



TOURISM NOOSA  
MEMBERSHIP 2023-2024

TOURISM  
NOOSA

# WELCOME TO TOURISM NOOSA

## WHO WE ARE

Celebrating our 23rd anniversary in 2023, we are an award-winning, not-for-profit, membership-based organisation that works with local businesses, Noosa Council and other stakeholders to promote the diversity of the destination to domestic and international visitors, the tourism trade and media.

We also support events in the Noosa region and provide a wide range of training opportunities for our members.

We are one of the strongest tourism membership organisations in Queensland, with over 650 members who come from a diverse range of sectors including accommodation providers, tour operators, food and beverage, retail businesses, real estate agents, health and wellbeing, weddings, business events and service providers.

Our members share one thing in common – they are committed to the development of sustainable tourism within our region. The Tourism Noosa team reports to a Board of Directors, which consists of representatives from our membership, industry and community, carrying out the objectives of Tourism Noosa's Destination Strategy for Noosa.

## OUR VISION AND PURPOSE

Through excellence in marketing, position Noosa as the most desirable and sustainable tourism destination for our visitors, provide economic benefit and value for our members, our community and tourism industry.

## TOURISM NOOSA: AN AWARD-WINNING ORGANISATION

Tourism Noosa has been recognised with national and state awards in the Marketing, Education & Training, Visitor Information & Services, Innovation and Sustainability categories.

These awards are testament to exceptional marketing, industry development and environmental sustainability programs. These awards also recognise the contribution of more than 70 volunteers who work in the Noosa Visitor Information Centre, where we welcome more than 160,000 visitors each year.

## THE TOURISM NOOSA BOARD



**Jeanette Allom-Hill**  
Chair,  
Tourism Noosa Board

**Alan Golley**  
Deputy Chair,  
Tourism Noosa Board

**Max Webberley,**  
LL.B  
Board Director

**Louise Formosa**  
Board Director



**Leigh McCready**  
Board Director

**Craig McGovern**  
Board Director

**Liam Kennedy**  
Board Director

**Councillor  
Amelia Lorentson**  
Noosa Council Observer

## THE TOURISM NOOSA TEAM



**Susan Ewington**  
Acting CEO |  
Communications  
Manager

**Brent Chong**  
Head of Marketing

**Juanita Terry-  
Bloomfield**  
Head of Tourism  
Sustainability &  
Program Design

**Karon Rogers**  
CFO/Company  
Secretary

**Lee Huber**  
Events & Food Tourism  
Manager

**Anna Macklin**  
Visitor Services and  
Acting Membership  
Manager

**Vynka Hutton**  
Trade & Business  
Events Manager



**Trudi Williams**  
Executive Assistant

**Sue Mikkelsen**  
Marketing  
Communications  
Executive

**Chelsea Coran**  
Marketing  
Co-ordinator

**Leonie Witten**  
Graphic Designer  
– Contractor

**Megan Prowd**  
Marketing Coordinator  
– Contractor

**Brendan  
Buckenham**  
Plastic Free Noosa  
Program – Contractor

**Visitor Information  
Centre Staff and  
Volunteers**

Tourism Noosa acknowledges Noosa Shire Council as the Principal Funder of Tourism Noosa.

Tourism Noosa's administrative office is located at: Noosa Marina, 2 Parkyn Court, Tewantin.

### ACKNOWLEDGMENT OF COUNTRY

We acknowledge the traditional owners of the country on which we live, work and travel, the Kabi Kabi people, and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging.

## NOOSA'S VISITOR MARKET

The Noosa region attracted 2 million visitors in 2022, including domestic overnight visitors and day-trippers, for a record \$1.7B (Figures 1 and 2).

While total visitor numbers remained steady compared to the previous year, they were down about 20% compared to pre-COVID 2019, mostly due to the lack of data from international travellers, which is still at low numbers.

In the same time, total visitor spend increased almost 60% on the previous year, and 40% compared to 2019. Strong gains from the overnight visitor market, particularly interstate travellers who returned after the re-opening of state borders, contributed to the results.

### Overnight visitors

Tourism Noosa focuses its marketing on overnight travellers as they spend more in local businesses than day-trippers. Domestic overnight visitors spent a record \$1.6B during the year, more than 60% higher than the previous year and when compared to 2019. Visitor numbers returned to the same level as pre-COVID which included international numbers, and are about 11% higher than the previous year. Noosa's results were stronger than recorded for Queensland and most regions around the State. (Figure 3).

### Interstate and intrastate visitors

Following the opening of interstate borders in late 2021, interstate travellers made up the bulk of the increases:

- Record interstate spend \$908 million
- +40% on their pre-COVID spend
- Interstate numbers almost back to pre-COVID levels
- Average spend per person +42% to \$2060
- Average length of stay increased from 5.7 to 6.3 nights

Queenslanders answered the call to visit Noosa in 2021 when borders were shut, and while we've seen their numbers stabilise back to pre-COVID times, they've doubled their spend since 2019 to \$689.3M.

Our marketing encourages visitors to explore the entire Noosa region and its villages, from beaches to river and hinterland, and we work with member businesses to promote their tours, restaurants, shops, spas and other activities. These increased spend figures continue to show that visitors are taking up the call.



Visitors



Nights



Spend

	Visitors	Nights	Spend
Domestic overnight	1,071,000	4,430,000	\$1.6B
Day trip	955,000	–	\$103M
<b>Total</b>	<b>2,026,000</b>	<b>4,430,000</b>	<b>\$1.7B</b>

Year ending December 2022\*

Fig 1. Visitors to Noosa

Year ending December 2022\*

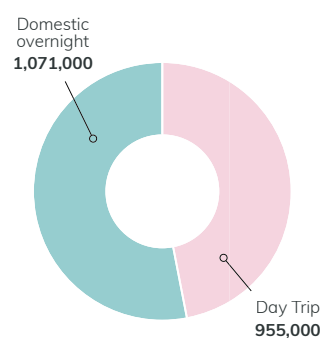


Fig 2. Visitor spend in Noosa

Year ending December 2022\*

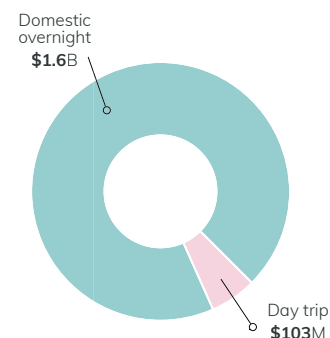
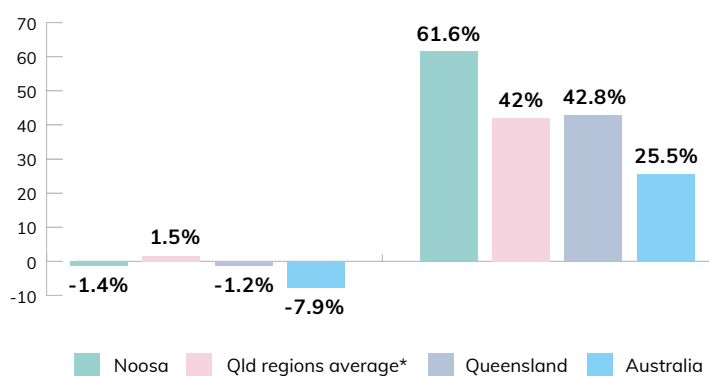


