



see both sides

ALBURY WODONGA

Tourism Partner Program 2019-2020



Welcome to the Albury Wodonga Tourism Partner Program 2019-2020

This prospectus is for businesses and organisations with an interest in tourism and events in Albury Wodonga.

It contains all you need to know about partnering with us, the visitALBURYWODONGA team, to develop and promote tourism and improve the visitor economy.

In 2017, Albury Wodonga attracted over 2.5M visitors with tourism injecting more than \$814M into the local economy. The economic and social impact of tourism is significant to our cities, Albury Wodonga is attracting more visitors, and their spend is increasing across the leisure and business markets. Albury Wodonga is also attracting more delegates for meetings and conferences, and local events are attracting ever increasing numbers.

The economic impact of tourism in both Victoria and New South Wales is growing, which is why we work with Visit Victoria, Destination NSW, Murray Regional Tourism, Destination Riverina Murray and other organisations and provide opportunities for advocacy and further develop tourism and promotional activities.

What's in it for you as a tourism partner?

1. Participate in destination marketing campaigns that bring people to Albury Wodonga.
2. Promote and showcase your business through our digital channels, print collateral and Visitor Information Centre.
3. Progress your learning and grow through informative workshops and industry development.
4. Collaborate with like-minded organisations to grow Albury Wodonga as a destination.
5. Partner with Albury Wodonga to deliver exceptional events, media familiarisations and PR opportunities.

The Albury Wodonga Tourism Partner Program 2019-2020 confirmation closes on 31 July 2018, the Program runs from 1 January 2019 to 30 June 2020.



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Meet the visitALBURYWODONGA team

We are members of the AlburyCity and Wodonga City Council Tourism teams and work together under the visitALBURYWODONGA brand to promote the two cities as one destination.



Left to right: Cellina Little, Sue Harper, Lucy McEwan, Adam Wiseman, Jessica Sevil

We continue to leverage our combined resources, skills and effort to deliver leading marketing and tourism development initiatives. There's strength in numbers and we want to work with our partners to make a difference.

Together, we can work towards the common goal of increasing tourism in the region and realising the social, economic and environmental benefits of tourism now and into the future.

The future of tourism is bright in Albury Wodonga.

Our strategic objectives are to increase tourism visitation, spend and length of stay. We'll do this by:

- Launching a brand new visitALBURYWODONGA website in December 2018.
- Develop and distribute an updated Albury Wodonga Official Visitor Guide.
- Implement the recommendations from the 2018-2022 Albury Wodonga Destination Management Plan.
- Increase media activity, PR and familiarisations.
- Facilitate and encourage the development of events and investment in tourism infrastructure.
- Work with regional and state tourism organisations to promote Albury Wodonga, including cooperative marketing opportunities with Visit Victoria, Destination NSW, Murray Regional Tourism and Destination Riverina Murray.

Snapshot of tourism in Albury Wodonga in 2017:



112

Tourism Partners worked together to promote Albury Wodonga in 2017.



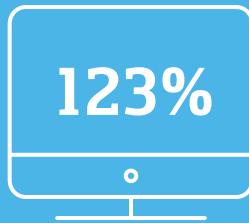
Over 60,000

Official Visitor Guides were distributed through the Albury and Wodonga Visitor Information Centres and Visitor Information Centres in New South Wales, Victoria and the ACT.



30,842

walk-in, phone or email enquiries annually at the Albury and Wodonga Visitor Information Centres.



123%

increase in visitALBURYWODONGA website engagement in 2017. A total of **151,243 people** visited the website in 2017.



Albury Wodonga events attracted more than **193,000 people in 2017** and generated over **\$68 million** in visitor spend.

\$72 million

\$814M of economic impact to the Albury Wodonga economy from tourism - up by **\$72 million** in 2017.

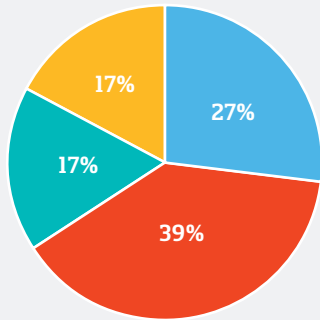


40,000

A3 maps were distributed by the Albury and Wodonga Visitor Information Centres

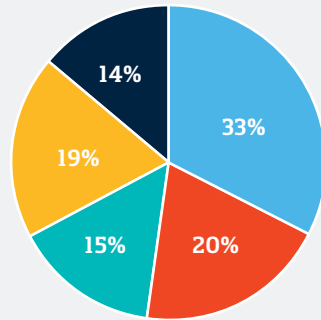
Visitor Profile

DOMESTIC OVERNIGHT VISITOR TRIPS BY PURPOSE (2014-2017)



