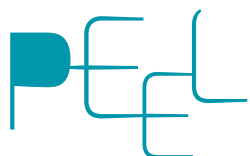




2017 - 2018

PARTNERSHIP PROSPECTUS



VISITPEEL.COM.AU



MANDURAH VISITOR CENTRE



The Mandurah Visitor Centre, centrally located on Mandurah Terrace is owned and operated by the City of Mandurah. The Visitor Centre team are dedicated in supporting and promoting tourism businesses across the Peel Region. We provide expert advice to the 65,000+ travellers that visit the centre each year, and to the thousands of potential visitors that contact the centre requesting information.

To achieve the best results and increase our partners' market reach, the Mandurah Visitor Centre (MVC) work in conjunction with Mandurah and Peel Tourism Organisation (MAPTO), the region's local tourism organisation. The Mandurah Visitor Centre and MAPTO are united in their commitment to promoting the Peel Region as a must-visit destination in order to increase visitor numbers, length of stay and visitor spending in the area.

The Mandurah Visitor Centre is open from 9am – 5pm, 7 days per week, 363 days per year and provides a full range of visitor servicing including:

- Free accommodation and tour booking service
- Specialist advice and recommendations for local attractions, restaurants, retailers, accommodation and tours
- General tourist information including maps and brochures for the Peel Region and WA wide
- A wide range of "Made in Peel" souvenirs and merchandise which are locally designed/produced
- Facilitation of brochure welcome packs for conferences, corporate functions, sporting and other special events
- Assistance with corporate and conference enquiries

191,983 unique visitors to
www.visitpeel.com.au

Over 1,300
conference packs
distributed

Over 6,400 bookings and
sales made through the
Visitor Centre

65,000 visitors to the
centre each year

MANDURAH VISITOR CENTRE PARTNERSHIP

WHY BECOME A PARTNER?

We strongly encourage businesses that derive any income from tourism to participate. You have a vested interest in contributing to the sustainability, longevity and progress of an industry that has a significant impact in this region.

By becoming a partner of the Mandurah Visitor Centre, you will be contributing to the continued growth of our local tourism industry whilst providing visitors with a diverse and full range of products. Your business will directly benefit from participation in the marketing activities offered by the Mandurah Visitor Centre.

WHO IS ELIGIBLE?

Any entity that owns a tourism business or service within the Peel Region is eligible to become a partner of the Visitor Centre.

WHAT ARE THE BENEFITS?

Your partnership with the Mandurah Visitor Centre entitles you to the following benefits:

- Full page business listing on visitpeel.com.au
- Online commissionable bookings (if applicable)
- Allocated brochure racking space at Mandurah Visitor Centre
- Direct referrals to your business
- Dedicated partner support, seven days a week by our highly trained local staff
- Full access and individualised training on the Bookeasy member console
- Ability to be booked at over 200 Bookeasy linked visitor centres across the country
- **NEW** - Monthly notifications and updates via our Partner e-newsletter
- Inclusion in our conference/corporate welcome packs
- Opportunity to present your business to the staff of the Mandurah Visitor Centre via familiarisations and presentations
- Promotion of your product within the centre's internal publications:
 - What To, Where To brochure series
 - Restaurant Guide
 - Deals on Meals poster
 - What's On in Peel poster
 - **NEW** - Upcoming Tours poster
 - **NEW** - Upcoming Cruises poster
 - **NEW** - LED message board
 - A-Frame specials blackboards
- Opportunities to participate in additional City of Mandurah run events/activities
- Invitations to networking functions to meet the team and discuss your requirements
- Opportunities to participate in additional campaigns
 - Dining Card
 - Seasonal specials
 - School holiday publications

There are several opportunities for tourism operators to sell and promote their product directly to visitors through the Mandurah Visitor Centre. Our partnership model aims to make promotion of tourism businesses accessible, affordable and enables all partners to be equally represented. Each business is given the opportunity to purchase additional advertising, based on their unique operational requirements and individual marketing budgets.