Fig 3. Annual change in overnight visitation and spend

Year ending December 2022\*



\*Excludes 4 regions where comparisons from 2019-2021 are not available

Fig 4. Average spend per person

Year ending December 2022\*

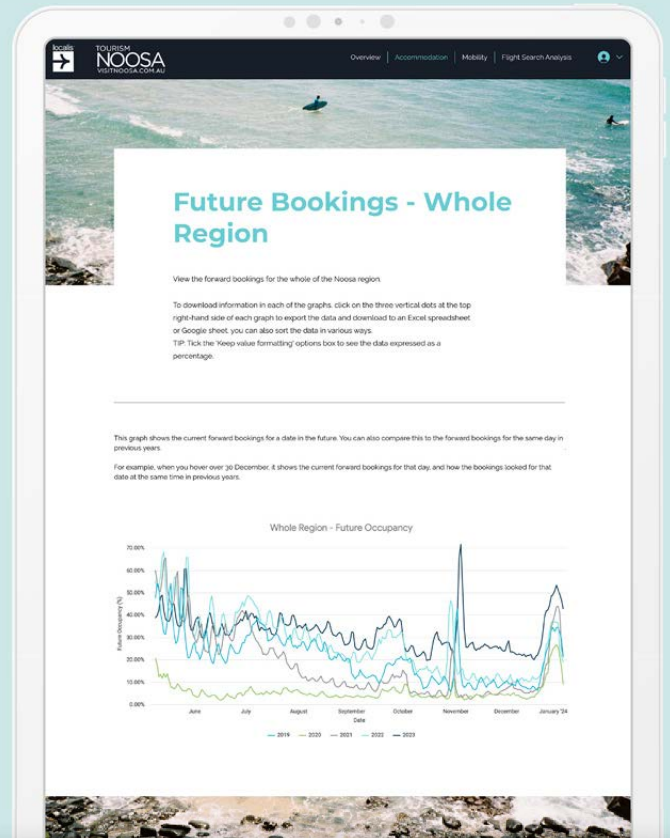
AVERAGE SPEND PER PERSON	YE DEC 2022	PRE-COVID
INTERSTATE VISITOR	\$2,060	\$1,460 (+42%)
QLD VISITOR	\$1,096	\$519 (+111%)

Source: Tourism Research Australia National Visitor Survey, year ending December 2022.

## VISITOR AND MARKET RESEARCH

**Visitor research:** Members have exclusive access to our Noosa Travel Insights Hub, a unique visitor data dashboard which provides current, historical and forward-looking visitor and accommodation statistics. There is information on occupancy, average daily rates, visitor mobility through the region, forward bookings, flight searches and more. Members can use the data to inform their marketing and business planning. It complements the existing Tourism Research Australia quarterly visitor and spend data that is available to members which is directly benchmarked against past performance, regional, state, and national results.

**Market research:** Market research trends are provided in our marketing prospectus to help inform members' decisions about cooperative marketing opportunities and other activity.



## BRAND NOOSA

**The Noosa brand is one of the most dominant players in the Australian tourism landscape.**

Tourism Noosa carefully manages Noosa's brand to reflect the diverse visitor experiences on offer and position Noosa's distinctiveness to resonate over competitor destinations, nimbly responding to shifting market trends. Our brand message is supported by extensive cooperative marketing opportunities for members including digital, print and social media.

**Our guiding principles in creating Noosa's brand profile are to:**

- Be authentic and aspirational in terms of the tone of all content, from imagery and video to design and words
- Be constantly present by creating a schedule of activity that ensures there is always a Noosa message in our key target markets
- Be different but discernible by seeking new ways to stand out from the crowd while still reaching and resonating with our target audience
- Promote exceptional experiences with underpinning messaging around our magnificent environment.

The graphic is titled 'THE SIMPLEST FINDS are the most enchanting'. It features a main image of a family on a rocky beach. Below the main image are three smaller images and text boxes for 'FRIDA'S SIP N PAINT', 'CULGOA POINT BEACH RESORT', and 'RACY NOOSA RESORT'. The graphic also includes the Noosa logo, social media icons, and the website URL VISITNOOSA.COM.AU.

The graphic is titled 'WINTER BLUES just aren't the same here'. It features a main image of a beach with a blue sky. Below the main image are three smaller images and text boxes for 'LITTLE COVE, NOOSA', 'NOOSA BEACH HOUSE', and 'THE ISLANDER NOOSA RESORT'. The graphic also includes the Noosa logo, social media icons, and the website URL VISITNOOSA.COM.AU.

# DIGITAL STRATEGY AND CONSUMER ONLINE MARKETING

Tourism Noosa has an integrated and targeted approach to digital media. Central to this is our consumer-friendly website, [visitnoosa.com.au](http://visitnoosa.com.au)

Our award-winning website achieves number one for organic ranking on Google for a range of search terms relating to Noosa, and the site captures a vast number of visitors looking for information on the destination.

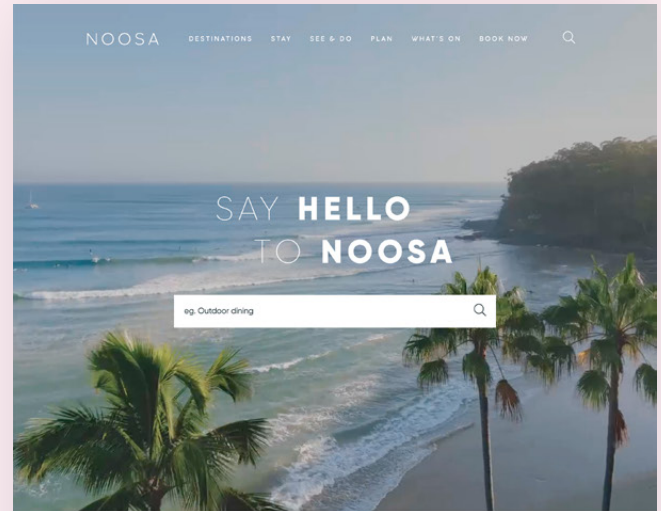
A wealth of information is featured on our website, designed to assist visitors in planning their holiday to the Noosa region. It includes sections on accommodation, events, activities, weddings, Noosa's villages, green travel and more.

