

The Whitsundays

THE HEART OF THE GREAT BARRIER REEF

2020/21 MEMBERSHIP PROSPECTUS

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

TOURISMWHITSUNDAYS.COM.AU

Supported by



TOURISM
& EVENTS
Queensland

WELCOME TO TOURISM WHITSUNDAYS

VISION

To showcase The Whitsundays as the globally recognised Great Barrier Reef destination.

MISSION

Promote the destination globally to increase visitation, dispersal, expenditure and length of stay; driving the economic benefit and sustainability of the tourism industry through marketing and industry development.

2020/21 MISSION

Ensure The Whitsundays is front of mind for domestic travellers throughout the phases of recovery by collaborating with industry and key stakeholders.

GOAL

To return The Whitsundays overnight visitor expenditure to better than pre COVID19 and Cyclone Debbie figures of over \$850m and total visitation to 1m.

Tourism represents 1 in 3 jobs in The Whitsundays and is the most reliant destination on tourism in Queensland. When tourism is thriving, every business is thriving; therefore, tourism is everyone's business.

SPECIAL OFFER!

**MEMBERS WHO SIGN UP FOR
2020/21 WILL RECEIVE SIX
MONTHS (JULY-DECEMBER)
COMPLIMENTARY MEMBERSHIP**

The reduced membership fees are due by 30 November or by alternative arrangement.

Prices in the Membership Prospectus are listed at the full 12-month rate.

WHO WE ARE?

Tourism Whitsundays Limited (TW) is a not-for-profit marketing organisation tasked to market the destination as a whole, support industry with product development and deliver visitor services.

Base funding for TW is provided by Tourism and Events Queensland (Queensland Government) and the Whitsunday Regional Council. The organisations' focus is to increase visitation and length of stay and drive dispersal throughout the areas of Airlie Beach, Bowen, Collinsville, Islands and Proserpine with the outcome being an increase in visitor expenditure.

The tourism industry is provided with the opportunity to invest in a membership with the organisation, which helps to not only raise the investment in destination marketing but also allows the industry to be featured in relevant activity.

TW is not an advocacy body, therefore included in tourism memberships is an annual membership with Queensland Tourism Industry Council (QTIC). QTIC is the peak industry body for tourism in Queensland, acting as 'The Voice of Tourism'.

**The Tourism
Whitsundays team
acknowledges that we
work, live and play on
Aboriginal and Torres
Strait Islander land.
We pay our respects
to Elders past, present
and future.**

OUR ROLE WITHIN THE TOURISM STRUCTURE

TOURISM AUSTRALIA

Brand awareness of Australia: driving international visitation to Australia

TOURISM AND EVENTS QUEENSLAND

Brand awareness of Queensland: driving domestic and international business to Queensland

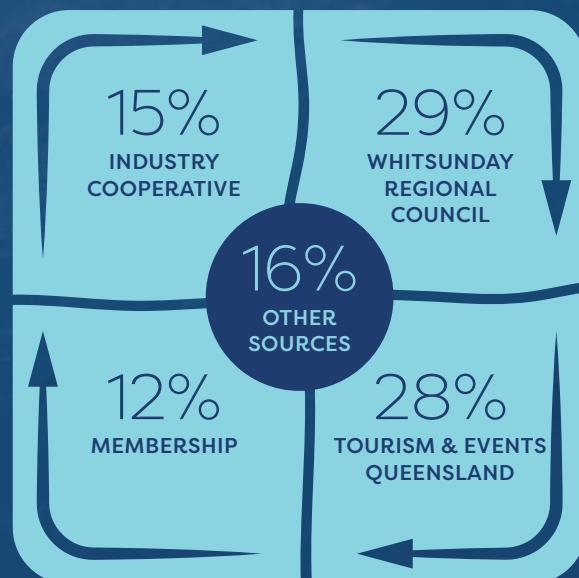
TOURISM WHITSUNDAYS

Marketing of our Region (Airlie Beach, Collinsville, Islands, Proserpine, Bowen and everything in between): driving dispersal to The Whitsundays

VISITOR CENTRES & LOCAL TOURISM ORGANISATIONS

Local information and booking agents for consumers: encourage visitors to stay longer, spend more and travel further within The Whitsundays

FUNDING STRUCTURE OF TOURISM WHITSUNDAYS



HOW DO WE DRIVE VISITORS TO THE WHITSUNDAYS



WHY SHOULD I BECOME A MEMBER?

Becoming a member of Tourism Whitsundays has a comprehensive number of benefits. However the primary benefit is knowing that you are investing in the marketing of the region so that tourism in The Whitsundays can thrive. It is an investment that delivers the best opportunities for exposure, networking, marketing and best of all, building strong relationships with the tourism industry.

