





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, Tourism & Events Queensland, 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:

- Co-ordinate tourism planning and activity in the Whitsunday region
- Market the Whitsunday region as a preferred tourism destination
- 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 Leve	Is			
Community/ Not for Profit	This is a free partnership specifically designed for not for profit (NFP) groups.	COMPLIMENTARY		
	Individual: Designed for sole traders who seek connection / engagement with the tourism industry.	\$395		
Supporter	Business: Specific to businesses that want to support a healthy local tourism industry, the organisations activities and want to build relationships with other members.	\$595		
Retail	Applicable to retail outlets. This package is designed for retail businesses, focused on attracting visitors to the region	\$550		
Restaurant / Caterers	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.	\$700		
Associate	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.	\$1,000		
Bronze	Designed specifically for members who have direct interface with leisure travellers to the Whitsundays.	Based on		
Silver	is a substance to the finite and any s.	Annual Turnover		
Platinum		iuiilovei		

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
\$O-\$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

Tourism Whitsundays Membership Packages

KEY: Provided TW Discretion	Community	Individual/							
	Not for Profit	Business Supporter	Associate	Retail	Restaurant	Bronze	Silver	Gold	Platin
se of the Tourism Whitsundays destination and member logo	✓	✓	✓	\checkmark	✓	✓	✓	✓	✓
Invitations to Tourism Whitsundays members events and workshops		✓	✓	✓	✓	✓	✓	✓	✓
lember ticket price to attend Whitsundays Tourism Awards	✓	✓	✓	\checkmark	✓	✓	✓	✓	✓
ubscription to fortnightly TW E-News.	✓	✓	✓	✓	✓	✓	✓	✓	~
usiness directory listing on Tourism Whitsundays website	✓	✓	✓	✓	✓	✓	✓	✓	~
Discounted advertising rates in the Whitsundays Visitor Guide		20%	20%	20%	30%	20%	30%	40%	50
omplimentary business listing in the Whitsundays Visitor Guide	TW		\checkmark	✓	✓	✓	✓	✓	~
omplimentary advert in the Whitsundays Visitor Guide							✓	✓	٧
ccess to the Tourism Whitsundays image library and destination content	TW		✓	✓	✓	TW	✓	✓	٧
opportunity to submit news or updates to the fortnightly newsletter	TW		✓	✓	✓		✓	✓	٧
ccess to Tourism Whitsundays advertising opportunities at member specific rates	✓		✓	✓	✓		✓	✓	٧
us advertising on screens between Whitsunday Coast Airport and Airlie Beach six months included	\$65 monthly		\$65 monthly	√ *	√ *		\$65 monthly	\$65 monthly	,
ourism Whitsundays Website banner advertising one month included	\$150 monthly		\$150 monthly	√ **	√ **		\$150 monthly	\$150 monthly	V
oting entitlements at Tourism Whitsundays elections		✓	✓	✓	✓	✓	✓	✓	,
One-on-one meeting with membership team to discuss engagement and							,	,	
membership offering 12 month Australian Tourism Data Warehouse subscription			✓	√	√	√	√	√	`
subscription per member) ull listing on Tourismwhitsundays.com.au (when members have an ATDW				✓	√	√	√	√	,
ubscription) – 500,000 visits per year evel One membership with Queensland Tourism Industry Council				✓	✓	✓	✓	✓	•
ining QTIC reinforces the commitment that your business has to tourism excellence and le issues that affect your industry 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 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		√	√	√	✓	✓	✓	√	•
bility to sell product via the Tourismwhitsundays.com.au website						✓	✓	✓	~
pportunity to integrate an online booking portal on your own website						✓	✓	✓	,
ssistance with the Best of Queensland Experiences program						✓	✓	✓	,
uidance to become 'domestic ready'						✓	✓	✓	,
omestic opportunities Domestic media and trade famil opportunities									
Exposure through domestic media contacts Priority domestic exposure via Tourism Whitsundays media and public relations activity Opportunity to participate in domestic campaigns via paid online holiday deals Invite to strategic planning of our domestic marketing Domestic roadshow opportunities Distribution of database (if supplied) from domestic trade events				TW	TW		√	√	٧
he Whitsundays brand toolkit							✓	✓	V
usiness Events Opportunities			\checkmark		TW		TW	✓	,
dividual consultation with Tourism Whitsundays marketing staff for marketing rategies							✓	✓	,
artner with our tourism team gaining knowledge in upcoming marketing opportunities which support the region's activities							✓	√	,
							√	✓	
uidance to become 'internationally ready pportunity to attend Australian Tourism Exchange with Tourism Whitsundays							TW	∨	
ternational Opportunities							I V V	V	
Internal media and trade famil opportunities (preference to international ready products) Priority international exposure via Tourism Whitsundays media and public relations activity Opportunity to participate in international campaigns Exposure via Ix slide at international trade events Product information supplied in follow up to trade following international trade events Distribution of database (if supplied) from international trade events Invitation to strategic planning of our international marketing plan								✓	
roduct exposure through Tourism Whitsundays social media channels				TW	TW		TW	✓	,
omplimentary Restaurant membership								✓	,
omplimentary placement in "Dine. Shop. Enjoy Whitsundays"				1	1			✓	,
ew restaurant/ retail print and online publication)				•	V			•	
purism Whitsundays member supplier preference (opportunity to quote on works)			\checkmark						•
epresentation of multiple businesses under the one overarching company. E.g. all									,
usinesses will receive a website listing on tourismwhitsundays.com.au									
ourism Whitsundays selected international in-market representation									·
t preference to attend VIP or special events/function									,
vitation to attend VIP Trade or Media dinners									
ttend and present at 1 board meeting per year upon request									