

An aerial photograph of a tropical coastline during sunset. The sky is a mix of blue and orange, with scattered clouds. The ocean shows gentle waves breaking onto a sandy beach. In the foreground, there is a dense forest of green trees and palm trees. A few buildings are visible through the trees. The overall scene is peaceful and scenic.

TOURISM NOOSA  
MEMBERSHIP 2024-2025

TOURISM  
NOOSA

# WELCOME TO TOURISM NOOSA

## WHO WE ARE

Tourism Noosa is an award-winning, not-for-profit, membership-based destination management organisation that works with local businesses, Noosa Council and other stakeholders to promote the diversity of the Noosa region to domestic and international visitors, the tourism trade and media. Tourism Noosa comprises a small, yet highly skilled professional team that covers brand and performance marketing, PR and media, trade and business events, event management as well as sustainability/regenerative travel - together the team strives toward supporting the key focus pillars and strategic initiatives in alignment with Noosa's destination management plan.

Tourism Noosa has a team of over 65 volunteers who are the smiling knowledgeable face of our destination supporting Noosa's visitor information centre. The Tourism Noosa team reports to a Board of seven Directors, which consists of representatives from our membership, industry and community, carrying out the objectives of the Destination Noosa Strategy. Through strong leadership, corporate governance and commitment across all five focus pillars, the key goals of this strategy will be achieved for the benefit of our members, our community and stakeholders. Tourism Noosa, as part of its funding agreement, also reports to Noosa Council on financial management and outcomes against the Destination Noosa Strategy.

## OUR VISION AND PURPOSE

Through excellence in marketing and industry development, we position Noosa as the most desirable and sustainable tourism destination for our visitors, and provide economic benefit and value for our members, our community and the tourism industry.

The Destination Noosa Strategy 2023-2027 recognises Tourism Noosa's role in setting the direction for Noosa's tourism industry, guiding our industry's progress toward regenerative tourism to improve the visitor experience for the benefit of visitors, businesses and the local community and environment, implementing marketing strategies that attract high value-low volume visitation through targeted marketing and promotions.

## TOURISM NOOSA: AN AWARD-WINNING ORGANISATION

Tourism Noosa has been recognised with national and state awards in the Marketing, Education & Training, Visitor Information & Services, Innovation and Sustainability categories.

These awards are testament to exceptional marketing, industry development and environmental sustainability programs. These awards also recognise the contribution of more than 70 volunteers who work in the Noosa Visitor Information Centre, where we welcome more than 160,000 visitors each year.