The site combines the latest innovative digital technology for the best user experience, including state-of-the-art mapping of Noosa regions, the latest campaigns, hot links to accommodation and experiences from our members, with website listing support for members so they can showcase their product with the greatest impact.

Tourism Noosa actively promotes the destination and members through social media including Instagram, Facebook, YouTube, TikTok and our very own Blog. Social media components drive traffic to our website, increasing the amount of Noosa content on the web and optimising site traffic.

Tourism Noosa's social media activity is regularly benchmarked against other competitor destination social media channels, which year-on-year shows strong engagement is achieved by hosting social influencers, cooperative advertising and regular content creation projects to achieve a strong cut-through in the digital space.

There are a range of opportunities for members to advertise on our site and social media. For more details, please contact the **Tourism Noosa Marketing Team** at [marketing@tourismnoosa.com.au](mailto:marketing@tourismnoosa.com.au).



## INSPO

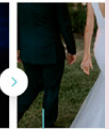
- SEE & DO
- STAY
- TOURS
- EAT & DRINK



**POTTERY FOR THE PLANET**  
Pottery for the Planet aims to replace the single-use culture and eradicate plastic waste with their beautiful, unique designs and...



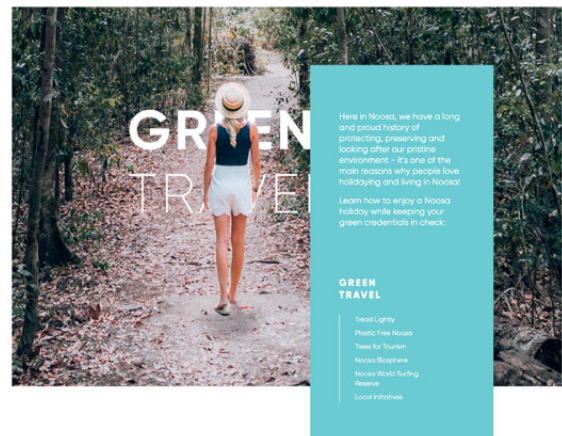
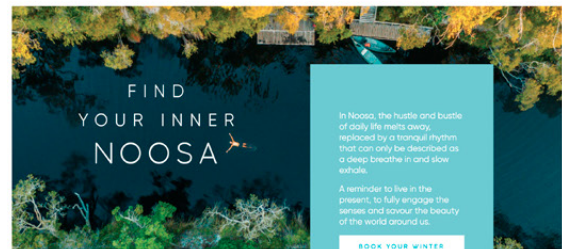
**CITY CAVE NOOSA**  
Enter a world of relaxation at City Cave Noosa. Combining foot therapy, infrared sauna and massage in a calming and...



**CL WED EVENTS**  
A world own... trusted and her discrete intuitive...

### WUNYA NGULUM - WELCOME TO NOOSA

In the words of our traditional owners the Kabi Kabi people, 'Wunya Ngulum' - Welcome! We might be biased, but we think Noosa is pretty special. You'll think so too and here's why... Noosa locals are friendly and relaxed and love the good things in life - the balmy sunrises, slow beach days and bright blue skies, the calm, relaxing beaches and rolling waves around every corner, the diverse tapestry of waterways and untouched national parks, the local, seasonal food dishes as all over town by world-class chefs, the native wildlife and spectacular natural surrounds... all topped off by beautiful summery nights spent wandering Hastings Street or relaxing evenings in Noosa boutique accommodation, laidback resort vibes, glamping in the wilderness... or whatever your heart desires. **Get ready to enter the world of Noosa.**



THE VIEW IS UNRIVALLED  
*until the food arrives*



Noosa Spit



**CULGOA POINT BEACH RESORT**

A tranquil river hideaway, nestled on the biggest private beach in Noosa, Culgoa Point Beach Resort boasts wonderful views and absolute serenity from fully self-contained one, two and three-bedroom apartments.

[reservations@culgoapoint.com.au](mailto:reservations@culgoapoint.com.au)  
07 5449 6400



**NOOSA WATERFRONT RESTAURANT & BAR**

A premier dining establishment on the Sunshine Coast, offering tantalizing modern Italian cuisine and award-winning wines. Providing a memorable dining experience by the Noosa River, accessible by road or boat.

[info@noosawaterfrontrestaurant.com.au](mailto:info@noosawaterfrontrestaurant.com.au)  
07 5474 4444



**LUCIO'S MARINA**

Seafood restaurant and river lounge – just a ferry ride up the river from Hastings Street. A modern approach to dining with old-world charm.

[luciosmarina.com](http://luciosmarina.com)  
07 5470 2331

*Scan me for inspo*




VISITNOOSA.COM.AU  

FIND YOUR INNER NOOSA

View the world in your Noosa

**NOOSA**

STAY SEE & DO BLOG



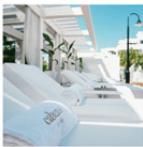
WHEN YOU QUIET THE MIND  
*you can hear the heart*

Find Your Inner Noosa

In Noosa, the hustle and bustle of daily life melts away, replaced by a tranquil rhythm that can only be described as a deep breathe in and slow exhale. A reminder to live in the present, to fully engage the senses and savour the beauty of the world around us.


[Start Planning](#)

*rediscover*  
THE THINGS THAT MAKE YOU COME ALIVE



Escape the ordinary. Exceptional places to getaway in Noosa. Ditch the dull and spice up your stay in Noosa with our guide to spots that are anything but ordinary.

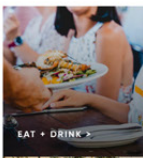
[READ MORE](#)




Kid-approved stays: Where to stay on your next family holiday. Discover family-friendly accommodation that caters to both adults and children with our guide to kid-friendly approved stays for your next getaway.

[READ MORE](#)


*offers*  
JUST FOR YOU



EAT • DRINK >







SEE AND DO >



STAY >

NOOSA

Our mailing address is:  
Tourism Noosa  
2 Parkyn Court  
Tewantin, Qld 4565  
Australia

[Add us to your address book](#)

Want to change how you receive these emails?  
[unsubscribe](#)

