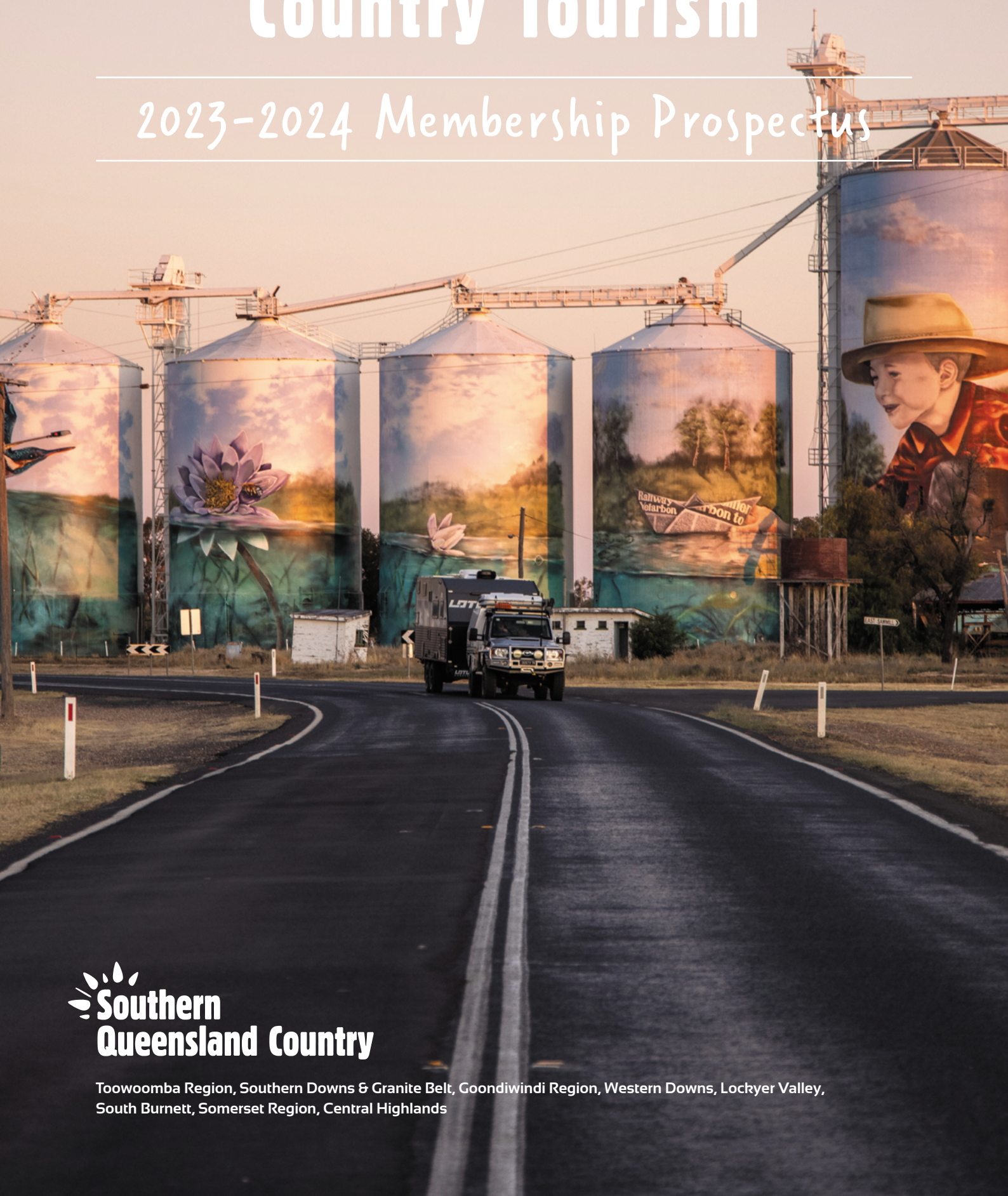


Southern Queensland Country Tourism

2023-2024 Membership Prospectus



 **Southern
Queensland Country**

Toowoomba Region, Southern Downs & Granite Belt, Goondiwindi Region, Western Downs, Lockyer Valley,
South Burnett, Somerset Region, Central Highlands

Southern Queensland Country Tourism

invites you to
become a member



Who we are

Southern Queensland Country Tourism (SQCT) is the peak tourism body for Southern Queensland Country, bringing together the regions of Toowoomba, Lockyer Valley, Somerset, Southern Downs and Granite Belt, Goondiwindi, South Burnett, Western Downs and Central Highlands.

SQCT engages the key markets of leisure tourism, agritourism, educational tourism, sports tourism, and corporate tourism to deliver a consolidated brand and marketing strategy for the region.

Through excellence in destination marketing and innovation, SQCT creates demand for visitation by connecting people culturally and emotionally to our region. We foster economic and social benefits, services and opportunities for our members, our local community, and our regional partners to enhance delivery of compelling, sustainable, and on-brand visitor experiences.

Our work is backed by world class consumer research, allowing us to promote the unique assets of the Southern Queensland Country region to both domestic and global consumers in a targeted and effective manner.

We recognise the strength in developing industry partnerships and are committed to providing our members with opportunities to build both their knowledge and network through workshops and training opportunities, trade and exhibition inclusion, and regular networking events.

As your industry representatives we are invested in the growth and sustainability of our region's tourism market. Our aim is to build awareness and preference for the destination in order to grow our visitor numbers overall and increase overnight visitor expenditure.

