

# Gold Coast Tourism Membership Packages 2009

This package is designed for members who do not meet the categories determined by the Australian Tourism Data Warehouse website. These may include educational facilities or business support services such as events companies. Benefits of this membership package include:

- Subscription to the Gold Coast Tourism Weekly E- Newsletter
- Use of the Gold Coast Tourism Corporate Logo
- Access to the Gold Coast Tourism Image Library
- Basic Product Listing on VeryGoldCoast.com
- Web-based Access to Member Pages on VeryGoldCoast.com
- Voting Entitlements at Gold Coast Tourism Elections
- Invitations to Gold Coast Tourism Member Events

## Veryessential – Base Level Membership

\$550pa

This package is designed for members who meet the categories determined by the Australian Tourism Data Warehouse website, and are active subscribers to ATDW. These categories are; accommodation, attractions, events, tours, hire, transport, restaurants, and spa and wellness. Benefits of this membership package include:

- \* Full Web Listing on VeryGoldCoast.com
- Web-based Access to Member Pages on VeryGoldCoast.com
- Access to Additional Online Advertising on VeryGoldCoast.com
- Subscription to the Gold Coast Tourism Weekly E-Newsletter
- Participation in the [www.YourCoast.com.au](http://www.YourCoast.com.au) online promotional strategy targeting Brisbane, Gold Coast and South East Queensland drive markets, including direct print, cinema, radio and e-marketing initiatives
- Use of the Gold Coast Tourism Corporate Logo
- Access to the Gold Coast Tourism Image Library
- Voting Entitlements at Gold Coast Tourism Elections
- Invitation to Gold Coast Tourism Member Events & workshops
- Opportunity for exposure via the GCT Media & Public Relations activities
- Discounted print advertising rates through Coroneo & Co
- Access to Additional Advertising Opportunities in Gold Coast Tourism Publications and Websites (Additional Cost) eg: Gold Coast Traveller, Gold Coast Inspirations, 108 Things To See & Do, Gold Coast Guide to Meetings & Incentives

\*An enhanced web listing requires ATDW subscription at an additional fee invoiced by Tourism Queensland

## Veryvisible – Visitor Information Centres

\$800/\$1050

This package is designed for tourism operators who wish to enhance their local area marketing presence. The Gold Coast Tourism Visitor Information Centres provide information and booking facilities for accommodation, tours, attractions, hire and transport to over 500,000 visitors to the region each year. These award winning centres are located in the heart of Surfers Paradise, Coolangatta and Harbour Town shopping centre.

Benefits of this membership package include:

- DL Brochure display at Surfers Paradise, Coolangatta and Harbour Town Visitor Information Centres - \$800 per annum
- A4 Brochure display at Surfers Paradise, Coolangatta and Harbour Town Visitor Information Centres - \$1050 per annum
- Package holders have the opportunity to participate in monthly product presentation evenings held at Gold Coast Tourism
- Variable commission structures are available
- Opportunities for enhanced brochure displays and in-store promotions are available to Very Visible package holders at an additional cost

**Domestic and International Sales Missions and Roadshow Opportunities**

Preference of selection to participate in Sales Missions and Roadshows conducted by Gold Coast Tourism both domestically and internationally throughout the year. Sales missions to key travel trade offices and call centres are conducted at specific times of the year in which travel trade members may participate. Roadshow opportunities will also be made available to maximise awareness of the Gold Coast region and members products and services into key locations across Australia and internationally. Particular focus for domestic activity will be on the Brisbane and drive markets and for interstate, Sydney and Melbourne cities and surrounding regional areas.

**Tactical Trade Campaign Opportunities**

Preference of selection to have product featured in Gold Coast Tourism initiated tactical trade opportunities undertaken in international and domestic markets throughout the year. Various trade and cooperative campaign opportunities become available throughout the year in which members may participate. These campaigns may include interstate activity with Tourism Queensland whom Gold Coast Tourism partner with for the majority of our interstate marketing activity.

**Domestic and International Trade Familiarisation Opportunities**

Preference of selection to host travel trade familiarisation tours to the destination from selected domestic and international retail and wholesale partners. This also includes preferences of selection to participate in travel trade site inspections to the destination. Trade familiarisations allow key travel influencers from around Australia and internationally while visiting the Gold Coast to personally experience and learn more about member's products and services.

### **Domestic and International Trade Show Opportunities**

The opportunity to participate collaboratively with Gold Coast Tourism at selected international and domestic travel trade shows throughout the year. Opportunities to participate in trade shows in regions that have the potential to generate strong visitation to the Gold Coast will be made available to travel trade members.

Participation will be at a cost for the members to be involved or represented. For Gold Coast Tourism to proceed with trade show participation a minimum number of members are required.

### **Domestic and International Consumer Show Opportunities**

The opportunity to participate collaboratively with Gold Coast Tourism at selected international and domestic consumer shows throughout the year. Opportunities to participate in consumer shows in regions that have the potential to generate strong visitation to the Gold Coast will be made available to travel trade members.