1. BOOKABLE PRODUCT PARTNERSHIP PACKAGE: Accommodation, Tours, Hire & Charter operators

Our centre's professional team provide an accommodation and tour booking service to over 65,000 visitors per annum who come into the centre, as well as to the thousands of potential visitors and corporate clients who ring, visit the website, email and write requesting information and to make bookings.

The Mandurah Visitor Centre is committed to increasing the amount of accommodation and tour product available for immediate confirmed sale to visitors, through online, phone and email enquiries, and walk-up enquiries in the centre.

Two levels of partnership are available within our Bookable Product Partnership Package:

Gold - Our recommendation for best value & efficacy

Product automatically appears at the top of availability searches, and can be booked instantly with immediate payment. Operators are eligible to be part of the last minute and hot deal rates feature in Bookeasy. Encourage customers to book instantly with your business with this streamlined option. A discounted commission rate applies to Gold level bookings, which means more money in your pocket!

Red - 24 hour confirmation required

Product requires verbal/email confirmation from you for every enquiry before booking is confirmed and payment taken. Full commission rates apply for red level partners.

| OPTION | COMMISSION |
|--------|--|
| Gold | 10% |
| Red | 15% |
| COST | |
| \$290 | Partnership for 12 months (financial year) |
| \$55 | Set up fee for new partner |



Included with both levels of partnership:

- Dedicated online booking page on www.visitpeel.com.au
- DL brochure space
- Featured in our in-house brochure series "What To, Where To"
- **NEW** - Featured in our "Upcoming Tours" and "Upcoming Cruises" handouts (if applicable)
- Option of confirmation level and commission rate
- Access to additional cost-effective advertising options

2. NON-BOOKABLE PRODUCT PARTNERSHIP PACKAGE: Food/beverage businesses, galleries, retail businesses and attractions



The Mandurah Visitor Centre strives to support the many restaurants, retailers and attractions in the Mandurah and Peel Region and drive tourism traffic through their doors. By becoming a partner at the Visitor Centre you will benefit from active promotion of your business by our professional staff, 7 days a week, as well as having the opportunity for additional advertising options to really give your business a boost.

Inclusions:

- Dedicated online listing page on www.visitpeel.com.au
- DL brochure space
- Featured in our in-house brochure series "What To, Where To"
- Included in Restaurant Guide (if applicable)
- Access to additional cost-effective advertising options

| COST | |
|-------|--|
| \$190 | Partnership for 12 months (financial year) |
| \$55 | Set up fee for new partner |

3. NOT-FOR-PROFIT ORGANISATIONS PARTNERSHIP PACKAGE:

Not for profit organisations are provided the opportunity to promote their business/services through the Mandurah Visitor Centre at a reduced rate.

Inclusions:

- Dedicated online listing page on www.visitpeel.com.au
- DL brochure space
- Featured in our in-house brochure series "What To, Where To"

| COST | |
|------|--|
| \$55 | Partnership for 12 months (financial year) |

4. BROCHURE RACKING

PARTNERSHIP PACKAGES

All Partnership Packages provide you with the opportunity to display a DL brochure within our accredited centre. Opportunities are available for businesses to upgrade their brochure racking size or purchase an additional brochure space should they require more than one allocated space.

SUPPORT SERVICES IN PEEL REGION

Recognising the impact tourism has on many non-tourism businesses, the Visitor Centre offers a **racking only** category for support services in Mandurah. Businesses such as cleaners, gardeners, mechanics, chemists and beauticians can promote their services in the centre and attend networking functions.

