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GBTA MEMBER E-BULLETIN MAY 2009

A WORD FROM THE GENERAL MANAGER

Dear Members,

Overall visitor stats for April, from operators surveyed, were quite positive no doubt partly due to Easter falling in March 2008 and in the month of April in 2009.

The number of people through the doors of the Dunsborough Visitor Centre was up 2.8% on the same month last year, with Busselton Visitor Centre recording a 1.6% increase.

Members are reminded that **official dates for Leavers week this year are Monday 23—Thursday 26 November, 2009.** A couple of minor issues have cropped up recently with third party bookings — via websites - booking leavers with their terms and conditions and not those designed for minors.

The draft noise management plan for the Busselton Regional Airport (BRA) was rejected at a recent Shire of Busselton council meeting which has frustrated a number of members and tourism industry colleagues. The GBTA has long argued that securing the required changes at the BRA to facilitate regular passenger transport (RPT) services is the next most important infrastructure investment project for our region, and the key to the long term sustainability of the tourism industry. Please feel free to email your comments to councilors@busselton.wa.gov.au to ensure they are aware of your views.

Plan your break today - visit...
geographebay.com

Regards,
Matt
gm@geographebay.com

VISITOR CENTRE UPDATES

The previous month has been a busy one for both Visitor Centres with the warm weather attracting many tourists to our region. The Visitor Centre staff have begun their familiarization season and will be doing trips almost every Thursday during winter. To register your business to be included in the familiarization list please email vsa@geographebay.com as soon as possible.

We welcome two new staff members to our Visitor Centre team — Susie Landers and Ruth Hills. The latest In Store Promotion menus and contracts are now available for the new financial year. Information was emailed to all members last week. If you want the information resent please contact me directly on 9752 5810. Completed booking forms should be returned to my email address above or faxed to 9754 1470. If you would like to discuss this advertising or make an appointment to come in and see us at the Visitor Centres with your display in mind, please do not hesitate to contact me. Please also don't forget to keep us stocked up with your brochures throughout winter!

Both Busselton and Dunsborough Visitor Centres are going **pink** this week in aid of breast cancer awareness. We have received lots of lovely comments about the colourful displays in the Visitor Centres.



Best wishes,
Jan Stewart — Visitor Services Administrator
Direct telephone: 9752 5810
Direct Email: vsa@geographebay.com
Visitor Centre: Busselton@geographebay.com
Visitor Centre: Dunsborough@geographebay.com

GBTA NEW MEMBERS

Welcome to our new members for 2009

- ACE Central Cinemas Busselton
- Birdwood Park Fruit Winery
- Paul Rigby Gallery & Studio

THINK ABOUT...

Last chance for Tourism Ready Training!

Topic: To provide quality customer service.
Presenter: Matt Walker, GM Geographe Bay Tourism Association

When? Thursday 4 June, 9am-1pm

Where? The Bakery Teahouse, Cowaramup

Cost: \$30 per person

Contact: Janet Fields 0409 377 693

Federal Government Climate Change Project (Tourism)

If you are a non-winery business and want to register your interest in being interviewed about Climate Change Adaptation strategies in our region, please email mco@geographebay.com by Friday 29 May

Shire of Busselton Councillor requests your feedback via Facebook

Cr David Binks has created a page on www.facebook.com and welcomes posts related to an upcoming item on the Council agenda — the Vasse-Dunsborough transport link and alternative alignments and other comments, or email david.binks@busselton.wa.gov.au

Tourism Council of WA has a special offer available for the remainder of May 2009. Sign up by 31 May 2009 and you will receive 14 months for the price of 12! For more info contact Minda Penn, Accreditation Manager, T: (08) 9416 0706
E: mpenn@tourismcouncilwa.com.au

Plan your break today
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GBTA MARKETING NEWS

Perth Bridal Expo 6 & 7 June 2009

The Expo is being held in the Grand Ballroom at Burswood Entertainment Complex. The GBTA will be promoting our region as a wedding and honeymoon destination via a booth with 2 staff. For information on brochure representation at the event refer to the attached flyer accompanying this e-bulletin.