## NOOSA CAMPAIGNS AND COOPERATIVE MARKETING OPPORTUNITIES

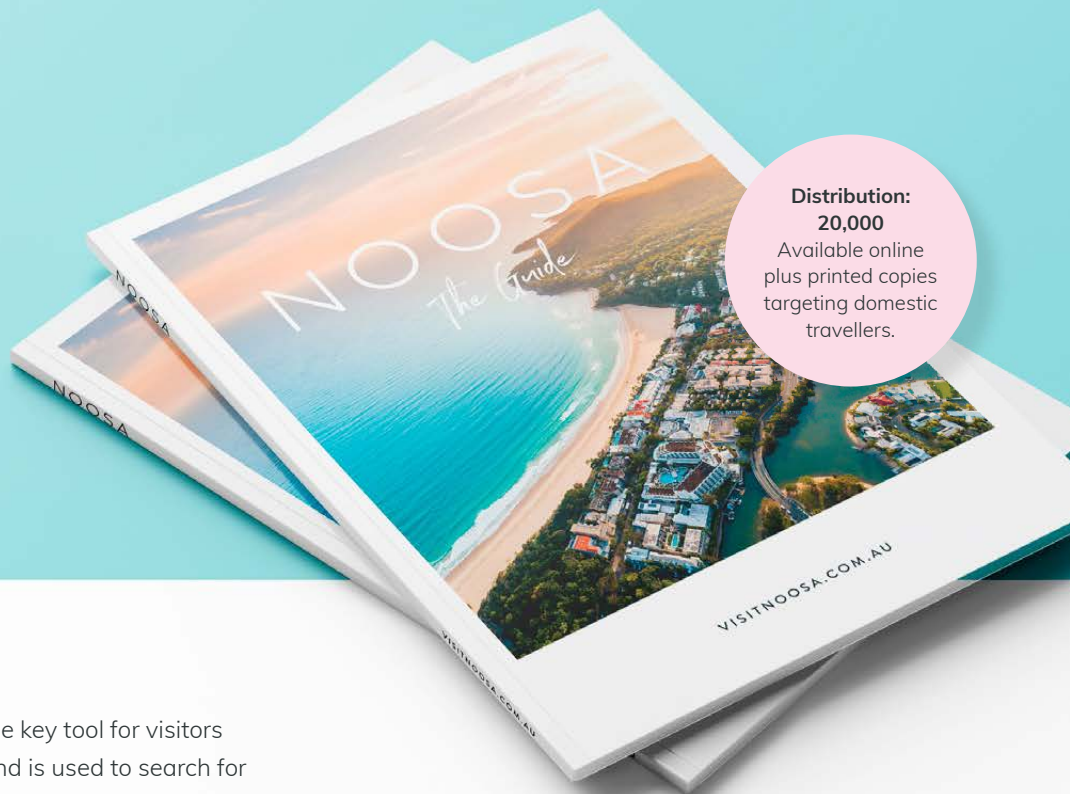
Tourism Noosa coordinates targeted consumer campaigns throughout the year and provides effective, affordable cooperative advertising opportunities exclusively for members.

These campaigns are timed to have maximum visitation impact and returned investment value at different times of the year, such as low-season promotional messaging and awareness around the entire Noosa region – beaches, river, hinterland and surrounds.

All campaigns have a range of buy-in options for members to suit various marketing budgets, from digital executions to print and paid social media advertising. Member opportunities are developed bi-annually, tailored to suit market conditions and the needs of members.

## PUBLICATIONS

Tourism Noosa produces the Noosa Holiday Guide, Noosa Map, Noosa Country Drive Map, Business Events Planner and the Global Travel Trade Planner which all provide quality, cost-effective ways for industry to reach key markets at each stage of the holiday decision-making process.



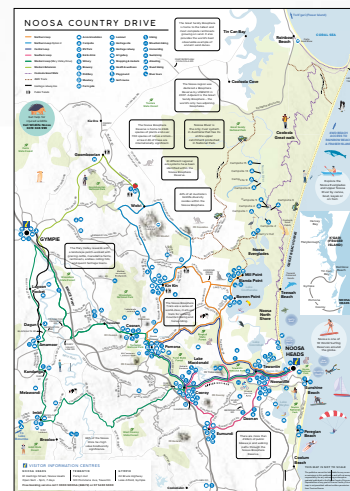
**Distribution:**  
**20,000**  
Available online plus printed copies targeting domestic travellers.

**The Noosa Holiday Guide** is the key tool for visitors planning and enjoying a holiday and is used to search for and book accommodation, tours and restaurants and to assist visitors in touring and moving around the region.

**The Noosa Country Drive Map** is the key tool for visitors wanting to explore Noosa's stunning hinterland and country areas, covering historical towns, mountain lookouts, galleries, markets, food and beverage outlets, farm gates, B&Bs and more. The map includes suggested itineraries and points of interest.

**Distribution:**  
**50,000**  
maps

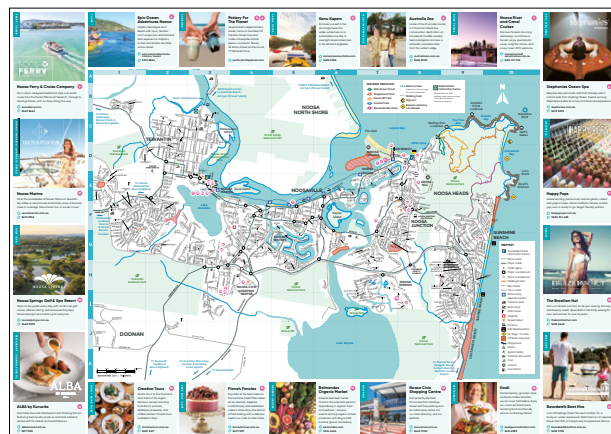
Distributed annually across Noosa and Sunshine Coast Visitor Information Centres and accommodation providers.



**The Noosa Map** is the ultimate in-region guide to assist visitors in getting around. The map is an extremely popular advertising option and members should book early to secure a spot.

**Distribution:**  
**220,000**  
copies

Distributed locally and across the Sunshine Coast.





# TRADE MARKETING

Tourism Noosa has a global trade marketing strategy which includes trade and media familiarisations, brand alliance campaigns and attendance at trade events and missions. We assist export-ready businesses throughout the year to increase their share of international visitors including New Zealand and United Kingdom as a major focus. Noosa's Trade Travel Planner is the key piece of collateral, distributed domestically and internationally, designed with the trade in mind and providing buy-in opportunities for export-ready product.

The planner assists and educates wholesalers, inbound tour operators and retail agents to sell Noosa and source reliable international-ready product and experiences.

### MANTRA FRENCH QUARTER

1 Hulse Lane, Noosa Heads

Located on Hastings Street, Mantra French Quarter is the perfect place to enjoy a seaside escape to Noosa. Mantra French Quarter is set back from the hustle and bustle of Hastings Street yet offers direct access to the shopping, dining and entertainment hub, making it the perfect place to enjoy the best of Noosa. Mantra French Quarter offers a choice of one, two and three bedroom apartments.

- Facilities:** 24-hour reception, complimentary parking, loggion pool, sauna, spa, children's wading pool.
- Target markets:** Families, couples, honeymoon.
- Rooms:** Self-contained apartments.

