



# 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](http://tourismwhitsundays.com.au) and opportunity for Tourism Whitsundays to sell your product via [tourismwhitsundays.com.au](http://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

For further assistance please feel free to contact Tourism Whitsundays Membership Team on +61 7 4948 5900

\* All Membership prices exclude GST

\* Members must agree to and abide by the [Tourism Whitsundays Terms and Conditions and Code of Conduct](#)

## Tourism Whitsundays Membership Levels

Membership Levels		
<b>Community/ Not for Profit</b>	This is a free partnership specifically designed for not for profit (NFP) groups.	COMPLIMENTARY
<b>Friend of Tourism</b>	Designed for individuals who wish to support tourism marketing in the Whitsundays.	\$16.58pm
<b>Supporter</b>	Specific to businesses that want to support a healthy local tourism industry, the organisation's activities and want to build relationships with other members.	\$49.58pm
<b>Retail</b>	Applicable to retail outlets. This package is designed for retail businesses, focused on attracting visitors to the region	\$50.83pm
<b>Restaurant / Caterers</b>	Applicable to restaurants, bars, cafes, and other dining or entertainment establishments. This package is designed for members who meet the 'restaurant category' as determined by Australian Tourism Data Warehouse, as well as retail outlets focused on attracting visitors to the region.	\$60.75pm
<b>Associate</b>	This package is designed for companies who supply goods and services to the tourism industry, inclusive of educational or business support services such as media, training facilities, printing etc.	\$85.83pm
<b>Bronze</b>	Designed specifically for members who have direct interface with leisure travellers to the Whitsundays.	Based on Annual Turnover
<b>Silver</b>		
<b>Gold</b>		
<b>Platinum</b>		
<b>Youth Cluster Group</b>	Included in Platinum and Gold memberships or optional addition to all other levels of membership. This group is designed to support the Whitsundays youth segment in tailored marketing and publicity. TW encourages products who work in the youth market to join Adventure Queensland, our states youth and advocacy body.	Additional \$150
<b>Affiliate</b>	This affiliate membership recognises those who are members of at least one of the following organisations: Bowen Tourism and Business; Proserpine Chamber of Commerce; Whitsunday Coast Chamber of Commerce. This level is complimentary, and offers a subscription to the fortnightly TW E-News and a business directory listing on 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 +61 7 4948 5900

\* All Membership prices exclude GST

\* Members must agree to and abide by the [Tourism Whitsundays Terms and Conditions and Code of Conduct](#)

