

## How can I work with the GBTA in 2010 to further promote my business?

### 2010 Special Marketing Offer

Book and pay by 31 October 2009 to receive an EARLYBIRD DISCOUNT on the below promotional activities!

To be eligible your business must fulfil the following requirements:

1. Return your completed 2010 GBTA membership form and pay for 2010 membership in full by 31 October 2009.
2. Return this completed form and pay for all early bird marketing options selected below by 31 October 2009.

Note: All prices listed include GST.

#### On-line advertising

\$178 pay now, normally \$198 - 3 month website banner advert on [www.geographebay.com](http://www.geographebay.com)

Tick box for your preferred quarter/s.

Jan/Feb/Mar 2010	Apr/May/Jun 2010	Jul/Aug/Sep 2010	Oct/Nov/Dec 2010
<input type="checkbox"/> \$178	<input type="checkbox"/> \$178	<input type="checkbox"/> \$178	<input type="checkbox"/> \$178

#### Messages on Hold advertising

\$79 pay now, normally \$88 - 3 month promotional message on Visitor Centre's pre-recorded telephone hold messages

Tick box for your preferred quarter/s.

Jan/Feb/Mar 2010	Apr/May/Jun 2010	Jul/Aug/Sep 2010	Oct/Nov/Dec 2010
<input type="checkbox"/> \$79	<input type="checkbox"/> \$79	<input type="checkbox"/> \$79	<input type="checkbox"/> \$79

### COMPLETE AND RETURN THIS FORM WITH PAYMENT BY 31 OCTOBER 2009

Please FAX this form to **9754 1470**. All enquiries to Sharna Holben email [me@geographebay.com](mailto:me@geographebay.com)

BUSINESS: _____	
CONTACT: _____	
SIGNED: _____	DATE: _____
METHOD OF PAYMENT: <input type="checkbox"/> CHEQUE <input type="checkbox"/> CREDIT CARD <input type="checkbox"/> ELECTRONIC TRANSFER <input type="checkbox"/> CASH	
<b>CREDIT CARD PAYMENT</b>	
Card Number: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
Name on Card: _____	
Card Type: _____	Expiry Date: _____
Amount(Total Price for all Early Bird Options selected): _____	
Signed: _____	Date: _____
<b>ELECTRONIC TRANSFER DETAILS</b>	
Bank: BANKWEST BUSSELTON	
Account Name: GEOGRAPHE BAY TOURISM ASSOCIATION BSB: 306 005 - Account No: 2061307	
Please email confirmation of transfer to <a href="mailto:fm@geographebay.com">fm@geographebay.com</a>	
Please include your business name and reference 'EarlyBird' in the deposit narrative	

## GBTA Marketing Activities – 2010

*Throughout the course of the year the GBTA promotes Geographe Bay and the Margaret River Wine Region as the number one tourism destination in Western Australia in an effort to increase visitation and length of stay in our area. Below is an outline of some activities which the GBTA Marketing department undertakes.*

### Perth Major Metropolitan Newspaper Closed Feature

Advertising in this feature is open exclusively to GBTA members at a special discounted rate. Notification of advertising rates and further details will be distributed to all members 2-4 weeks prior to publication date.

- › February 2010
- › September 2010

### Consumer Shows / Expos

In 2010 the GBTA is participating in a range of consumer shows by providing staff to promote our region on Tourism WA's Australia's South West stand ([www.australiassouthwest.com.au](http://www.australiassouthwest.com.au))

- › Perth Caravan and Camping Show March 2010
- › Ulysses AGM in Albany March 2010

**For more information about all GBTA marketing activities contact Shannon Kardi, Sharna Holben and Jenny Fisher in the marketing team on 9752 2066 or email [mco@geographebay.com](mailto:mco@geographebay.com)**

### Travel Trade Activities

The Geographe Bay Tourism Association is a member of ATEC (Australian Tourism Export Council) which is the peak industry body representing Australia's \$26 billion dollar export sector. Matt Walker, CEO Geographe Bay Tourism, holds a seat on the Western Australia branch of this national organization.

The GBTA attends various trade conferences and promotional events throughout the course of the year to boost the profile of our region within the intrastate, interstate and international travel industry. This facilitates greater destination awareness for travel wholesalers, inbound tour operators and retail travel agents.

### Media Liaison

The marketing team works hard throughout the year to broaden our media reach via liaising with local, intrastate, interstate and international print and on-line media publications, TV and radio broadcasters. The aim is to facilitate free editorial, increased positive media coverage, story ideas and leads and itineraries for visiting journalists to more effectively promote our region.