

# Geraldton Visitor Centre



## MEMBERSHIP PROSPECTUS 2018/19

### Our role within the TOURISM STRUCTURE

**TOURISM  
AUSTRALIA**  
Brand awareness of AUSTRALIA

**TOURISM  
WESTERN AUSTRALIA**  
Brand awareness of  
WESTERN AUSTRALIA

**AUSTRALIA'S  
CORAL COAST**  
Marketing our REGION

**GERALDTON  
VISITOR CENTRE**  
That's US!



### About Geraldton Visitor Centre

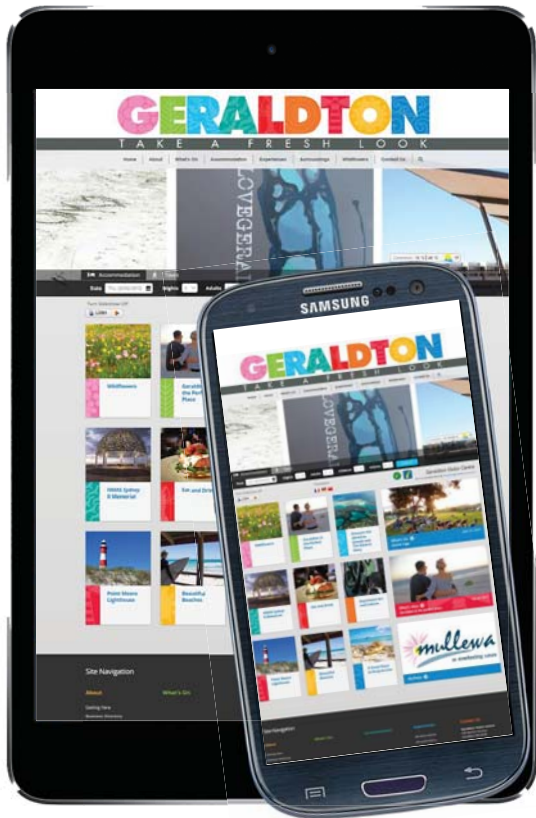
The Geraldton Visitor Centre plays a vital role in looking after visitors before, during and even after their visit and our team strive to provide the best customer service possible to meet their requirements.

Whether a business makes exceptional coffee, gives a relaxing massage, provides a comfortable bed, offers a tent site, serves delicious food, changes a tyre, delivers an Abrolhos experience, shares stories on a tour ... tourism is part of everyone's business!

### What We Do

- We strive to make Geraldton and its surrounds a key holiday destination to experience, explore and enjoy
- We promote key and unique attractions in our City and the Mid West region as 'must see'
- We encourage people to stay longer and share their stories
- We are a friendly and attentive service team who live locally and are proud to share local knowledge
- We work in collaboration with operators, tourism industries and the local community to ensure quality products and services
- We are an accommodation and tour booking agent
- Geraldton is a major WA regional port for cruise ships
- We sell local products, souvenirs, books, maps and quality gifts
- We represent Geraldton at caravan and camping shows and other events
- We are proud to say that our team are China Ready Accredited





## Our Affiliate Networks

- Accredited Visitor Centre through Tourism Council WA
- Work closely with Tourism WA
- Member of Visitor Centres WA
- Member of Australia's Coral Coast
- Member of WA Cruise Association
- Represents and/or participates on various committees
- Work with other Visitor Centres in the region to promote Australia's Coral Coast

## Awards

- Winner – Business Excellence Awards – Individual Customer Service 2017
- Bronze – Perth Airpost Tourism Awards 2017
- Finalist – Business Excellence Awards 2017
- Finalist – Perth Airport Tourism Awards 2016
- Winner – GWN7 Top Tourism Town Awards 2016
- Winner – GWN7 Community Engagement Award 2016
- Winner – GWN7 Professional Development Award 2015



### Geraldton Visitor Centre

246 Marine Tce, Geraldton WA 6530  
PO Box 101, Geraldton WA 6531

**P:** (08) 9956 6670

**E:** [GVCmembers@cgg.wa.gov.au](mailto:GVCmembers@cgg.wa.gov.au)

**W:** [www.visitgeraldton.com.au](http://www.visitgeraldton.com.au)





## Membership

Being a member of the Geraldton Visitor Centre gives businesses the opportunity to be at the forefront of our destination activities. Membership can offer a wide network of tourism opportunities and support and helps us market our magnificent City, surrounding towns, region and state.

Our Gold, Silver and Bronze membership benefits are listed below:

MEMBERSHIP BENEFITS	GOLD	SILVER	BRONZE
Priority recommendation above non-members	✓	✓	✓
One printed DL brochures or business cards at GVC <sup>1</sup>	✓	✓	✓
Website content	✓	✓	✓
Promotion on social media	✓	✓	✓
Invitations to industry events	✓	✓	✓
Product familiarisation <sup>2</sup>	✓	✓	✓
Reference on our Visitor Map (subject to printing cycle) <sup>3</sup>	✓	✓	
Discount in Geraldton Holiday Planner advertising rate	10%	5%	
Discount in Visitor Map advertising rate	10%	5%	
One printed DL brochure at Geraldton Regional Airport	✓		
Your product promoted and bookable online 24/7 through <a href="http://www.visitgeraldton.com.au">www.visitgeraldton.com.au</a>	✓		
Your product bookable by GVC staff direct seven days a week <sup>4</sup>	✓		

1: DLs must be printed on a minimum of 280gsm stock for optimum display purposes.

2: On site or in-house product presentation

3: For those within the Greater Geraldton area

4: Closed Christmas Day and Good Friday





## 2018/2019 Membership Application Form

### 1. Choose Your Membership Level (please tick)

Gold Membership \$265       Silver Membership \$160       Bronze \$100

### 2. Extra Opportunity (please tick)

If choosing Silver or Bronze membership, please tick if you would like your DL brochure to also be at the Geraldton Regional Airport for an additional annual fee of \$52.50 (this benefit is included in Gold membership)

### 3. Are you are an accommodation or tour operator connected to Bookeasy?      Yes / No (please circle)

### 4. Complete Your Contact Details (please print clearly)

Business name: \_\_\_\_\_ ABN: \_\_\_\_\_

Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

Street address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Postal address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### 5. Invoicing and Payment

Membership applications will only be processed by the Geraldton Visitor Centre once all relevant paperwork has been submitted. Invoices are issued by the City of Greater Geraldton upon processing of your complete application. Membership fees must be paid to the City of Greater Geraldton (full payment details provided with your invoice).

### 6. Sign and Authorise

By signing this form you agree to the Terms and Conditions as found on [www.visitgeraldton.com.au](http://www.visitgeraldton.com.au) under 'About'

Name: \_\_\_\_\_ Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please don't hesitate to contact us if you have any questions about membership.

### ***Return in person, by post or email***

Geraldton Visitor Centre | 246 Marine Terrace, Geraldton | PO Box 101, Geraldton WA 6531 | [GVCmembers@cgg.wa.gov.au](mailto:GVCmembers@cgg.wa.gov.au)