

Gold Coast Tourism Membership Packages

1 July 2011 – 30 June 2012

Established in 1975, Gold Coast Tourism (GCT) is a not-for-profit, membership based, destination marketing organisation structured to promote the city as a leisure and business event destination through global consumer, trade, media and travel industry channels.

GCT represents a membership base of more than 500 accommodation venues, theme parks and attractions, tour operators, restaurants and cafes, entertainment venues, transport providers and professional support services. Furthermore we work on behalf of almost 27,000 commercial businesses which contribute to our operation through a tourism levy.

The following information outlines GCT's membership packages, pricing and benefits. For further details please refer to the terms and conditions or contact the Membership Team on **(07) 5584 6244** or email membership@gctourism.com

Base Membership – Option 1

Restaurant Membership – \$200

This is a new base membership level appropriate for restaurants, bars, cafés and other dining or entertainment establishments. This package is designed for members who meet the ‘restaurant’ category as determined by the Australian Tourism Data Warehouse.

Benefits of this membership package include:

- Full web listing on **VisitGoldCoast.com***
- Web-based access to member pages on VisitGoldCoast.com
- Access to additional online advertising on VisitGoldCoast.com
- Subscription to the Gold Coast Tourism e-newsletter (Tourism Matters)
- Participation in the **www.YourCoast.com** online promotional strategy targeting the drive market - Brisbane, Gold Coast, regional South East Queensland and Northern NSW, including direct print, cinema, radio and consumer database e-marketing initiatives
- Invitations to Gold Coast Tourism member events and workshops
- Use of the Gold Coast Tourism member logo
- Access to the Gold Coast Tourism image library and destination editorial
- Opportunity for exposure via 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, 108 Things To See & Do, and Gold Coast Guide to Meetings & Incentives
- Access to Gold Coast Tourism staff for market advice

**An enhanced web listing requires ATDW subscription at an additional fee (at time of printing this fee was fully subsidised by Tourism Queensland.)*

Base Membership – Option 2

Associate Membership – \$375

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 e- newsletter (Tourism Matters)
- Use of the Gold Coast Tourism member logo
- Invitations to Gold Coast Tourism member events and workshops
- Access to the Gold Coast Tourism image library
- Basic product listing on VisitGoldCoast.com
- Web-based access to member pages on VisitGoldCoast.com
- Voting entitlements at Gold Coast Tourism elections
- Access to Gold Coast Tourism staff for market advice

Base Membership – Option 3

Tourism Membership – \$550

This package is designed for members who meet the categories determined by the Australian Tourism Data Warehouse. Benefits of this membership package include:

- Full web listing on **VisitGoldCoast.com***
- Web-based access to member pages on VisitGoldCoast.com
- Access to additional online advertising on VisitGoldCoast.com
- Subscription to the Gold Coast Tourism e-newsletter (Tourism Matters)
- Participation in the **www.YourCoast.com** online promotional strategy targeting the drive market - Brisbane, Gold Coast, regional South East Queensland and Northern NSW, including direct print, cinema, radio and consumer database e-marketing initiatives
- Invitations to Gold Coast Tourism member events and workshops
- Use of the Gold Coast Tourism member logo
- Access to the Gold Coast Tourism image library and destination editorial
- Voting entitlements at Gold Coast Tourism elections
- Opportunity for exposure via 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, 108 Things To See & Do, and Gold Coast Guide to Meetings & Incentives
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Elective package

Visitor Information Centre Marketing Membership

DL size brochure

display \$800

A4 size brochure

display \$1,050

This elective 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 and Coolangatta Visitor Information Centres*
- A4 Brochure display at Surfers Paradise and Coolangatta Visitor Information Centres*
- Package holders have the opportunity to participate in monthly product presentation evenings held at Gold Coast Tourism
- Booking of operator products may be done via: Ticketmates/Australian Tour Desk /Gold Coast Tourism Voucher (operator to advise GTC of their preferred method)
- Opportunities for enhanced brochure displays and in-store promotions are available to package holders at an additional cost

**Please note the terms & conditions for further details relating to the above.*

Elective package

Travel Trade Marketing Membership - \$1,200

This elective package is designed for tourism operators who are actively engaged in either domestic or international travel trade marketing programs by contracting their product with a wholesaler or ITO. Benefits of this membership package include:

International and Domestic Sales Missions and Roadshow Opportunities

Preferential selection for participation in Sales Missions and Roadshows conducted by Gold Coast Tourism both internationally and domestically throughout the year. Sales missions to key travel trade offices and call centres are conducted at specific times of the year, and 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. Please note there may be additional cost to participate directly or indirectly via representation.

