



Benefits of Membership

Working together for the benefit of
Australia's North West

For all queries regarding
Marketing Memberships please
feel free to contact us;

Australia's North West Tourism

Broome
PO Box 554
Broome WA 6725
Ph: 08 9193 6660

Karratha
PO Box 1632
Karratha WA 6714
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www.australiasnorthwest.org.au





Dear Industry colleague,

Thank you for establishing / renewing your membership with your local Visitor Centre and Australia's North West Tourism (ANW).

Further to this base membership level we are now offering a range of Marketing Membership opportunities.

Your Marketing Membership not only helps the association broaden its range of marketing and promotional initiatives, but importantly provides unique opportunities to showcase your product. Marketing Membership will enable your business to take advantage of various targeted marketing activities conducted throughout the year by ANW.

ANW's marketing program has a clear focus on marketing the destination in an effort to generate greater visitation levels and is a crucial part of achieving long term sustainability. The continuation of these programs will ensure Australia's North West stays at the forefront of being a highly desirable region within a globally competitive market place, providing visitors with a year round world class holiday destination.

This brochure outlines the various levels and key benefits of Marketing Membership - we strongly encourage all members to consider their position within the tourism industry and consider taking up ANW Marketing Membership for 2005/6.



MARKETING MEMBERSHIP

SILVER \$1000.00 incl. GST

Benefits of being an ANW Silver Marketing Member (In addition to all the benefits derived from being a ANW Bronze Member)

- Consideration for inclusion and participation in the ANW Visiting Journalist Program (VJP), including national and international travel writers
- Consideration for inclusion in regular trade familiarisation visits, including Travel Agents, Inbound Tour Operators and Wholesalers
- Consideration for inclusion and participation in ANW activities involving visiting lifestyle programs and television film crews
- Consideration for inclusion in national and international co-operative marketing and promotional activities.
- Free access to the ANW media list
- Company name, address, phone number, email address and approx 50 word description, 1 image, logo, static web address & facilities listed in relevant areas on ANW Website
- Free Silver Membership with the Perth Convention Bureau, including 40 word business listing on the PCB website



Marketing Memberships

Australia's North West Tourism

MARKETING MEMBERSHIP

BRONZE \$330.00 incl. GST

Benefits of being an ANW Bronze Marketing Member

- Company name, address, phone number, email address and approx 50 word description of your business in relevant areas on ANW Website
- Free access to and use of the ANW image library for your own promotional collateral
- Discounted rates at ANW industry functions, seminars, workshops and conferences
- Opportunity to register for participation at ANW Product Road Shows
- Opportunity to register for participation at ANW mega-famils
- Opportunity to access advertising banners on the home page of www.australiasnorthwest.org.au, at a nominal cost.



MARKETING MEMBERSHIP

GOLD \$2500.00 incl. GST

Benefits of being an ANW Gold Marketing Member (In addition to all the benefits derived from being a ANW Silver Member)

- Opportunity to promote your product service through brochure distribution at ANW Road Shows
- Opportunity to promote your product / service through brochure distribution at Business Tourism events attended by ANW
- Priority consideration for Road Show participation
- Priority consideration for ANW Mega famils
- Priority consideration for inclusion of your product in Business Tourism conference, incentive and pre post tour bids
- 10% discounted on advertising in ANW Business Tourism Meeting and Incentive Guide
- 10% discount on advertising in ANW Holiday Planner
- Priority consideration for inclusion in Business Tourism famils
- Inclusion in ANW Business Tourism member database used for Professional Conference Organiser and incentive enquiries
- Name, address, phone number, email address and approx 300 word description, 4 images, logo, live web address, facilities, book now & live enquiry links listed in relevant areas on ANW Website.
- Free Gold membership with the Perth Convention Bureau including 60 word business listing on the PCB website