TOURISM BUSINESS OUTSIDE OF THE PEEL REGION

As Mandurah is a gateway to the North and South of Western Australia, we receive many enquiries from visitors looking to plan the next portion of their holiday. To ensure we are providing a wide range of external product we provide tourism businesses outside the Peel Region the opportunity to rack their brochures under the following regional categories:

- Experience Perth
- Australia's Golden Outback
- Australia's South West
- Australia's Coral Coast
- Australia's North West



BROCHURE RACKING REQUIREMENTS

The following requirements apply to brochures displayed at the Mandurah Visitor Centre:

- Must be of professional print quality
- Must be of standard size - DL, A5, A4. DL is the preferred size however should you have an A5 or A4 sized brochure, upgrade costs apply
- Must contain current information, images and pricing
- Sufficient quantities are to be provided, relevant to the anticipated demand, within a reasonable timeframe
- If a brochure contains inserted material it must be securely inserted in the brochure prior to delivery
- Delivery to the Mandurah Visitor Centre is at the cost of the owner or distributor of the brochure.

| COST (PER ANNUM) | SIZE | PARTNERSHIP PACKAGES |
|---------------------|------|--|
| Included | DL | Included with all Partnership Packages |
| \$25 | A5 | Upgrade to A5 brochure space |
| \$50 | A4 | Upgrade to A4 brochure space |
| ADDITIONAL RACKING | | |
| \$50 | DL | Additional DL brochure space |
| \$75 | A5 | Additional A5 brochure space |
| \$100 | A4 | Additional A4 brochure space |
| SUPPORT SERVICES | | |
| \$100 | DL | Support Services - DL brochure space |
| EXTERNAL BUSINESSES | | |
| \$100 | DL | Tourism Businesses outside the Peel- DL brochure space |

5. ADDITIONAL ADVERTISING OPPORTUNITIES

Enhance your business' presence with marketing opportunities within the Visitor Centre. Large external window advertising and internal signage display space is available. If you wish to take up one, or both of these opportunities we will provide a template and specifications for your artwork.



EXTERNAL WINDOW ADVERTISING SPACE

24/7 external display in a high foot-traffic, well-lit after hours area.

INTERNAL ACRYLIC SIGNAGE ADVERTISING

Large format advertising within the centre above our racking

INTERNAL PULL UP BANNER DISPLAY

Promote products, events, seasonal offers and special promotions within the centre.

| COST | PARTNER ADVERTISING OPPORTUNITIES |
|-------------------------------------|--|
| \$315 | External window advertising space - 6 months |
| \$265 | Internal acrylic signage advertising - 6 months |
| \$50 | Internal pull up banner display - 1 month |
| NON-PARTNER ADVERTISING OPPORTUNITY | |
| \$560 | Non-Partner - external window advertising space - 6 months |

6 month periods are available from July - December or January - June

NOTE: The above costs are display costs only, exclusive of your signage production costs.

WORKING WITH MAPTO

WHO IS MAPTO?

Mandurah and Peel Tourism Organisation Inc. (MAPTO) is the local tourism body responsible for destination marketing in the Peel Region. Its task is to increase the level of tourism visitation and expenditure throughout the region.

MAPTO provides the tourism operators with support, training opportunities, and leadership. Working in collaboration with Tourism Western Australia, Experience Perth and Tourism Council, MAPTO ensures businesses are kept informed on the latest tourism trends and initiatives.

MAPTO'S ACTIVITIES

MAPTO has been positioning Mandurah & the Peel Region as a diverse, accessible, and adventurous getaway from Perth. The 'Anytime Adventures' Campaign aims to educate the Perth market on all the destination has to offer.

MAPTO is active across multiple distribution channels and media platforms. It has a dedicated team of marketing professionals who work on a program of strategic activities in domestic and key international markets. They have a strong digital focus to target consumers who seek inspiration for travel online.

HOW YOU CAN GET INVOLVED

By aligning with MAPTO's destination marketing campaign, businesses are able to leverage their advertising into a wider variety of media.

Co-operative advertising opportunities for businesses include:

- Advertising in the annual Mandurah & Peel Visitor Guide
- MAPTO's winter and summer campaigns. Designed to boost traffic to the visitpeel.com.au website, they can generate exposure for businesses at certain times of the year.
- Participation opportunities in radio or social media prize giveaway promotions for supplied products.
- Co-operative print advertising at discounted rates in: Hello Perth, and What's On Perth Guide.



MANDURAH VISITOR CENTRE

75 Mandurah Terrace, Mandurah WA 6210

P: 08 9550 3999

E: visitor@mandurah.wa.gov.au

www.visitpeel.com.au