## THE TOURISM NOOSA BOARD



**Alan Golley**

Chair,  
Tourism Noosa Board

**Ryan Rae**

Deputy Chair,  
Tourism Noosa Board

**Max Webberley**

LL.B  
Board Director

**Jeanette Allom-Hill**

Board Director



**Leigh McCready**

Board Director

**Maryanne Edwards**

Board Director

**Liam Kennedy**

Board Director

**Councillor Brian Stockwell**

Noosa Council Observer

## THE TOURISM NOOSA TEAM



**Sharon Raguse**

CEO Tourism Noosa

**Susan Ewington**

Communications  
Manager

**Brent Chong**

Head of Marketing

**Juanita Terry-Bloomfield**

Sustainable Tourism  
Manager

**Karon Rogers**

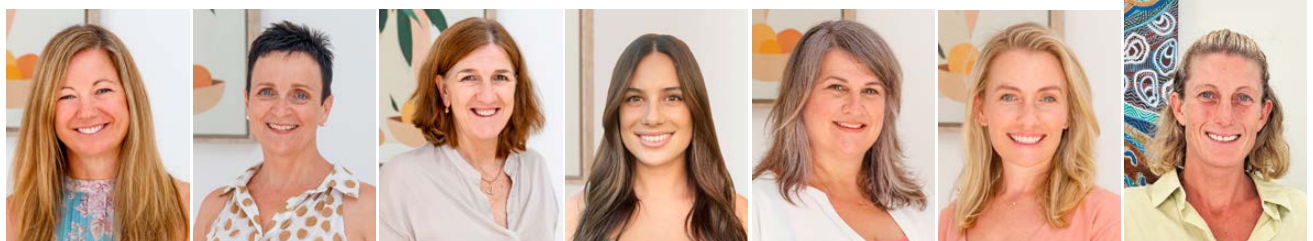
CFO/Company  
Secretary

**Lee Huber**

Events & Food Tourism  
Manager

**Alori Gapes**

Visitor Services and  
Membership Specialist



**Vynka Hutton**

Trade & Business  
Events Manager

**Trudi Williams**

Executive Assistant

**Sue Mikkelsen**

Communications  
Executive

**Chelsea Coran**

Marketing  
Co-ordinator

**Leonie Witten**

Graphic Designer  
- Contractor

**Megan Prowd**

Marketing Coordinator  
- Contractor

**Jennifer Sharpe**

Plastic Free Noosa -  
Program Co-ordinator

## VISITOR INFORMATION CENTRE STAFF AND VOLUNTEERS

Tourism Noosa acknowledges Noosa Shire Council as the Principal Funder of Tourism Noosa.

Tourism Noosa's administrative office is located at: Noosa Marina, 2 Parkyn Court, Tewantin.

### ACKNOWLEDGMENT OF COUNTRY

We acknowledge the traditional owners of the country on which we live, work and travel, the Kabi Kabi people, and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past, present and emerging.

## NOOSA'S VISITOR MARKET

The Noosa region attracted 2.24 million domestic visitors in 2023, including overnight visitors and day-trippers, spending \$1.4 billion. Since pre-COVID 2019:

- Total visitor spend +28%
- Total visitor numbers -7%

The strong gains from 2022 and earlier in 2023 (such as record spend of \$1.74 billion in the year ending June 2023) fell away by the end of the year, reflecting the impact of the rising cost of living and slowdown of the Australian economy, along with strong overseas travel trends by Australians.

We also saw the return of international travellers in 2023, with an increase since 2019 in their nights (+21%) and spend (+8%), although numbers are still about 15% below pre-COVID figures.

International holiday visitors increased their length of stay from 5 to 6 nights, while the Visiting Friends and Relatives (VFR) sector more than doubled their length of stay from 7 to 15 nights, making the most of the chance to reconnect with family after the reopening of international borders.

## Domestic overnight visitors

Tourism Noosa focuses its marketing on overnight travellers as they have a much greater economic impact than day-trippers, along with lower numbers, spending more in local businesses.

They make up less than half of visitor numbers, but almost 90% of spend (Figures 1 and 2). They spent \$1.24 billion during the year (+25% on 2019), although about -20% on 2022. Their numbers were down just over 10% on both 2019 and 2022.

Their average spend per person (\$1306) has increased more than 40% since pre-COVID, although fell almost 13% on 2022. Their average length of stay (4 nights) has increased slightly.

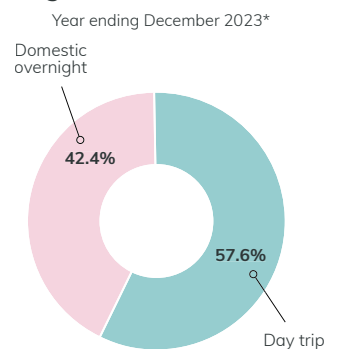
## Interstate and intrastate visitors

Interstate visitors (particularly from Melbourne and Sydney) remain our strongest domestic market, making up less than half of overnight visitor numbers (46%) but contributing 65% of domestic overnight spend.

They contributed \$803 million to Noosa's economy in 2023, more than 20% higher than pre-COVID, while their numbers fell almost 4%. Their average spend per person (\$1845) is more than double that of a visitor from within Queensland (\$850) and has increased more than 26% since 2019 (Figure 3).

	Visitors	Nights	Spend
Domestic overnight	949,000	3,940,000	\$1.24 B
Day trip	1,288,000	-	\$160.65 M
<b>Total</b>	<b>2,237,000</b>	<b>3,940,000</b>	<b>\$1.4 B</b>
Change since pre-COVID 2019	-6.90%	-9.40%	+28%

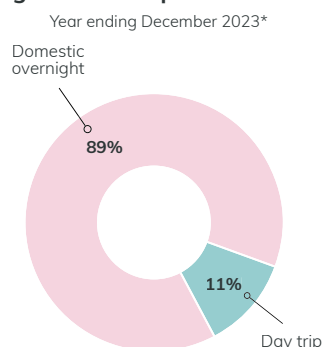
**Fig 1. Visitors to Noosa**



**Fig 3. Average spend per person** Year ending December 2023\*

Average spend per person	YE Dec 2023	YE Dec 2022	Pre-COVID YE Dec 2019
Interstate visitor	\$1845 -10.4% annual change +26.5% since 2019	\$2,059	\$1,459
QLD visitor	\$850 -22.5% annual change +64% change since 2019	\$1,096	\$519

