

Tourism Alliance Victoria is a member-based organisation that provides outstanding benefits to its members



How do you Join?

To become a member of Tourism Alliance Victoria simply download the membership application form from our website and return it by fax or post to Tourism Alliance Victoria. Alternatively, contact Tourism Alliance Victoria on the details below.

Membership Categories

Membership of Tourism Alliance Victoria is tailored to suit specific industry sectors and prices start from \$330 (incl GST). Membership is valid for 12 months from application date.

For more information on membership categories and benefits, please contact Tourism Alliance Victoria to receive an information and membership pack or visit our website. tourismalliance.com.au

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Tourism Alliance Victoria



Corporate Partners



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Who is Tourism Alliance Victoria?

Tourism Alliance Victoria is a new peak industry body advocating for and supporting the development of a professional and sustainable tourism industry across Victoria.

Founded in 2004, Tourism Alliance Victoria was created out of the merger of Country Victoria Tourism Council and Victorian Tourism Operators Association.

Tourism Alliance Victoria is a member-based organisation that provides outstanding benefits to its members and contributes to the professionalism of the tourism industry as a whole.

Who do we represent?

Tourism Alliance Victoria represents tourism organisations and individual businesses working at the forefront of the tourism industry.

Tourism Alliance Victoria's membership is both active and diverse encompassing a wide cross-section of the tourism industry including:

- Adventure and nature based operators
- Accommodation providers
- Tour operators
- Regional and local tourism associations
- Visitor Information Centres
- Local Government
- Attractions
- Service providers

What do we do?

Tourism Alliance Victoria

- ✓ Represents businesses, tourism associations, and local government on tourism matters
- ✓ Works with local government and local tourism associations to identify product gaps and establish and implement strategies for tourism growth which may include scenic routes, tourism infrastructure and visitor services
- ✓ Provides professional development for tourism operators
- ✓ Assists with partnerships to improve the way businesses and regions work co-operatively
- ✓ Undertakes research to evaluate and monitor effectiveness of marketing, visitor satisfaction and new product needs and opportunities

"River Country Adventours are proud members of Tourism Alliance and have always enjoyed beneficial relationships since our tourism business began in 1993."

[Rob Asplin, Manager, River Country Adventours](#)

Tourism Alliance were the driving force in the establishment of benchmarks in professional service delivery for Visitor Information Centres and have assisted in the development of an effective Tourism Board structure for Bendigo Tourism."
[Kathryn McKenzie, Executive Manager Tourism, City of Greater Bendigo](#)

Why should YOU join us?

Tourism Alliance Victoria offers you a wide range of benefits to suit your business or organisation. Membership benefits are tailored specifically to suit the diverse needs not only of your business or organisation but also your region.

Some of the key benefits you will receive as a member of Tourism Alliance Victoria include:

- ✓ Representation of members' issues at federal, state and local government levels
- ✓ Representation of members' issues on high level industry boards, committees and advisory groups
- ✓ Regular member updates on current issues, trends and events through the members only pages on the website, monthly newsletters, fact sheets and emails
- ✓ Members only rates at industry conferences, seminars and forums
- ✓ Access to discounted Tourism & Recreation Insurance Program (TRIP) premiums
- ✓ Free business listing and promotion in printed and online Tourism Alliance Victoria Membership Directory
- ✓ Free attendance at a Starting Up In Tourism Workshop

"Museum Victoria have been members of Tourism Alliance for more than five years. We value our membership and appreciate the proficient and professional advice and service Tourism Alliance provides."

[Maree Martin, Tourism Marketing Manager, Museum Victoria](#)