**CONTACT**

+61 7 5430 7100 | @mantrahotels  
[www.mantra.com.au/french-quarter](http://www.mantra.com.au/french-quarter) | #mantrahotels  
[travelsales@mantra.com.au](mailto:travelsales@mantra.com.au)

Rating	Rooms	IN-N	Price Range
4 star*	105	Free	\$300 pm

### NARROWS ESCAPE RAINFOREST RETREAT

78 Narrows Road, Montville

Narrows Escape has eight luxury self-contained villas nestled in rainforest, two with private plunge pools. Perfect for relaxing and cutting up by the fire or soaking in a spa bath. Be immersed in nature while enjoying luxurious furnishings and only a 5-minute drive to Montville with art galleries, the dining, hiking trails and boutique shopping.

- Facilities:** BBQ on deck, nature trail, heated plunge pools (2 villas), swimming pool, kitchen, spa bath, fireplace.
- Accessible facilities:** Wheelchair accessible room and bathroom.
- Target markets:** FIT, Couples, Honeymooners.
- Rooms:** One bedroom villas.

**CONTACT**

+61 7 5438 5000 | @narrowsescape  
[www.narrowsescape.com.au](http://www.narrowsescape.com.au) | #narrowsescape  
[enquiries@narrowsescape.com.au](mailto:enquiries@narrowsescape.com.au)

Rating	Rooms	IN-N	Price Range
5 star	8	Free	\$350 pm

### NICHE HOLIDAYS NOOSA

Various locations

Embrace your dream of Noosa and explore the finest collection of stays in Hastings Street, Little Cove, Noosa Sound, Noosa Hills, Sunrise Beach and beyond. From affordable coastal cottages to luxurious houses, our curated portfolio offers a range of options, carefully handpicked just for you.

**Tailored services and add-ons:** Concierge, private transfers, helicopter tours, restaurant bookings, personal chefs, massage therapists, personal training, yoga and photos instructors.

- Facilities:** Beachfront views, luxurious interiors, heated pools, beach access, free secure parking, free Wi-Fi.
- Target markets:** Couples, families, friends or a combination of all three!
- Rooms:** 150 properties (1 - 6 bedrooms)

**CONTACT**

+61 7 5448 0966 | @nicheholidaynoosa  
[www.nicheholidaynoosa.com](http://www.nicheholidaynoosa.com) | #nicheholidaynoosa  
[hello@nicheholidaynoosa.com](mailto:hello@nicheholidaynoosa.com)

Rating	Properties	IN-N	Price Range
5 star	150	Free	POA

# MEDIA AND PUBLICITY VALUE

Generating tens of millions of dollars in media value each year, Tourism Noosa drives a proactive media strategy and media hosting program. It results in coverage from domestic and international media across print, digital and social platforms that highlight the vast range of activities and experiences on offer to visitors in Noosa.

As part of the media hosting program, Tourism Noosa seeks support from members to provide accommodation and unique experiences for targeted media as part of their familiarisation of the region. We also always encourage members to let us know if they have unique experiences that are media worthy.

**48 FOOD-FILLED HOURS IN NOOSA SUNSHINE COAST**

Look for the Noosa region's food scene to be a major focus of the 2023-24 season. The region's food scene is a major focus of the 2023-24 season. The region's food scene is a major focus of the 2023-24 season.

**Digi One**

The region's food scene is a major focus of the 2023-24 season. The region's food scene is a major focus of the 2023-24 season. The region's food scene is a major focus of the 2023-24 season.

**Noosa, Qld**

NOOSA could be the PERFECT holiday destination. Christine Aldred tells us of QUITE OFTEN just to MAKE SURE.

As about 3000 visitors to Noosa National Park take in the view of the beach from the top of the cliff, the sun is setting over the ocean. The sun is setting over the ocean. The sun is setting over the ocean.

**3**

The sun is setting over the ocean. The sun is setting over the ocean. The sun is setting over the ocean.

## EVENTS SPONSORSHIP

The Noosa region hosts many iconic events throughout the year that are supported by Tourism Noosa as part of our events strategy. This strategy outlines clear guidelines, environmental sustainability criteria and application and reporting processes for event funding that ensures a transparent and accountable process for all events sponsored by Tourism Noosa. Key drivers for Tourism Noosa sponsored events are interstate visitation driving overnight stays, bringing visitors to the region during off-peak times and regional dispersal across the Noosa region. Events also deliver national and international media exposure for the region, elevating the Noosa brand globally.

Tourism Noosa also strives to engage the local community and build economic capacity for the region with all events.

## EXPERIENCE AND SEGMENT DEVELOPMENT

Tourism Noosa has a focus on segment marketing that targets niche interest areas such as outdoor adventure, family holidays, wellness, weddings, food and beverage, and business events.

The aim is to assist in building a diverse offering of activities, balanced mix of visitor markets and maximise seasonal and regional dispersal.

Activities include digital advertising and website development, cooperative marketing, coordinated presence at consumer expos and trade engagement.

Tourism Noosa also provides opportunities for domestic and international trade presence such as targeted industry trade events, missions and roadshows.

To learn more about additional segment development opportunities contact the **Tourism Noosa Marketing Team** at [marketing@tourismnoosa.com.au](mailto:marketing@tourismnoosa.com.au).



## SPECIAL INTEREST SECTORS INCLUDE:

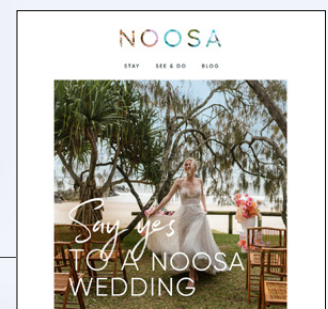
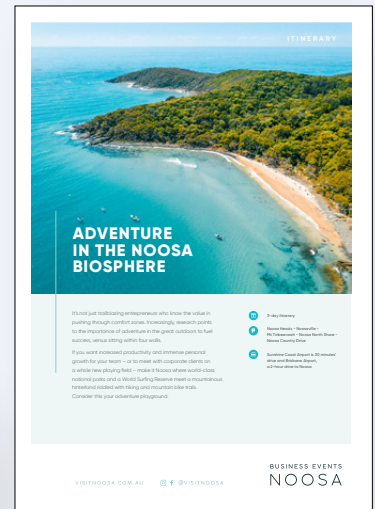
### Adventure Travel

Tourism Noosa is developing a stronger presence for this sector by promoting members such as hostel operators, tour companies and hospitality venues. The adventure travel message will be promoted further through the use of social media influencers, relevant media, PR and marketing activity to position Noosa as a place for fun, adventure and natural beauty, and a must-see on the east coast path of travel.



