

**TOURISM KURANDA COMMITTEE
MINUTES**

of the Committee meeting held **Tuesday, 16 June 2015**
at the Tourism Kuranda Office at **4.30pm**.

1. Welcome and Introduction

Attendees -

Melanie Wicks (Chair), Adrian Pancirov (Kuranda Heritage Market), Marc Sleeman (TK EO), Trish Green (Honey House Kuranda), Kevin Parise (Kuranda Skyrail), Terry Pates (Frogs Restaurant), Chris Grantham (Rainforestation & Butterfly Sanctuary), Cr Tom Gilmore, Lisa Macalister (MSC),

Apologies -

Robert Matthews (Kuranda Hotel), Cathy Flambo (Australian Bush Store), Cr Karen Ewin, Cr Jenny Jensen, Craig Crawford (Member for Barron River).

Visitors –

Cr Allan Holmes

2. Confirmation of Previous Minutes – 19 May 2015

Moved: Mel Wicks Seconded: Trish Green

3. Business Arising from Previous Minutes – May 2015

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Organise branding of TK Sales car	Next meeting	Completed
Marc Sleeman	Maximise TV advertising budget with media broker	Ongoing	Progressing
Marc Sleeman	Assist The City Slider with media management including joint media release and media event	Next meeting	Progressing
Marc Sleeman	Follow up website advertising offer with operators & update website	Next meeting	Completed
Robert Matthews / Marc Sleeman	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Ongoing	Progressing

TK Strategic subcommittee (Mel, Kevin, Robert, Marc)	Finalise the TK Marketing Plan	Next meeting	tbc
TK Committee	Critique the Kuranda Visitor Information Centre draft Business Plan	June	As needed
Lisa Macalister	Follow up bus signage with Council staff with request to notify TK committee in future before signage is erected	Ongoing	Progressing
Trish Green / Marc Sleeman	Draft Kuranda law and order correspondence	Next meeting	Progressing

4. Correspondence

Correspondence In:

28/5 e-mail from Matt Elmer – City Slider re: FOC tickets
2/6 e-mail advertising invitation from Chan Brothers
4/6 e-mail thank you from Gold Medal Travel
5/6 e-mail from MSC requesting permission to use images
5/6 e-mail ATE15 Invitation to New Seller Briefing
9/6 e-mail from Chris Cornish from ID Events Australia re: private parking
9/6 e-mail Ukulele BBQ Kuranda 2015 Media Release
10/6 e-mail from Edwina Bartholomew re: Kuranda filming
11/6 e-mail from MSC re: Kuranda City Slider Temporary Road Closure follow up.
11/6 e-mail from Bosko & Honey re: Ukulele BBQ Brochure

Correspondence Out:

20/5 e-mail to Michele Woods at Kuranda Village Café Bar & Grill DUT famil invitation
20/5 e-mail to Celeste from affordable rainforest accommodation outlining options
20/5 e-mail to Living in Cairns advising not happy with translations
22/5 e-mail to Brad Farrington (new shuttle operator) with advertising options
22/5 e-mail to Kuranda Paper with City Slider article
25/5 e-mail to Isha Segboer - Tourism Cape York with newsletter suggestions
26/5 e-mail to Mark Moore re: road closure notification
26/5 e-mail to Andrea Falvo re: Silk Air visit
2/6 e-mail to Alex deWaal TTNQ re: positive SilkAir visit
3/6 e-mail to vicki Tang re: confirmation of Chinese translations
4/6 e-mail to Lorna Subritzky – Coast FM NZ thanking her for great media exposure
10/6 e-mail to Kuranda business partners re: Channel 7 Sunrise exposure
10/6 e-mail to Edwina Bartholomew – Sunrise re: filming schedule

5. Confirmation of Budget Reports

Report for May 2015 presented at meeting, attached below.

6. Confirmation of Executive Officer Report

Report attached.

