

# The Whitsundays 74 Island Wonders

2011/12 Partnership Prospectus



Let's work wonders together!

**WELCOME TO TOURISM WHITSUNDAYS**

**WHO ARE WE?**

Tourism Whitsundays (TW) is the principal industry body in the Whitsunday region responsible for driving destination marketing, destination development and destination partnerships.

**OUR VISION**

Our vision is for the Whitsundays to be one of the top ten tropical coast, reef, island and marine leisure destinations in the world. To achieve this, Tourism Whitsundays must become properly funded so as to perform at a level that sees a significant increase in visitor numbers to the region, and returns our industry into a healthy, prosperous state.

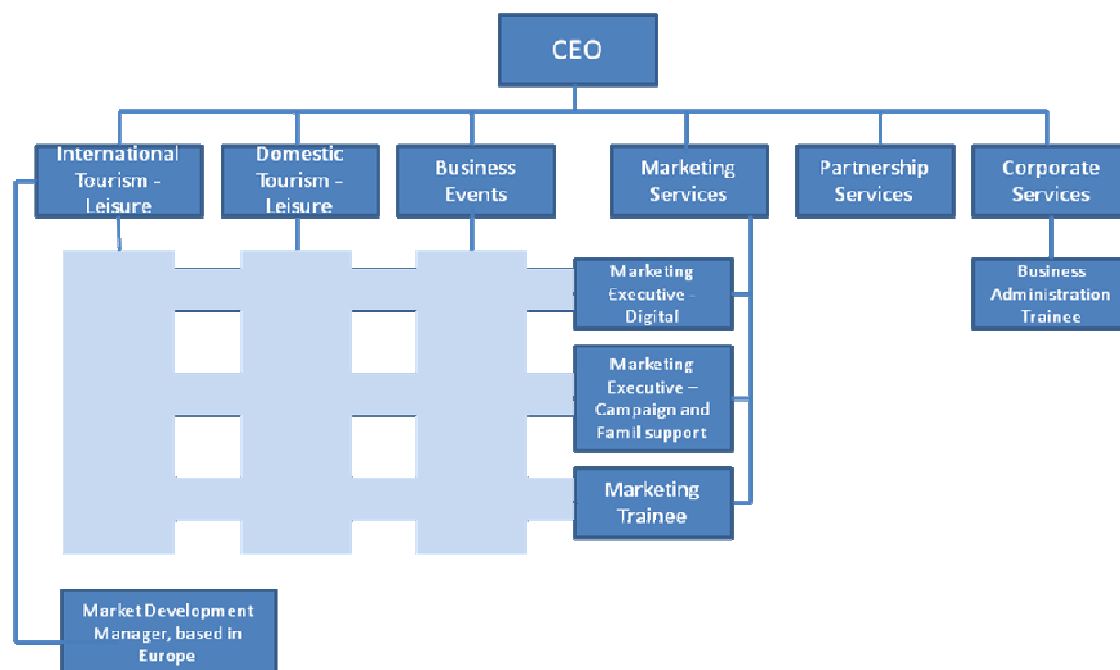
**WHAT WE DO**

Tourism Whitsundays is primarily a marketing organisation, focused on the promotion of the Whitsundays. Our aim is to attract an increasing number of visitors to the region to enjoy our diverse range of accommodation, products, facilities and services. We work with the tourism industry and local community to provide a diverse and satisfying visitor experience.

The strategies to achieve this vision are focused on four key areas:

1. Destination Promotion – generating destination awareness and creating the desire for people to come to the Whitsundays.
2. Leadership and Coordination – to be recognized and valued as proactive leaders of the regional industry and community.
3. Effective organisation and processes – to improve organisational effectiveness, efficiency and governance.
4. Destination Development – facilitating infrastructure and product development essential to the destination becoming one of the leading tropical destinations in the world.

