

tourism
DARLING
DOWNS

dare to dream

BECOME A
MEMBER
for just \$1/day*

TOURISM DARLING DOWNS MEMBERSHIP PROGRAM

This program provides members with the opportunity to network and develop skills – and to market effectively to customers. There is also the opportunity to participate in diverse strategic media and marketing opportunities.

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LEVEL 1
MEMBER

\$1 per day*

Secures access to our new search optimised website to leverage cooperative marketing campaigns, your business listing, email newsletters and social media.

Plus the opportunity to participate in the event calendar and so much more.

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LEVEL 2
MEMBER

\$2 per day*

On top of all Level 1 benefits, this level secures access to a premium website listing (up to 10 images). As well as web features, hot deal packages plus social media and blog promotion.

Strategy sessions with industry experts and professional development are key differentiators.

VISITDARLINGDOWNS.COM.AU / MEMBERSHIP

Terms and Conditions apply. See website for more details. *Excludes GST.

We are developing strong partnerships with Tourism and Events Queensland (TEQ), the Regional Tourism Organisation (SQCT), local councils and industry bodies to support our mission.

Industry-led, our primary focus is to increase awareness and appeal of our region, thereby generating more visitors, increased length of stay and increased spend per day.



Tourism Darling Downs was formed to develop and promote our region and its experiences to visitors, boosting the benefit to the local community.

STRATEGIC MARKETING CAMPAIGNS

Members will be able to buy into an additional range of strategic marketing campaigns and media that they will be able to access cost effectively.

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join today!

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MEMBER, PARTNER AND SPONSOR OPPORTUNITIES

Tourism is everybody's business; we have a number of different ways in which you can be part of Tourism Darling Downs.

Please call us today to discuss the opportunities to work together.



Call **1300 DARLIN (327 546)**

Email **info@visitdarlingdowns.com.au**

VISITDARLINGDOWNS.COM.AU

TOURISM DARLING DOWNS

member benefits



Membership of Tourism Darling Downs		
Listing on visitdarlingdowns.com.au website with a hero image		
Member welcome kit and access to our style guide and logo assets		
Access to significant image, asset and video library		
Benefit from our advertising campaigns		
Benefit from Visitor Database Development. Ability to tailor communications to prospects / returning visitors.		
Access to major promotions and competitions for your customers, with large prize pools		
Leverage our social and digital media, including blog posts		
Participate in co-operative marketing campaigns including digital and social media		
Purchase website advertising/showcase placements		
Tailored E-Newsletter promotion to segmented tourism databases		
Event, masterclass and forum invitations to develop tourism/related capabilities		
Access to placement in our events calendar		
Access to research documents on industry trends		
Extensive promotion and listing opportunity on the website, includes up to 10 images and multiple listings		
Quarterly mini promotion on website / social media		
Strategy session with CEO / industry expert		
Invitation to Tourism Darling Downs networking events		
Access to our bloggers and influencers, travel and food writers		