

AMAZING SOUTH COAST TOURISM Inc MEMBERSHIP PACKAGES AND BENEFITS 2018/19

Amazing South Coast - Destination Marketing (ASC DMO) - Concept

High level outline of ASC DMO member packages.

Packages	<h3>Friends Package</h3> <p>Entry Level \$49.00</p> <p>Designed for businesses and individuals that are not actively involved in the tourism economy, but are an important part of servicing visitors, such as general stores, petrol stations, schools</p> <p>Does not include voting rights.</p>	<h3>Associate Package</h3> <p>Participant Level \$95.00</p> <p>Designed for part-time or smaller non-accommodation businesses that may be directly or passively involved in the tourism economy, such as cafes, smaller restaurants, and individual tourism and events managers.</p>	<h3>Marketing Essentials</h3> <p>Mid Level \$295.00</p> <p>Designed for businesses that are more actively involved in tourism as their core business, including accommodation providers, scenic asset operators, organisers of large events, larger restaurants and wineries.</p>	<h3>Tourism Partner</h3> <p>Top Level \$495.00</p> <p>Designed for businesses at the core of the tourism economy and are actively involved in shaping the region, such as accommodation providers, core scenic assets, larger tour operators, cruise operators, large wineries with restaurants.</p>
Options	<p>Package includes access to regular industry news and info, plus participation in events. Paid options may include those related to basic advertising, and access to training.</p>	<p>Paid options may include those related to basic advertising, and access to training. Options in higher membership levels are accessible by upgrading.</p>	<p>Package includes access to regular industry news and info, plus participation in events. Paid options may include those related to basic advertising, and access to training.</p>	<p>Paid options include all those in the lower level packages. Also includes preferential placement in core advertising channels, greater level of collaboration, active promotion of the business in broader media.</p>

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Benefits	Friends Package \$49.00	Associate Package \$95.00	Marketing Essentials \$295.00	Tourism Partner \$495.00
Latest industry insights and news.	✓	✓	✓	✓
Invites to our regular network events and industry functions.	✓	✓	✓	Priority
Invites to training and development opportunities		✓	✓	✓
Personalised business coaching with DMO staff.			✓	✓
Participation in media and travel trade familiarisation programmes				✓
Added to Amazing South Coast (ASC) Data Base	✓	✓	✓	✓
Business page featured on the Amazing South Coast (ASC) website.		✓ ¹	✓	Priority
Listing of bookable tourism products on the ASC website.		✓	✓	Priority
Preferred advertising rates on partner magazines and websites.		✓	✓	✓ ²
Opportunity to participate in promotions and campaigns.		✓ ¹	✓ ¹	Priority ¹
Seasonal display advert on ASC website and Holiday Planner.			✓ ¹	Preferred ¹
Seasonal article buy-in on ASC website.				✓
FREE Brochure display in your choice of Visitor Centre.				Priority
Listing on ASC's printed touring map.			✓ ¹	✓ ²
Chance to purchase signage in your choice of Visitor Centre.			✓ ¹	✓ ²
Chance to purchase display space in Visitor Centre showcase.			✓ ¹	✓ ²
Referrals from professional Visitor Centre staff.		✓	✓	✓
Access to real time booking system with secure 24/7 payments.			✓	✓
Member voting rights.		✓	✓	✓
Permitted to use the Amazing South Coast logo.		✓ ³	✓ ³	✓ ³

1 Purchased separately and preference / discounts given to higher level members, conditions apply (e.g. seasonality, type of event/business etc)

2 Minimum number of free ads provided to Tourism Partner members; additional ads at discount prices.

3 In accordance with the prescribed ASC Style Guide.