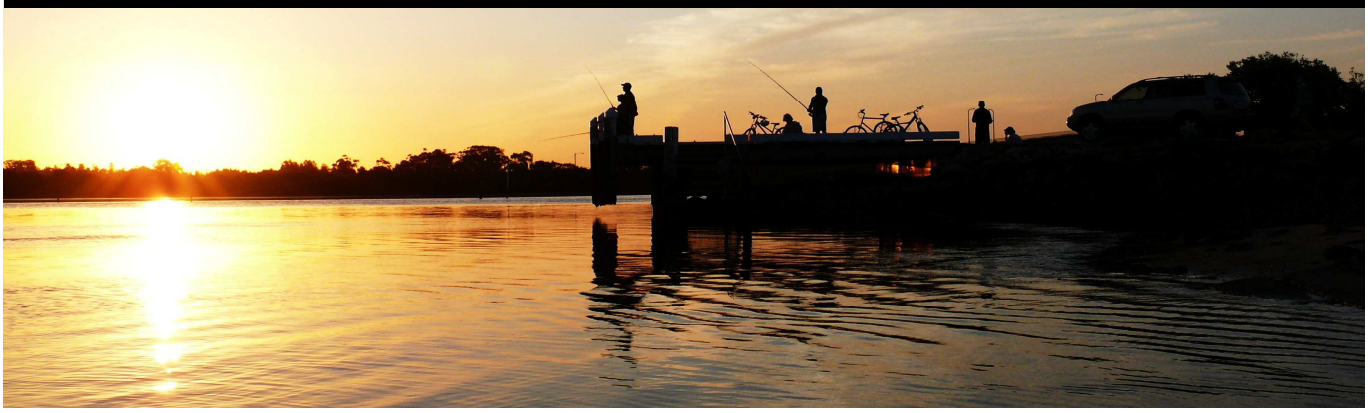
GREAT LAKES TOURISM PARTNERSHIP PROGRAM

2009/10

Tourism is our largest industry generating over $245 million each year. This equates to $28,000 an hour! It is everybody's business. The current economic climate, evolving visitor behaviour and the rapidly changing domestic tourism market means it has never been more critical for all businesses and the community to keep up to date with the latest opportunities and work cooperatively to promote the Great Lakes and in turn capture a greater share of the tourism dollar!



WHY YOU CAN'T AFFORD NOT TO BE A PARTNER!

Did you know.....

» The Great Lakes Website, ***www.greatlakes.org.au*** will receive over **1 million** page views in 09/10. The site ranks consistently in the **top 3** on key Google searches.

» The Great Lakes site is the only site that combines the convenience of a **booking engine** with comprehensive visitor information.

» With partners receiving **priority listing** and **enhanced content** you are best placed to capture a piece of this.

» The 4 award winning Great Lakes Visitor Centres will serve over **110,000 customers** in 09/10 with a further **45,000** phone, email & mail enquiries. Visitors can access your brochures and information **7 days a week, 363 days a year**.

» GLT has a significant consumer and stakeholder database that receives our e-newsletter each month

» The Great Lakes **events/conference** market is growing and organisers are using GLT as a **one-stop shop** for bookings. Partners will benefit from early awareness of upcoming events & this exclusive booking opportunity.

» During 08/09, GLT hosted **14 national and international journalists** across the region, achieving outstanding press coverage. Partners have the chance to be a part of this.

» in 09/10 GLT will attend **9 National Consumer Shows** promoting the Great Lakes to over 100,000 potential customers in source and emerging markets.

» **80,000 Great Lakes Visitor Guides** were distributed last year. Not to mention thousands of partner brochures, flyers and maps.

AS A PARTNER WHAT CAN YOU EXPECT?

Marketing

As a team we are passionate about the area and are keen to promote the region for others to discover. GLT will continue to imaginatively target key customer groups, in both source and emerging markets. We market with the aim of increasing visitor numbers as well as visitor yield. As a partner, you will benefit from the exposure this work generates.

How we market the Great Lakes

Guides	Print Media	Billboards	Signage	Maps	Advertising
Websites	E-newsletters	Events	Television	Brochures	Consumer Shows

Promoting your Business Online

Website & Listings

The driving force behind the official Great Lakes website - *www.greatlakes.org.au* is to promote the region and translate web visits into bookings and in turn real visits.

With research showing that more than **45%** of all consumers use 'Official' destination websites when making holiday decisions - promoting yourself on *greatlakes.org.au* is not only a simple process, it is one of the most cost effective methods of expanding your profile.

Many destination web sites are no more than "lists of lists" but your customers are looking for the **experience** that surrounds their holiday and *greatlakes.org.au* delivers that experience with a combination of **quality information,** spectacular images and innovative methods of driving customers to Great Lakes businesses.

greatlakes.org.au has an online **booking engine** which allows visitors to search, book & pay for accommodation, activities and attractions. (Compatible with all mainstream reservation management software eg. SiteMinder). As a partner, GLT will work with you to create your webpage. Your web content, number of pages, images etc is dependent on your partnership level.

Online Competitions

Competition pages are some of the most popular pages on websites. GLT has created positions within our website that allow us to promote competitions on the behalf of partners.

