

Bowen

Tourism & Business

2023 / 2024

Non-Tourism Business Membership Prospectus



BOWEN
The Whitsundays

Welcome to Bowen Tourism & Business

Bowen Tourism & Business is an award-winning not-for-profit organisation and the recognised Local Tourism Organisation (LTO) for Bowen, Collinsville and the Top of the Whitsundays.

We work in conjunction with the Regional Tourism Organisation (RTO) Tourism Whitsundays, and Tourism and Events Queensland (TEQ) to actively promote our towns and region.

Bowen Tourism & Business operate the accredited and award-winning Bowen Visitor Information Centre at the Big Mango, and an information booth on Bowen's foreshore. Welcoming over 47,000 visitors annually, our information services assist visitors with journey planning throughout Queensland and provide a professional accommodation and tour booking service.

We provide destination marketing for the Bowen & Collinsville area, promoting the diversity of the region on offer at the Top of the Whitsundays, and in the Whitsundays' Outback.

We actively promote event and tourism development, working closely with our partners.

Proudly working with local businesses, stakeholders and the Whitsunday Regional Council we strive to develop and maintain a healthy and sustainable local tourism industry. In addition to marketing our region as a wonderful holiday destination, we advocate on behalf of our communities for tourism industry requirements and infrastructure to attract both visitors and new business.

47,800 visitors in 2022 / 2023

discovered the beauty of Bowen, the Whitsundays and surrounds
through our Visitor Information Centre and Front Beach Booth



2022 / 2023 SNAPSHOT

FUNDING STRUCTURE

- 66%** Visitor Information Centre Income
- 17%** Whitsunday Regional Council funding
- 10%** Signage & Advertising
- 5%** Membership

\$79,500 tour & accommodation bookings generated

225 MEMBERS

- Large Tourism Businesses.....**9**
- Small Tourism Businesses.....**52**
- Non-Tourism Businesses.....**110**
- Not For Profit & Individual.....**22**
- Out of Region.....**32**

RECORD BREAKING 47,800 VISITORS

Continuing to work in conjunction with members, stakeholders, Whitsunday Regional Council and Tourism Whitsundays to grow Bowen as a tourism destination through marketing and media.

MARKETING & PUBLICITY

44,982 website visitors

Visit Bowen, Australia

9,303 page follows
1,219,467 reach



Visit Bowen

7,273 followers
266,917 reach



Bowen Tourism & Business

3,400 page follows
190,567 reach



Big Mango's 21st Birthday

Spend: \$22,000

Pre-publicity reach: 55,200

Event reach: 3,455,001

Post event reach: 218,553

Total reach: 4,028,754
including Sunrise weather,
TV, print, radio & social

Google Doodle: 250k reach

Weekender

3 episodes in Bowen
2 episodes in Collinsville

Today Show Weather @ Rose Bay
Dedicated Bowen Video & Images
Weekly articles in newspapers
Ads & Articles in every edition of
Core / Tripping Magazine
Weekly radio segment - ABC

Why should I become a member of BTB?

Tourism is Everybody's Business!

Becoming a Bowen Tourism & Business member is an investment into the future prosperity of our communities. You are a part of an organisation proactively and collectively marketing our destination to a broad range of audiences. As an active member, you can significantly increase your market profile, resources, marketing opportunities and gain the support needed to grow and prosper your organisation.

A non-tourism membership with Bowen Tourism and Business provides the opportunity to promote your products and services through BTB's multiple channels. Membership provides the opportunity to participate in promotional activities, networking opportunities and keep up to date on the progress of our strategic plan. Business members receive opportunities to display brochures throughout the centres and participate in online marketing campaigns throughout the year.

Without our membership base Bowen Tourism & Business would not be sustainable, hence we work hard to promote, recommend and build a strong working partnership with our members. Bowen Tourism & Business represents not only tourism and non-tourism operators in Bowen, but also tourism businesses and organisations throughout the region. Our Bowen Tourism & Business member database is constantly growing, we are continuously welcoming new members.

How to make the most of your BTB membership!

Send us your up to date business details so we can load them on to our digital systems and online platforms

Come into the Bowen VIC and educate staff on your product

Participate in marketing & development opportunities, media famils, regional workshops and initiatives

Attend networking functions to learn about BTB developments and meet other members



@bowentourism #visitbowen
#lovewhitsuandays #thisisqueensland

Non Tourism Business Membership Information

A non-tourism business membership with Bowen Tourism and Business is perfect for businesses who understand the impact a strong tourism industry has on every business in town. Brochure space is available at the Visitor Information Centre for businesses for promotion to visitors and the local community.

At just \$145.20 including GST per annum this membership level offers businesses an affordable way to support the local tourism industry and promote their services and access important resources.

Non Tourism Business Member Benefits

Monthly E-Newsletter subscription & opportunity to submit news or updates

Invitation to network events & hosting* opportunities to showcase your product

Window sticker for membership with BTB

Use of BTB logo and Kenny Mascot

Business listing on the BTB website with 58k + visitors per year

Business listing on the Bowen App with photos, email, call now buttons

Advertising & product exposure through social media

Referrals of your products and services by VIC staff

One DL or smaller brochure display at VIC

10% discount on merchandise sold at Big Mango Visitor Information Centre

Access to member only portal and resource section on BTB website

Access to member only free image library

Access to member discounts for signage advertising - billboards, fence signs, lightbox etc

BTB Partner supplier preference - opportunity to provide quotes

Eligible to be nominated for a position on the board & voting entitlements at BTB elections

Participation in event tendering and management

Affiliate non-financial membership with Tourism Whitsundays (RTO) + discounted ATDW membership

Membership Application

Please send completed forms to Bowen Tourism and Business via email or mail

Attention Glenn Womal - info@tourismbowen.com.au

OR PO Box 810, Bowen, Qld 4805.

Credit card payments can also be made via phone: (07) 4786 4222

Business Details

Business Name: _____

ABN: _____

Phone Number: _____

Street Address: _____

Postal Address: _____

Main Contact Person: _____

Phone: _____

Mobile: _____

Marketing Email: _____

Accounts Email: _____

Website: _____

Facebook: _____

Instagram: _____

Open Days & Times:

Business Description:

Business descriptions will be for use online. Feel free to attach a longer description and hero image when returning your membership application.

Membership Application

Payment Details

Please select the membership items below:

- Level 3 Non-Tourism - \$145.20 inc GST
- Additional Brochure Display - \$55 inc GST each (1x A4 or double DL space)

Total to pay: _____

- Direct Deposit** - Account Details BSB: 034 166 Account No. 200956

please reference your payment with business name

- Cheque** - please make payable to Tourism Bowen

- Credit Card**

Card Holder's Name: _____ VISA Mastercard

Card number: _____ Exp: _____ CCV: _____

Booking Terms & Conditions Agreement

For bookable tourism products such as tours and accomodation. The member agrees to accept bookings taken on their behalf via BTB:

- The Member agrees BTB will not confirm any booking or reservation without prior contact with the member; no contact is required if a booking is made through Book Easy online reservations
- The Member agrees to pay BTB 15% commission on all bookings made by BTB. This equates to 15% of the total paid by the consumer to BTB
- The Member agrees to keep all relevant Bookeasy data relating to their product current, informative and up to date. The Member agrees BTB will not be held liable for bookings made using obsolete information entered (or not entered) by the Member.

Print Name: _____

Signature: _____

Date: _____

Thank you for supporting Bowen Tourism and Business!