Our organization is structured to deliver on these key areas as follows:



## 2010/11 LEISURE MARKET ANALYSIS

Total number of visitors:	692,000
Domestic:	501,000 as at Dec 10 (down 1% from Dec 09; up 1% for the three years ended Dec 10)
International:	191,000 as at Mar 11 (down 14% from March 10)
Direct spend:	\$558m Domestic \$116m International
Economic impact:	\$1.434 billion 3,600 direct jobs
Average Length of Stay:	Domestic 4.3 nights International 5.7 nights

*Source - IVS data YR ended Mar 11 & NVS data YR ended Dec 2010. Note, NVS regional data for YR ended Mar 11 was not released.*

### WHAT TOURISM WHITSUNDAYS PROVIDES ITS PARTNERS

There are two types of partnership with Tourism Whitsundays. **Leisure partnership** is available to all businesses in the Whitsundays, all local individuals (at 'Friend of TW' level), as well as out of region partners who wish to support Tourism Whitsundays. **Business Events partnership** is a separate partnership with the Whitsunday Convention Bureau (which Tourism Whitsundays operates) and is open to all Whitsundays businesses who are actively involved in targeting the conference, meetings and incentives market.

Your partnership with Tourism Whitsundays should be viewed as exactly that – a partnership. Tourism Whitsundays puts in the destination marketing efforts to attract people to visit the Whitsundays. Our partners put in the individual marketing efforts to attract those people to choose their business when they visit.

### TOURISM WHITSUNDAYS LEISURE MARKETING EFFORTS

Tourism Whitsundays is committed to promoting the Whitsundays destination in key domestic and international markets in order to grow our visitor numbers overall, and increase their expenditure, under the marketing brand 'The Whitsundays – 74 Island Wonders'. Tourism Queensland has undertaken significant market research, and determined our marketing efforts are best focused on the following psychographic segments:

- **Social Fun-seekers** – the essence of a holiday is having a fun time. While they are looking for a lot of different activities, it is sharing the experience with friends and other holidaymakers that make the difference.
- **Connectors** – see holidays as a chance to connect with the people they care about most. They will often subordinate their own preferences in terms of activities to ensure everyone has a good time. It's about what is real and what's really important.

- **Active Explorers** – holidays are about pushing boundaries through challenging themselves. They enjoy seeking interaction with Australians, visiting undiscovered areas, good beaches, natural challenges and adventure. It's about them feeling alive.

In 2011/12 our marketing plans will continue to be focused on marketing activities that provide the best return for our investment. In the past year we embarked on an ambitious and comprehensive plan to expand our destination marketing efforts. This year we will continue to focus on the core areas we made strong in-roads into last year.

#### **Domestic Marketing Activities:**

- Major regional marketing campaigns twice per year targeting the 4 hour drive market
- Travel trade roadshow along Australia's East Coast targeting key cities
- Continue to develop content on the new destination Whitsundays website and increased digital marketing campaigns, reducing the emphasis on traditional print
- Dedicated marketing managers for domestic and international marketing so we can work both markets effectively
- Continue to grow the strong focus on media visits, media events and publicity
- Continue to develop and support Airlie Beach focused initiatives
- Work closely with and drive marketing initiatives with sectors that have great potential eg. Weddings

We believe strongly that in order to secure long term sustainable growth in tourism, the region must put additional effort into attracting international visitors. They stay longer, and they spend more, and sourcing international business actually gives a greater return on investment.

#### **International Marketing Activities:**

- Continue permanent representation based in Europe, and more market visits to the USA/Canada to visit and work the travel industry.
- Continue to investigate the potential of developing Asian markets for the region.
- Establish foreign language micro-websites for key markets.
- Increase our level of joint marketing activity with Tourism Queensland in all key markets.