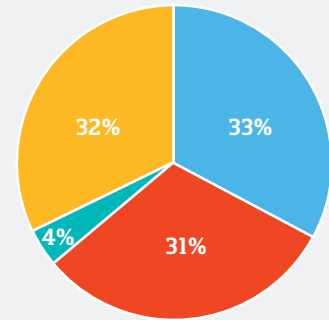
- Holiday or leisure
- Visiting friends or relatives
- Business
- Other

DOMESTIC OVERNIGHT VISITORS PLACE OF ORIGIN (2017)



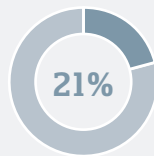
- Melbourne
- Victoria other
- Sydney
- NSW other
- Other states

DOMESTIC OVERNIGHT VISITORS TRAVEL PARTY (2014-2017)

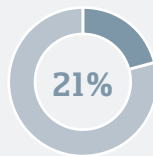


- Travelling alone
- Adult couple
- Family groups
- Other

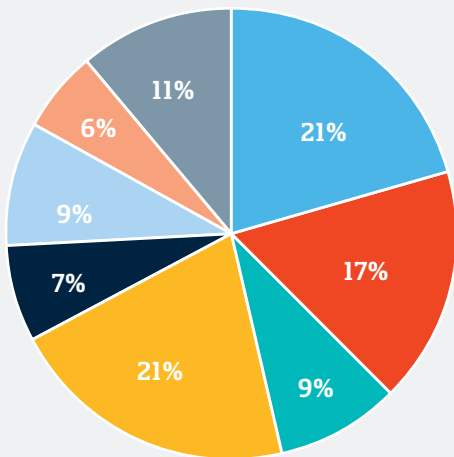
DOMESTIC OVERNIGHT VISITORS TOP ACTIVITIES (2014 - 2017)



Dining out at restaurants & cafes is equally as popular as general sightseeing.

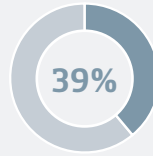


General sightseeing.

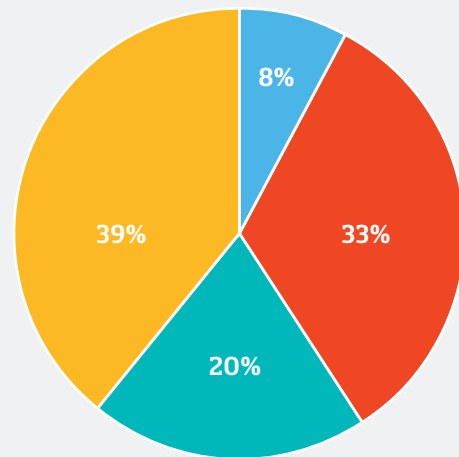


- Dining out
- Visit friends or relatives
- Pubs clubs discos etc
- General sightseeing
- Outdoor and nature
- Leisure shopping
- Other social activities
- Other

DOMESTIC OVERNIGHT VISITORS AGE PROFILE (2014 - 2017)



Over the last 4 years, 39% of domestic overnight visitors were aged 55 years and over.



- 15 - 24 years
- 25 - 44 years
- 45 - 54 years
- 55 years and over

Marketing opportunities



Together, we promote Albury Wodonga through marketing activities in digital and print media. We know that our visitors seek information about destinations through a variety of channels including our website, social media channels, printed materials in-region and word of mouth.

Digital marketing:

- The visitALBURYWODONGA website – engagement with the Albury Wodonga website was up 123% in 2017.
- We are active on social media and have growing number of followers of our visitALBURYWODONGA Facebook, Twitter and Instagram pages. We engage with our followers by posting destination content to inspire them to visit Albury Wodonga. We encourage tourism partners to share images and content through Facebook, Twitter and Instagram by using #visitAW or the @visitalburywodonga handle.
- Monthly visitALBURYWODONGA email newsletter to subscribers.
- Business & Major Events Guide.
- Listing on Visit Victoria and Destination NSW websites is available through the ATDW.
- Seasonal marketing campaigns across social media, display, video advertising, search and remarketing.

Printed publications:

The new Albury Wodonga Official Visitor Guide will be released in December 2018, over 60,000 of these guides are distributed. The Official Visitor Guide is also available as a download from the visitALBURYWODONGA website.

Albury Wodonga also produce:

- A3 double sided city map with Albury and Wodonga on either side.
- Albury Trails Guide – cycling and walking trails.
- Wodonga Pathways – cycling and walking trails.

