

Hi, I am Nancy Lowe, Chair of Tropical Coast Tourism Inc. and owner of Mission Beach Dive and Mission Beach Water Taxi.

Tropical Coast Tourism is the destination marketing organization for the stretch of coast between Cairns and Townsville. It includes the region between Babinda and Ingham as designated by Tourism Events Queensland and Tourism Tropical North Queensland with a significant focus on the Cassowary Coast region.

I would like to invite you to participate in regional destination development opportunities, marketing, and promotions as a member of Tropical Coast Tourism. TCT is dedicated to supporting sustainable visitation and economic growth of the region via the tourism dollar.

To say our industry has faced challenges over the last 12-18 months is an understatement as COVID-19 has, and will continue, to impact on the travel patterns of people both domestically and internationally. Whilst certain sectors of the industry continue to face significant challenges, the domestic market has bounced back well with our region performing strongly in comparison to competing destinations.

Tropical Coast Tourism was very pro-active once travel restrictions eased mid 2000 with a series of very targeted marketing campaigns to turn business back on immediately. TCT invested over \$250,000.00 in direct marketing spend and generated over \$2.6million dollars' worth of exposure via all forms of media. As well as investing heavily in marketing activities, the board of TCT decided to waive membership fees to assist local business during the recovery period.

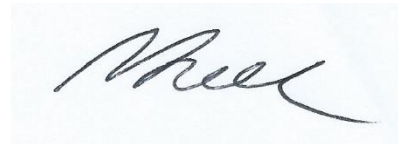
TCT is primarily funded by the Cassowary Coast Regional Council but relies heavily on membership contributions to continue to market the region pro-actively in what is and will continue to be an extremely competitive space whilst international borders remain closed or restricted.

Tropical Coast Tourism works in collaborative partnership with other industry bodies including Tourism Tropical North Queensland, Townsville Enterprise, Tourism Events Queensland, Queensland Tourism Industry Council, and the Australian Tourism Export Council to align and leverage greater opportunities for TCT and our members in marketing, product development and promotion.

By becoming a member of Tropical Coast Tourism, you are investing in the future of your own business and the focused marketing and promotion of the region we live and work within. You will become part of a proactive regional industry group that markets throughout Queensland, Australia, and the world!!

We look forward to having you on board and working together moving forward.

Cheers,



Nancy Lowe
Chairman
Tropical Coast Tourism Inc.

Why join TCT?:

- Assist in growing visitation to the region.
- Display your business brochure in up to four local Visitor Information Centres
- List your business on the website www.tropicalcoasttourism.com.au and www.missionbeachtourism.com
- Opportunity to participate in subsidised advertising activities
- Complimentary access to the Australian Tourism Data Warehouse (ATDW), a national tourism database.
- Complimentary reciprocal membership with Tourism Tropical North Queensland (TTNQ)

How to Join:

- Return Application Form and Website Listing Form to membership@tropicalcoasttourism.com.au
- Make payment (if applicable) of the invoice that will be sent once your application is approved by the Board

TCT MEMBERSHIP BENEFITS	FRIENDS of TCT MEMBER	TOURISM PARTNER	KEY INDUSTRY PARTNER
Membership subscription fee (prices include GST)	\$99.00	\$295.00	\$2,500.00
Member functions & workshops: invite to member functions*, updates, workshops & information sessions	✓	✓	✓
TCT Communications: member newsletters & updates	✓	✓	✓
Brochure displays: display one brochure at each CCRC-supported local visitor information centre in Innisfail, Mission Beach, Tully and Cardwell (1 brochure per membership) ***	✓	✓	✓
Website listings: Business listing on www.tropicalcoasttourism.com.au AND www.missionbeachtourism.com ****		✓	✓
Recognition on TCT's home web page and direct link to Partners site			✓
Prime Brochure exposure via accredited visitor information centres within TCT region with non-commissionable bookings from those Centres			✓
Product promotion: opportunity to participate in relevant subsidised promotions and marketing activities*		✓	✓
Complimentary product representation at all consumer and trade shows that TCT attend – eg ATE, Caravan & Camping Shows etc.			✓
Complementary ATDW – National Tourism Database (your ATDW listing can be linked to your TCT website listing – Value \$220)		✓	✓
Collaboration and input into TCT's marketing activities			✓
Social Media: opportunity to be promoted on TCT's social media feeds		✓	✓
Dedicated monthly features via TCT's social media platforms linking to TTNQ, TEQ and TA			✓
News Blog: opportunity to promote business and update the TCT network through website blog		✓	✓
Media & Trade: invite to participate in familiarisations*		✓	✓
Quarterly exposure in the Cairns Post & Townsville Bulletin features guaranteeing exposure to core markets			✓
TTNQ membership: complimentary LTO membership https://tourism.tropicalnorthqueensland.org.au/what-we-do/become-a-member/		✓	✓
Voting Rights at AGM: 1 vote per financial Membership		✓	✓
TCT Board: financial Full Members can nominate for the Board of TCT at the AGM		✓	✓