#### **TOURISM WHITSUNDAYS BUSINESS EVENTS MARKETING EFFORTS**

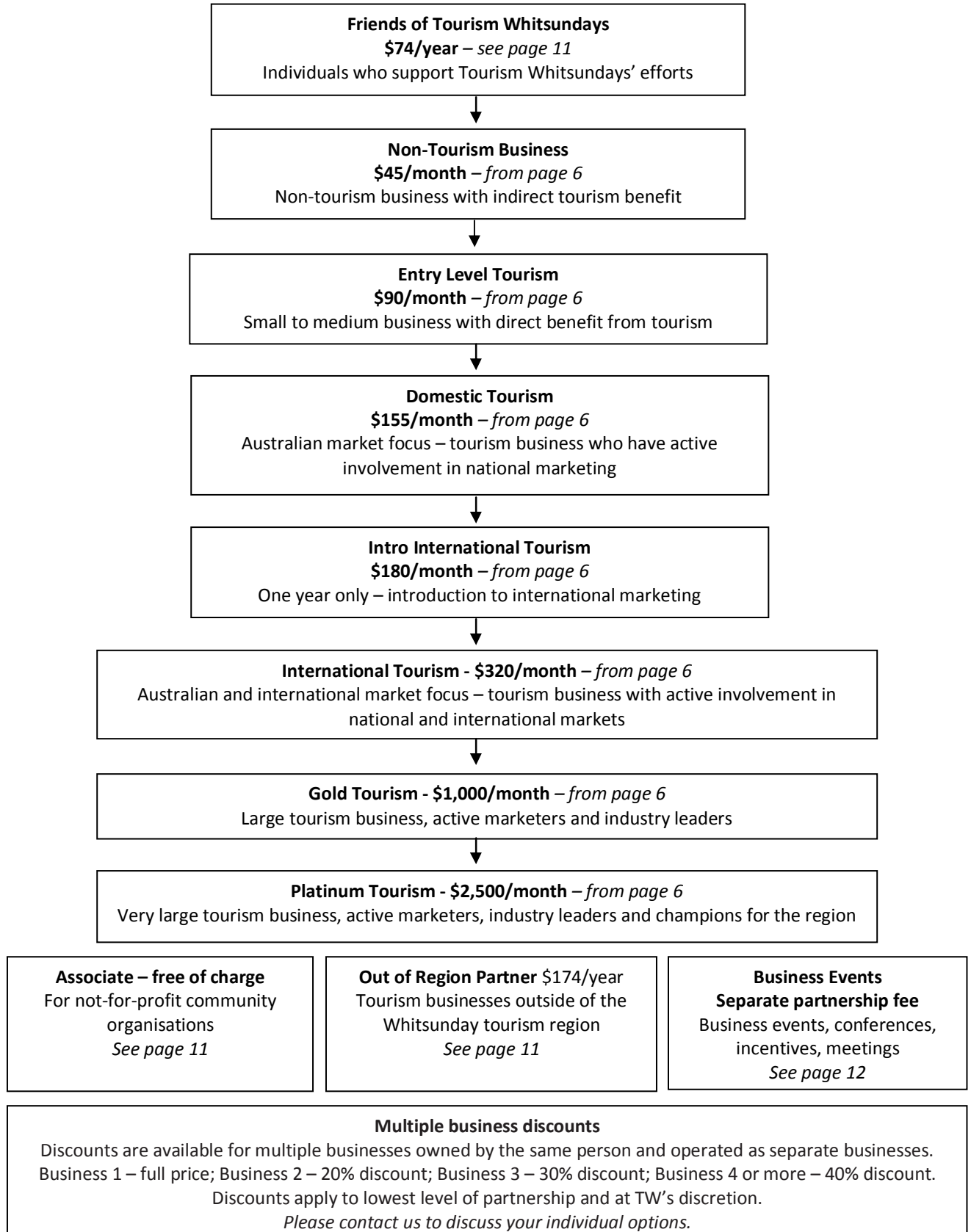
Please refer to pages 12-14 of this document.

#### **WHY SHOULD I BECOME A PARTNER?**

As the Regional Tourism Organisation for the destination, Tourism Whitsundays requires significant funding in order to fulfil the initiatives and objectives of the local tourism industry. Income generated from partnerships enables Tourism Whitsundays to be sufficiently resourced to professionally and proactively market the region. At present over 300 partners representing a broad cross section of local businesses support Tourism Whitsundays and in turn support the local tourism industry. With unlimited development opportunities available to the region, Tourism Whitsundays is constantly aiming to increase the number and quality of marketing initiatives and growing the partnership base is essential in order to achieve these objectives. A partnership with Tourism Whitsundays also provides partners with sales and marketing opportunities to further promote their businesses.

**PARTNERSHIP LEVELS - LEISURE**

Tourism Whitsundays recognises that one of the key strengths of the Whitsundays is the diversity of tourism experiences and therefore offers partners a variety of levels at which to support us.



### PARTNERSHIP BENEFITS

Tourism Whitsundays has tailored a range of benefits for the various levels of partnership. The following tables categorise those benefits as Business Network, Marketing, and Industry Engagement and Development Benefits across the partnership levels.

\*indicates additional costs may apply.