**Fig 2. Visitor spend in Noosa**

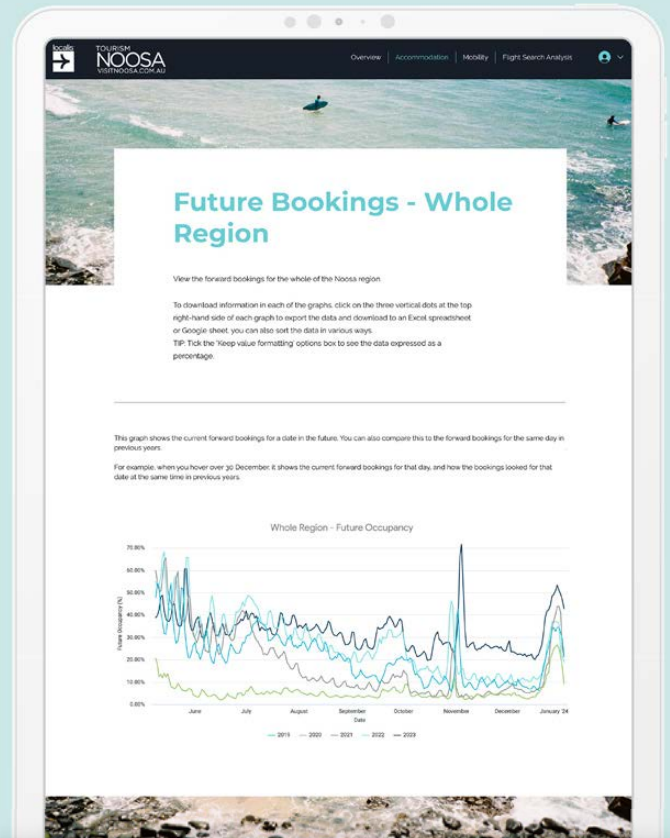


\*Source: Tourism Research Australia National Visitor Survey, year ending December 2023.

## VISITOR AND MARKET RESEARCH

**Visitor research:** Members have exclusive access to our Noosa Travel Insights Hub, a unique visitor data dashboard which provides current, historical and forward-looking visitor and accommodation statistics. There is information on occupancy, average daily rates, visitor mobility through the region, forward bookings, flight searches and more. Members can use the data to inform their marketing and business planning. It complements the existing Tourism Research Australia quarterly visitor and spend data that is available to members which is directly benchmarked against past performance, regional, state, and national results.

**Market research:** Market research trends are provided in our marketing prospectus to help inform members' decisions about cooperative marketing opportunities and other activity.



## BRAND NOOSA

The Noosa brand is one of the most dominant players in the Australian tourism landscape.

Tourism Noosa carefully manages Noosa's brand to reflect the diverse visitor experiences on offer and position Noosa's distinctiveness to resonate over competitor destinations, nimbly responding to shifting market trends. Our brand message is supported by extensive cooperative marketing opportunities for members including digital, print and social media.

Our guiding principles in creating Noosa's brand profile are to:

- Be authentic and aspirational in terms of the tone of all content, from imagery and video to design and words
- Be constantly present by creating a schedule of activity that ensures there is always a Noosa message in our key target markets
- Be different but discernible by seeking new ways to stand out from the crowd while still reaching and resonating with our target audience
- Promote exceptional experiences with underpinning messaging around our magnificent environment.



