



Membership Prospectus

2018/2019



TOURISM IS EVERYONE'S BUSINESS

2017/2018 was a remarkable year for the Sunshine Coast because we were able to both look back and celebrate the 50th anniversary of the naming of the Sunshine Coast and look forward to an exciting new tourism era with the start of the massive upgrade of the Sunshine Coast Airport.

The 50th anniversary gave us an opportunity to put the national spotlight on the Sunshine Coast, with hundreds of media visiting the region to write, photo, and video the region's spectacular attractions. That included live broadcasts by the Today and Sunrise TV shows and the hosting of the Australian Society of Travel Writers Annual Convention, which has already produced over 200 articles about the region. Many of Visit Sunshine Coast (VSC) members were involved in these promotions, which proved an exceptional investment in our future.

The Sunshine Coast has really benefited in recent years through the positive involvement of its operators in promoting the region to both existing and new markets. We have had outstanding support for trade missions to Europe, Asia, America, New Zealand and across Australia - and the record domestic and international visitor numbers achieved in 2017 highlighted the effectiveness of these campaigns.

Our marketing initiatives have covered all markets with the recent Come to Life and Commonwealth Games campaigns particularly targeting the drive markets in Queensland and NSW, while the historic Aviation Partnership agreement between Sunshine Coast Airport, Tourism Noosa and VSC will tap into new markets to accelerate future growth.

We have been equally active in the business events sector attracting a wide range of national conferences to the Sunshine Coast, and we are increasingly partnering with food and 'agritourism' to emphasise our strength in these areas. Our overall aim is to not just increase visitor numbers, but to increase the diversity of our visitor market so that all members can benefit.

The 2018/2019 Membership Prospectus details a range of strategic marketing benefits that businesses can receive through membership. There are various levels of membership to suit your specific needs, and through membership we can provide support and advice to help your business maximise its potential. We look forward to working with you in the year ahead.

Simon Latchford - CEO
Visit Sunshine Coast

Sunshine Coast Destination Ltd, trading as Visit Sunshine Coast (VSC), is a not-for-profit, membership based, destination marketing organisation whose primary purpose is to promote the region as a leisure and business event destination through global and domestic trade, media and travel industry channels.

As the Regional Tourism Organisation (RTO), VSC is responsible for a geographical area that encompasses the Glass House Mountains in the south, to Rainbow Beach in the north and Hinterland and Mary Valley to the west and includes three council regions - Sunshine Coast, Noosa and Gympie.

VISION

Grow the economic value of tourism to the Sunshine Coast Tourism region to \$3.4 billion by 2022 to benefit both the industry and community.

Destinations promotion

Promote the Sunshine Coast as one of Queensland's leading leisure and business destination

Sustainable tourism Industry

Continue to build a unified and sustainable tourism industry

Organisational effectiveness

Strengthen financial position and invest in people, systems and governance to improve performance

MEMBERSHIP PRICES

We are proud to be a part of 'Team Sunshine Coast', we love the region and we want to share our passion through our marketing.

The experienced team at VSC is here to support you with four different membership options. The packages have been designed with all Sunshine Coast tourism businesses in mind - from the small B'n'B operator to our biggest resorts and conference venues; fishing expedition tours to the wildlife and nature parks. When you join VSC, the whole team is waiting to support you, offering their specialised skills and experience to help you succeed!

BASE MEMBERSHIP

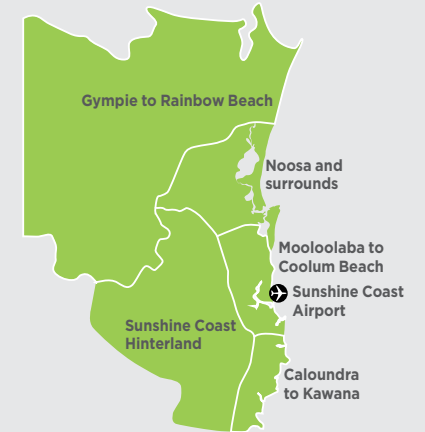
This is for businesses who operate outside of the Sunshine Coast Local Government Area (LGA) and who do not contribute to the Sunshine Coast Tourism and Major Events Levy.

SUBSIDISED MEMBERSHIP

This is for businesses who operate within the Sunshine Coast LGA. Sunshine Coast Tourism and Major Events Levy subsidises your membership fees.

THE REGION

VSC is the Queensland Government's official regional tourism organisation for the Sunshine Coast, and incorporates the area from the Glass House Mountains in the south to Rainbow Beach in the north, Hinterland and the Mary Valley to the west.



JOIN TODAY

Level of Membership	Base Membership Fees	Subsidised Membership Fees
Tourism Essentials	\$360	\$250
Trade and International	\$700	\$480
Business Events	\$720	\$500
Premium	\$1,290	\$890

Note: Business within the Destination Gympie Region may be eligible for a 25% subsidy. Please contact VSC to discuss this opportunity.

All membership fees are GST inclusive.