- ✓ Invest in the marketing and promotion of The Whitsundays.
- ✓ The opportunity to be part of a robust regional business network promoting the aspirations of the local tourism industry community.
- ✓ Increased awareness, understanding and knowledge of projects and activities in the region through regular communications and functions.
- ✓ Collaborative marketing opportunities to further promote your own business.
- ✓ Opportunities to be represented at both trade and consumer initiatives.
- ✓ Marketing opportunities through the visitor information centre, website and other key publications such as consumer and trade newsletters produced by the association.
- ✓ The opportunity to harness the power of working collectively with other members of Tourism Whitsundays.
- ✓ Access to valuable training and development workshops, programs and initiatives.

Thank you for the continued support from Tourism Whitsundays, to not only ourselves but our industry here in the Whitsundays. Now, more than ever, we need the guidance, marketing products & partnerships to ensure the survival of our businesses during these most unusual times, and the back-up that you provide us all with is phenomenal and very much appreciated.

**John Henderson, Owner
WHITSUNDAY PARADISE EXPLORER**

Being a member of Tourism Whitsundays (TW) is one of our top priorities for our marketing spend. It is very important that TW have the support of operators within the region, so they can advocate for our region at all three tiers of Government. The team at TW, lead by Tash, do a fantastic job for us in this area which has led to increased funding and support for The Whitsundays. A strong and large membership base not only helps raise funds to enable TW to operate, it demonstrates stability and support across our region and helps attract further funding to promote our patch of paradise to the rest of Queensland, Australia and the world.

**Paul McLaughlin, Owner
ROSE BAY RESORT, BOWEN**

Cruise Whitsundays is a long-standing Platinum member of Tourism Whitsundays, and strongly believe the benefits and rewards of this membership to be invaluable. As the region's largest marine tour and transport operator, we work very closely with Tourism Whitsundays to ensure not only our business, but also our region is promoted to the highest standard.

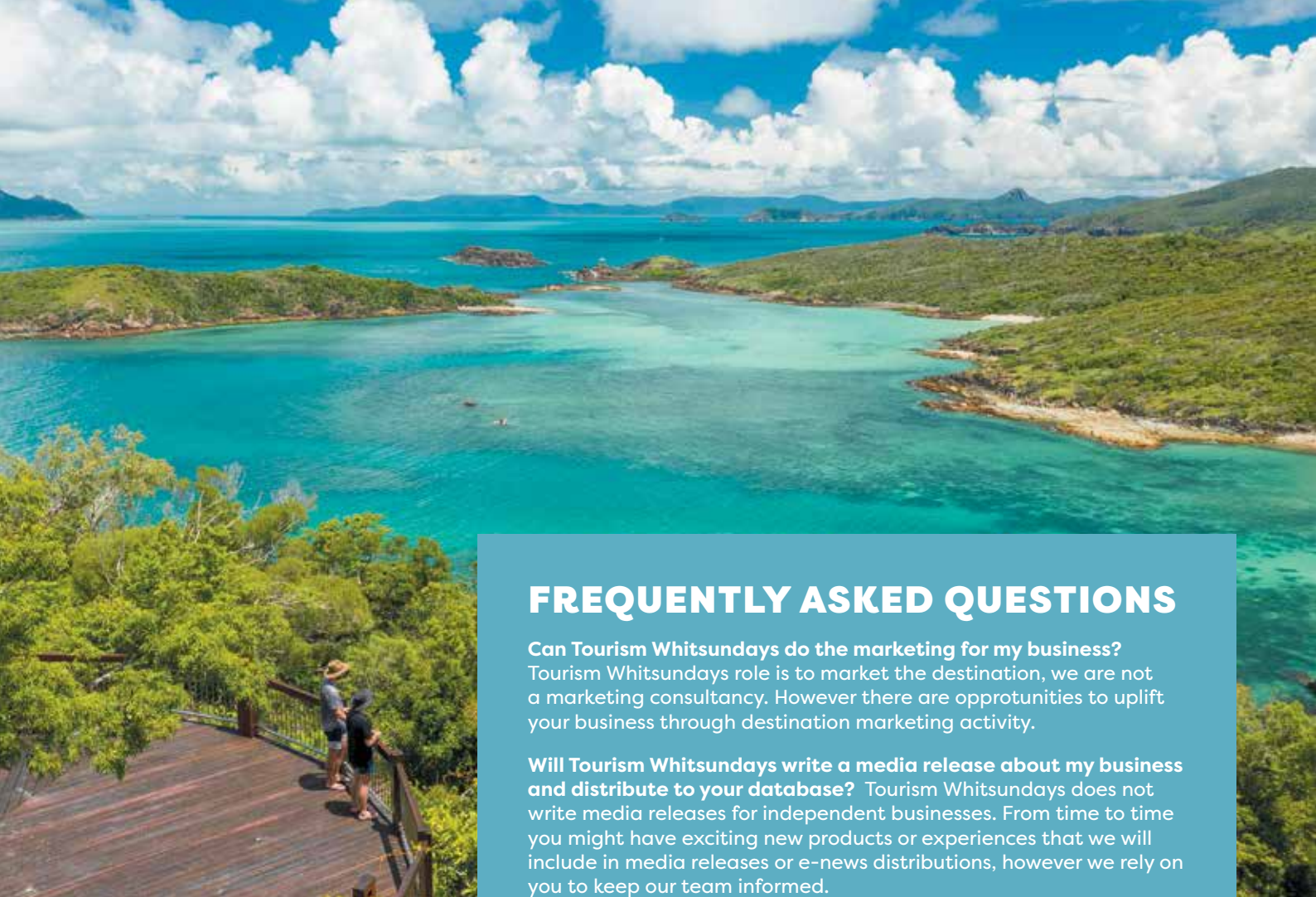
As a Platinum member, Cruise Whitsundays receives information about all upcoming tourism opportunities and takes advantage of them whenever possible. From Media and Trade Fairs, to Roadshows and marketing opportunities, Tourism Whitsundays allow us access to national and international opportunities we would otherwise be unable to access with such ease.