Participation will be at a cost for the members to be involved or represented. For Gold Coast Tourism to proceed with consumer show participation a minimum number of members are required.

### **Visiting Media Opportunities**

Preference of selection to host visiting media to the Gold Coast. Gold Coast Tourism, directly and indirectly, through collaboration with Tourism Queensland and Tourism Australia host a range of media familiarisations from our key international markets throughout the year. Media familiarisations allow key travel influencers from the media industry visiting the Gold Coast, the opportunity to personally experience and learn more about member's products and services. Media familiarisations may result in increased media exposure for the Gold Coast region and the participating product.

### **International Trade and Media E-Newsletter**

The opportunity to have your product featured within the monthly release of Gold Coast Tourism's e-newsletter distributed to selected international trade and media partners.

### **Subsidised Cooperative Advertising Opportunities**

Opportunity to advertise in subsidised cooperative features run by Gold Coast Tourism and Tourism Queensland throughout the year. Members have on-going opportunities to participate in cooperative advertising campaigns targeting various markets. The majority of Gold Coast Tourism's interstate marketing is planned cooperatively with Tourism Queensland and Gold Coast Tourism members to maximise the opportunity of mainstream advertising, particularly in Sydney and Melbourne.

### **Preferred Advertising in Gold Coast Tourism International Publications**

Preference of selection to advertise in the Gold Coast Tourism range of print collateral produced throughout the year for key international markets.

### **Access to Gold Coast Tourism's International Team**

Access to Gold Coast Tourism's in-market team to assist with connecting you to trade partners domestically and internationally.

### **International Website inclusion**

Opportunity to have your product featured in the multilingual sections (Japanese, Korean, Chinese, Arabic) of Gold Coast Tourism's new website (Translation costs excluded).

### **Opportunity to feature product on Gold Coast Tourism's specialised drive market website**

YourCoast.com.au is a designated website for the Brisbane, drive and local market which allows members to provide offers on discounted price, value-adds and upgrades on their products or services. Six campaigns are planned throughout the year in which travel trade members can participate.

### **Travel Trade Member Networking Functions and Workshops**

Opportunity to participate in member workshops and travel trade networking functions

### **Statistical Information and Data**

Destination market intelligence including economic factors, quarterly and yearly visitation results, current and historical statistics are made available to all travel-trade members from a number of national key resources. Access to industry information, insights, strategic plans, new developments and competitor analysis is also made available.

### **Access to Regular Domestic and International Market Updates**

Recommendations on marketing initiatives, new opportunities and activity plans are available directly from the domestic marketing team. Regular industry and marketing activity updates and networking opportunities with members and industry personnel are planned monthly. The domestic marketing team is available to discuss key marketing insights and plans for the different intrastate and interstate markets. Regular communication and industry updates are also shared with members.

### **Access to Gold Coast Tourism Promotional Resources**

Members receive access to travel trade promotional resources, such as destination images, product guides and manuals.

**Domestic and International Trade Shows and Missions**

Opportunity to participate in Gold Coast Tourism co-ordinated business events trade shows and missions.

**Domestic and International Familiarisations**

Preference of selection to host business events familiarisation tours to the destination for professional conference organisers, corporate end users and visiting journalists.

**Site Inspections**

Preference of selection to participate in business events site inspections to the destination for professional conference organisers and corporate end users.

**Calendar of Events Access**

Exclusive access to Gold Coast Convention and Exhibition Centre (GCCEC) confirmed business events calendar.

**Bidding Partner Opportunities**

Preference of selection for inclusion in destination bid documents to secure domestic and international association and corporate conferences for the Gold Coast.

**Business Events e-Newsletter**

Opportunity to promote your products and services in the business events bi-monthly e-newsletter distributed to more than 14,000 business events decision makers and influencers including professional conference organisers, association committee members, corporate clients, meeting planners and corporate travel agents.

### **Internet Destination Sales System (iDSS)**

Exclusive member log-in access to iDSS, our web based business events lead distribution system. Ongoing training and support is provided for business events members by Gold Coast Tourism.

### **Guide to Meetings and Incentives**

Business events members have preference to advertise and list their business events products and services in the Gold Coast Guide to Meetings and Incentives. This publication is a key destination selling tool, translated in 3 languages and distributed to domestic and international business events decision makers including professional conference organisers, association committee members, corporate clients, meeting planners and corporate travel agents.

### **Access to Gold Coast Tourism's Business Events Team**

Access to Gold Coast Tourism's business events team who can assist connecting you with business event partners nationally and internationally.

### **Business Events Workshops and Networking Functions**

Opportunity to participate in business events member workshops and networking functions.

### **Website Distribution**

Opportunity to have your product featured on the [www.goldcoastcvb.com](http://www.goldcoastcvb.com) website.

### **Statistical Information**

Access to destination and business events statistical information for business planning and report writing.