<b>BUSINESS NETWORK BENEFITS</b>							
	Non Tourism	Entry Level	Domestic	Intro International	International	Gold	Platinum
<b>Partnership certificate and sticker</b> - identifies you as part of the TW partnership network.	✓	✓	✓	✓	✓	✓	✓
<b>TW Partnership logo</b> for inclusion on any of your marketing collateral, website, etc., identifies you as part of the TW partnership network.	✓	✓	✓	✓	✓	✓	✓
<b>A copy of TW's fortnightly e-newsletter 'Sea News'</b> - includes TW destination promotion updates and opportunities as well as industry news.	✓	✓	✓	✓	✓	✓	✓
<b>Introduction in 'Sea News' - For new members on signing up.</b> Distributed to over 500 key contacts from each business in our partnership network.	✓	✓	✓	✓	✓	✓	✓
<b>Opportunity to include information in the 'Sea News'</b> - Short business updates or event information may be submitted for inclusion in the Sea News. Inclusion is at TW's discretion.	✓	✓	✓	✓	✓	✓	✓
<b>Partnership database listing</b> - for one main contact.	✓	✓	✓	✓	✓	✓	✓
<b>Copy of the partnership database</b> - the partnership database may be used for your own marketing purposes.	✓	✓	✓	✓	✓	✓	✓
<b>Invitation to networking functions*</b> . Held monthly and hosted by one of our partners. A \$5 per person per function fee applies.	✓	✓	✓	✓	✓	✓	✓
<b>Number of senior representatives invited to attend networking functions</b>	2	2	3	3	3	4	6
<b>Opportunity to host a networking function*</b> . Showcase your business to over 100-120 key industry partners. This is per the networking function agreement and priority bookings are reserved in order of partnership level. # - on application.	#	✓	✓	✓	✓	✓	✓
<b>Invitation to attend the annual TW Christmas party*</b> held annually.	✓	✓	✓	✓	✓	✓	✓
<b>Introduction on Hot FM Airlie Beach and in the Whitsunday Times</b> for new members on signing up.	✓	✓	✓	✓	✓	✓	✓
<b>Members Directory listing on the TW website</b>	✓	✓	✓	✓	✓	✓	✓
<b>Invitation to new partners orientation</b> held to introduce new partners to the Tourism Whitsundays team, explain our role as RTO, meet other new partners and gain an understanding of opportunities with TW partnership.	✓	✓	✓	✓	✓	✓	✓
<b>Voting rights at the AGM.</b> As an incorporated organization TW is directed by a Board. The Board members are elected by our partners.	✓	✓	✓	✓	✓	✓	✓
<b>Eligible to stand for TW Board</b> as per the TW Constitution.	✓	✓	✓	✓	✓	✓	✓
<b>Invitation to enter the annual Whitsunday Tourism Awards</b>	✓	✓	✓	✓	✓	✓	✓
<b>Invitation to attend the annual Whitsunday Tourism Awards Gala Event*</b>	✓	✓	✓	✓	✓	✓	✓

<b>MARKETING BENEFITS</b>							
	<b>Non Tourism</b>	<b>Entry Level</b>	<b>Domestic</b>	<b>Intro International</b>	<b>International</b>	<b>Gold</b>	<b>Platinum</b>
<b>Free ATDW membership 2011/2012</b> – for eligible products only - the Australian Tourism Data Warehouse allows you to promote tourism products on almost 50 travel websites.	✓	✓	✓	✓	✓	✓	✓
<b>Opportunity to advertise on TW’s website*</b> . TW’s website is viewed by over 400,000 visitors/year (over 80% new visitors viewing 4 pages on average per visit).	✓	✓	✓	✓	✓	✓	✓
<b>Opportunity to advertise in the Whitsunday Visitors Guide*</b> . Tourism Whitsundays’ key marketing collateral. 90,000 are distributed annually. The cost of advertisements can be added to your monthly direct debit payment if you choose.	✓	✓	✓	✓	✓	✓	✓
<b>Whitsundays Visitors Guide directory listing</b> (in relevant category)		✓	✓	✓	✓	✓	✓
<b>Whitsundays Visitors Guide advertising*</b> Included advertisement			1/8 pg	1/8 pg	1/8 pg	1/2 pg	1/2 pg
<b>Individual consultation with TQ’s advertising agency</b> for a briefing on TQ’s campaigns, cooperative advertising opportunities and how to access TQ’s media rates.		✓	✓	✓	✓	✓	✓
<b>Use of the 74 Island Wonders domestic branding</b> - the official branding for the region and promoted in all Tourism Whitsundays domestic marketing collateral and marketing campaigns. This is per the Style Guide.		✓	✓	✓	✓	✓	✓
<b>Invite to participate in regional campaigns*</b> Two regional campaigns will be implemented per year.			✓	✓	✓	✓	✓
<b>Subsidised radio campaign with Sea FM and Hot FM</b> – first time advertisers are offered a subsidized campaign to the value of \$500.			✓	✓	✓	✓	✓
<b>Access to TW resources – image library</b> - images are provided for the promotion of the region.			✓	✓	✓	✓	✓
<b>Biannual sector meetings</b> - coordinated by TW to discuss marketing strategy. For specific market sectors			✓	✓	✓	✓	✓
<b>Media referrals</b> - opportunity to supply information for distribution to media, and to receive relevant requests from media.			✓	✓	✓	✓	✓
<b>Domestic trade famil opportunities*</b> . TW sources and hosts familiarisation programs to showcase partner’s products. This program is for retail and wholesale agents.			✓	✓	✓	✓	✓