Cruise Whitsundays is grateful for the partnerships and support that our Platinum membership has granted us and would recommend membership with Tourism Whitsundays.

**Shaun Cawood, General Manager
CRUISE WHITSUNDAYS**

One of the most effective ways to attract visitors from Australia and the world to the Whitsundays is to present as a strong and united region. The Tourism Whitsundays team works to ensure this is the case. As a platinum member, Hamilton Island has enjoyed access to numerous proactive marketing ideas which have delivered impressive results for the region. The Tourism Whitsundays team has created and fostered a culture of open communication with members, resulting in trust and confidence with the industry.

**Glenn Bourke, CEO
HAMILTON ISLAND**



FREQUENTLY ASKED QUESTIONS

Can Tourism Whitsundays do the marketing for my business?

Tourism Whitsundays role is to market the destination, we are not a marketing consultancy. However there are opportunities to uplift your business through destination marketing activity.

Will Tourism Whitsundays write a media release about my business and distribute to your database?

Tourism Whitsundays does not write media releases for independent businesses. From time to time you might have exciting new products or experiences that we will include in media releases or e-news distributions, however we rely on you to keep our team informed.

Does Tourism Whitsundays organise destination events? Tourism Whitsundays does not organise destination events. The marketing team do support specific destination events with different levels of marketing activation. This is determined by the events ability to attract visitors from outside of the Whitsunday region.

Why don't we ever see marketing activity by Tourism Whitsundays locally? Tourism Whitsundays role is to drive people that do not live in The Whitsundays to visit The Whitsundays. If we spend our much needed funds locally, it does not help to drive visitors to the region.

Does Tourism Whitsundays drive new infrastructure or development opportunities for the region? The organisation will have a position on priority projects for The Whitsundays, however the role of Economic Development is managed by Whitsunday Regional Council (WRC). Tourism Whitsundays works closely with WRC on various projects and initiatives.

Can you write a funding application for my business? Our team can point you in the direction of where you can research what funding is available however we do not write funding applications for businesses.

When we have issues within the tourism industry, can you lobby government for a solution? Tourism Whitsundays is not a lobbyist or advocacy body, therefore included in tourism memberships is membership to the Queensland Tourism Industry Council (QTIC) who are the 'voice of tourism' for Queensland.

Can Tourism Whitsundays run community initiatives and events?

Like night markets? Community events are run by Whitsunday Regional Council. Tourism Whitsundays role is to deliver destination marketing for The Whitsundays to increase visitation, length of stay, dispersal and expenditure.

Angel Signs have been a member of Tourism Whitsundays since our creation in 2008. Although not a Tourism based business we felt being a member was invaluable as this industry is so imperative to our beautiful region. Recently with the Covid-19 outbreak the continual updates and assistance was second-to-none. We can't thank the TW team nor their dedication to the Whitsundays.

**Jay & Trudy Angel, Owners
ANGEL SIGNS**

Having worked with Tourism Whitsundays for many years, the team have always been very professional and enthusiastic about the tourism industry as well as supporting small non tourism businesses such as KB Design. I know they work very hard for their members and are constantly providing an array of advertising exposure and positive promotion solutions for our region.

**Katherine Bowers, Owner
KB DESIGNS**

2019/20 YEAR IN REVIEW

All outcomes are delivered thanks to our partnership with
Tourism and Events Queensland and Whitsunday Regional Council.

LAUNCHED FIVE CAMPAIGNS WITHIN TWO WEEKS OF COVID RESTRICTIONS EASING INCLUDING:

Mates Rates

Escape Winter

Let's Get Together

Working Holiday Makers

Frontline Workers

**Generating over \$160K in
bookings in the first two weeks**

Kept members and broader industry
informed throughout COVID
and ensured the continuation of
inspiration with consumers globally
through marketing efforts

Trained and met with **370
PRODUCT MANAGERS** and
TRAVEL AGENTS across Germany
in over **50 TRAINING SESSIONS**

TRAINED 64 KEY TRADE DISTRIBUTION PARTNERS

from Germany,
Italy, France, the
Netherlands,
Belgium, Sweden,
Denmark, Norway
and Finland on The
Whitsundays and
key experiences.