Tactical Trade Campaign Opportunities

Preferential 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

Preferential 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 (in regions that have the potential to generate strong visitation to the Gold Coast). 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

Preferential selection to host media visiting 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 and domestic 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 bi-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 national 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 international team to assist with connecting you to trade partners based 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). 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 Gold Coast Tourism Promotional Resources

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

Elective package

Gold Coast Convention Bureau Membership - \$1,800

GCCB members have exclusive access to many benefits ranging from unique marketing opportunities, bidding for international and national events, trade shows, and networking opportunities. Only GCCB members receive brand exposure in GCCB publications, business events communication and the GCCB website. Benefits of this membership package include:

Convention Bureau Sales Missions and Trade Activities

GCCB partners with Convention Bureau's from all over Australia on a range of Convention Bureau only sales missions and in-market activities throughout the year. These activities are aimed at educating meeting planners on what Australia has to offer, and developing corporate relationships. GCCB profiles member products at in-market educational seminars and workshops, in addition to providing a key sales message for the destination.

Tradeshows

GCCB members are invited to partner with the Gold Coast Convention Bureau at key industry tradeshows and sales missions. This opportunity will ensure your product is featured in the official Gold Coast stand. Participation costs are additional to membership fees and vary per tradeshow. Information regarding these events will be listed in the weekly GCT newsletter. The trade shows included are listed below:

- **Asia Pacific Incentives Meeting Expo (AIME)** - Held annually at the Melbourne Convention and Exhibition Centre., AIME is one of the largest annual meeting industry exhibitions in the Asia Pacific region. Running over two days, AIME includes a welcome function and a pre-scheduled appointment program with qualified international and domestic buyers. In conjunction with the tradeshow, a full educational program is offered to industry, national industry meetings are held and GCCB run a separate media program and host an invitation only client function in partnership with GCCB members on the Gold Coast stand. Further details can be found at www.aime.com.au
- **Team Australia Business Events Educational – TABEE** - TABEE is organised by Business Events Australia (BEA) and Tourism Australia (TA) in partnership with Convention Bureau's and their members. TABEE provides an opportunity for Australian sellers to educate, build relationships and source leads through pre-scheduled appointments with qualified buyers.
- **Dreamtime** - Dreamtime is a business to business trade marketing event designed to showcase Australia's most outstanding incentive experiences. The event is delivered by Tourism Australia in partnership with industry. Dreamtime is held every two to three years and runs over five days.
- **The World Exhibition for Incentive Travel, Meetings and Events – IMEX** - IMEX is the meetings and incentive travel industry exhibition where planners and suppliers from the conference, convention, and corporate event industries gather. IMEX gives GCCB

members the opportunity to meet buyers who will be looking for guidance and advice on how to manage and implement major functions and events.

- **The European Incentive, Business Travel and Meetings Exhibition– EIBTM - EIBTM**, held annually has become one of Europe’s premier exhibitions for the Business Events market. As a key player in the incentive, business travel and meetings industry, EIBTM attracts over 7,000 visitors, 3,700 hosted buyers and media and nearly 3,000 exhibitors from 85 countries.

Familiarisations

Familiarisation activity consists of GCCB arranging for a group of pre qualified meeting planners (buyers) to visit the Gold Coast to experience and build relationships with member venues and services first hand. GCCB arranges ‘famils’ in partnership with airlines, TA/ BEA, TQ and GCCB members.

Familiarisations are arranged throughout the year but generally depend on airline availability which can mean short lead time. Expressions of Interest Forms (EOI) are sent to ALL Business Events members via the weekly member newsletter but please note inclusion in familiarisations is not guaranteed.

GCCB collates all member offerings and co-ordinates an itinerary based on the best and most suitable outcome for the client. GCCB hosts GCCB arranged famil programs. GCCB do not host member generated programs however, we do offer support in the way of a destination presentation, collateral, and welcome letters.

Site Inspections

GCCB arranges site inspections for business GCCB is bidding on or has won for the destination. Venues and suppliers included in the itinerary are generally based on the client’s specific requirements as well as the time the client has available to visit the Gold Coast this is generally two days at the most. GCCB will liaise with GCCB members, co-ordinate the itinerary arrangements and host the client during the inspection. Inclusion is not guaranteed.