MEMBERSHIP CONTACT EMAIL: membership@tropicalcoasttourism.com.au

Membership Valid	To 30 June 2022 (inclusive)
Membership Process	<ol style="list-style-type: none">1. Membership application and Website Listing form completed and returned to membership@tropicalcoasttourism.com.au2. Your application is sent to the TCT board for approval3. Once payment is received, your business listing will be uploaded on the relevant websites4. You will receive a welcome email with any further instructions. Eg. ATDW discount code, TTNQ membership, Visitor Information Centre details for brochure delivery.
Membership Benefits	All benefits and opportunities are subject to the specific conditions and considerations at the time of production and / or implementation. Participation in promotions & famils can be subject to the conditions of third parties and / or suppliers.
Members Code of Conduct	By signing the membership form you agree to adhere to all conditions of the TCT membership application and the Members Code of Conduct.

Tropical Coast Tourism (TCT) Members' Code of Conduct:

Every TCT member is required to comply with the code of conduct which is to;

1. I pledge to abide by the code's standards and procedures as a condition of their membership with Tropical Coast Tourism
2. Conduct business at a standard so as to reflect favorably on the local tourism industry, Tropical Coast Tourism and its members
3. Operate in a safe and healthy working environment for staff, customers and the public
4. Operate and communicate to a professional standard between members and industry, customers, government agencies, the public and the industry
5. Operate business legally and in accordance with industry accreditation and permitting requirements
6. Deliver products and services as advertised
7. Conduct business so as to minimise controversies with other members and to avoid conduct that is detrimental to the interests of Tropical Coast tourism
8. Be an ambassador for tourism in our region and in local communities.

MEMBERSHIP CONTACT EMAIL: membership@tropicalcoasttourism.com.au

Member Application

NEW Application Membership Renewal

MEMBERSHIP LEVEL (TICK ONE):

Key Industry Partner - \$2,500.00* Tourism Partner - \$295.00* Friends of TCT Member - \$99.00*

**Price includes GST.*

TOURISM PRODUCT INFORMATION

Company/Business Name: _____

Trading Name: _____

Business Address: _____

Postal Address: _____

City: _____

State: _____

Post Code: _____

Business Main Phone: _____

ABN: _____

Email: _____

Website: _____

Australian Tourism Data Warehouse (tick one): YES, I am already on the ADTW NO, I am not on ATDW

MAIN CONTACT

Name: _____ Email: _____

Phone: _____ Mobile Phone: _____

CURRENT MEMBER NOMINATION:

Nominated by (Company Name): _____

Signature: _____ Date (signed): _____

Seconded by (Company Name): _____

Signature: _____ Date (signed): _____

BUSINESS CATEGORY (TICK ONE):

Accommodation Attractions & Tours Dining Event Services Information

AUTHORIZATION:

Applicants Signature: _____ Date signed: _____

Full Name: _____ Position: _____

Return completed membership application form to: membership@tropicalcoasttourism.com.au



Payment Options



Direct Deposit

Name: Tropical Coast Tourism Inc

Bank: Bendigo Bank

BSB: 633-000

A/C#: 173966417

Description: Business Name

*Receipt of Payment will be issued.

Credit Card Payment

We Accept:



Card Details - Name: _____

Card Number: _____

Expiration Date: _____ Month _____ Year

CCV: _____

OR Phone the Mission Beach Visitor Centre on 07 40687099 and directly pay over the phone.

*Receipt of Payment will be issued.

Cash Payment

You can pay directly to the Mission Beach Visitor Centre located at 55 Porters Promenade, Mission Beach.

*Receipt of Payment will be issued.

TCT Website Listing Information

The information requested below are the details to be displayed to the public on these listings.

- My business is already listed on the website & the current information is correct
(When selecting this option, please ensure you have checked your listing. You are NOT required to fill out this form.)
- My business is not yet listed on the website or I would like to amend the info.
(Please process with the form below)

Business Name	
Address	
Phone	
Email	
Website URL	

Description (max 500 words) Can be attached.	
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Images	Please attach a copy of your logo and up to 3 high resolution images to your application. These may be supplied via email attachment or dropbox link.
Facebook	
Instagram	
Twitter	
YouTube	
TripAdvisor	
Pinterest	

Events Members	Start Date:		End Date:	
	Annual Event?	<input type="checkbox"/> YES <input type="checkbox"/> NO		