Moved: Adrian Pancirov

Seconded: Mel Wicks

7. General Business

- **Tourism Kuranda 2015/2016 Budget:** Elisa Tatti (MSC Finance Manager): With the Mareeba Shire Council budget handed down on 3 June, Tourism Kuranda now has confirmation from Council that the 2015-16 Tourism Kuranda budget will include \$202,822 raised from *Special Rate Kuranda Benefitted Area 1, 2 and 3*. The *Special Rate Kuranda Benefitted Area 1*, which is applied to commercial properties primarily in the Kuranda CDB, was increased by 3.5% and will raise \$196,000 of the \$202,822 total.

Special Rate Kuranda Benefitted Area 2 applies to 18 small accommodation properties in the Kuranda District and *Special Rate Kuranda Benefitted Area 3* applies to two limited tourism operations.

Agreement that the TK Strategic Sub-committee will meet before the next TK meeting to finalise the *TK Strategic Plan*, which will include an accommodation marketing component and TK public relations activities. The Plan will then be referred to Council for endorsement.

- **Accommodation group:** Positive feedback from small accommodation properties to reactivate the group.
- **ATE 2015:** Marc Sleeman (TK EO) has secured over 100 appointments at the Australian Tourism Exchange next week in Melbourne.
- **Chan Brothers advertising - Singapore:** TK is committed to investing in this re-established market post launch of Silk Air, including a full page cooperative advertising opportunity involving Skyrail and Kuranda Scenic Rail. Also focusing on strengthening itineraries.
- **Grant opportunities - Qld Destination Events Program:** Agreement to apply for the 2016 Kuranda Day event. Agreement that Mel Wicks (TK Chair) will draft with Marc Sleeman (TK EO) to review. Lisa Macalister (MSC SEO) to provide support.
- **Insight publication:** Discussion regarding marketing value of full page advertisement. Agreement that Marc Sleeman (TK EO) will circulate proposal to TK committee for viewpoints and then referred to the TK Strategic Sub-committee. The TK Strategic Sub-committee will determine TK's annual marketing expenditure.
- **Tropical Tablelands Tourism (TTT) membership:** Circulation of TTT new membership benefits document which guides operators on appropriate membership levels for scale of business. Brochure display in seven Visitor Information Centres on the Tablelands is now linked to TTT membership.

ACTION ITEMS

Responsible Person	Action	Date for Completion	Follow-up/Completion
Marc Sleeman	Maximise TV advertising budget with media broker	Ongoing	Progressing
Marc Sleeman	Assist The City Slider with media management including joint media release and media event	Next meeting	Progressing
Robert Matthews / Marc Sleeman	Restart the Kuranda Accommodation Group as a sub-committee of Tourism Kuranda	Ongoing	Progressing
TK Strategic subcommittee (Mel Wicks, Kevin Parise, Robert Matthews, Marc Sleeman)	Finalise the TK Strategic Plan	Next meeting	tbc
TK Committee	Critique the Kuranda Visitor Information Centre draft Business Plan	June	As needed
Lisa Macalister	Follow up bus signage with Council staff with request to notify TK committee in future before signage is erected	Ongoing	Progressing
Trish Green / Marc Sleeman	Draft Kuranda law and order correspondence	Next meeting	Progressing
Mel Wicks / Marc Sleeman	Draft Qld Destination Events Program grant	30 October	

8. **Next Meeting:** proposed for Tuesday, 21 July 2015 at Tourism Kuranda Office.

9. Supporting Documents

Previous Minutes - supplied separately
Income and Expenditure statements - included below
Executive Officer's Report - attached
TTT membership benefits - attached.