Gold Coast Convention and Exhibition Centre (GCCEC) Calendar Of Confirmed Events

GCCB members receive exclusive access to the GCCEC Calendar of Confirmed Events. This is stored in the Members Log In section of GoldCoastConventions.com and is updated monthly. This listing includes all events at GCCEC in which the client has allowed distribution of the information at contract stage, allowing GCCB members to introduce their products and services to confirmed conference and event organisers.

Bidding Opportunities

Before any congress, conference, convention, exhibition or event, several destinations submit “bids” to win the right to host the business event in their city. GCCB members are provided with the exclusive opportunity to be included in bid documents as suitable venues or suppliers on behalf of the destination. A bid lead will be distributed to relevant Business Events members via IDSS outlining the bid criteria. Information and quotes will be collated and if they meet the bid criteria will be included in the bid document.

Business Placed Opportunities

GCCB members have exclusive opportunities to put forward proposals to 'business placed' events that are confirmed to take place in the Gold Coast region, and are looking to secure venues, accommodation and other services.

It is the role of the GCCB to assist with the selection of a venue, suppliers and all other services required for these events. GCCB distributes leads to GCCB members based on the criteria defined by the event organiser. GCCB receives business placed leads via industry contacts, sales calls, tradeshows, direct mail, GCCB members, campaigns and the GCCB website,

www.goldcoastconventions.com.

GCCB requests quotes from GCCB Members to be sent directly to the client or, GCCB may collate the information and send it to the client in one proposal.

Internet Destination Sales System (IDSS) Internet

IDSS is an international, web based destination sales and database management system that can be accessed from anywhere in the world with internet connection. IDSS is used by GCCB to:

- send and receive leads to Business Events members
- track member activity
- track sales team results
- reporting
- trace future actions
- house a professional business events database for the Gold Coast

GCCB provides monthly introductory idss training for new GCCB members, refresher courses and updates are provided as required. Training dates are advised once GCCB membership is confirmed and are also listed in the Members Log In section of GoldCoastConventions.com. Once logged into IDSS, comprehensive training is also stored online.

Sales Tools

In addition to general collateral, GCCB produces two primary selling tools:

- **Gold Coast Guide to Meetings and Incentives** - This publication is GCCB's key selling tool for Gold Coast business events and is offered exclusively to GCCB members to advertise their products and services. It is produced annually and distributed to over 5,000 qualified meeting planners nationally and internationally via a direct mail campaign, sales calls, tradeshows, famil programs and site inspections. The Gold Coast Guide to Meetings and Incentives is also translated in Japanese, Simplified and Traditional Chinese and accessible electronically via the website.
- **The Gold Coast Convention Bureau website** - www.GoldCoastConventions.com - The official Gold Coast Convention Bureau website, this website provides Meeting Planners with information about the Gold Coast and outlines reasons why they should select the destination for their next conference or incentive event. Business Events members only are profiled on this website under the "Find a Supplier" search facility. This website also features local suppliers and infrastructure, information on

GCCB services, an image library, a Request for Proposal service and Members Log In section. The site provides full tracking capabilities, information and resources for GCCB members in the Log In section.

Business Events Member Workshops

Business Events member workshops are held throughout the year. Information on dates, venues and topics are distributed in the GCT weekly member's newsletter and are also listed in the Member Log In section of **GoldCoastConventions.com**.

Market Intelligence

GCT's Market Intelligence Co-ordinator is available to assist Business Events members with queries.

Available statistical information relevant to the Business Events industry is stored in the Member's Log In section of **GoldCoastConventions.com**.

Media And Public Relations Support

GCT media workshops are held during the year to assist members to understand GCT's role with the media and what information is required to increase distribution and exposure of promotions and stories.

Every month, GCT's Media Development Manager distributes an email to Business Events members advising them of upcoming features in trade magazines. Business Events members are encouraged to review the features and submit relevant content for distribution to an extensive media network.

Visiting Media Opportunities

Business Events members receive preference of selection to host visiting media to the Gold Coast. Familiarisations provide key travel influencers from the media industry, the opportunity to personally experience and learn more about your products and services. Media familiarisations may result in increased media exposure for the Gold Coast region and participating Business Events member products.

Access To The Gold Coast Convention Bureau Team

Business Events members are extended access to GCCB's team of professionals who can assist connecting you and your company with business partners both nationally and internationally.