √<br>√        | √<br>√       |
| Opportunity to submit news or updates to the fortnightly TW E-News<br>Access to Tourism Whitsundays partner advertising opportunities at<br>member specific rates (e.g. Star FM and 4MK, Paradise Outdoor Advertising,   |                      |              | ~            | ✓                | <b>↓</b>     | <b>√</b>     | ~            | √             | <b>↓</b>      | ✓            |
| Whitsunday Times)<br>Bus advertising on screens between Whitsunday Coast Airport & Airlie Beach<br>* 1 image slide for six months included   |                      |              |              | \$65<br>monthly  | √*           | √*           |              | \$65 monthly  | \$65 monthly  | ✓            |
| Tourism Whitsundays Website banner advertising   |                      |              |              | \$150<br>monthly | <b>√</b> **  | <b>√</b> **  |              | \$150 monthly | \$150 monthly | $\checkmark$ |
| ** one month included<br>Voting entitlements at Tourism Whitsundays elections  |                      | $\checkmark$ | $\checkmark$ | V                | $\checkmark$ | $\checkmark$ | $\checkmark$ | ~             | $\checkmark$  | ~            |
| 2 month Australian Tourism Data Warehouse subscription   |                      |              |              |                  |              | ✓            | √            |               |               |              |
| subscription per member)   |                      |              |              |                  | ~            | v            | v            | ~             | $\checkmark$  | $\checkmark$ |
| Full listing on Tourismwhitsundays.com.au (when members have an active<br>ATDW subscription) - 500,000 visits per year<br>Level One membership with Queensland Tourism Industry Council  |                      |              |              |                  | ~            | ~            | ~            | ~             | ✓             | √            |
| ining QTIC reinforces the commitment that your business has to tourism excellence<br>d the issues that affect your industry<br>Opportunity to discuss advocacy topics with QTIC policy officer<br>Influence Government through member input<br>Working collaboratively on issues that affect the industry<br>Be involved in advocacy campaign during government elections<br>Access to QTIC basic business resources<br>Free access to Grants Gateway (normally \$85)<br>10% discount on ATAP and Star rating renewal up to \$199<br>Discounted price on QTIC Events, workshops and webinars throughout the year<br>Discounted entry to the Queensland Tourism Awards up to \$180<br>Ability to nominate and voting rights for the QTIC board<br>Ability to share content through QTIC social media channels<br>Listed in the QTIC membership directory<br>QTIC member logo and certificate<br>Access to the QTIC young professional mentoring program<br>Opportunity to use the QTIC office as a meeting space if available |                      |              |              |                  | ~            | ~            | ~            | ~             | ✓             | ~            |
| bility to sell product via the Tourismwhitsundays.com.au website   |                      |              |              |                  |              |              | $\checkmark$ | $\checkmark$  | ✓             | $\checkmark$ |
| pportunity to integrate an online booking portal on your own website   | TW                   |              |              | TW               | TW           | TW           | $\checkmark$ | $\checkmark$  | $\checkmark$  | $\checkmark$ |
| ssistance with the Best of Queensland Experiences program  |                      |              |              |                  | $\checkmark$ | $\checkmark$ | $\checkmark$ | $\checkmark$  | $\checkmark$  | $\checkmark$ |
| uidance to become 'domestic ready'   |                      |              |              |                  |              |              | $\checkmark$ | ~             | $\checkmark$  | $\checkmark$ |
| omestic opportunities<br>Domestic media and trade famil opportunities<br>Exposure through domestic media contacts<br>Priority domestic exposure via Tourism Whitsundays media and public relations activ-<br>y<br>Opportunity to participate in domestic campaigns via paid online holiday deals   |                      |              |              |                  | TW           | TW           |              | ~             | ✓             | ~            |
| Invite to strategic planning of our domestic campaigns via para online honday deals<br>Domestic roadshow opportunities<br>Distribution of database (if supplied) from domestic trade events  |                      |              |              |                  |              |              |              |               |               |              |
| usiness Events Opportunities   |                      |              |              | TW               |              | TW           |              | TW            | ~             | $\checkmark$ |
| ndividual consultation with Tourism Whitsundays marketing staff for<br>marketing strategies  |                      |              |              |                  |              |              |              | <b>v</b>      | <b>√</b>      | 1            |
| uidance to become 'internationally ready<br>opportunity to attend Australian Tourism Exchange with Tourism Whitsundays   |                      |              |              |                  |              |              |              | ✓<br>TW       | √<br>√        | √<br>√       |
| nternational Opportunities   |                      |              |              |                  |              |              |              | I VV          | v             | v            |
| Internal media and trade famil opportunities (preference to international ready prod-  |                      |              |              |                  |              |              |              |               |               |              |
| cts)<br>Priority international exposure via Tourism Whitsundays media & public relations   |                      |              |              |                  |              |              |              |               |               |              |
| ctivity<br>Opportunity to participate in international campaigns<br>Exposure via 1x slide at international trade events<br>Product information supplied in follow up to trade following international trade events<br>Distribution of database (if supplied) from international trade events<br>Invitation to strategic planning of our international marketing plan   |                      |              |              |                  |              |              |              |               | ~             | ~            |
| roduct exposure through Tourism Whitsundays social media channels<br>When members have an active ATDW subscription)  |                      |              |              |                  | TW           | TW           |              | TW            | ✓             | ~            |
| omplimentary Restaurant membership   |                      |              |              |                  |              |              |              |               | √             | $\checkmark$ |
| Complimentary digital listing for the Exclusive Visitors Card  |                      |              |              |                  | $\checkmark$ | $\checkmark$ |              |               | ✓             | $\checkmark$ |
| Tourism Whitsundays member supplier preference (opportunity to quote on works)   |                      |              |              | $\checkmark$     |              |              |              |               |               | $\checkmark$ |
| epresentation of multiple businesses under the one overarching company.  |                      |              |              |                  |              |              |              |               |               | $\checkmark$ |
| .g. all businesses will receive a website listing on tourismwhitsundays.com.au   |                      |              |              |                  |              |              |              |               |               |              |
| ourism Whitsundays selected international in-market representation   |                      |              |              |                  |              |              |              |               |               | √            |
| at preference to attend VIP or special events/function   |                      |              |              |                  |              |              |              |               |               | $\checkmark$ |
|  |                      |              |              |                  |              |              |              |               |               | $\checkmark$ |
| nvitation to attend VIP Trade or Media dinners<br>nvitation to attend 4 board meetings throughout the year   |                      |              |              |                  |              |              |              |               |               |              |