Visitor Information Centre:

The Albury Visitor Information Centre services over 20,000 walk in, phone and email enquiries annually. By becoming a tourism partner, we will act as an advocate for your business encouraging greater patronage. Tourism partners are encouraged to provide DL brochures for display at the Albury Visitor Information Centre, and as a partner we encourage you to meet with the Visitor Information Centre staff and book in time for familiarisations. This ensures the stories you want shared about your business are being conveyed.

With a selection of local products available for sale within the Albury Visitor Information Centre, partners are also invited to discuss the opportunity to promote their local produce in store.

Tourism Partner Program Categories

All tourism partners will be listed on visitALBURYWODONGA.com via the ATDW or direct online listing. All tourism partners will be able to display their brochure at the Albury Visitor Information Centre.

TOURISM PARTNERSHIP OPPORTUNITY	BRONZE	SILVER	GOLD	PLATINUM
INDUSTRY COMMUNICATIONS				
Open industry workshops and networking invitations	●	●	●	●
Access to research, data reports, industry insights and the major events calendar	●	●	●	●
Industry updates direct to your inbox	●	●	●	●
Assistance and support in accessing grants and funding opportunities	●	●	●	●
Direct contact and personal service with your local tourism team	●	●	●	●
Opportunities to showcase your business and business updates through familiarisations		●	●	●
MARKETING, PROMOTION AND CAMPAIGNS				
Opportunity to participate in general marketing activities targeting intrastate, interstate and national visitors i.e. posts on social media, accommodation referral site*, email newsletters and content for State Tourism email newsletters		●	●	●
Promotion of seasonal deals and packages		●	●	●
Line listing in the Albury Wodonga Official Visitor Guide		●	●	●
INDUSTRY DEVELOPMENT AND NETWORKING				
Access to online and face-to-face industry development opportunities		●	●	●
Invitation to general industry wide networking events		●	●	●
BUSINESS-TO-BUSINESS (B2B)				
Opportunities to develop relationships with local industry, through invitation only events			●	●
Access to a handy business-to-business guide			●	●
Line listing in the Albury Wodonga Business Events & Conference Guide**			●	●
SPECIAL NETWORKING, EVENTS AND MEDIA				
Notification and inclusion in major event bids where appropriate. Representation at relevant trade shows				●
Product inclusion in the Albury Wodonga Business Event and Conference Guide				●
Access to visitALBURYWODONGA imagery and videography for major event organisers to assist in bid submissions				●
Opportunity to participate in special industry events with the Tourism team. This will include round table discussions with industry and community leaders where appropriate				●
<i>All prices quoted are for an 18 month program and are plus GST</i>	\$495	\$595	\$950	\$2,000

*ATDW listing is required.

** Only available for cafes, restaurants, accommodation providers and other travel operators that are applicable for the business and events market.



Enhance the presence of your business in the new Albury Wodonga Official Visitor Guide, to be published in December 2018. These advertising rates are only available to tourism partners, advertising fees are additional to Tourism Partner Program fees. Advertising is available to Silver, Gold and Platinum partners only.

Payment for the Albury Wodonga Tourism Partner Program 2019-2020 is due in January 2019.

Advertising

- 1/4 page advert** \$700
- 1/2 page advert** \$1200
- Full page advert** \$2000

(All prices quoted are for an 18 month program and are plus GST)

When supplying content for an advertisement, please ensure that you meet the following specifications:

PLEASE SUPPLY

- Your business name _____
- Business address _____
- 1 x phone number _____
- 1 x email address _____
- 1 x web address _____
- 1 x high quality image (.jpg) _____

COPY

- Quarter page listing: 50 words _____
- Half page listing: 70 words _____
- Full page listing: 120 words _____

Booking deadline for Official Visitor Guide is **31 July 2018**.

2019 - 2020 Albury Wodonga Tourism Partner Program confirmation (closes 31 July 2018*)

We'd love to speak with you about the Albury Wodonga Tourism Partner Program 2019-2020. If you have any questions please do not hesitate to contact us:

For NSW Businesses:

Sue Harper
AlburyCity - Team Leader Tourism
 02 6023 8262
sharper@alburycity.nsw.gov.au

For Victorian Businesses:

Cellina Little
Wodonga City Council - Tourism Coordinator
 02 6022 9222
clittle@wodonga.vic.gov.au

Sign up to the Albury Wodonga Tourism Partner Program 2019-2020 online
<http://www.alburycity.nsw.gov.au/tpp/tpp-2019-2020>

* To ensure partner's products are included in the Official Visitor Guide, participation must be confirmed by 31 July 2018.