Tourism Kuranda
Income and Expenditure Statement

	BUDGET 2014/15	MSC ACTUALS May
Tourism Kuranda INCOME		
Tourism Kuranda Advertising Contributions	47,600.00	-
Tourism Kuranda Brochure Contributions		-
Benefited Rate Contribution	190,498.00	189,640.66
Brochure Contribution		40,902.15
Sundry Revenue	6,000.00	6,000.00
Deficit B/F 2013/14	(5,691.04)	(5,691.04)
TOTAL Tourism Kuranda INCOME	<u>238,406.96</u>	<u>230,851.77</u>
ADMINISTRATION Tourism Kuranda		
Total Tourism Kuranda Administration	<u>95,000.00</u>	<u>89,662.68</u>
PROMOTION Tourism Kuranda		
TK Comm Stake/Liaison	-	-
TK Brochure	8,000.00	7,750.00
TK Map	25,000.00	19,896.00
TK Brochure Distribution	14,445.00	13,174.61
TK Advertising Other - Cairns Post	6,000.00	6,018.22
TK Misc Promotions	500.00	250.00
TK Kuranda Branding/Graphic Design	2,000.00	800.00
TK Events & Promotions	14,000.00	17,110.56
TK Website & Elect Mktg	9,800.00	2.19
TK Industry & Media Famils	4,000.00	1,234.06
Memberships (TTNQ & TTT)	2,855.00	1,850.00
TK Advertising-Tourism Pub	17,000.00	13,004.54
TK Advertising - TVC	16,000.00	13,475.00
TK Advertising - TVC Production	2,000.00	825.91
TK Advertising - Radio	11,000.00	5,000.00
TK Trade/Sales Missions	9,848.00	7,603.88
TK PR/Media Management	6,600.00	5,811.47
TK Getting the Product Right	-	-
Total Tourism Kuranda Promotions	<u>149,048.00</u>	<u>114,007.59</u>
TOTAL TOURISM KURANDA EXPENDITURE	<u>244,048.00</u>	<u>203,670.27</u>
SURPLUS/(DEFICIT)	<u>(5,641.04)</u>	<u>27,181.50</u>



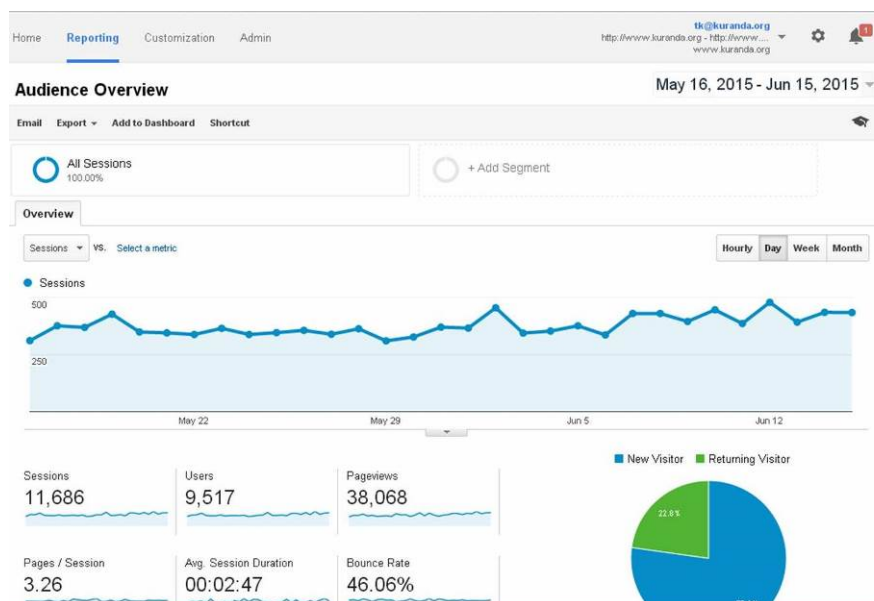
EO REPORT JUNE 2015

FACEBOOK POSTS – The TK facebook posts for the month as follows;

- WOOHOO Splash Down in Kuranda on the 4th July
- Congratulations to Frogs Restaurant Kuranda!
- Little Koala joey just poked her head out for one of the first times today
- It was great to have Chris Kompanek from the Huffington Post
- CAFE 2 Art Exhibition
- SilkAir Singapore in Kuranda today
- Thanks Khim Lim & Anne Miller from Tourism & Events Queensland
- The City Slider is coming to Kuranda on the 4th July
- How many Ulysses butterflies can you see in flight taken at the Australia Buttery Sanctuary?
- Attack of the butterflies - love it!
- Lorna Subritzky from Coast FM New Zealand in Kuranda last week
- Amazing local Kuranda designer – Leah Kelly
- Kuranda Roots Festival is happening at The Billabong
- Kuranda will be hosting Edwina Bartholomew the weather lady from “Channel 7 – Sunrise”
- New dinosaur has just arrive at Emu Ridge Gallery
- The Amazing Race is happening in Kuranda today
- Bosko and Honey performing for Channel 7 Sunrise
- It was fantastic to have Edwina Bartholomew from Channel 7 Sunrise in Kuranda last week
- Tourism Kuranda played host to the very first travel agent Amazing Race Event