Visit Sunshine Coast Membership Benefits		Tourism Essentials	Trade and International	Business Events	Premium
General Benefits					
Receive monthly VSC eNewsletter & industry updates		✓	✓	✓	✓
Invitation to our quality networking functions*		✓	✓	✓	✓
Receive our membership information including your membership certificate and sticker		✓	✓	✓	✓
The opportunity to participate in VSC and TEQ cooperative advertising campaigns		✓	✓	✓	✓
Training and workshops to lift your business performance*		✓	✓	✓	✓
The chance to present your business to the VSC team – let us get to know you better		✓	✓	✓	✓
Submit your stories and news for consideration for media enquiries/pitches		✓	✓	✓	✓
Access our member website including our image library and media kit		✓	✓	✓	✓
The opportunity to showcase your business through hosting a networking event		✓	✓	✓	✓
Digital and Social Media					
Your business listing on visitsunshinecoast.com - website traffic over 50,000 per month		✓	✓	✓	✓
Subsidised listing via the Australian Tourism Data Warehouse (ATDW) - \$50 subsidy		✓	✓	✓	✓
Social media leverage opportunities – reach more people when you partner with us on Facebook, Instagram and YouTube*		✓	✓	✓	✓
The opportunity to submit content for consideration on the Visit Sunshine Coast blog		✓	✓	✓	✓
Visitor Information Centres (VICs)					
Showcase your product at our annual VIC trade show*		✓	✓	✓	✓
Your brochure distribution in up to eight accredited VICs		✓	✓	✓	✓
Present your business to our volunteers at our VIC meetings		✓	✓	✓	✓
Host familiarisation for VIC ambassadors and staff		✓	✓	✓	✓
Trade and International Marketing					
Invitations to participate in sales missions, trade training and road shows *		✓	✓	✓	✓
Showcase your business - take part in international trade and media familiarisation visits		✓	✓	✓	✓
Learn and be inspired by the best - attend international trade development workshops*		✓	✓	✓	✓
Be a part of domestic and international cooperative marketing campaigns*		✓	✓	✓	✓
Your business listed in the International Travel Planner		✓	✓	✓	✓
The chance to promote your product or service to trade international partners		✓	✓	✓	✓
Business Events Sunshine Coast (BESC)					
The 'BESC bites' eNewsletter and industry updates sent directly to your inbox		✓	✓	✓	✓
Invitation to attend BESC education workshops*		✓	✓	✓	✓
Invitation to attend and/or showcase at the BESC quarterly 'What's in your Backyard' event – networking with other local business event suppliers		✓	✓	✓	✓
Full product listing on the businesseventssunshinecoast.com – be seen with the best		✓	✓	✓	✓
The option to add your own 'Hot Deals' on BESC website and attract more customers		✓	✓	✓	✓
Opportunity to join the regional stand at relevant business events trade shows		✓	✓	✓	✓
Product promoted by BESC staff to corporate, association and government event planners and Professional Conference Organisers (PCO's)		✓	✓	✓	✓
The ability to advertise in BESC buyer eNewsletter to PCO's, corporate and association event planners		✓	✓	✓	✓
Access to annual Qld Business Events Survey research reports		✓	✓	✓	✓
Receive all relevant sales leads received by BESC as a result of their marketing activity		✓	✓	✓	✓
Promotion of product or service to trade media partners for editorial inclusion eg MICE.net Sunshine Coast feature		✓	✓	✓	✓
Your chance to showcase your product in domestic corporate & PCO familiarisations		✓	✓	✓	✓

*Additional costs may apply
Access to Trade and international benefits on proviso of product suitability and operators agreement to pay required commission levels.

WHAT LEVEL OF MEMBERSHIP IS FOR ME?



VSC MEMBERSHIP TEAM

VSC has a dedicated team ensuring our members are maximising their benefits.

With years of industry experience the team are able to relate to our members and provide practical suggestions to combat common struggles faced in their businesses.

Please contact the team if you have any questions.



Andrew Fairbairn
Industry & Membership
Development Manager
Ph: 0427 562 100



Anke Hoppe
Membership Coordinator
Ph: 5458 8800

TOURISM SUPPORTER

Tourism is such a big part of the Sunshine Coast and impacts all business either directly or indirectly. VSC recognise it is important for everyone to know what is happening in the industry and provides regular newsletters and member pricing to industry workshops and networking events.

Becoming a Tourism Supporter is a great way to stay connected with VSC and the tourism industry and is available to everyone free of charge.

TOURISM ESSENTIALS

A Tourism Essentials Membership with VSC gives you the 'must have' package. We recommend this level of membership to businesses either directly involved in tourism or providing support for businesses in the tourism industry. Current Tourism Essentials Members include restaurants/cafes, accommodation, tours, attractions, art galleries, festivals/events, massage/day spas and retail. In addition to these we have several businesses that support tourism businesses such as advertising companies, photographers, accountants and lawyers.



TRADE & INTERNATIONAL

With an international airport due for completion in late 2020, promoting the Sunshine Coast to our trade and international markets has never been more important. In addition to the Tourism Essentials benefits, Trade and International members will be actively promoted to key industry partners and invited to participate in sales missions, trade shows and international familiarisations. The experienced trade and international team will provide guidance and training opportunities to assist your business. Current Trade & International members include accommodation providers, car hire, scenic flights/transfers, tours, golf courses and attractions appealing to international travellers.

