

Membership benefits – a snapshot

Visitor Information Centre benefits

- Ability to display marketing collateral
- Use of our online booking service
- Bookeasy training
- Opportunity for promotional display space at the entrance
- Opportunity to sell local products (by arrangement and at the discretion of EMT)

Marketing benefits

- Use of EMT intellectual property
- A membership decal
- Cooperative marketing opportunities
- A listing on the EMT website with a hotlink
- EMT website advertising opportunities
- Access to the EMT image library
- The opportunity to tap into the visiting journalists program
- The opportunity to host famils for EMT staff and ambassadors
- The receipt of e-newsletters and industry updates
- The opportunity to connect with the EMT membership database
- The opportunity to access discounts via EMT industry partnerships

ECHUCA MOAMA & DISTRICT TOURISM

Membership Prospectus
1 January - 31 December 2012



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EMT – What we do

As the peak body for the tourism industry, we work with the business community in the pursuit of 3 main objectives:

1. increasing the number of visitors;
2. increasing the length of stay; and
3. increasing the expenditure per day per trip within the region.

To achieve these objectives, we provide 2 distinct services:

1. Operating the Visitor Information Centre; and
2. Destination Marketing

The Visitor Information Centre

Over 100,000 people come through the doors of the Level 1 accredited Echuca Moama Visitor Information Centre each year.

The most recent data collated demonstrates that after the visitor has spoken to staff within our centre –

- 23% stay for one extra night in Echuca Moama;
- 22% stay for an additional 2 nights; and
- 17% stay for 3 or more nights.

The economic impact derived from operating the Echuca Moama Visitor Information Centre is at least \$24million each year.

Marketing our destination

Our mission is to market Echuca-Moama as a world class destination on the Murray River; featuring authentic heritage attractions, fine food and wine, hallmark events and offer quality services to the discerning market.

How we are funded

There are two revenue streams for our services –

1. Local government – Shire of Campaspe and Murray Shire;
2. Membership fees

Why should I become a member?

The costs associated with operating our Destination Marketing business unit is almost wholly underwritten by our members. Once membership fees are collected by EMT, they go into a pool of funds that allows us to effectively market our destination.

Without member support, marketing Echuca-Moama WILL decline.

Welcome

Echuca-Moama and District Tourism Development Association Incorporated (EMT) is a not for profit association with over 300 members. Membership comes from businesses, individuals and organisations who are committed to growing the economic strength of the Echuca-Moama region.

The value of the tourism industry

- An industry that injects over \$230million into our economy every year
- An industry that employs over 2,000 people locally
- An industry that directly impacts –
 - o Accommodation
 - o Cafes, bars, pubs, restaurants and clubs
 - o Retail
 - o Recreation services
 - o Attractions
- An industry that indirectly impacts –
 - o Professional services
 - o Trades
 - o Real estate
 - o Transport & warehousing

Facts about annual visitation

- Echuca Moama hosts approximately 550,000 overnight visitors each year
- Echuca Moama hosts almost 600,000 day trippers each year