<b>MARKETING BENEFITS cont.</b>							
	<b>Non Tourism</b>	<b>Entry Level</b>	<b>Domestic</b>	<b>Intro International</b>	<b>International</b>	<b>Gold</b>	<b>Platinum</b>
<b>Domestic consumer show opportunities*</b> . Opportunity to participate cooperatively with other operators on a stand coordinated by TW.			✓	✓	✓	✓	✓
<b>Domestic media famil opportunities</b> . TW sources media exposure for the region by hosting journalists on familiarisation tours. Journalists may be trade or mainstream travel media.			✓	✓	✓	✓	✓
<b>Domestic trade e-newsletter</b> . Submissions on new products and product updates are invited. Distributed quarterly to educate and update domestic retail travel agents. Inclusion is at TW's discretion.			✓	✓	✓	✓	✓
<b>Domestic consumer e-newsletter</b> . Submissions on new products, product updates and 'hot deals' are invited. Distributed regularly to keep Whitsundays top of mind when choosing holiday destinations. Inclusion is at TW's discretion.			✓	✓	✓	✓	✓
<b>Hot Deals listed on Whitsundays, QLD, Australia facebook fan page</b> . Deals included at TW's discretion.			✓	✓	✓	✓	✓
<b>Domestic media e-newsletter</b> . Submissions on new products are invited. Distributed bi-monthly. Inclusion is at TW's discretion.			✓	✓	✓	✓	✓
<b>Domestic trade and consumer competition opportunities*</b> . Opportunity to participate and provide prizes for domestic trade incentives and competitions.			✓	✓	✓	✓	✓
<b>Assistance to draft and distribute press releases</b> - advice and assistance from our qualified staff to assist in your public relations campaigns.			✓	✓	✓	✓	✓
<b>Opportunity to participate in ASTW functions and events*</b> . Opportunity to co-sponsor Australian Society of Travel Writer's functions interstate, and/or host ASTW member events in the region.			✓	✓	✓	✓	✓
<b>Subsidised cooperative advertising opportunities*</b> - invite to advertise cooperatively with other operators in features coordinated and subsidised by TW.			✓	✓	✓	✓	✓
<b>Invite to participate in national campaigns*</b> . Multiple national campaigns will be implemented by TW and TQ, and partners will be invited to participate in cooperative advertising and campaign activities.			✓	✓	✓	✓	✓
<b>Discounted advertising rates</b> in a range of print, digital, radio and TV media via TQ's agency.			✓	✓	✓	✓	✓
<b>TQ trade and media team updates – domestic</b> . Sent quarterly to update the teams on new products, changes to products, innovations etc.			✓	✓	✓	✓	✓