Featured in the German Sunday paper WELT AM SONNTAG

(story: *James Cook explored this region,
Whitsundays 250 years ago*)

FIGURES

Reach newspaper: 1,7 Mio. (circ. 480k) Reach website: 28,79 Mio.
Monthly Unique User, Total media value: AUD \$431.000.

Opened the Whitsunday Visitor Information
Centre at Whitsunday Gold Coffee
Plantation in Proserpine

8.6% increase in followers across leisure social media

Facebook grew from 626,747 to 690,600 followers

Instagram grew from 149,477 to 159,808

13,020,571 people reached across leisure social media

New @VisitAirlieBeach and @AdventureAirlie Whitsundays page created

WONDERS OF THE WHITSUNDAYS

campaign generated over
\$3.9M IN REVENUE
and **2.5K BOOKINGS**

SUPPORTED AND MARKETING KEY DESTINATION EVENTS THROUGHOUT THE YEAR INCLUDING

Airlie Beach Triathlon and Ocean Swim
Airlie Beach Festival of Music
Airlie Beach Marathon Festival
Airlie Beach Race Week
Bowen Lighthouse Walk
Great Barrier Reef Festival
Hamilton Island Endurance Series
Pit Pony Festival
Schoolies
Whitsunday Trail Festival

Secured over 30 domestic
media print features on
The Whitsundays destination
and experiences. Including
ESCAPE, QANTAS, JETSTAR,
NINE.COM, THE WEEKEND
AUSTRALIAN, THE AGE,
SYDNEY MORNING
HERALD, WHO MAGAZINE,
AUSTRALIAN TRAVELLER

The Whitsundays
was a tier one
partner in the \$158K
Great Barrier Reef
Campaign targeting
Europeans

Hosted the
Whitsundays Tourism
Exchange meeting
with 26 Product
Managers and 32
Whitsunday products

Launched
the new
destination
brand

Featured The
Whitsundays on A
CURRENT AFFAIR,
TODAY and
SUNRISE weather
crosses, and
before MARRIED
AT FIRST SIGHT

Featured in 13 international
media publications promoting
The Whitsundays. Highline
examples include UK TELEGRAPH,
CNN TRAVEL (Online), CONDE
NAST CHINA, NZ HERALD

TW generated total leisure publicity value of
\$49,604,656.16 and total corporate publicity
value of: **\$5,471,547** promoting The Whitsundays

PLANS FOR THE ROAD AHEAD



Continue distribution of the **WHITSUNDAYS VISITOR GUIDE**

Regional drive marketing campaign including highway billboards, radio advertising and print advertising, 'mini' campaigns to push troughs, partnered 'DriveNQ' campaign (\$300K)

ESCAPE WINTER CAMPAIGN
(value \$300K)

Relaunch the **WONDERS OF THE WHITSUNDAYS** campaign
(value \$800K)

Content creation, TV productions and hosting media familiarisations

Wedding segment marketing activity including dedicated media famil and a social media campaign promoting The Whitsundays as the place to get hitched (over \$10K investment)

\$900K NATIONAL CAMPAIGN promoting the myriad of experiences and accommodation The Whitsundays has on offer

Host the annual **WHITSUNDAYS TOURISM EXCHANGE**

Attend the **AUSTRALIAN TOURISM EXCHANGE**

Operation of the **WHITSUNDAY VISITOR INFORMATION CENTRE**

Cruise ship marketing, product development and volunteer group support once cruise ships return to the region

DEDICATED SOCIAL MEDIA CAMPAIGN promoting overnight sailing experiences promoting the largest sailing and boating fleet in the southern hemisphere
(over \$10K investment)

DOMESTIC TRADE ENGAGEMENT including travel trade incentives, dedicated famils for reputable agencies, mini-campaigns and ongoing training

YOUTH SEGMENT MARKETING ACTIVITY including the creation of a destination map, content creation, video promo putting the 'fun' back into The Whitsundays, ongoing social media activation
(over \$25K of activities)

Creation of mini destination guides for **AIRLIE BEACH BOWEN PROSERPINE COLLINSVILLE**

Increase investment in **SOCIAL MEDIA MARKETING** and advertising

DEVELOP A NEW DESTINATION WEBSITE

Implement new **SEO STRATEGY**

MEMBERSHIP OPTIONS

Tourism Supporter

This package is for individuals who have a vested or personal interest in the activities, projects and initiatives TW is undertaking. Offering primary membership benefits and networking opportunities this package recognises, that supporter members may not be directly in tourism, and tourism still plays a significant role in driving the economic contribution of the business.

KEY BENEFITS INCLUDE:

- ✓ Receive regular information and updates
- ✓ Invitations to networking events
- ✓ Ability to vote for Board positions and attend the AGM

\$99/year

Business Membership

Open to business support services, wishing to gain exposure to, engage with and support the ongoing development of tourism in The Whitsundays. Increased visitor numbers equals increased business success across all industries. If you contract to, support, or provide a service to a visitor facing tourism operator, this is the membership level for you. Businesses include but are not restricted to trades, legal representatives, digital suppliers, graphic designers, consultants, & maintenance etc.