# INTRODUCING VISITNOOSA.COM.AU

Our consumer website [visitnoosa.com.au](https://visitnoosa.com.au) unites Noosa explorers, foodies, and serenity seekers

Key highlights:

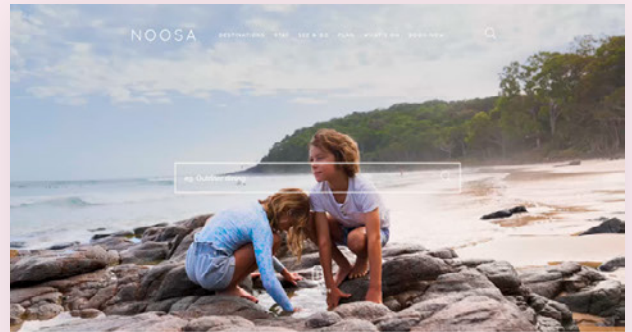
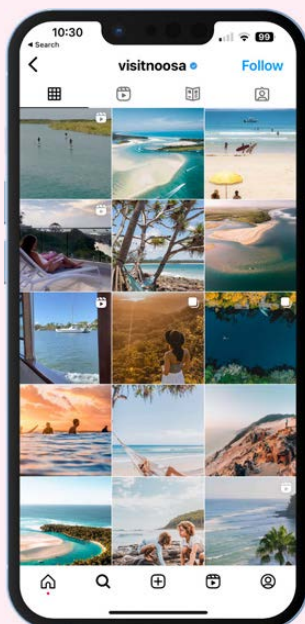
**2M+** website visits per year  
**190,000+** social media followers  
**75,000+** consumer email database

Exclusive to Tourism Noosa Members

## PROMOTE YOUR BUSINESS TO HIGH-INTENT AUDIENCES

Ever wondered how a spark of interest turns into a purchase? This journey, known as the consumer path to purchase, finds its perfect starting point at [visitnoosa.com.au](https://visitnoosa.com.au), where visitors discover and book everything Noosa has to offer. Imagine reaching over 30,000 potential Noosa travellers each week on [visitnoosa.com.au](https://visitnoosa.com.au). If your product or service aligns with their interests, promoting your brand to these consumers is a strategic move. Gain exclusive member marketing opportunities through Visit Noosa: social media, retargeting ads, travel guides, online articles + more.

Keep up-to-date with the latest marketing opportunities here - [visitnoosa.com.au/members/advertising-opportunities](https://visitnoosa.com.au/members/advertising-opportunities) or, for more details, contact the Tourism Noosa Marketing Team at [marketing@tourismnoosa.com.au](mailto:marketing@tourismnoosa.com.au).



**WUNYA Ngulwan**  
 WELCOME EVERYONE TO KABI KABI COUNTRY  
 Escape to Noosa, and be surrounded by nature, it's a haven of waterways, unspoiled national parks, wide open beaches, and clear salty air. Sink into a slower way of life. Spend sunny nights wandering Hastings St, indulge in the inventive restaurant scene, retreat to a waterfront resort, gazing under the stars at a wilderness retreat, or explore the Noosa villages. Whatever your heart desires, you'll find it in Noosa.

*What's on*  
 Find out what's on this week in Noosa - from live music and events to art exhibitions, degustation dinners, new adventures, and more!

**MORE EVENTS**

- RUNAWAY NOOSA MARATHON**  
 Choose the sun, at the Runaway Noosa Marathon escape to Noosa for the Runaway Noosa Marathon and a weekend bliss...
- NOOSA EAT & DRINK FESTIVAL**  
 The Noosa Eat & Drink Festival returns in 2024 with 75+ events over four mouth-watering days - it really is...
- NOOSA ENDURO**  
 The Noosa Enduro off-road cycling festival has 5 courses over one big day through the Noosa hinterland. Taking in some...
- NOOSA POLO & PROVIDORES**  
 This event is a stylishly entertaining afternoon featuring competitive arena polo, polo matches, polo institutions such as the divot stomp...
- NOOSA ALIVE!**  
 Mark your diaries for Noosa Alive Festival 2024 July 19 - 28, 2024. Get set for another fabulous 10 days...
- NOOSA INTERNATIONAL SUBFILM FESTIVAL**  
 The best short films from Australia and around the world will be screened at Noosa Event Cinemas followed by Q&A...

**PLAN YOUR TRIP**

EXPERIENCES STAYS ART & CULTURE DINING BREWERIES AND DISTILLERIES TRAVEL GUIDES

- NOOSA LEARN TO SURF**  
 Have you ever wanted to stand up on a wave, glide effortlessly on top of the water and ride into...
- SUNSHINE COAST BALLOONING**  
 Sunshine Coast Ballooning fly daily over the amazing Noosa and Sunshine Coast hinterland. Meet the team just before daylight, and...
- EASTWELL FARMS**  
 Introducing Eastwell Farms - Rooted in Richness. Experience Eastwell Farms' Beauty Beyond the Barns. Located in the picturesque Noosa Hinterland...
- NOOSA OCEAN**  
 Get a taste of Noosa Ocean water on board Noosa Ocean Discover! Take in the spectacular scenery of the Noosa National...

