

## Tourism Snowy Mountains Member Benefits 2011/2012

The Tourism Snowy Mountains (TSM) investment proposition is to encourage collaboration and combined efforts to ensure the Snowy Mountains region grows as a tourism destination year round. This growth brings prosperity to the region and individual businesses.

To achieve actions within the association's Regional Tourism Plan and Marketing Plan, strong partnerships between Tourism Snowy Mountains, industry, government and local communities are vital.

### **Opportunities for regional operators by investing in their regional tourism association**

Membership of Tourism Snowy Mountains is an excellent way to promote your business both indirectly, through supporting the promotion of visitation to the entire region, and also directly through specific opportunities available only to members.

As a member of Tourism Snowy Mountains Inc you will receive a range of inclusive benefits, which promote your product to consumers and the travel industry. By joining TSM initiatives, members are able to leverage their marketing funds and often get far greater exposure than they would advertising alone.

Inclusive benefits with your membership fee:

#### **CONSUMER PROMOTION**

##### **Destination Marketing and Internet Promotion**

- The benefits of TSM's extensive destination marketing campaigns which are designed to increase awareness and visitation to the entire region. (eg 2010-11 Summer Campaign, Snow NSW Campaign, Snow Australia Campaign, 2011 Autumn Campaign).
- Able to use the TSM Regional logo for printed and electronic material and take advantage of a well known and trusted brand mark.
- Product profile of relevant tourism product on [www.snowymountains.com.au](http://www.snowymountains.com.au) including information on facilities, experiences, activities, location & tariffs and with added Bio information and geolink to google map on website.
- Priority access to premium promotion spots (fee for use) on the TSM website.
- Access to premium advertising locations on both the TSM Website and Newsletter (fee for use) including hyperlinks to your own web site.
- Ability to place messages about your business and activities, events etc on TSM's Facebook and blog site and be highlighted on TSM's Twitter and other developing social media sites.
- Business referrals via the TSM website.

##### **Calender of Events**

- A regional calendar of events is collated and made available on [www.snowymountains.com.au](http://www.snowymountains.com.au) to all interested persons including media, the travel trade, consumer enquiries and local tourism publications.

#### **MARKETING ADVICE AND ASSISTANCE**

##### **Regular industry updates**

- The TSM email newsletter is sent out regularly and contains a range of marketing opportunities and industry research. A 'member only' website allows members to source the latest market intelligence, and download information at any time.
- Automatic inclusion of Tourism NSW corporate mailing list to receive tourism information, updates and newsletter.

### **Professional development and training**

- TSM, with partners such as Tourism NSW and the NSW Department of Trade and Investment regularly coordinate professional development seminars and training workshops to assist business development (Discounted price to members at selected workshops).
- Access to professional marketing assistance (directed through Board).
- Access to TSM marketing information, statistics and research.

### **Access to Tourism Snowy Mountains Image Library**

- Available for brochure production. Costs may be incurred depending on usage.

### **Advice and referrals**

- TSM staff are available to advise on cooperative marketing opportunities, distribution and product related inquiries, and provide details on key industry contacts.

### **Industry Voice**

- Industry Represented Board - TSM is an industry driven organisation, managed by a Board of Directors, which is made up of elected representatives from each tourism industry sector, and nominated representatives from Tourism NSW, National Parks and Wildlife Service and Regional Councils, Snowy Hydro, The Snowsports Resorts and the various Chamber of Commerce. Sector representatives liaise directly with members in their industry sector.
- Opportunity to present your business activities and ideas to the Board of TSM.

### **Member of an Industry Advocacy group**

- TSM raises industry issues with government authorities, and tourism industry groups. TSM also lobby and work co-operatively with industry groups through our membership of tourism organisations such as FORTO (Forum of Regional Tourism Organisations), Sydney Melbourne Touring, Kosciuszko Alpine Way (KAW), Regional Development Australia (RDA), Australian Regional Tourism Network (ARTN).
- Assistance with advocacy on tourism matters related to your business/activity.

### **Regional Industry Advisory Forums**

- TSM holds a number of industry forums for members to provide input into the annual Business and Marketing Plans, and provide direction on marketing initiatives.
- Local Industry Networking Events are held regularly to both inform members of what TSM is doing and at the same time to gain insight from members into their own recent developments etc.

### **TSM Regional Forums**

- TSM regularly stage forums and develop communications that allow members to promote themselves to key local industry players and meet fellow TSM members.

### **Networking, Business Development and Referral Opportunities**

- Able to participate in cooperative advertising opportunities with participating suppliers and through leveraged activities with other members (conditions apply).
- Enhanced media and promotion opportunities.
- Receive business and marketing opportunities via email that are presented to TSM.
- Direct input into Tourism Snowy Mountains development and promotion activities and the opportunity to take an active role on the various Project Teams eg: Touring Routes, Marketing Team, International Product Team etc.
- Opportunity to host both domestic and international media famils and priority access to familiarisation (famils) itineraries constructed for media and travel industry.
- Networking opportunities with other members and also with other Regional Tourism Organisation (RTO) and members.

- Opportunity (for international ready product) to be promoted alongside other businesses at ATE and other international marketing and promotion activities and introduction to Inbound Tour Operators (ITO).

### **Co-operative Marketing Opportunities**

- TSM co-ordinates a range of co-operative marketing opportunities for our members which include advertising campaigns, trade show attendance, international product manuals etc. Only financial members of TSM have access to these opportunities.
- Access to use of TSM display stand, collateral, photo library etc.
- Assistance with planning, and where a collaborative approach through involvement with other businesses, possibly co-funding of trade and travel shows.
- Access to discounted co-operative marketing opportunities and leveraged advertising activities.
- Access to a member's only section on the TSM website that includes special offers, board minutes and other information useful for promoting your business.
- Opportunity to participate in conferencing marketing programs and lead generation programs.
- Opportunity to host domestic trade familiarisations.

### **Voting Rights**

- Voting rights at all general meetings. One vote per membership
- Eligible for election to Board