This level caters to Bed and Breakfast businesses looking to support continued marketing of the destination, supporting viable business.

Hospitality and retail businesses are supported through this level of membership, and where suitable will be included in specific marketing and media promotions such as PR and trade familiarisations.

KEY BENEFITS INCLUDE:

- ✓ Exposure to over 300 member businesses
- ✓ Networking opportunities
- ✓ One dedicated business profile article in the industry e-news
- ✓ One business listing on the corporate section of tourismwhitsundays.com.au
- ✓ Free access to workshops and training (run by Tourism Whitsundays)

\$595/year

Essential Tourism Membership

For all tourism businesses that have direct interaction with visitors to The Whitsundays.

This membership is suitable for new tourism businesses or established tourism businesses interested in the baseline tourism benefits available such as experience-based operators and accommodation providers.

KEY BENEFITS INCLUDE:

- ✓ Receive all industry communications
- ✓ Opportunity to attend networking functions and events
- ✓ Receive support and advice from the Tourism Whitsundays team
- ✓ Development and training opportunities, e.g. workshops
- ✓ Opportunity to be featured in destination marketing opportunities at TW discretion
- ✓ Discounted advertising opportunities
- ✓ Standard commission across all bookings generated via the Whitsunday Visitor Information Centre or tourismwhitsundays.com.au
- ✓ Complimentary membership with the Australian Tourism Data Warehouse
- ✓ Complimentary Queensland Tourism Industry Council (QTIC) Membership: Available for members who sign up in the first financial quarter only. By being a member of QTIC, you will receive the following opportunities:
 - » Opportunity to discuss advocacy topics with QTIC policy officer
 - » Influence Government through member input
 - » Working collaboratively on issues that affect the industry
 - » Be involved in the advocacy campaign during government elections
 - » Access to QTIC basic business resources
 - » Free access to Grants Gateway (normally \$85)
 - » 10% discount on ATAP and Star rating renewal up to \$199
 - » Discounted price on QTIC events, workshops and webinars throughout the year
 - » Discounted entry to the Queensland Tourism Awards up to \$180
 - » Ability to nominate and voting rights for the QTIC Board
 - » Ability to share content through QTIC social media channels
 - » Listed in the QTIC membership directory
 - » QTIC member logo and certificate
 - » Access to the QTIC Young Professional Mentoring Program
 - » Opportunity to use the QTIC office as a meeting space if available

\$1,500/year

Premium Tourism Membership

Premium membership is for businesses who are established in the tourism industry or are looking to be involved in a variety of marketing campaigns, activations, familiarisations. This membership will partner with TW in trade and media activities, while contributing to the destination marketing outcomes for The Whitsundays.

\$5,000/year

KEY BENEFITS INCLUDE:

- ✓ Opportunity for products to be included in leisure trade marketing updates
- ✓ Invitation to participate in TW trade events and workshops
- ✓ Opportunity to be featured in media and trade familiarisation to showcase your product
- ✓ Opportunity to do a joint media release to the TW database once a year on a newsworthy announcement for your product
- ✓ Invitation to participate in destination marketing cooperative opportunities and campaigns
- ✓ Participation in industry marketing groups – by invite only
- ✓ Invitation to present your product to key TW staff
- ✓ Commission on 'gold' bookings 10% (bookings that are immediately bookable) and 15% on '24 hour' turnaround)
- ✓ Complimentary Queensland Tourism Industry Council (QTIC) Membership: Available for members who sign up in the first financial quarter only. By being a member of QTIC you will receive the following opportunities:
 - » Opportunity to discuss advocacy topics with QTIC policy officer
 - » Influence Government through member input
 - » Working collaboratively on issues that affect the industry
 - » Be involved in the advocacy campaign during government elections
 - » Access to QTIC basic business resources
 - » Free access to Grants Gateway (normally \$85)
 - » 10% discount on ATAP and Star rating renewal up to \$199
 - » Discounted price on QTIC events, workshops and webinars throughout the year
 - » Discounted entry to the Queensland Tourism Awards up to \$180
 - » Ability to nominate and voting rights for the QTIC Board
 - » Ability to share content through QTIC social media channels
 - » Listed in the QTIC membership directory
 - » QTIC member logo and certificate
 - » Access to the QTIC Young Professional Mentoring Program
 - » Opportunity to use the QTIC office as a meeting space if available

Ultimate Tourism Membership

Ultimate membership is for those operators who are serious about their industry and believe themselves to be major contributors and leaders to the regions tourism story. Ultimate tourism members will be exposed at the highest levels with all calls to action on TW platforms (outside of campaigns) linked directly to their business for maximum conversion. With only six packages available, these are highly sought after.

