



What is Northern Rivers Tourism and what does it do?

Northern Rivers Tourism is a not-for-profit, member-based incorporated association responsible for the sustainable development and promotion of tourism. It provides leadership and direction unifying the regional tourism sector and delivers a range of valuable benefits to its members, such as access to marketing and publicity opportunities, facilitation and coordination of seminars, fora and workshops, usage of high quality destination photography and destination editorial for promotional purposes, interpreted industry intelligence and a voice for tourism stakeholders in our region to state and federal government. Premium membership costs just \$365 per year inclusive of GST.

What does Northern Rivers Tourism Premium Membership provide?

In General...

- Discounted access to professional skills development workshops and industry events
- Exclusive opportunity to participate in regional cooperative marketing programs (Rivers of Life)
- International and national marketing opportunities (media and trade fairs, promotions)
- A regional lobbying voice to local, state and federal government
- Destination marketing tools (high quality stills and footage image library)
- Interpreted travel industry and marketing intelligence
- Practical advice on business development
- Relevant and timely communications on opportunities and issues that affect regional tourism
- Invitation to NRT's Annual General Meeting and industry networking functions
- Access to NRT Board meeting minutes



Specifically in 2009-10....

Destination Marketing Initiatives

- Annual domestic regional marketing program targeting SEQ, Regional NSW, Sydney and Melbourne (Rivers of Life)
- 4-6 travel wholesaler/ retail agent educationals
- 4-6 media press trips
- International trade show representation (in 2009-10, OZ Talk NZ, Australian Tourism Exchange, ATEC Symposium, Tourism NSW UK Europe Sales Mission)
- Participation in Tourism NSW Media Promotions and Advertising campaigns

Industry Development Initiatives

- Discounted registration to Tourism Symposium (19-20 October)
- Additional Professional Development Workshops
- Coordination/facilitation of two industry forums per year
- Advice on Regional Flagship Event Applications
- Submissions to Government Tourism Development grants
- Ongoing practical business development advice

Industry Intelligence

- Quarterly plain-English interpretation of:
- National and International Visitor Surveys
- Aviation industry intelligence
- Domestic and international travel distribution Trends
- Qualitative visitor behaviour studies

The voice of the Northern Rivers tourism industry

Through NRT membership, members' interests will be considered in NRT's communications with:

- Regional media
- Tourism NSW
- Tourism Queensland
- Tourism Australia
- Educational Institutes



- Other State Tourism Organisations
- State & Federal MPs
- Northern Rivers Regional Organisation of Councils

AND NRT's membership of:

- Tourism Attractions Signposting Assessment Committee
- Australian Tourism Export Council
- FORTO – (NSW Forum of Regional Tourism Organisations)
- Australian Regional Tourism Network
- Pacific Coast Touring Route Inc

Communications

- Monthly industry newsletter
- Password access to NRT members site
- Access to NRT Board Meeting Minutes
- Invitation to NRT Annual General Meeting
- Copy of NRT's Strategic Plan
- Copy of NRT Annual Report
- Regular media releases on tourism industry trends, news and developments
- Members initiatives and news featured in monthly industry e-newsletters
- Networking opportunities for tourism and related industry operators coinciding with NRT Board meetings conducted throughout the region

Some key regional tourism facts

Tourism is worth \$1.3 billion per annum to the region's economy

Tourism directly employs over 7200 people (6.8%) of the region's workforce

Northern Rivers welcomes 4.9 million day and overnight visitors each year.

If you deal with the public or supply services to other businesses in the Northern Rivers, then tourism is business you cant afford not to have!



Membership Registration Form

Want to become a member? Payment can be made in the following ways:

◆ Visit <http://www.northernriverstourism.com.au> If you are a Free Member, Select Membership Prospectus—Buy Now. If you are not already a Free Member, you will need to register your details first by clicking on the “Not a Member? Sign Up Today!” button

◆ Application and payment can also be made by completing the form below and sending it with full payment by cheque or money order to:

Russell Mills, CEO

Northern Rivers Tourism Inc.

PO Box 601

The Channon NSW 2480

Enquiries: (02) 6688 6217 or 044 888 5453

Northern Rivers Tourism, PO Box 601, The Channon, NSW 2480

ABN: 41 880 865 829

Business

Name:.....

Contact:

.....

Address:

.....

Phone: Fax:.....

Email:.....

Northern Rivers Tourism Membership

\$365.00 (inc GST)

Signature:.....

I have legal authority to sign on behalf of the Business named above

Date:

Tax invoice receipt will be generated and returned upon receipt of payment