<b>MARKETING BENEFITS cont.</b>							
	<b>Non Tourism</b>	<b>Entry Level</b>	<b>Domestic</b>	<b>Intro International</b>	<b>International</b>	<b>Gold</b>	<b>Platinum</b>
<b>Invite to participate in domestic roadshow*</b> cooperatively with other operators and TW in showcasing the region and its products to domestic trade and media.			✓	✓	✓	✓	✓
<b>Individual consultation with TW Management Staff</b> to assist and provide advice on your marketing strategies, and discuss how you can work with TW, TQ, TA. On request.			✓	✓	✓	✓	✓
<b>International trade famil opportunities</b> - TW sources and hosts familiarisation programs to showcase partner's products. This program is for international retail and wholesale agents.				2	✓	✓	✓
<b>International trade show opportunities*</b> . Invite to participate cooperatively with other operators on stands coordinated by TW.				2	✓	✓	✓
<b>International media famil opportunities</b> - TW sources media exposure for the region by hosting journalists on familiarisation tours. Journalists may be trade or mainstream travel media.				2	✓	✓	✓
<b>International trade e-newsletters</b> . Submissions on new products and product updates are invited. Distributed quarterly to educate and update international retail travel agents. One product feature is guaranteed per annum.				✓	✓	✓	✓
<b>Use of 74 Island Wonders International branding</b> - The official branding for the region and promoted in all TW international marketing collateral and marketing campaigns. This is as per the Style Guide.				✓	✓	✓	✓
<b>Opportunity to advertise in the International Product Manual*</b> . TW's key international trade marketing collateral, produced electronically and distributed to trade at shows and famils, and available online.				✓	✓	✓	✓
<b>Complimentary ads on TW website</b> (on rotation and subject to availability).					2 ads/year	4 ads/year	12 ads/year
<b>Receive regular updates on overseas markets from TQ and TA</b>				✓	✓	✓	✓
<b>TQ International offices updates</b> - sent quarterly to update the teams on new products, changes to products, innovations etc.				✓	✓	✓	✓
<b>Brochure representation at consumer shows*</b> (freight charges to be borne by individuals members).					✓	✓	✓

<b>MARKETING BENEFITS cont.</b>							
	Non Tourism	Entry Level	Domestic	Intro International	International	Gold	Platinum
<b>Additional trade famil opportunities</b>					✓	✓	✓
<b>Additional media famil opportunities</b>					✓	✓	✓
<b>Invitation to attend TW Board strategy meeting</b>						2	4
<b>First option for key positions in all campaigns</b>						✓	✓

<b>INDUSTRY ENGAGEMENT AND DEVELOPMENT BENEFITS</b>							
	Non Tourism	Entry Level	Domestic	Intro International	International	Gold	Platinum
<b>Invitation to educational seminars.</b> Elective – seminars may be educational or motivational and partners are welcome to submit ideas or feedback.	✓	✓	✓	✓	✓	✓	✓
<b>Tourism Industry voice.</b> TW will lobby on behalf of partners to improve their financial and business success. TW is directly represented on a number of industry groups including the Queensland Tourism Industry Council.	✓	✓	✓	✓	✓	✓	✓
<b>Membership of Queensland Tourism Industry Council.</b> Elective. QTIC provides a broad range of membership services and maintains strong industry representation at all relevant forums. QTIC works closely with key government agencies, ministers and officials. Membership of QTIC is free for TW partners.		✓	✓	✓	✓	✓	✓
<b>Discounted membership of Backpacking Queensland*.</b> Elective. Usually \$270 per year, TW partners are able to join for \$160 per year.		✓	✓	✓	✓	✓	✓

### ASSOCIATE LEVEL PARTNERSHIPS

Tourism Whitsundays offer associate level partnerships for a range of partners who wish to support Tourism Whitsundays marketing efforts. Associate level partnerships are defined in Tourism Whitsundays' Association Rules as members who cannot vote at a general meeting and is not eligible to be a member of the management committee. Associate level partnerships are viewed as supporting individuals or organizations of Tourism Whitsundays. An outline of the three kinds of associate level partnerships offered by Tourism Whitsundays is as follows:

**Friends of TW partnership** is available to individual people who wish to make a contribution to support Tourism Whitsundays. The partnership is for the individual person, not for any business or other activity that person may be associated with.

**Associate partnership** is available for not-for-profit, community based organizations in the Whitsundays, and is offered at no charge.

**Out of region partnership** is available for businesses located outside of the Whitsunday Regional Council area who wish to support Tourism Whitsundays and keep up with our marketing activities and opportunities. Tourism products based outside of the region also have the opportunity to be involved in some of Tourism Whitsundays marketing (ie. The Whitsundays Visitor Guide) if their product is relevant (eg. It may be accommodation or tours located a short drive away from the Whitsunday Regional Council area that visitors to the Whitsundays may wish to try as part of their Whitsundays holiday)\*. \*Additional costs apply.