June 2015 (ONE MONTH) GOOGLE ANALYTICS

Sessions – 11,686
 Users – 9,517
 Page Views – 38,068
 Pages/Visit – 3.26



THE CITY SLIDER EVENT – During the month we received some great coverage in the Tablelands Advertiser who are organising a double page feature for the City Slider Event and have co-ordinated a very competitive advertising rate.

news

LNP angry at Labor job losses

MORE than 1500 Queenslanders are set to lose their jobs following another 'empty promise' from the Labor Government, according to Opposition Leader Lawrence Springborg.

The Queensland Local Government Association has warned up to 1500 frontline workers are set to lose their jobs as the State Government moves to unite councils.

Mr Springborg said it was devastating news for local government staff and their families.

"The only job Labor has saved last week is Billy Gordon's," he said.

Mr Springborg said the Palaszczuk Government would do "whatever its union bosses dictate".

"The LNP recently launched an online petition after concerns were raised regarding the loss of frontline service electricity jobs, with the proposed merger of state-owned electricity corporations. Four-

Splash down in Kuranda

Katherine Kokkonen

KURANDA will make a splash in July when a giant waterslide takes over the village.

The City Slider, a 325m long, 6m wide, two-lane water slide, will take over Arara St in Kuranda on Saturday, July 4, from 9am to 8.30pm.

Early bird tickets sold out less than 24 hours after going on sale at 9am last Thursday morning.

Tourism Kuranda executive officer Marc Sleeman said the City Slider would be an economic boost for the village.

Mr Sleeman said up to 8000 people were expected to visit Kuranda on the day.

"This is another way for us to reconnect with the local market all the way from Port Douglas to the Tablelands and south to Mission Beach," he said.

"It's the first time it's happened in our region and we've had fantastic support from Mareeba Shire Council. They're 150 per cent behind this event."

Mareeba Shire Mayor Tom Gilmore said council was delighted the City Slider was coming to Kuranda.

He said the attraction would provide great exposure for the village and the shire in general.

"The waterslide is touring Australia throughout the year and has travelled to places like Toowoomba, Newcastle, Hobart and Launceston, so the fact that is coming to the Mareeba Shire is great for the community," Councillor Gilmore said.

"It is not only a fun event for a worthy cause, with a portion of each ticket sold going to the cancer charity 'Can I see'."

Tickets for a 1.5 hour session are \$29 for early birds and \$35 for general admission.

To purchase tickets or for more information visit www.thecityslider.com.au



Tourism Kuranda executive officer Marc Sleeman (centre) and waterslide enthusiasts get ready for when the 325m long City Slider waterslide comes to Kuranda. Picture: Katherine Kokkonen

THE TABLELANDS ADVERTISER WILL GIVE AWAY THREE FREE TICKETS TO THE CITY SLIDER OVER THE NEXT THREE MONTHS. VISIT FACEBOOK FOR YOUR CHANCE TO WIN.

LOCAL SALES CALLS – I spent 4 days during the month completing local sales calls and delivering brochures to our main booking outlets. I also ensured brochures were distributed across our major distribution points like Freshwater Station & KSR Cairns Central, Kuranda Station, Skyrail terminals and the main outlets in Cairns CBD. This included a full day of sales calls in Port Douglas.

ATEC COMMITTEE– During the month I attended an ATEC Tourism Tuesday networking event that was held at Cairns Sheridan Plaza and it was an excellent opportunity to meet a number of industry partners.

ANNUAL LEAVE – I took annual leave from the 27th to 29th May inclusive.

HUFFINGTON POST MEDIA FAMIL – On Friday 22nd May I hosted a media famil in Kuranda for Chris Kompanek from the Huffington Post USA as part of a TEQ media visit. Chris was overwhelmed by the amazing variety of wildlife and his visit ticked plenty of boxes right here in Kuranda village! With over 47 million readers in the USA he'll be telling them all about our amazing destination!