Membership opportunities

Membership of Southern Queensland Country Tourism provides in-region businesses with opportunities to enhance and expand the promotion of their business or event. With two membership levels available, SQCT's tailored offering makes it simple to engage at a level that suits your business needs.

BUSINESS DEVELOPMENT BENEFITS	Tourism Member	Premium Tourism Member
	\$110 annually (inc gst)	\$660 annually (inc gst)
Your ATDW listing included on our SQCT consumer facing website.	✓	✓
Your ATDW special offer highlighted as a special deal on our SQCT consumer facing website.	✓	✓
Access to printed and electronic SQCT publications to use in your business (What's on cards, Visitor Guides are available on request)	✓	✓
Regular consumer and industry facing newsletters, including updates on the latest local, state, and national tourism industry news and opportunities delivered to your inbox.	✓	✓
Access to the SQCT image library (via the SQCT member portal). Images are supplied to assist in promoting the destination.		✓
Access to SQCT region specific statistics, visitor data, visitor persona traits and behavioural data, giving you the tools you need to inform your strategic direction and marketing activities for your business.		✓
Share your business and events news with SQCT for the opportunity to have it featured in the SQCT industry e-newsletter *		✓
Exclusive invitations to invite-only events, qualified and accredited programs and mentoring through SQCT and wider tourism industry bodies.		✓
Your trade ready product promoted at the Australian Tourism Exchange (ATE); Australian Tourism Export Council (ATEC) events and on sales missions.		✓

*Inclusion at the discretion of SQCT.

MARKETING BENEFITS	Tourism Member	Premium Tourism Member
	\$110 annually (inc gst)	\$660 annually (inc gst)
Opportunity to participate and provide prizes for consumer facing competitions to assist in promoting your product and the Southern Queensland Country region.	✓	✓
Promotion of your visitor-driving event in 'What's on this week' online.**	✓	✓
What's on cards are distributed widely to tourism business in the Southern Queensland Country region.	✓	✓
Opportunity to participate in (at an additional cost) targeted marketing campaigns & other marketing activities for your business or event, beyond the membership offering.	✓	✓
Discount of a minimum of 20% on co-operative marketing packages.		✓
Early notification of upcoming co-operative marketing campaigns and other proactive marketing initiatives.		✓
Opportunity to advertise in the SQCT visitor guide, produced every 12 months. (Advertising rates scaled for Tourism & Premium members)	✓	✓
Opportunity to showcase your product as an on-site familiarisation to key SQCT staff, trade clients & regional media to enhance product knowledge and drive new business opportunities. Premium tourism members are given first preference for famils coordinated via SQCT.	✓	First preference
Opportunity to be featured in the SQCT consumer newsletters, sent to an engaged database of 50,000 *		✓
Priority access to, and inclusion in the following marketing opportunities and activities: <ul style="list-style-type: none"> • SQCT consumer newsletters sent fortnightly to an engaged database of approx 50,000 consumers* • SQCT digital and social media marketing activity* 		✓ ✓

*Inclusion at the discretion of SQCT.

**you must make us aware of your events to be considered for inclusion

Corporate partnerships

Corporate partnerships are available by negotiation for Local Tourism Organisations (LTOs), operators, businesses, or individuals that wish to join SQCT as a Premium Tourism Member in-kind support. Discounted membership fees may apply to your LTO members. To discuss partnering with SQCT in this capacity please contact our team directly at membership@sqct.com.au

Community associations and not-for-profits

Honorary memberships are available by negotiation for not-for-profit associations and local community associations to join SQCT at the Premium Member level.

Please apply directly by emailing us at membership@sqct.com.au

Co-operative marketing campaigns

Southern Queensland Country Tourism engages in a series of co-operative marketing campaigns and seasonal campaigns which inspire people to visit our region, stay longer and explore further. These campaigns give members the chance to buy-in at a nominal cost and benefit from targeted marketing activities above and beyond those included in their membership package.

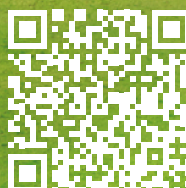
Event support

The SQCT team also offer a number of support options to assist event organisers in leveraging their event marketing budget, by tapping into our knowledge base and wide range of tourism and marketing assets.

If you would like targeted assistance beyond our membership offering for your next event, please reach out to our marketing team to discuss how we can support you with one of our event marketing packages.

Businesses are invited to apply for membership online by visiting southernqueenslandcountry.com.au and clicking on Become a Member in the website footer, or via the button above.

If you have questions about membership with Southern Queensland Country Tourism or Savour please contact our team on (07) 4632 1988 or email membership@sqct.com.au





SAVOUR

SOUTHERN QUEENSLAND COUNTRY

Savour Southern Queensland Country *tasting trails*

SQCT plays host to an exclusive brand offering known as Savour Southern Queensland Country. Savour explores the region's premier food and wine experiences through a series of tasting trails ready for visitors to discover. Membership of Savour Southern Queensland Country is an optional extra available to SQCT members.

All products included in the Savour tasting trails must meet experience-led criteria.

Savour membership benefits

- Your business will appear on the SAVOURQUEENSLAND.COM website.
- Your business will be included in Savour tasting trails..
- Opportunity to be featured in the monthly Savour e-newsletter, inclusion at the discretion of SQCT.
- Opportunity to feature within Savour digital and social media marketing activity.
- Opportunity to be featured in articles, Country Conversations (Media communication) and travel guides.

\$60 annually inc. GST*

*In addition to your chosen membership level