Perth Good Food & Wine Show 31 July—2 Aug 2009

The GBTA has a booth booked for this consumer expo. Information regarding how you can further promote your business at this show will be distributed to members via email in June.

Radio Promotion

Sharna Holben has a regular slot on Radio West and ABC Southwest to promote 'what's on' in our region. If you have a special event coming up that you want people to know about please email Sharna in GBTA Marketing —

me@geographebay.com

Suitable information will also be added to the 'monthly events' section of www.geographebay.com for public and Visitor Centre staff promotion.

GBTA Brand Review

The GBTA Marketing Subcommittee and Marketing team are undertaking a brand review in June. We will be examining the strength of Geographe Bay as a brand and how best to incorporate Dunsborough, Yallingup, Busselton and the Margaret River Wine region into our overall brand message and strategy. We are interested in your suggestions and feedback so please email Sharna Holben, me@geographebay.com by Friday 12 June 2009.

GBTA Soiree Feedback

We are always looking for new ways to innovate and improve our Soiree format, or alternative ways to bring our membership base together and encourage communication. If you have any suggestions please email Shannon Kardi mco@geographebay.com

Direct telephone GBTA Marketing: 9752 2066.

GBTA SOIREE

Thank you to "The Dunsborough" for hosting our May Soiree SpeedNetworking Soiree which was a great success! See you at our next Soiree!

JUNE SOIREE
Natural Olive Oil Soap Factory
Thursday 25 June
5.30pm-7.00pm.

Cover Charge: \$5 per person to cover first Glass of wine and finger food.



RSVP to
T: 9755 6111

Email: synblend@wn.com.au

www.oliveoilsoapfactory.com.au

INFORMATION FOR MEMBERS

GBTA Database Terms & Conditions:

A friendly reminder that the following terms and conditions apply to GBTA Membership database usage (as per conditions of 2009 GBTA membership)

The database

- is not to be used for blanket marketing purposes
- is not to be added to any mailing/e-newsletter lists
- is not to be passed onto any third party

The database is also not to be used for direct selling purposes- its use is primarily to be of an invitational purpose i.e. highlighting events of significance (eg. cellar door opening), **advising other members of a special offer only available to other GBTA members.** As the database is also a large file, and contains a significant amount of information, we prefer to send members only that information which they require eg. email addresses

By joining the GBTA, as a 2009 member, you have agreed that you will abide by the privacy act and anti-spamming legislation (eg. opt out requirement etc)

Remember to:

1. always **BCC bulk emails** (Blind Carbon Copy)
2. always **provide the recipient with the opportunity to opt out of receiving any further correspondence from your organization in every communication with them**

Thank you for your co-operation.

DID YOU KNOW?

WA Tourism Award nominations are open and are due on 26 June 2009. Tourism Council WA (TCWA) is considering hosting an Awards Seminar in the South West to equip prospective entrants with the knowledge to write an Awards submission confidently. TCWA will only be able to proceed with a SW seminar in June if they receive enough positive response from operators.

To register your interest, contact Julie Wood, WA Tourism Awards Co-ordinator

e: jwood@tourismcouncilwa.com.au

t: 9416 0703.

More info at www.tourismcouncilwa.com.au

Busselton Jetty Refurbishment Fact Sheet

This document has been distributed with the May GBTA e-bulletin as an attachment to keep you informed during the refurbishment process. For further details please contact Jane Ashcroft, Busselton Jetty Marketing e:marketing@busseltonjetty.com.au or see www.busseltonjetty.com.au

Tourism Australia (TA) has reported that Inbound Visitor Arrivals from Malaysia fell by 5% in February but bounced back in March to increase by a whopping 41% ! Full TA Global Market Monitor details available at:

www.tourism.australia.com