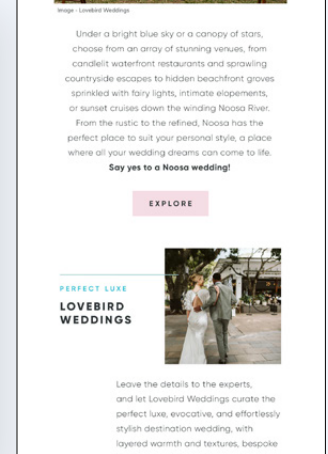
### Business Events

Noosa is a popular destination for business events, with unique locations, venues and an ambience that are well suited to the sector. The business events market supports a range of large to medium-sized conference facilities, venues, experiences and restaurants from across the Noosa region. To facilitate growth in this sector, Tourism Noosa is developing a dedicated microsite with information on venues, onsite and offsite catering facilities, support services, incentives and activities. Business events generate strong room nights, visitor spend and dispersal throughout the year, making them rewarding for the destination and local economy. Opportunities for members include listings within the Visit Noosa Business Events Planner, referrals, campaign inclusions and famils.



### Weddings

Noosa is a popular destination for weddings, with locations, venues and an ambience that are well suited to the sector. Weddings generate longer stays, distribute spend across our membership businesses and generally disperse visitors throughout the entire region. To support the choice of Noosa as a leading wedding location, a dedicated section on [visitnoosa.com.au/weddings](http://visitnoosa.com.au/weddings) is available, providing relevant information and links to active businesses, from hair and make-up artists to celebrants, venues, stylists and photographers.



## SPECIAL INTEREST SECTORS INCLUDE:

### Tread Lightly Noosa



In 2022, Tourism Noosa launched the Tread Lightly Noosa program, providing visitors the opportunity to lighten their environmental footprint while on holiday in Noosa.

Focused on the protection and rejuvenation of our rich biodiverse landscape, the Tread Lightly Noosa

program provides visitors with the opportunity to gain hands-on education and insight into local environmental projects and programs making a difference in Noosa today. For further information on the Tread Lightly Noosa program visit: [www.treadlightlynoosa.au](http://www.treadlightlynoosa.au)



### Food Tourism

Noosa's food culture is intrinsic to the destination and a key component in Tourism Noosa's brand message.

Offering everything from handpicked strawberries,

macadamias and sustainably caught crabs to juicy red tomatoes, local produce is easily sourced from the farm gate, farmers markets, Noosa restaurants, cafés and local supermarkets. Noosa's foodie reputation is well-known, home to several top Australian chefs and chef hatted restaurants.



Tourism Noosa members can connect and collaborate with food businesses, including working closely with producer organisations such as Slow Food Noosa, Food and Agribusiness Network, Country Noosa and Eat Local Noosa. Food tourism is showcased via Visit Noosa's marketing messages across the website, blogs, itineraries, social media, national advertising and media coverage.

An important part of the PR strategy, media hosting opportunities showcasing food experiences include live TV broadcasts, news segments and entertaining visiting journalists from national titles including food travel magazines and websites. Tourism Noosa regularly shares food tourism opportunities with members such as events, business development training and industry focused educational opportunities.



## TRAINING AND SUPPORT FOR MEMBERS AND INDUSTRY

### Member training

Tourism Noosa offers specialised training sessions on a wide range of topics for members throughout the year, depending on member feedback and requirements. Courses may include Digital Marketing, Facebook and Instagram Advertising, Google Products, Booking.com as well as dedicated business training, one-on-one mentoring, Tourism Noosa's own Noosa Eco Check and connection to accredited programs through wider tourism industry bodies.

### Industry update forums

Tourism Noosa hosts regular industry updates and workshops designed to share insights on the current state of the local and national tourism industry, inform members on our current activities and upcoming opportunities, and provide a networking platform.

### Networking events

Tourism Noosa hosts monthly networking events which are a great opportunity for members to get together and network. The events generally take place on the last Wednesday of each month at different member venues throughout the region. Look out for your invitations in our fortnightly member newsletters and online in the Members Toolkit.

### Member Toolkit

Tourism Noosa members have access to the 'Member Toolkit' area of our website with a range of services and information including marketing opportunities, latest news, RSVP to networking events, member newsletters, image library, visitor statistics, social media and marketing templates, Member Connect articles, see what's coming up on the members' calendar, contact details for the Tourism Noosa team and more.

### Noosa Eco Check 2.0

Noosa Eco Check can help you assess and improve the environmental credentials of your business. You and your staff can learn great ways to easily implement environmentally friendly practices, improve your bottom line and help protect the environment – we like to think of it as “green for fun – and profit!”



The program covers energy, water, waste, purchasing, cleaning, sustainable gardens, conservation, communication, corporate social responsibility as well as great local video case studies! Noosa Eco Check is \$10 per person.

For more information contact  
**Anna Macklin** on **0423 879 968** or  
**members@tourismnoosa.com.au**

## ENVIRONMENTAL AND CULTURAL SUSTAINABILITY

Tourism Noosa has a core commitment to contributing to improved environmental and cultural outcomes for the Noosa region and the Noosa Biosphere Reserve. We work very closely with Noosa Council, members, stakeholders, the local indigenous Kabi Kabi custodians and community groups such as Zero Emissions Noosa, Noosa Biosphere Reserve Foundation, Slow Food Noosa, Noosa Parks Association, Noosa Integrated Catchment Association, Noosa & District Landcare and Noosa World Surfing Reserve to achieve this objective. Unique for a tourism body, we have a portfolio that includes environment and sustainability and we encourage anyone wanting to be more environmentally friendly in any part of their business to please contact us – we have so many useful tips and practical advice on all aspects including how to get involved within the community and our own green initiatives. For information contact **Juanita Terry-Bloomfield** on **0407 533 479** or **juanita@tourismnoosa.com.au**.

### Environmental programs

The Noosa community has a long and proud history of protecting and enhancing this region's world-class nature for generations to come. Tourism Noosa has come along on this journey through implementing environmentally sustainable programs including Plastic Free Noosa, Trees for Tourism, a Sustainable Events program, Tread Lightly Noosa, Solar for Strata and Noosa Eco Check which aim to encourage businesses to adopt more sustainable practices and reduce their environmental impact, while achieving cost savings.

The satisfaction that visitors get knowing that Noosa is a relaxing and beautiful destination because it is cared for and looked after by its local community is priceless. Noosa is the perfect place to become a responsible and active environmentally friendly community that will lead the way for others to follow.

### Plastic Free Noosa

A whole of community plan to eliminate single-use plastics



The Plastic Free Noosa program is managed by Tourism Noosa in partnership with Noosa Council. Plastic Free Noosa helps to protect the environment by empowering the Noosa community in eliminating single-use plastics through direct engagement, recognition and facilitating circular economies.

We have a dedicated program manager and encourage anyone in the region who wants to reduce their reliance on single-use plastics in any part of their business to please contact us. It's free for you to join and we can educate and guide you to help significantly reduce your single-use packaging. For information contact **info@plasticfreenoosa.org**

### Trees for Tourism

Event, visitor and member carbon offset program



Tourism Noosa has created a Trees for Tourism program partnering with Noosa & District Landcare. This project supports tree planting throughout our shire for land rehabilitation, carbon emission reduction, shade trees for walkers on the Noosa Biosphere Trail and the protection and enhancement of koala and other native wildlife habitat.