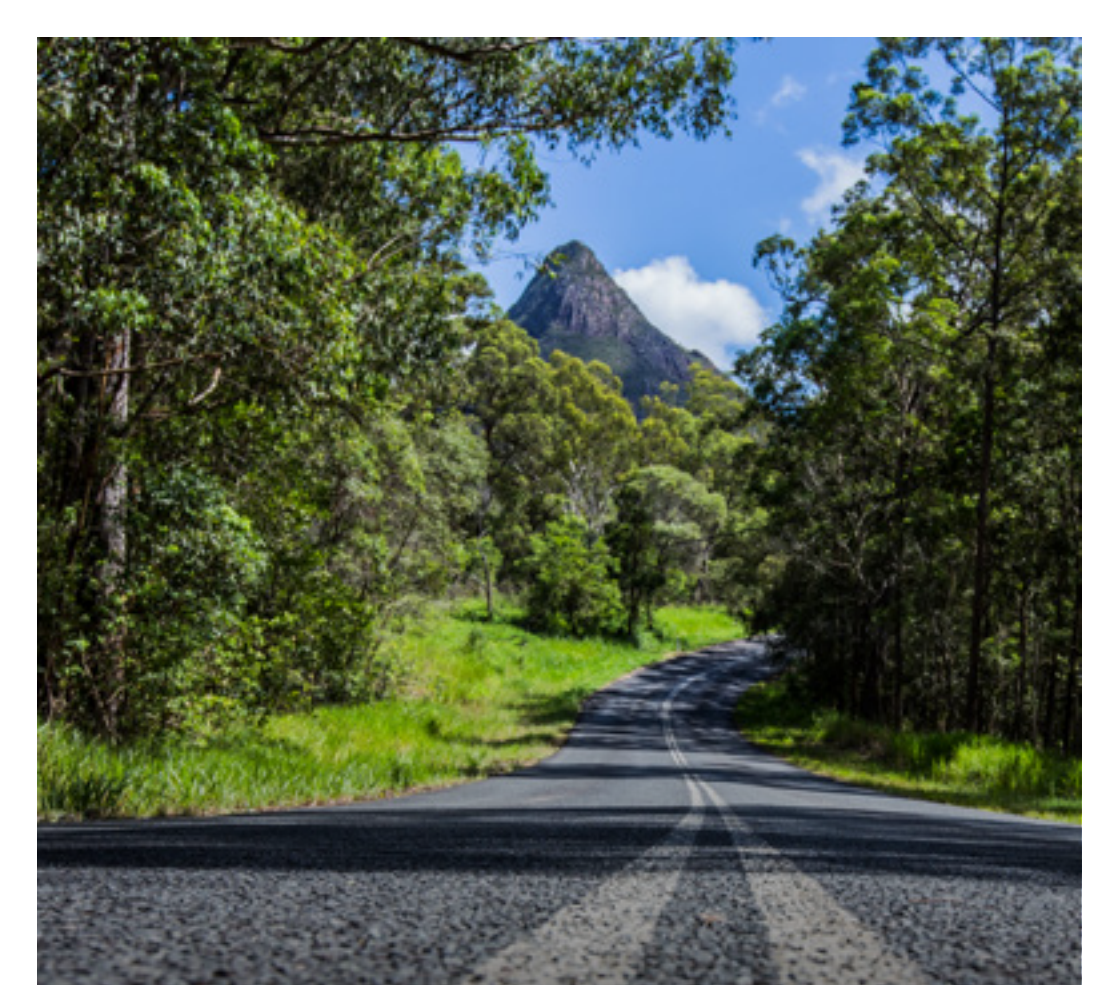
BUSINESS EVENTS

Business Events Sunshine Coast (BESC), is the convention bureau for the Sunshine Coast and sit as a dedicated unit within VSC. Their role is to promote the Sunshine Coast as a viable destination for conferences, meetings and incentive programs. Business Events members receive all the Tourism Essential benefits as well as separate communications and networking opportunities specific to the business events industry. As a BESC member you will be invited to participate in business event workshops, trade shows and familiarisations. Current members include venues, suppliers, accommodation providers, tours, transport, team building, event hire and restaurants who either attract or support the business event industry.



PREMIUM

The highest level of membership - A premium membership with VSC encompasses all the membership levels with the added benefit of actively receiving appropriate business event leads as they are received by the BESC team. Premium members can actively work with both Trade & international and Business Event markets with the team at VSC on tradeshows, familiarisation and media opportunities across these markets. Current premium members include accommodation providers, venues, team building, tours, attractions and suppliers.



#visitsunshinecoast

Come on the journey

Visit Sunshine Coast

10 Electra Lane, Marcoola. PO Box 9325, Pacific Paradise, Queensland 4564

T: 07 5458 8800 | E: members@visitsunshinecoast.com | W: visitsunshinecoast.com



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GOLD WINNER
The National Power Award
for Destination Marketing