

CARNARVON VISITOR CENTRE

2024 MEMBERSHIP PROSPECTUS



TEAM GOAL

The Carnarvon Visitor Centre Team Goal for visitor servicing is to extend the length of stay by creating a unique memorable holiday experience in Carnarvon.

ABOUT THE CARNARVON VISITOR CENTRE

WHAT WE DO

The Carnarvon Visitor Centre is an accredited Visitor Centre through the Tourism Council WA, which means we have achieved industry standards and are recognised for exceptional service. The Visitor Centre plays a vital role in the tourism industry of Carnarvon and Coral Bay. The friendly, enthusiastic and passionate team at the Visitor Centre work hard year-round to promote Carnarvon and Coral Bay and to increase visitor stay and spend.

The Visitor Centre has the pleasure of welcoming 70,000 visitors to Carnarvon. The Visitor Centre is primarily an information service, though relies on accommodation and tour bookings to be sustainable. The Visitor Centre plays a key role in marketing Carnarvon and Coral Bay as a top holiday destination. We also work closely with Australia's Coral Coast and other tourism industries and media to promote Carnarvon and Coral Bay.

Membership Enquiries

Carnarvon Visitor Centre
21 Robinson St, Carnarvon WA 6701
Jodi Priest or Helen Tipton
Telephone: (08) 9941 1146
Email: info@carnarvon.org.au
www.carnarvon.org.au

OUR VISION

To build a tourism destination of choice, providing diverse and extraordinary experiences widely recognised throughout the tourism industry.

OUR MISSION

To promote the Carnarvon region by providing excellence in all areas of service, promotion and the facilitation of tourism to visitors, while providing an environment that allows for the continuous development of the community and our Visitor Centre team.



VALUE OF VISITOR CENTRES

Visitor Centres play a vital role in the tourism industry. Research conducted by Tourism Research Australia and Tourism Western Australia, carried out by Metrix Consulting, reveals Visitor Centres provide unrivalled information to visitors, encouraging them to do more and stay longer. This means visitors spend more and create more jobs in the region they visit.

The main findings of the research are:

- Nearly all (95%) Visitor Centre users believe the Centre is an important part of their overall visitor experience;
- A majority of Visitor Centre users (87%) know more about things to see and do in the location;
- Most users (84%) indicate the Visitor Centre had a positive influence on how they view the location;
- Most users heard about and decided to participate in activities as a result of visiting a centre. Of users, 74% found out about an activity from the centre, while 70% organised to participate in an activity as a result of their visit to the centre.

Why should I become a member?

- Invest in the marketing and promotion of Carnarvon and Coral Bay.
- The opportunity to be part of a robust regional business network promoting the aspirations of the local tourism industry community.
- Increased awareness, understanding, and knowledge of projects and activities in the region through regular communications and functions.
- Collaborative marketing opportunities to further promote your own business.
- Opportunities to be represented at both trade and consumer initiatives.
- Marketing opportunities through the visitor centre, website, and other key publications such as consumer and trade newsletters produced by the association.



The service offered by Visitor Centres results in a valuable economic contribution across the state. Overall, Visitor Centres inject \$117 million into the state's economy annually, creating more than 900 jobs for local people!



MEMBERSHIP OPTIONS

\$445 PREMIUM

- Full Marketing/Promotion Benefits
- Bookable product via our Bookeasy platform
- Website Listing on our VC website
- Bookings/payments managed by VC Team
- e.g. Caravan Parks, Hotel/Motels with Restaurants and Tour Operators

\$339 INTERMEDIATE

- Website Listing on our VC website
- Marketing and Promotion by VC Team
- Bookings/payments managed by VC Team
- e.g. Holiday Houses, Station Stays, Hotel/Motel/Apartments with less than 10 units.

\$170 BUSINESS

- Website Listing
- Marketing and Promotion by VC Team
- Brochure Display
- Local Businesses e.g. Petrol Stations, Retail Outlets, Medical Services, Plantation Shops

\$117 EVENTS & NOT-FOR-PROFIT

- Not-for-Profit Attractions
- Major Events e.g. Gascoyne Food Festival
- Community Service Clubs e.g. Bowling Club, Yacht Club

ADDITIONAL SERVICES

- Display Board (A-Frame) Renewal only
\$233 Member / \$106 Not-for-profit
- Additional Brochure - \$22
- Brochure only (outside Carnarvon/Coral Bay District) - \$85
- Website & Brochure Display Package (Outside Carnarvon/Coral Bay District only) - \$127

MEMBERSHIP BENEFITS	PREMIUM	INTER-MEDIATE	BUSINESS	EVENTS
Website Listing on www.carnarvon.org.au	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priority recommendation above non-member products, events and services (non-biased)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Listing in Brochure series - Dining Out Guide, Pet Friendly Guide, Wilderness Camping Guide, Caravan Park Price Guide (Monthly), Local Services Guide, What's On Guide (Monthly)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Town Map Listing (60,000 Copies) (Local Carnarvon Businesses only)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Participate in Competition Promotional Programs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Brochure Display (Internal) - Up to one (1) brochures			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brochure Display (Internal) - Up to two (2) brochures	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Representation at Consumer & Trade Shows	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Participate in Cooperative Marketing Campaigns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Bookable product on www.carnarvon.org.au	<input checked="" type="checkbox"/>			
Promotion of Events with Ticket Sales at 3% commission				<input checked="" type="checkbox"/>