



Dear prospective member

Thank you for your enquiry regarding membership with Tweed Tourism Inc. As the official tourism promotional body for The Tweed, Tweed Tourism is responsible for development and promotion of tourism in the region. All membership monies raised are spent directly on the promotion and marketing of this region.

Tweed Tourism has become the leading tourism coordinator in the Northern Rivers and Southern Gold Coast area selling bookings for accommodation and leisure activities and advising visitors on all the experiences the region has to offer. Our toll free booking service (1800) provides a great incentive for potential clients to make their enquiries and bookings through Tweed Tourism. Over 51,000 people visited our Centres last year with enquiries handled by our enthusiastic Tourism Officers and Volunteers in both our accredited Visitor Information Centres in Kingscliff, Tweed Heads, and the World Heritage Rainforest Centre in Murwillumbah. In addition we processed over 8,000 enquiries through our 1800 number and average over 6000 visits to our website each month.

The past twelve months has seen the start of particularly exciting times for the Tweed and Coolangatta region. Significant new properties coming on board over the next few years will provide more marketing opportunities and increased visitation. The Tweed Tourism Board remains committed in ensuring positive outcomes for members as we work to build sustainable economic benefits from the expected growth in visitor numbers over the coming years.

Over the past two years we have developed a firm platform from which to deliver an increased range of services to members, visitors, and the local community. We have increased our leadership role for the industry with the release of a significant discussion paper 'Creating the Future' for developing tourism in the Tweed which can be viewed on the Publications page of our website www.tweedtourism.com.au.

We are well placed to meet the challenges that are facing the region over the coming years but will need the continued support of the tourism industry and wider business community to ensure we can maintain this push and continue to develop more resources so that the region can be competitive. Some of the objectives of the next 12 months include:

- » Working with Tweed Shire Council to undertake a strategic tourism review for the Tweed;
- » Implementing the Taste the Tweed project to develop the Tweed as a distinctive & unique cuisine destination;
- » Increasing co-operative marketing activity; and
- » Facilitating the development of increased levels of activities and experiences

Membership with Tweed Tourism is on a financial year basis and is offered at three levels. Service membership is for organisations that have an indirect association within the tourism industry whereas General membership is for those whose core business is tourism related. Corporate level provides an organisation with membership for up to 8 affiliated properties.

Included in this pack is:

- a membership application form
- Tweed Tourism Vision, Mission and Values statements
- website listing form
- list of membership benefits
- tips on how to make the most out of your membership

Once your membership application has been received and accepted you will need to provide us with brochures (200 minimum) to put on display in the Visitor Information Centres. In addition a general fact sheet regarding your business that can be used by VIC staff and volunteers to gain a more detailed understanding of your business should also be forwarded.

Please contact me if you have any queries regarding membership as we are here to help in any way we can, call on (07) 5536 4244 or email sales@tweedtourism.com.au if you would like to discuss this further.

Yours sincerely

Julie Harvey
Sales & Reservations
Tweed Tourism Inc.