\$25,000/year

KEY BENEFITS INCLUDE:

- ✓ Priority access to all membership benefits listed in the membership matrix
- ✓ Ultimate Tourism Member tile to be placed on the tourismwhitsundays.com.au website pages where capable
- ✓ Direct call to action to your business website or bookings page on tourismwhitsundays.com.au
- ✓ Ultimate tourism member branded tile located on every '4:01 Buzz' industry newsletter and event invitation – a minimum of 20 per year with a direct call to action
- ✓ 2 x blogs per year about your business offering or key product to be published on tourismwhitsundays.com.au website – content must be provided by the product and must be unique content, e.g. not listed elsewhere
- ✓ Seated in the VIP section at the Whitsunday Tourism Awards
- ✓ Invitations to VIP events and dinners
- ✓ Opportunity to attend TW Board meeting 4 x per year
- ✓ Opportunity to provide dedicated training material for trade engagement
- ✓ Receive trade and media databases collected from events attended
- ✓ 10% Commission on 'gold' bookings 10% (bookings that are immediately bookable not 24 hours)
- ✓ Complimentary Queensland Tourism Industry Council (QTIC) Membership: Available for members who sign up in the first financial quarter only. By being a member of QTIC you will receive the following opportunities:
 - » Opportunity to discuss advocacy topics with QTIC policy officer
 - » Influence Government through member input
 - » Working collaboratively on issues that affect the industry
 - » Be involved in the advocacy campaign during government elections
 - » Access to QTIC basic business resources
 - » Free access to Grants Gateway (normally \$85)
 - » 10% discount on ATAP and Star rating renewal up to \$199
 - » Discounted price on QTIC events, workshops and webinars throughout the year
 - » Discounted entry to the Queensland Tourism Awards up to \$180
 - » Ability to nominate and voting rights for the QTIC Board
 - » Ability to share content through QTIC social media channels
 - » Listed in the QTIC membership directory
 - » QTIC member logo and certificate
 - » Access to the QTIC Young Professional Mentoring Program
 - » Opportunity to use the QTIC office as a meeting space if available

TW - at TW discretion \$ - at a members cost U - unlimited <i>*Affiliate memberships are between TW and Bowen Tourism and Business, Whitsunday Coast Chamber of Commerce and Proserpine Chamber of Commerce</i>	Affiliate	Community Groups	Supporter	Business	Essential	Premium	Ultimate
Membership certificate and logo use	✓	✓	✓	✓	✓	✓	✓
Receive fortnightly e-news and updates	✓	✓	✓	✓	✓	✓	✓
Be listed in the TW members directory	✓	✓	✓	✓	✓	✓	✓
List your consumer events on The Whitsundays website	✓	✓	✓	✓	✓	✓	✓
Invitation to networking events	\$25	2	✓	✓	✓	✓	✓
Free entry into the annual awards program	\$99	✓	✓	✓	✓	✓	✓
Letters of support		✓	✓	✓	✓	✓	✓
Eligibility to vote at the AGM			✓	✓	✓	✓	✓
Whitsunday Tourism Awards discounted ticket			✓	✓	✓	✓	✓
Brochure display at the Whitsunday Visitor Information Centre				✓	✓	✓	✓
Invitation to free workshops, events and training opportunities				✓	✓	✓	✓
Opportunity to host a networking function				✓	✓	✓	✓
Access to past workshops and training materials				✓	✓	✓	✓
Opportunity to be part of TW events to leverage your business (ability to provide prizes for competitions, trade tables, sponsorship, showcase)				✓	✓	✓	✓
Ability to access and incorporate The Whitsundays destination brand and toolkit				✓	✓	✓	✓
Access to the Tourism Whitsundays image library and destination content				✓	✓	✓	✓
\$500 voucher for radio advertising with STAR FM (conditions apply)				✓	✓	✓	✓
Eligibility for election to the Board				✓	✓	✓	✓
Product listing on The Whitsundays website (with ATDW listing)				✓	✓	✓	✓
Provide guidance for launches, celebrations and other special events				✓	✓	✓	✓
Free marketing advice (one-hour session)				✓	✓	✓	✓
Support to become a Best of Queensland product				✓	✓	✓	✓
Access to a booking button for your website that gives you online booking ability with the minimum commission (no setup fees from TW)				✓	✓	✓	✓
ATDW support				✓	✓	✓	✓
Discounted advertising opportunities with Tourism Whitsundays corporate partners (e.g. Grant Broadcasters, Paradise Outdoor Advertising)				✓	✓	✓	✓
Provide business updates in industry e-news				TW	TW	✓	✓
Provide monthly update for TW corporate Facebook				TW	TW	✓	✓
Opportunity to be featured in trade and media familiarisation programs				TW	TW	✓	✓
Support to develop a cruise ship tour product (3 x one-hour sessions)				TW	✓	✓	✓
Be part of the destination marketing content for The Whitsundays				TW	✓	✓	✓
Free ATDW membership (worth \$165)				TW	✓	✓	✓
Inclusion in The Whitsundays Cruise Ship Product Manual				TW	✓	✓	✓
Opportunity to sell your product on The Whitsundays website and via the Whitsunday Visitor Information Centre					✓	✓	✓
Free membership with Queensland Tourism Industry Council (QTIC) worth \$400					✓	✓	✓
Support to become 'domestic ready' (3 x one-hour sessions)					✓	✓	✓
Support to become 'international ready' (3 x one-hour sessions)					✓	✓	✓