FRIENDS OF TW, ASSOCIATE AND OUT OF REGION PARTNERSHIP BENEFITS			
	Friends of TW	Associate	Out of region
Partnership certificate and sticker	✓	✓	✓
TW partnership logo		✓	✓
A copy of TW's fortnightly e-newsletter 'Sea News'	✓	✓	✓
Thank you intro in 'Sea News'	✓	✓	✓
Opportunity to submit information for inclusion in the 'Sea News'		✓	✓
Partnership database listing		✓	✓
Copy of the partnership database			
Invitation to networking functions*	2/year	✓	✓
Number of senior representatives attending networking functions	1	1	1
Invitation to attend the annual TW Christmas party*	✓	✓	✓
Introduction on Hot FM Airlie Beach and in the Whitsunday Times		✓	
Members Directory listing on the TW website		✓	
Invitation to new partners orientation sessions		✓	
Invitation to enter the annual Whitsunday Tourism Awards		✓	
Invitation to attend the annual Whitsunday Tourism Awards Gala Event*	✓	✓	✓
Opportunity to advertise in the Whitsunday Visitor Guide (for sellable product only, inclusion is at TW's discretion).*		✓	✓
Whitsundays Visitor Guide directory listing		✓	
Invitation to educational seminars		✓	

*These benefits are outlined in more detail from page 5.*

## **BUSINESS EVENTS PARTNERSHIPS**

### **OVERVIEW OF BUSINESS EVENTS**

Business Events is a collective term referring to association conventions, corporate and government meetings, exhibitions and incentive travel reward programs. The event may be as small as 15 people convening an off-site workshop to solve a problem, through to a large international meeting attracting thousands of delegates. It could involve travel and accommodation for corporate incentive participants, or it may be a trade exhibition attracting hundreds of business visitors. The event may be held in a regional town hall, a resort, a hotel or it may be held in a large, purpose-built facility.

Business Events is one of the highest yielding sectors in Australia's visitor economy. In 2010, business events delegate visitor expenditure was worth \$8.5 billion to the Australian economy. By 2020, this sector has the potential to contribute up to \$16 billion annually.

*Source: Business Events Australia, 2020 Tourism Industry Potential – June 2011*

Tourism Whitsundays operates the Whitsunday Convention Bureau, which is a separately funded arm of our organization. The convention bureau targets Professional Conference Organisers (PCOs) and corporate companies to choose the Whitsundays for their conferences, meetings and staff incentive programs.

Through Business Events partnership with Tourism Whitsundays, businesses are contributing toward the overall objective and ensuring they are well positioned to take advantage of this valuable sector of Australia's visitor economy.

Tourism Whitsundays is a member of the Business Events Council of Australia (BECA) and the Australian Association of Convention Bureau (AACB) and actively participate in championing best practice and industry research and development

We also work closely with the Business Events arm of Tourism Australia, Business Events Australia and with Tourism Queensland to assist with raising the profile of the Whitsundays as a business events destination and to ensure we are accessing all opportunities through these networks.

Tourism Whitsundays have recently defined a specific sub-brand for Business Events and now operate under the tag line "The Whitsundays, Wonderful Business Events". Along with specific brand elements we launched a business events website, [www.whitsundaysbusinesssevents.com.au](http://www.whitsundaysbusinesssevents.com.au) to specifically speak to the corporate conference or incentive booker and to Professional Conference Organisers.

Our objective is to "Raise the profile of the Whitsundays region as an ideal Business Event destination through marketing and business development initiatives providing a strong and consistent presence in the market place, subsequently generating business leads for our members."

### **TOURISM WHITSUNDAYS BUSINESS EVENTS MARKETING EFFORTS**

The key focus of Business Events marketing over the next year will be:

- Further develop and enhance the website to continually provide relevant and useful information to the target audience
- Build awareness and traffic of the Whitsundays Business Events website
- Continue to publish a quarterly eNewsletter to the 9,000+ database
- Showcase the Whitsundays and convention bureau members through a series of cooperative advertising features with key publications

- Coordinate & host both corporate and PCO famils in conjunction with members
- Continue building relationships with PCO's & corporate companies in Australian east coast capital cities and New Zealand key cities
- Attend relevant trade shows to raise the profile of the Whitsundays & meet new contacts
- Explore the potential of Asian (predominantly North Asia) and North American markets for the Whitsundays as an incentive destination

Business Events partnership is split between Product/Services and Venues with an entry or full partnership available to each. This is to enable a broad spectrum of members to be involved and to choose the benefits and investment that is suitable for their business.

