

# Bowen

Tourism & Business

2023 / 2024

## 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

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**\$79,500 tour & accommodation bookings generated**

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## 225 MEMBERS

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

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## 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**

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### 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



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### 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**

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### 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?

Becoming a Bowen Tourism & Business member is an investment in the future prosperity of our community. You are a part of an organization 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 small-tourism membership with Bowen Tourism and Business provides the opportunity to participate in promotional activities, networking opportunities and keep up to date on the progress of our strategic plan. Tourism members can put the spotlight on their business and achieve broad media coverage by participating in media famils. Advertise your product through the VIC and receive referrals and bookings from our staff and through our website. Keep in touch with our marketing team to take advantage of local and regional marketing campaigns.

Bowen Tourism & Business pride ourselves on our product knowledge and work hard to promote, recommend, and build a strong working partnership with our members. We represent not only tourism operators in Bowen, but also tourism businesses and organisations throughout the region. Our member database is constantly growing and we are continuously welcoming new members.

Your membership with Bowen Tourism & Business creates an opportunity for you to share a common goal – ensuring that our region continues to advance through the marketing and development of tourism and related flow on effect of our industry. Membership may be tax deductible and is an investment in your own business as well as the future economic prosperity of our community and region.

## 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**



## Small Tourism Business Membership Information

A small tourism business membership with Bowen Tourism and Business is aimed at operators directly benefiting from tourism trade including accommodation, restaurants, cafes and tour operators with 1 - 9 employees. Businesses are located within the Whitsunday Regional Council boundary.

At just \$363 including GST per annum this membership level offers tourism operators an affordable way to promote their business through the Bowen VIC, online and across multiple media platforms and outlets.

### Small 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 54k + visitors per year**

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

**Advertising & product exposure through social media**

**Opportunity for BTB to sell your product via online booking platform**

**Reservations & referrals of your product by VIC staff**

**1 A4 or smaller brochure display at VIC**

**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**

**Opportunity to be represented at Shows / Trade events**

**Exposure through participation in domestic media and trade familiarisations**

**Invitation to participate in cooperative marketing campaigns**

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

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

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

## 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 4 Small Tourism - \$363 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!**