TW - at TW discretion \$ - at a members cost U - unlimited <i>*Affiliate memberships are between TW and Bowen Tourism and Business, Whitsunday Coast Chamber of Commerce and Proserpine Chamber of Commerce</i>	Affiliate	Community Groups	Supporter	Business	Essential	Premium	Ultimate
Package inclusion in The Whitsundays Edu-Tourism Prospectus					✓	✓	✓
Opportunity to feature in targeted youth/adventure marketing activity					TW	✓	✓
Keep us updated with your news and events (to share with corporate partners and consumers)					TW	✓	✓
Opportunity to provide experiences for competitions and promotions to raise awareness for your product					TW	✓	✓
Upload your professional images for TW to use to market your experience in blogs and other relevant content					TW	✓	✓
Opportunity to attend Australian Tourism Exchange with Tourism Whitsundays					TW	✓	✓
Opportunity to participate in marketing initiatives or cooperative marketing activities					\$	\$	\$
Potential to be included in marketing collateral (be considered for suggested itineraries, blogs, etc.)						✓	✓
Invitation to strategy sessions with TW						✓	✓
Distribute to TW's database (600 subscribers) a joint media release (1 x per year) if you have a newsworthy development within your product						✓	✓
Reduced booking commission options on product bookings that are immediately bookable						✓	✓
Be provided leads from trade and media training and events						✓	✓
Commission on 'gold' bookings 10% (bookings that are immediately bookable) and 15% on '24 hour' turnaround)						✓	✓
Tourism Whitsundays supplier preference (ability to quote on works)						✓	✓
Opportunity for other brands within one business to be included in marketing opportunities (e.g. campaigns and famils)						\$250	✓
Whitsunday Visitor Information Centre advertising discount on TVs and Lightboxes						15%	30%
The Whitsundays website banner advertising						15%	30%
Whitsunday Transit Bus Advertising discount (buses travel between Whitsunday Coast Airport and Airlie Beach)						15%	30%
Multiple brochure facings at the Whitsunday Visitor Information Centre						2	U
1 x complimentary restaurant listing						✓	U
Ability to include a direct call to action on your TW website listing							✓
Representation of multiple businesses under the one overarching company to receive full member benefits for each product							✓
Invitation to attend four Board meetings throughout the year							✓
Recognition in every fortnightly industry e-news as a key partner of TW							✓
Seated in the VIP section of the Whitsunday Tourism Awards							✓
Access to the TW business directory							✓
Dedicated blogs featured on The Whitsundays website and leisure social media							✓
Ultimate Tourism Member tile to be placed at the bottom of every website/ booking page (where capable)							✓
First right of refusal in TW marketing campaigns & trade events; and invitations to VIP trade or media dinners							✓
Opportunity to provide dedicated training material for trade							✓
Receive trade and media databases collected from events attended							✓

Out of Region Membership

Tourism Whitsunday's nationally accredited Visitor Information Centre (WVIC) opened in February 2020 and is committed to working with its industry partners to provide contemporary visitor services.

Located at Whitsunday Gold Coffee Plantation attraction visitors have access to a fully licensed café, a small animal enclosure and bird aviary (free entry), fully airconditioned children's play area and a large caravan car park. The team at the WVIC will provide reliable information and booking services to visitors of the Whitsunday Region, as well as to travellers seeking information about tours and accommodations along routes.

Our primary purpose is to link operators with the traveller, provide information and where possible, bookings (For products loaded onto Bookeasy).

KEY BENEFITS INCLUDE:

- ✓ 1 x A4 or DL Brochure pocket in the 'out of region' section of the WVIC (*additional brochures can be requested for a fee*)
- ✓ Ability to be booked by the WVIC staff if you are loaded on Bookeasy