Terms & Conditions

1. Completion and signature of this product partnership form constitutes a binding agreement to participate in the AlburyCity and Wodonga City Council, Albury Wodonga Tourism Partner Program in accordance with these terms and conditions.
2. Completion of this product partnership form electronically, constitutes a binding agreement to participate in the AlburyCity and Wodonga City Council, Albury Wodonga Tourism Partner Program in accordance with these terms and conditions.
3. The participant agrees to ensure that content or any information or material provided or published does not contain any defamatory, slanderous, misleading or deceptive material or any infringement of copyright or otherwise contravene laws and regulations in force in Australia.
4. AlburyCity and the Wodonga City Council reserves the right to refuse any substandard materials and to edit copy and images supplied to fit ad themes and templates. No product price will be published.
5. Responsibility is on the participant to ensure that images meet all relevant copyright laws.
6. Responsibility is on the participant to ensure that all information in any advertisements in AlburyCity and the Wodonga City Council collateral (i.e. Official Visitor Guide) is correct when supplied.
7. AlburyCity and the Wodonga City Council reserve the right for non-inclusion of product information if the final proof (where supplied) is not signed or written acknowledgement is provided, prior to production deadline.
8. Failure to provide any material by the appropriate deadlines may result in cancellation and loss of any monies paid.
9. The participant agrees to indemnify and hold harmless AlburyCity, the Wodonga City Council and the Albury Wodonga Tourism Partner Program and Business and Event Teams from and against all losses, liabilities, proceedings, claims, expenses and other costs arising directly or indirectly as a result of or in connection with the promotion of the product or facilities of the participant.
10. The participant agrees to participate in media and trade familiarisations as required, pending availability.
11. The participant agrees to make high quality images available for international wholesalers and media as required.
12. AlburyCity and the Wodonga City Council will not be liable in any manner for loss or damage to any film, artwork, or other materials, which may be supplied.
13. Only Tourism events will be listed on the calendar of events (i.e. events that attract day and overnight visitation, community events will not be included).
14. Where participating in the Platinum category, AlburyCity reserves the right to withdraw a business from the category if it is deemed to be not suitable for the business and major event industry, i.e. promotion at trade and roadshows and capacity to host/accommodate delegates during conferences and large events where applicable. In this case the participation fee would be proportionally refunded.
15. It is at the discretion of AlburyCity and the Wodonga City Council - to accept the inclusion of a partner into the 2019 - 2020 Albury Wodonga Tourism Partner Program and associated activities.
16. Participation of marketing and public relation opportunities provided by Murray Regional Tourism Board (MRTB), Destination Riverina Murray, Visit Victoria and Destination NSW will be at the discretion of AlburyCity and Wodonga City Council.
17. Participation in the tourism partner program is not confirmed until payment has been received and, where relevant, selection criteria are met.
18. AlburyCity, the Wodonga City Council and the Albury Visitor Information Centre are not wholesalers or travel agents and cannot negotiate on behalf of members.
19. The 2019 - 2020 Tourism Partner Program agreement is valid from 1 January 2019 to 30 June 2020.
20. AlburyCity and Wodonga City Council's 2019 - 2020 Tourism Partner Program pricing structure is per 18 months unless otherwise indicated.
21. The participant agrees to AlburyCity or the Wodonga City Council providing contact details to a third party namely Murray Region Tourism Board, Destination Riverina Murray, Visit Victoria or Destination NSW.
22. The visitALBURYWODONGA website, displays tourism partner information sourced from the Australian Tourism Data Warehouse (ATDW). To fully utilise the website features, tourism partners should list their tourism event or business on the ATDW. Any fees are additional to the Albury Wodonga Tourism Partner Program and are payable to the State Tourism Organisation not visitALBURYWODONGA. Cost to list on the ATDW for Victorian partners is \$295 from 1 July 2018, this is payable to Visit Victoria. A Victorian business will be able to list directly on the visitALBURYWODONGA website, however by not listing via the ATDW your business will not be represented on the state and regional tourism organisation websites such as visitvictoria.com, visitnsw.com and visitthemurray.com.au. This will eliminate you from the opportunity to participate in regional campaigns. There are no fees for NSW businesses.



see both sides

Albury Visitor Information Centre
Railway Place, Cnr Smollett and Young Sts
Albury NSW 2640
1300 252 879
info@visitalburywodonga.com

Wodonga City Council
104 Hovell St
Wodonga VIC 3690
02 6022 9300
tourism@wodonga.vic.gov.au