The revised partnership levels have been designed to cater to both those that are experienced in Business Events and are large enough to have a dedicated Business Events person or team through to those who are a smaller or not as experienced in this market segment.

Partnership fees are available to be paid either by monthly direct debit or in one annual payment.

<b>Business Events Partnership Benefits*</b>	Product/Ser vices Entry Member	Venues Entry Member	Product/Ser vices Full Member	Venues Full Member
Monthly partnership investment <u>including</u> GST	\$83	\$100	\$150	\$350
<i>Annual partnership investment <u>including</u> GST</i>	<i>\$990</i>	<i>\$1,200</i>	<i>\$1,800</i>	<i>\$4,200</i>
Product listing on the Business Events website	✓	✓	✓	✓
Business leads (where applicable/appropriate)	✓	✓	✓	✓
Inclusion in pre and post stay and touring itineraries	✓	✓	✓	✓
Cooperative marketing activities – at cost	✓	✓	✓	✓
Invitation to host famil delegates – Regional	✓	✓	✓	✓
Representation at Sales Calls - Regional	✓	✓	✓	✓
Invitation to Business Events Members forum (bi-annually)	✓	✓	✓	✓
Invitation to networking functions (\$5pp, max 2)	✓	✓	✓	✓
Copy of bi-monthly business events report	✓	✓	✓	✓
Distribution of OESR statistics	✓	✓	✓	✓
Present products and services to TW staff	✓	✓	✓	✓
Access to TW image library	✓	✓	✓	✓
Invitation to host famil delegates – National	x	x	✓	✓
Invitation to host famil delegates – International	x	x	✓	✓
Bid document inclusion	x	x	✓	✓

# The Whitsundays

Wonderful Business Events

Representation at Trade Shows and Conferences	x	x	✓	✓
Invitation to attend joint functions – at cost	x	x	✓	✓
Representation at Sales Calls – National	x	x	✓	✓
Representation at Sales Calls – International	x	x	✓	✓
Access to TW database for Sales Calls – to conduct jointly with TW	x	x	✓	✓
Inclusion in editorial and advertorial	x	x	✓	✓
Solus email to database (limit 1/year, TW co-branded)	x	x	✓	✓
Opportunity to supply content for eNewsletters	x	x	✓	✓
Inclusion in sample incentive itineraries	x	x	✓	✓
Featured banner images on the homepage of the BE website	x	x	x	✓
Subsidized co-op advertising	x	x	x	✓

### **WANT TO KNOW MORE?**

For any enquiries, please contact our Partnership Manager:

Annie Freeman

PH: 07 4948 5916

M: 0408 266 770

E: [partnership@tourismwhitsundays.com.au](mailto:partnership@tourismwhitsundays.com.au)

### **I'M IN! WHERE TO FROM HERE?**

Tourism Whitsundays looks forward to welcoming you as partner of our organization. Next steps...

1. Fill in the attached application form.
2. On approval of your application, we will contact you to obtain full details on your business, including your nominated key contact. You will also need to sign the Direct Debit request form so that your monthly payment can be direct debited from your account.
3. You will receive an introductory email, partnership certificate, sticker and logo and invitation to the next new member's orientation session (if applicable). We encourage you to display your partnership certificate, sticker and logo proudly within your business.
4. We will be in contact to obtain information for your new member introduction in the Sea News and various media (where applicable).
5. Ensure you remain in contact with us to keep us up to date on your product, and we look forward to working with you.

### **MAJOR MEDIA SPONSORS.**

Tourism Whitsundays and it's partners are supported by local major media sponsors in the Whitsundays region. These sponsors assist Tourism Whitsundays in raising the profile of the Whitsundays destination both locally and out of the region. They are also keen to assist our partners in raising the profile of their business.

#### **PRINT**

Whitsunday Times  
Ph. 07 4940 2100

#### **RADIO**

Sea FM and Hot FM  
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**Tourism Whitsundays looks forward to welcoming you as a partner  
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