Special Offers - "Love the Lakes" Campaign

Special offer and **incentive** pages of the website are very popular. Partners can benefit from participating in our new Short Break/Special Offer Campaign - *"Love the Lakes"*. This campaign allows partners to post special offers and hot deals on a dedicated website **www.exploregreatlakes.com.au.** The aim of this site is to not only promote ideas on where to stay, where to go and what to do but to provide a real cost-saving incentive and give visitors an added reason to visit.

'Experience Great Lakes' Consumer E-Newsletter

Since its launch in '07 the **'Experience Great Lakes' Consumer E-Newsletter** has proved to be one of our most popular methods of promotion. The monthly e-newsletter is sent to our database of over **3,000** email addresses.

Events & Conferences

The Great Lakes events/conference market is growing. Increasingly organisers are using GLT as a **one-stop shop** for bookings. On *greatlakes.org.au* the event pages are some of the most visited. With destination competition increasing, events and conferences are where the Great Lakes can create a **point of difference**. We have unique venues, settings and a wide range of accommodation options. We are currently working with event management companies like Elite Energy, Rapid Ascent and Complete Sports Marketing and International associations such as Rotary, bringing events and conferences to the region.

Bottom Line Savings

GLT has negotiated for its partners, a series of discounts with a range of local business service providers.

HOW DOES THE PARTNERSHIP PROGRAM WORK?

We are pleased to offer **4 Partnership Levels** so businesses can choose the one that best suits.

LEVEL 1 - $150 pa

Just right for small businesses
This partnership category includes:
Business webpage *www.greatlakes.org.au*, providing the following level of content**:**
- **one** image
- **150 word** description
- Property Address
- Contact telephone & email
- Room/Tour/Activity details
- Ability to access online booking engine

Display of 1 DL brochure in GL Visitor Centre of choice.

Inclusion of business details in GLT printed information flyers distributed through the VIC's.

Participation in "Love the Lakes" Special Offer Campaign.

Marketing, Promotional & Advertising Opportunities.
Opportunity to participate in marketing & promotional campaigns, including partnership activity with Tourism NSW & Mid North Coast Tourism. Costs associated with initiatives will be circulated prior to each campaign. The cooperative nature of these campaigns represents substantial cost savings.

LEVEL 2 - $350 pa

Perfect for small to medium businesses
Owners of multiple businesses or properties will also need to join at least at this level. This partnership category includes:
A **self-editable** webpage with the following **enhanced** level of content:
- **Two** images
- **500 word** description
- Property address & contact telephone number
- **Click through website & email address**
- Room details/ Tour & Activity details
- Ability to provide online booking

Other benefits include all Level 1+

Display of a DL brochure in all 4 of the GL Visitor Centres.

Access to tourism & business reports and research.

LEVEL 3 - $550 pa

For medium businesses
This enhanced partnership category includes:
Enhanced content on *www.greatlakes.org.au* with a **priority listing.**
- Up to **three** images
- **800 word** description
- Option of having **multiple web pages**
- Property address & contact telephone number
- **Click through website & email address**
- Room details/ Tour & Activity details
- Ability to provide online booking

Other benefits include all Level 2+

Display of up to 3 DL brochures in all 4 of the GL Visitor Centres.

15% discount on GLT marketing, promotional & online advertising opportunities.

Automatic representation under the GLT banner at Consumer Shows & Events.

Exclusive savings on portfolio of business services & products.

PLATINUM - $1000 pa

For large businesses wishing to work closely with GLT on marketing, corporate events and sponsorship opportunities. This enhanced membership category includes:
Enhanced content on www.greatlakes.org.au with a **priority listing:**

- Up to **five** images
- **1000 word** description
- Option for **multiple web pages**
- Property address & contact telephone number
- **Click through website & email address**
- Room details/ Tour & Activity details
- Ability to provide online booking

Other benefits include all Level 3+

Display of up to 3 DL brochures in all 4 of the GL Visitor Centres, with the opportunity to have a permanent display in VIC of choice.

25% discount on GLT marketing & promotional Opportunities.

Free Online Advertising Spots

Platinum members will be able to occupy any vacant online advertising spots FOC. Allocation will be on a suitability and rotational basis. Booked spots will attract a **25% discount** on the rate card

Exclusive Monthly Reporting.

Statistics on webpage performance and key performance indicators.

CONTACT US!

Tourism & Marketing Manager
Richard Old
Ph: 0428 605 301
Richard.old@greatlakes.nsw.gov.au

General Enquiries (bookings, local information, marketing, events, website etc)
Ph: 02 6554 8799
Fax: 02 6555 6185
tourism@greatlakes.nsw.gov.au

Visitor Centres

Forster
Little St.
02 6554 8799
tourism@greatlakes.nsw.gov.au

Bulahdelah
Pacific Hwy
02 4997 4981
tourbglc@bigpond.net.au

Pacific Palms
Boomerang Drive
02 6554 0123

Tea Gardens
Myall St.
02 4997 0111
tgvic@tpg.com.au

We need to create greater awareness of the range, quality and diversity of experiences we have to offer. At the same time we need to enhance and promote the 'badge value' of the "Great Lakes" experience in order to compete more effectively with other destinations and win more of the tourism dollar.