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GBTA MEMBER E-BULLETIN JANUARY 2009

A WORD FROM THE GENERAL MANAGER

Dear Members,

Overall visitor stats for December tracked quite well with January figures currently looking a bit lighter compared to last year. However, still not as bad as the doom and gloom which many commentators had been predicting before Christmas.

Businesses seem to be preparing well for the tough year ahead. If the glorious weather which welcomed 2009 is any indication then perhaps the coming months won't be as dark and stormy as some would have us believe.

We have now taken delivery of stocks of our 2009 full colour regional map (and 2009 Visitor Guide). It will be great to see more members distributing these excellent resources. So feel free to drop into Busselton Visitor Centre and speak to our front counter staff to collect copies for your business.

Please let our marketing department know of any suggestions you may have to make these publications even better.

Finally, Thank you to you for being a member of the Geographe Bay Tourism Association for 2009. We look forward to working with you to achieve success in the year ahead.

I look forward to catching up with members at our January Soiree.

Regards,
Matt
gm@geographebay.com

GBTA NEW MEMBERS

Welcome New Members for 2008/9:

- Fermoy Wine Estate
- Hillzeez Busselton
- Swooping Magpie Wines

CONGRATULATIONS!

Congratulations GBTA members:

- Equal Balance Bed & Breakfast recently achieved a 3.5 star AAA Tourism Rating in their accommodation category.
- Mandalay Holiday Resort recently achieved a 5 star AAA Tourism Rating in their accommodation category.

RED ALERT!

Brochure stocks running low: Busselton & Dunsborough Visitor Centres are running low on brochure stocks for many businesses. Please drop more brochures into Busselton &/or Dunsborough Visitor Centres as soon as possible to take advantage of the high number of visitors here over the school holidays! To check if we need more of your brochures telephone: 9752 1288 or email Busselton@geographebay.com & Dunsborough@geographebay.com

VISITOR CENTRE UPDATES

Happy New Year from our Busselton and Dunsborough Visitor Centre teams!

The Festive Season saw a high number of visitors through the doors of both Visitor Centres (VC's) with 29 December recorded as the busiest day in both Busselton and Dunsborough for this season—so far! Both VC's experienced good retail sales with staff kept very busy by a high number of last minute walk in visitors relying on cancellations. Thank you for letting us know when you have availability, this really helps!

We congratulate Heather & Brady Jenkins who welcomed a baby boy on 9 January named Declan Edward. Whilst Heather is on maternity leave please feel free to contact me, Jan Stewart, Visitor Services Administrator, overseeing both VC's. I work 4 days a week on a 7 day roster basis and can be contacted on vs@geographebay.com and on the main VC phone line 97521288.



Best wishes,
Jan Stewart —Visitor Services Administrator
Busselton@geographebay.com
Dunsborough@geographebay.com

Plan your break today
geographebay.com

Availability: If you receive any late cancellations or still have any availability whatsoever between now and the end of January please 1. Update availability details in bookeasy & 2. Let our Visitor Centre Staff know. Tel: 9752 1288 or email Busseton@geographebay.com & Dunsborough@geographebay.com

“What’s On?” Want to know how to answer this question for your guests? Find the answer on our website. See: http://www.geographebay.com/events_monthly.asp Or simply select the Monthly Events option on our homepage and there it is! Add this link to your favourites! To tell us about events/activities we are missing on our site email details to m3@geographebay.com so we can spread the word!

Vote for the Caves & Lighthouses of our Region to be number 1 in W.A! If you are an RAC member vote on-line for our regions fantastic attractions. See: <http://101wa.com.au/>

Travel Essence: is a travel retailer located in the Netherlands seeking small, unique & authentic Australian accommodation & activity experiences to market in the Netherlands. If you are interested visit www.travelessence.nl & email newausproduct@travelessence.nl for more details.

Credit Card Transactions to become cheaper with new EFTPOS system? To find out more see: <http://www.etravelblackboard.com/showarticle.asp?CID=35762&id=86078&nav=14>

Congratulations: Mark Lane from Swings & Roundabouts has been named Australian Winemaker of the year for 2008 by Winestate Magazine. Well done!

GBTA SOIREE

Thank you Duckstein Brewery @ Saracen Estates for hosting our December Soiree. See you at our first Soiree for 2009!

JANUARY SOIREE
Forest Rise Eco Retreat
Thursday 22 January
5.30pm-7.00pm.

Cover Charge: \$5 per person to cover a glass of Wine from Barwick Estate and finger food. .
 RSVP: T: 9755 7110
reception@forestrise.com.au



2009 GBTA Membership Thank you members who organized prompt payment. If you have not yet paid—your 2008 membership has expired. Please contact us to arrange payment ASAP for 2009 membership.



GBTA 2009 Visitor Guide: stocks have arrived! If you want copies to distribute from your business drop into Busselton Visitor Centre and speak to our front counter staff.

NEW GBTA Full Colour Regional Maps: Drop into Busselton Visitor Centre and speak to our front counter staff to pick up your FREE stock to distribute from your business.

Geographe Bay Feature in The West Australian Travel section Sat 7 Feb09. Refer attached flyer for more information.

For further information on any of the above activities contact Marketing on 9752 2066.

DID YOU KNOW?

Fight back against scams: If you suspect an email is not legitimate or could be a possible scam aimed at your business you can report the email to DOCEP by forwarding the suspicious email to: wascamnet@docep.wa.gov.au

2009 NATAS & MATTA prospectus & registration is now available. NATAS will be held in Singapore 27Feb-01Mar09 & MATTA will be held in Kuala Lumpur from 13-15Mar09. Registrations for both shows close 16 Jan09. For more info & to register see: www.conferenceonline.com

NEW AOT Group (Travelpoint & Great Aussie Holidays) 2009/10 brochure www.aotgroup.com.au : AOT Group is one of Australia’s largest travel companies, handling more than 500,000 passengers per annum. The company has preferred status with all major Travel Agency groups & annually produces 80,000+ copies of their W.A. Brochure. Also affiliated with 3rd party websites including www.travelmate.com.au www.gostay.com.au www.webjet.com.au & www.needtoescape.com.au with further on-line opportunities available including www.needitnow.com.au & www.travelpoint.com.au Partnership opportunities are now open for 2009/10. If you are interested in distributing your product via the AOT Group contact: Michelle Connolly – Contracting Manager, T: 07 3535 4351 michelle.connolly@aotgroup.com.au

Be great to see more great local tourism product represented in this company’s brochures and websites!

Comments, questions or contributions please contact mco@geographebay.com