SILKAIR SINGAPORE FAMILS – On Sunday 31st May I hosted 2 special media and trade visits from Singapore who were in our region for the launch of SilkAir inaugural direct flights from Singapore to Cairns. It was great to have the SilkAir Executive Team, Lim Mui Khim – Regional Director South East Asia (Tourism Events Queensland) & Anne Miller - International Media & Trade Relations - TEQ in Kuranda for the launch of these new services. We actually broke a few records for the most activity in the village in under an hour. In 45 minutes we managed to visit Butterfly Sanctuary, Kuranda Koala Gardens (photo with Koala), feed the Kangaroos, local honey tasting (Honey House), photo with the dinosaur (Emu Ridge Galley), cake & pastry tasting (Petit Café), local macadamia & beef jerky tasting (Cookies Tea & Nuts), visit to both Original Rainforest Markets and Heritage Markets all finished with a race down Coondoo Street to catch the 3.30pm train!

Singapore is an important market for Kuranda and Mareeba Shire as this market is extremely mature and is prepared to explore new areas, hire vehicles and will visit Mareeba and the Tablelands. This market is also keen to taste local produce and our region is set to benefit from these new services.

news

Kuranda taps into silk link



Kuranda hosted several high profile visitors to the village last weekend as part of the inaugural SilkAir flight from Singapore to Cairns. Tourism Kuranda executive officer Marc Sleeman (pictured kneeling at the front) welcomed the visitors to Kuranda. Picture: Andrea Falvo

Andrea Falvo

KURANDA hosted several high profile visitors to the village last weekend as part of the inaugural SilkAir flight from Singapore to Cairns.

As part of the launch activities, Tourism and Events Queensland and SilkAir invited a group of national and international media to experience the highlights of the region and to write about their own personal experiences in various publications from Singapore.

International director for South East Asia, Khim Lim, escorted the group of 12 to several popular tourist attractions throughout the village.

Tourism Kuranda executive officer Marc Sleeman said the new flights were a significant link for the region.

He said in just 45 minutes the visitors experienced the Butterfly Sanctuary, Kuranda Koala Gardens, feed the

Kangaroos, local honey tasting at Honey House, photo with the dinosaur at Emu Ridge Galley, cake and pastry tasting Petit Café, local macadamia and beef jerky tasting at Cookies Tea and Nuts, visit to both Original Rainforest Markets and Heritage Markets all finished with a race down Coondoo Street to catch the 3.30pm train.

"I think we broke a few records for the most activity in the village in under an hour," Mr Sleeman said.

"Singapore is an important market for Kuranda and the Mareeba Shire.

"We are set to benefit from these direct flights with lots more Singaporeans visiting our region.

"This market is extremely mature and is prepared to explore new areas, hire vehicles and visit Mareeba and the Tablelands.

"They are keen to taste local produce and our region is set to benefit from these new services."

WEBSITE ADVERTISING – During the month I organised debtors invoices for the 2015/16 website advertising and updates listings as per new advertising agreements and requested changes.

NEW BUSINESS CARDS – During the month I organised artwork for new Tourism Kuranda business cards which also includes all the social media channels on the rear of the card.





Marc Sleeman

Executive Officer Tourism Kuranda

Centenary Park, Therwine Street, Kuranda, QLD 4881

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 tk@kuranda.org  www.kuranda.org

CHANNEL 7 SUNRISE VISIT - On Friday 12 June Tourism Kuranda hosted Edwina Bartholomew from Channel 7 Sunrise. This national exposure was fantastic for Kuranda and our region and at a perfect time of the year when the weather is starting to cool down in the Southern States. The filming in the markets helped highlight some of the iconic attractions in the village and a great opportunity showcase the colour and fun that makes Kuranda one of the most visited destinations in our region.

Filming was set up at the Original Rainforest Markets which was central to other filming opportunities in and around the markets. The following is a list of activities presented.