Tourism Noosa sponsored events donate \$1 for each paid participant to the Trees for Tourism program. Our Tourism Noosa networking events also allow members to donate to this important program and visitors can donate at our Noosa Visitor Information Centre.

We are committed to assisting Noosa Council and Zero Emissions Noosa in reaching the combined target of zero net carbon emissions in the Noosa Shire by 2026.





## NOOSA VISITOR INFORMATION CENTRE

The Noosa Visitor Information Centre (VIC), located on bustling Hastings Street, has a contemporary, eco-friendly architectural design that welcomes visitors to come and find out about some of Noosa's best experiences. This widely awarded centre is well positioned to welcome, inform and inspire visitors and drive guests to your business.

Accredited VICs are the only information centres able to display the yellow italicised 'i' on a blue background. This symbol denotes genuine, high quality Visitor Information Centres with dedicated staff. These centres have achieved specific industry standards and are recognised as providing exceptional service and advice.

This award winning information centre operates with a team of over 70 volunteers and dedicated visitor services officers. The centre is a one-stop shop for visitors to plan their Noosa experience and caters for telephone, email, online and walk-in booking enquiries.

The Noosa Visitor Information Centre welcomes around 160,000 visitors each year. The extremely prominent location and high foot traffic of Hastings Street provides maximum exposure for members. One of the many benefits is the opportunity to promote your business within the VIC by displaying brochures, setting up product activations, and advertising on the large digital screens.

### Welcome to Kabi Kabi Country

As a new attraction for visitors and members to our VIC, we are excited to partner with Kabi Kabi traditional custodians in presenting a virtual Welcome to Country, an intimate and engaging audio-visual experience that shares local knowledge by utilising innovative projection technique and screen technologies. Visit us at the VIC for the showing at 7pm every evening, 7 days per week for 6 minutes to experience this unique delivery and blending of traditional messaging mixed with contemporary technology.

## Digital advertising

### 1. Street-front digital display advertising

A high-quality digital image projected onto a street-front screen extends your businesses exposure from dusk to late.

Running from 5pm – 9pm, 7 days a week, 365 days per year, the screen promotes your business to visitors and locals as they stroll along Hastings Street on their way to dinner, or an evening ice cream. There is a choice of formats – either still image presentation or video format.

### 2. Internal digital display advertising

A prime position video screen, situated above the main information counter, with an 84-inch full colour LCD LED screen visible as you stroll down Hastings Street. This high-impact vision runs during business hours, 7 days a week (except Christmas Day).

## Visitor centre activations

Tourism Noosa offers members a chance to promote their product or services via a display/activation in the Visitor Centre, 365 days a year on the busiest street in Noosa!

Activations can include:

- Stand-up banners
- Brochures
- Promotional staff
- Mascots
- Props

For more details or to book your prime position at the Noosa Visitor Information Centre please email **Anna Macklin** [anna@tourismnoosa.com.au](mailto:anna@tourismnoosa.com.au). The possibilities are only limited by your imagination!

## TOURISM NOOSA MEMBERSHIP 2023-2024

Membership of Tourism Noosa provides businesses the opportunity to network and interact with other members and to market to consumers. In addition to membership, there are a range of options which represent annual fees and may be added to your membership.

Our membership period is based on a financial year.

### HOW TO APPLY

Businesses can apply for membership of Tourism Noosa online at [visitnoosa.com.au](http://visitnoosa.com.au) and click on 'Become a Member' in the footer.

**BECOME A MEMBER**

[visitnoosa.com.au/membership-signup-renewal#join](http://visitnoosa.com.au/membership-signup-renewal#join)

A joining fee of \$50.00 is applicable for new members.

### LEVEL ONE

## CORE TOURISM BUSINESS MEMBERSHIP

This membership is for businesses that have direct interaction with visitors in Noosa.

This includes: Accommodation, experiences, food and beverage, retail, weddings, wellness, events and the arts.

This level of membership includes a business listing on [www.visitnoosa.com.au](http://www.visitnoosa.com.au).

A listing on [visitnoosa.com.au](http://visitnoosa.com.au) enables Tourism Noosa to promote the member across our entire digital space.

**\$297 inc GST**

Including [visitnoosa.com.au](http://visitnoosa.com.au) website product listing

### LEVEL TWO

## TOURISM SERVICES MEMBERSHIP

This membership is for businesses that support or provide a service to a core tourism operator – support services wishing to gain exposure to and engage with tourism operators.

Businesses may include training organisations, trades, professional services, digital suppliers, graphic designers, consultants, maintenance and others.

#### Out of Region members

All businesses trading outside of the Sunshine Coast, Noosa, Gympie and Fraser Coast regions.

Options are available for these members to display brochures in the Visitor Information Centre or have a presence on [visitnoosa.com.au](http://visitnoosa.com.au) where relevant.

**\$187 inc GST**



## MEMBERSHIP ENTITLES YOU TO THE FOLLOWING BENEFITS

Marketing	Core	Services
Book subsidised, affordable advertising as part of our cooperative marketing program across national print, digital and social media platforms to reach your target audience.	✓	
Promote your business with special offers on our new visitnoosa.com.au website, the call to action for our digital and print marketing, with 100,000+ page views each month.	✓	
Feature your business all year round on visitnoosa.com.au with images, information, your social media and contact details, and a location marker and booking functionality.	✓	
Be featured in consumer e-newsletters sent to 23,000+ database across Australia and internationally.	✓	
Connect with our Instagram (121,000+ followers) and Facebook (59,000+ followers).	✓	✓
Opportunity to be featured in blog posts and website guides/itineraries.	✓	
Opportunity to advertise in the Noosa Holiday Guide, available nationally; and free listings in Festive Season and School Holiday Guides where applicable.	✓	
Receive online bookings through the Bookeasy platform on visitnoosa.com.au.	✓	
Access to our Noosa image and video gallery.	✓	✓
Opportunity for relevant businesses to participate in our Media Hosting Program with qualified media.	✓	
Access to brand-aligned marketing tools in line with advertising campaigns.	✓	✓
Display the 'Member of Tourism Noosa' sticker and logo to show your involvement in one of Qld's largest tourism industry bodies.	✓	✓
Communication	Core	Services
Receive the latest local, state and national tourism industry news and opportunities in our fortnightly members' newsletters.	✓	✓
Your business included in This Week in Noosa newsletter and online, where applicable.	✓	
Your news/articles featured for free in the Member Connect (business-to-business) online platform.	✓	✓
Your news featured on the Tourism Noosa (industry) Facebook page, where applicable.	✓	✓
Access to Noosa statistics and visitor data.	✓	✓
Voting rights at the Tourism Noosa AGM.	✓	✓

