



COWRA - THE GREAT ESCAPE
— WIRADJURI COUNTRY —

MEMBERSHIP PROSPECTUS FY 2025-2026



MEMBERSHIP INCLUSIONS	ACCOMM	BUSINESS	AFFILIATE	COMMUNITY
Listing on www.visitcowra.com.au reaching 350,000+ pageviews per year!	✓	✓	✓	✓
Referrals to the 60,000 visitors who walk through the doors of the Cowra Visitor Information Centre every year.	✓	✓	✓	✓
Promotion of your business through Cowra Tourism's HUGE social media reach.	✓	✓	✓	✓
Utilize Cowra Tourism event support team to provide assistance on event management, contacts, promotions and more.	✓	✓	✓	✓
Promote your events through Cowra Tourism's marketing initiatives including; online 'What's On' calendar, monthly events newsletters, and weekly segements on CTC's Facebook page We Are Cowra.	✓	✓	✓	✓
Receive regular industry updates and visitor insights through the Cowra Tourism member only newsletter.	✓	✓	✓	✓
Opportunity to invite Cowra Tourism to your business or event for a familiarization tour to allow us to gain a better understanding of your operations.	✓	✓	✓	✓
Attend a number of free member networking events hosted by Cowra Tourism throughout the year or host Cowra Tourism at your business.	✓	✓	✓	✓
Opportunity to attend accommodation providers' and event organiser meetings throughout the year.	✓	✓	✓	✓
Inclusion in Cowra Tourism's in-house flyers. (dining guide, retail guide, attraction guide, accommodation guide, etc)	✓	✓	✓	
Opportunity to collaborate with Cowra Tourism to promote your business at travel, trade and consumer shows.	✓	✓	✓	

MEMBERSHIP INCLUSIONS

ACCOMM

BUSINESS

AFFILIATE

COMMUNITY

Reduced commission rate for Cowra's central booking system (Bookeasy).



DL brochure displayed in members area of the Cowra Visitor Information Centre



Significant member discount for advertising in the Cowra Visitor Guide.



Members receive a 10% discount for all purchases at the Cowra Visitor Information Centre.



Right to vote at Cowra Tourism's Annual General Meeting



BUSINESS & ACCOMMODATION MEMBERSHIP ADDITIONAL BENEFITS



Engage Cowra Tourism's professional photography service for updated photos of your business.



One FREE social media and website audit for your business, including a 1-on-1 session to help you upgrade your business's online presence.



Have your details included in Cowra Tourism mail-outs to tour companies, school groups, car clubs, and industry groups.



Inclusion in weekly accommodation availability lists distributed to our visitors during peak travel periods and during local and regional events.



Inclusion in information packs distributed nationally to tour operators, event companies and social groups.



Collaborate with Cowra Tourism and access PR opportunities and regional marketing campaigns via Destination NSW and Central NSW Joint Organisation.

MEMBERSHIP FEES

FINANCIAL YEAR 25-26 NOW OPEN

JOIN US TODAY!

	<u>ACCOMMODATION</u> 12 ROOMS OR MORE	\$390
	<u>BUSINESS</u> AND ACCOMMODATION UNDER 12 ROOMS	\$260
	<u>AFFILIATE</u> NO DIRECT RELIANCE ON TOURISM	\$90
	<u>COMMUNITY</u> NOT FOR PROFIT ORGANISATIONS	FREE
	<u>ALL PRICES</u> <u>INCLUDE GST</u>	MEMBERSHIP ENDS JUNE 30TH 2026

SCAN THE QR CODE
TO SIGN UP!



WHO ARE WE?

Cowra Tourism Corporation was established in 1968.
We are a not for profit organization governed by a constitution and a board of directors (2 Council appointed).

Cowra Tourism partners with over 100 local businesses from across a range of sectors. We are funded by income from our membership base, a partnership with Cowra Shire Council and through other income such as retail sales, wine tastings, event management and booking services.



Thank you for your support. Your membership assists Cowra Tourism Corporation continue to reach our main objective...

Promote Cowra, Canowindra and countryside through the delivery of high quality tourism information, delivered with exceptional customer service.

Online - www.visitcowra.com.au/membership/

In person - Visit our team at the Cowra Visitor Information Centre

Email us - events@cowratourism.com.au

Give us a call - 02 6342 4333