- 6am – Emu Ridge Gallery – fantastic gemstone museum and they have just taken delivery of a new Dinosaur, they also have a life size replica of an allosaurus dinosaur
- 6.30am – Honey House Kuranda – learn all about local honey industry from business who has been operating for over 50 years. Trish wasn't able to be interviewed so I filled in for her.
- 7am – Petit Café & shot of the middle of the Original Markets (Traditional French Creperie set in the middle of the rainforest markets with organic coffee – really funky location but will need some extra lighting. <https://www.facebook.com/ThePetitCafeKuranda>
- 7.30am – Lots of local wildlife from Kuranda Koala Gardens, snakes, Black Cockatoos & Willie from RFS - Pamagirri Aboriginal Dancers
- 8.00am – Amber – The Dreadlocks shop located in the middle of the markets (also featured the beautiful rainforest surrounding the mini golf)
- 8.30am – This weekend is the Kuranda Roots Festival here in Kuranda (12 & 13 June) . Performers Bosko and Honey and Zara Betts-Colefax performed.

This was certainly some excellent National Exposure for Kuranda village. I also organised for Andrea Falvo from the Tablelands Advertiser to cover this story for some extra coverage.

THE AMAZING RACE – On the 12th June Kuranda played host to the very first travel agent Amazing Race Event. Agents were divided into groups of 4 and 5 and spent the day searching for 46 different clues around the village. Huge thanks to John Tolentini & Marc Ryan from Down Under Tours, Kahlia Pepper from Skyrail Rainforest Cableway, and Ivana & Anu from Kuranda Scenic Railway for helping co-ordinate this fantastic event! Thanks to all the participating Kuranda businesses and all the local agents who attended and helped make this event such an amazing success. Agent participation was a little low as there were a few cancellations but the agents who attended had a very educational experience.

It is extremely important for us to continue building strong relationships with our local agents and work collaboratively to promote our region. As a result of the social media component of the Amazing Race we also secured 12 new friends, 60 photo uploads and a number of new comments to our Tourism Kuranda facebook page. I feel that it is important to acknowledge that these types of special events would not happen without the amazing support & involvement and through our collaborative work with Kuranda business partners can achieve such positive outcomes, thank you!





Membership 2015 – 2016

Established in 1986, Atherton Tablelands Promotion Bureau Limited, trading as Tropical Tablelands Tourism (TTT) is a not-for-profit, membership based, destination marketing organisation structured to promote the Atherton Tablelands as a holiday destination through global consumer, trade, media and travel industry channels.

TTT represents a membership base of more than 150 accommodation and tour operators, attractions, function facilities, restaurants and cafes, transport providers and professional support services.

As a member of TTT your business will have access to domestic and international marketing opportunities, industry resources and professionals to assist your business grow and enjoy the benefits of a strong local tourism industry.



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www.tropicaltablelandstourism.com.au | www.athertontablelands.com.au

Membership Categories

Supporter of Tourism - \$80.00

Best suited for any business that experiences high and low seasons and therefore clearly benefits from a strong local tourism industry.

Benefits

1. Invitation to members networking functions
2. Access to industry workshops and training
3. Subscription to members newsletter

Return on Investment

By supporting Tourism, your business will be promoted to a wider audience and receive the many flow on benefits from a strong local tourism industry and economy.





Bronze - \$130

Best suited for businesses new to tourism or currently don't advertise or market there product.

Benefits

All the benefits of a supporter of tourism member **PLUS:**

4. Listing on destination website - www.athertontablelands.com.au
5. Listing on corporate membership directory - www.tropicaltablelandstourism.com.au
6. Tagged content through destination Facebook page – Discover Atherton Tablelands
7. Receipt of social media tips, news and marketing initiatives via TTT corporate facebook page
8. Distribute one brochure through seven Visitor Information Centres
9. Eligible to be nominated to the Board of Directors
10. Voting entitlements at TTT Annual General Meetings
11. \$50 ATDW listing subsidy
12. 10% discount to feature on website in the Quarterly Feature Product initiative
13. 10% discount to advertise in annual Discover Visitors Guide

Return on Investment

Participate in just one industry workshop and your membership will return your investment and provide you with the skills to further enhance your business.

Silver - \$260.00

Best suited to businesses that wish to leverage our significant buying power and heavily subsidised domestic marketing campaigns.