Training and networking events	Core	Services
Invitation to monthly networking events to connect with tourism industry professionals.	✓	✓
Host a members' networking event to showcase your business.	✓	✓
Participate in Tourism Noosa's training programs at subsidised rates.	✓	✓
Subsidised training sessions on a range of topics including social media.	✓	✓
Bookeasy mentoring to improve your exposure to travellers.	✓	
Information forums for various industry sectors on a range of topics.	✓	✓
Access to the Plastic Free Noosa program and guidance to receive accreditation to reduce your plastic footprint.	✓	✓
Your introductory video posted on our industry Facebook page.	✓	✓
Tailored mentoring on industry programs for various sectors.	✓	
Connection to qualified and accredited programs and mentoring through wider tourism industry bodies.	✓	✓

Visitor Information Centre	Core	Services
Present your product/businesses to volunteers and staff at monthly Buzz events.	✓	✓
Opportunity to display your brochure in our Noosa Visitor Information Centre, Hastings Street with thousands of visitors each month.	✓	
Have your product booked through our travel desk and online booking system.	✓	
Highly visible digital advertising opportunities to reach visitors on Hastings Street.	✓	
Profile your business with an activation at the visitor centre.	✓	

## ADDITIONAL MEMBER OPPORTUNITIES

In addition to the membership benefits mentioned on the previous pages, members can select from the following options, allowing you to utilise only those benefits that you consider to be of value to your business.

### Visit Noosa website listing

For Core Tourism Business Members, a visitnoosa listing is included in your membership. Further listings can be added.

Our website achieves the number one organic ranking on Google for a range of search terms relating to a Noosa holiday and captures a vast number of visitors looking for information on the destination.

Our website features a wealth of information designed to inspire and help visitors plan their holiday to the Noosa region. The site includes sections on natural attractions, events, tours, activities, weddings and more.

A presence on visitnoosa.com.au will also enable Tourism Noosa to promote your business across our entire digital space.

#### FIRST LISTING

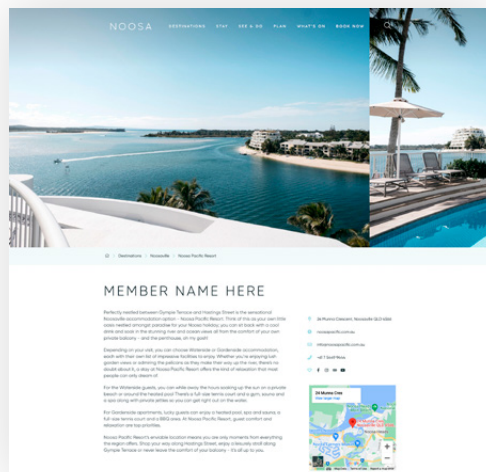
**INCLUDED**

VISITNOOSA.COM.AU  
(12 MONTHS)

#### ADDITIONAL LISTINGS

**\$150** each inc. GST

VISITNOOSA.COM.AU  
(12 MONTHS)



### Brochure display

Members are invited to display their brochures in our Visitor Information Centre on Hastings Street.

Brochures should ideally be supplied in the following standard sizes:

- DL (portrait) – 99mm wide x 210mm high
- A4 (portrait) – 210mm wide x 297mm high

Outside of these standard sizes, brochures may be supplied to the following maximum dimensions:

- 100mm wide x 260mm high

The weight of paper stock used in brochures should be no less than 148gsm to prevent the brochure from folding forwards when displayed in the racks. Brochures that do not meet the guidelines above will regretfully be unable to be displayed – please contact us if you are unsure if your brochure may be displayed.

Cost is per display. Brochures will be displayed at our Visitor Information Centre in Hastings Street. You may purchase up to 4 brochure displays.

**\$180** inc. GST

**DL BROCHURE DISPLAY**  
(12 MONTHS)

**\$260** inc. GST

**A4 BROCHURE DISPLAY**  
(12 MONTHS)



## ADDITIONAL MEMBER OPPORTUNITIES

### Travel Trade

Noosa is a well-regarded destination for global travel, which is achieved through trade distribution to overseas markets. Membership is available to committed trade ready members that pay appropriate commission levels. Export-ready product will receive expert support and advice to increase international exposure in our key markets of the UK, NZ, Europe and North America through the following initiatives:

- Listing in the Noosa Trade Travel Planner
- Listing on the [visitnoosa.com.au/trade](https://www.visitnoosa.com.au/trade) microsite
- Invitation to trade-ready mentoring programs and workshops (delivered by TN, VSC and TEQ)
- Representation at trade shows, missions and roadshows globally
- Opportunity to host trade familiarisations
- Trade marketing campaigns in key markets, including digital, social, media and marketing opportunities
- EDM inclusions to a dedicated database
- Dedicated resource to increase availability of trade ready product in global distribution systems and itineraries
- Representation company inclusion in the United Kingdom
- Mentoring, training and expert advice and assistance

**\$350** incl. GST

\* ADDITIONAL COSTS MAY APPLY



**APPLY NOW FOR MEMBERSHIP WITH TOURISM NOOSA 2023-2024**

**APPLY NOW**

**BECOME A MEMBER**

## TOURISM NOOSA MEMBERS' CODE OF CONDUCT

Tourism Noosa's code of conduct outlines professional guidelines so that the conduct of Tourism Noosa members will enhance Noosa's tourism industry and contribute positively to Noosa's community, environment and quality of life.

### **Tourism Noosa members are expected:**

1. To act professionally and with high levels of duty of care, safety and concern towards other Tourism Noosa members, customers and the Noosa community.
2. To deliver with integrity, all advertised products and services, meeting all legal responsibilities.
3. To comply with the laws of Australia and to ensure all contracts and terms of business are clear, concise and honoured in full, and ensure all dealings are ethical and fair.
4. To speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
5. To ensure claims in advertising and marketing a product or service are true, and never misleading or exaggerated and are not negative about another member's product or service.
6. To consider the interests of local communities and ensure that the impacts of their business on Noosa's community life and environment are positive and beneficial.
7. To manage their businesses effectively and efficiently, enhancing the reputation of tourism in Noosa, to respond to and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary.
8. To operate a humane, safe, healthy and satisfying working environment for staff, customers and the public.
9. To manage their staff/employees fairly and equitably.
10. To operate their businesses guided by environmental best practice guidelines, conserving water, energy and the natural environment. Business operations must balance the rights of future generations with current economic needs, preserving and improving Noosa's quality of life.
11. To be ambassadors for tourism in Noosa and help promote community understanding of the importance of tourism as a vibrant contributor to Noosa's economy and quality of life.
12. To always act with the highest ethical integrity and not misuse authority or office for personal gain when serving on the Tourism Noosa Board or associated committees.

Please note that by signing the membership application form, you agree to abide by all conditions set out within the Members' Code of Conduct.



TOURISM  
NOOSA