\$330/year

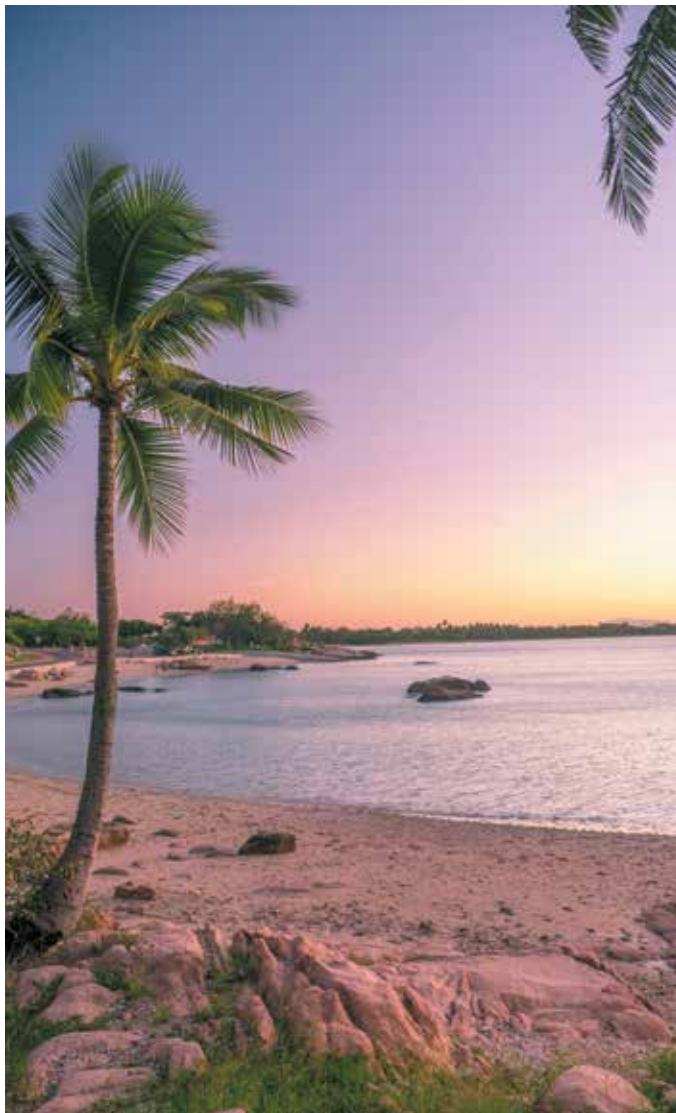
**Special offer does not apply to Out of Region Membership*

Corporate Partnership

Tourism Whitsundays work with a range of corporate partners to increase investment in promoting The Whitsundays through a range of industry collaborations. A thriving Tourism industry flows onto all areas of business, as such TW is always looking for a mutually beneficial partnership to continue to grow our region. Contact us to develop a customised corporate partnership to suit your business and demonstrate your support for the tourism industry.

KEY BENEFITS INCLUDE:

- ✓ Promotion of media and advertising offer through membership database and industry
- ✓ Partnership with monthly networking events
- ✓ Inclusion in communication and banner advertising on Tourism Whitsundays website
- ✓ Recognition at corporate events
- ✓ Dedicated announcements through EDM





ADVERTISING OPPORTUNITIES

Whitsunday Visitor Information Centre

ADDITIONAL BROCHURE DISPLAY:

Must be an A4, A5 or DL sized brochure

\$132/year

TV DISPLAY ADVERTISING:

1 x still slide supplied in high res jpeg format, HDTV standard
(minimum size 1920 width x 1080 height 16:9 aspect ratio)

Keep any relevant text or logos inside the safe margins

All accommodation and tour adverts must not include the product phone number, email addresses, product website or direct booking call to action.

\$350/year

LIGHTBOXES:

A2 skin printed on a lightbox film or similar supplied to the WVIC for install.

Important text/image/logo to be kept within 5-10mm of the border.

2-month booking minimum

\$125/month

WEBSITE BANNER ADVERTISING:

tourismwhitsundays.com.au receives over 500,000 page views per year. The website is fully interactive, mobile-friendly and easy for consumers to navigate. As a result, we predict website visitation to continue to increase in the future.

To participate all you need to do is submit your banner advertisement which will be displayed on the website, linking directly to your product page. Take advantage of this opportunity to increase your bookings and maximise your online exposure.

\$150/quarter

WHITSUNDAY TRANSIT BUS ADVERTISING:

Members of TW have the opportunity to advertise on the screens of Whitsunday Transit transfers between Airlie Beach and the Whitsunday Coast Airport.

Whitsunday Transit transports travellers to and from Whitsunday Coast Airport several times daily, with numbers set to continue growing.

\$490/six months

*All prices above are plus GST




**Artwork production costs are not included, graphic design can be provided at an additional cost

***As per the membership benefits, Essential, Premium and Ultimate receive % discounts based on their level
[Click here for booking terms and conditions.](#)

#lovewhitsundays

-  @tourismwhitsundaysltd (corporate)
-  @WhitsundaysQLD (destination)
-  @WhitsundaysQLD
-  @VisitWhitsundays
-  @whitsundaysQLD

#adventureairlie

-  @VisitAirlieBeach
-  @AdventureAirlie
-  @AdventureAirlie

CONNECT WITH US

We like to think of your membership as a gym membership; those that take up their membership benefits are the ones that gain the most! Highlight your membership inclusions in the table above and make sure you access all of the relevant opportunities available to you.

Unsure about any of your member benefits? Contact your membership officer on **07 4948 5900** or email membership@tourismwhitsundays.com.au

tourismwhitsundays.com.au



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