Benefits

All the benefits of Bronze level membership **PLUS:**

14. Distribute 2 brochures through seven Visitor Information Centres
15. Showcase product and specials in consumer newsletter
16. 15% discount to feature on website in the Quarterly Feature Product initiative
17. 15% discount to advertise in annual Discover Visitors Guide
18. 15% to participate in domestic marketing campaigns
19. Opportunity to sell your product through online booking platform on www.athertontablelands.com.au
20. Additional listing on website in other relevant category
21. Access to the TTT media library for marketing purposes

Return on investment

Participate in one subsidized marketing campaign and your investment will be realised.





Gold \$495.00

This level of membership is best suited for businesses that wish to participate in our heavily subsidised national and international marketing campaigns and have a dedicated space for meetings, conferences or events.

Benefits

All the benefits of Silver level membership PLUS:

22. Distribute 3 brochures through seven Visitor Information Centres
23. Additional 2 listings on the destination website including venue promotion
24. Events and specials showcased on the destination website
25. 20% discount to feature on website in the Quarterly Feature Product initiative
26. 20% discount to advertise in annual Discover Visitors Guide
27. 20% to participate in domestic marketing campaigns
28. Participation in international marketing campaign
29. Participation in visiting media and trade familiarisations
30. Promotion of your events on online calendar
31. Participation in event tours and packages
32. TTT hosting opportunities

Return on investment

Participate in just one marketing campaign or generate at least one sales lead and you will recoup your investment.

Platinum - \$880.00

This level of membership is best suited for businesses that have more than 1 entity and wish to receive the benefits of maximum exposure of their products on a global scale.

Benefits

All the benefits of Gold level membership PLUS:

33. No limit to the number of brochures displayed through seven Visitor Information Centres
34. No limit to the number of additional listings on the destination website
35. 30% discount to feature on website in the Quarterly Feature Product initiative
36. 30% discount to advertise in annual Discover Visitors Guide
37. 30% to participate in domestic marketing campaigns
38. Imagery of your product displayed throughout the website
39. Logo on all electronic newsletters to members and visitors

Return on investment

The increased exposure of your products and participation in heavily discounted the many marketing opportunities will recoup your investment.



Membership at a glance

TTT Membership Benefits	Supporter \$80.00	Bronze \$130.00	Silver \$260.00	Gold \$495.00	Platinum \$880.00
General					
Subscription to TTT members newsletter	✓	✓	✓	✓	✓
Invitation to TTT member networking functions	✓	✓	✓	✓	✓
Listing in online TTT Corporate Membership Directory		✓	✓	✓	✓
Invitation to attend industry workshops		✓	✓	✓	✓
Eligible to be nominated to Board of Directors		✓	✓	✓	✓
Voting entitlements at TTT Annual General Meetings		✓	✓	✓	✓
Promotion of product, news & specials in the Atherton Tablelands consumer newsletter			✓	✓	✓
Visitor Information Centres					
Display your brochure in 7 accredited VIC's		1 brochure	2 brochures	3 brochures	No limit
Digital and Social Media					
Social media tips, news and marketing initiatives via TTT Corporate Facebook page		✓	✓	✓	✓
Tagged content through Discover Atherton Tablelands facebook pages where appropriate		✓	✓	✓	✓
\$50 ATDW listing subsidy		✓	✓	✓	✓
Website Listing on www.athertontablelands.com.au		✓	✓	✓	✓
Discount on quarterly website featured product initiative		10%	15%	20%	30%
Opportunity to sell your product through online booking platform on www.athertontablelands.com.au			✓	✓	✓
Additional listing on website in other relevant category			✓	✓	✓
Access to the TTT media library for marketing purposes			✓	✓	✓
Events & specials showcased on website				✓	✓
Product imagery throughout website					✓
Marketing and Promotional Campaigns					
Discount to advertise in annual Discover visitors guide		10%	15%	20%	30%
Discount to participate in domestic marketing campaigns		10%	15%	20%	30%
Participation in international marketing campaigns				✓	✓
Participation in visiting media & trade familiarisations				✓	✓
Events					
Promote event on online calendar		✓	✓	✓	✓
Participation in event tours & packages			✓	✓	✓
Website listing linked to page to promote event				✓	✓
TTT Hosting opportunities				✓	✓