*Explore Noosa*

- ADVENTURE**
- WATER ACTIVITIES**
- FAMILY EXPERIENCES**
- BREWERIES, DISTILLERIES & WINTRIES**
- NATURE & WILDLIFE**

THE VIEW IS UNRIVALLED  
*until the food arrives*

Noosa Spit

**CULGOA POINT BEACH RESORT**  
A tranquil river hideaway, nestled on the biggest, private beach in Noosa, Culgoa Point Beach Resort boasts wonderful views and absolute serenity from fully self-contained one, two and three-bedroom apartments.  
reservations@culgoapoint.com.au  
07 5449 6400

**NOOSA WATERFRONT RESTAURANT & BAR**  
A premier dining establishment on the Sunshine Coast, offering tantalizing modern Italian cuisine and award-winning wines. Providing a memorable dining experience by the Noosa River, accessible by road or boat.  
info@noosawaterfrontrestaurant.com.au  
07 5476 6466

**LUCIO'S MARINA**  
Seafood restaurant and river lounge – just a ferry ride up the river from Hastings Street. A modern approach to dining with old-world charm.  
luciosmarina.com  
07 5470 2331

Scan me for inspo

VISITNOOSA.COM.AU @ f FIND YOUR INNER NOOSA

NOOSA  
STAY SEE & DO BLOG

WHEN YOU QUIET THE MIND  
*you can hear the heart*

Find Your Inner Noosa  
In Noosa, the hustle and bustle of daily life melts away, replaced by a tranquil rhythm that can only be described as a deep breathe in and slow exhale. A reminder to live in the present, to fully engage the senses and savour the beauty of the world around us.

Start Planning

rediscover  
THE THINGS THAT MAKE YOU COME ALIVE

Escape the ordinary. Exceptional places to getaway in Noosa. Click the call and book us your stay! Noosa with our guide to stay that are anything but ordinary.  
READ MORE

Kid-approved stays: Where to stay on your next family holiday. Discover family-friendly accommodation that caters to both adults and children with our guide to kid-friendly apartment stays for your next getaway.  
READ MORE

offers  
JUST FOR YOU

EAT • DRINK > SEE AND DO > STAY >

NOOSA

Our mailing address is:  
Tourism Noosa  
2 Parkyn Court  
Tewantin, QLD 4565  
Australia  
Add us to your address book

Want to change how you receive these emails?  
unsubscribefromthis.com

## NOOSA CAMPAIGNS AND COOPERATIVE MARKETING OPPORTUNITIES

Tourism Noosa coordinates targeted consumer campaigns throughout the year and provides effective, affordable cooperative advertising opportunities exclusively for members.

These campaigns are timed to have maximum visitation impact and returned investment value at different times of the year, such as low-season promotional messaging and awareness around the entire Noosa region – beaches, river, hinterland and surrounds.

All campaigns have a range of buy-in options for members to suit various marketing budgets, from digital executions to print and paid social media advertising. Member opportunities are developed bi-annually, tailored to suit market conditions and the needs of members.

## PUBLICATIONS

Tourism Noosa produces the Noosa Holiday Guide, Noosa Map, Noosa Country Drive Map, Business Events Planner and the Global Travel Trade Planner which all provide quality, cost-effective ways for industry to reach key markets at each stage of the holiday decision-making process.



**Distribution:**  
**20,000**

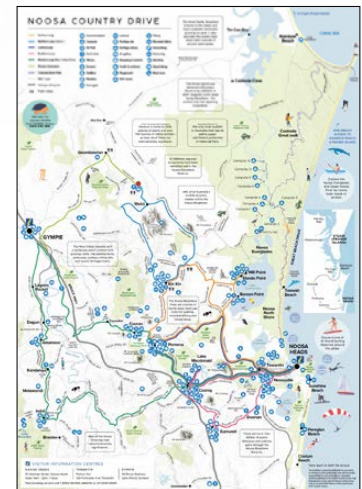
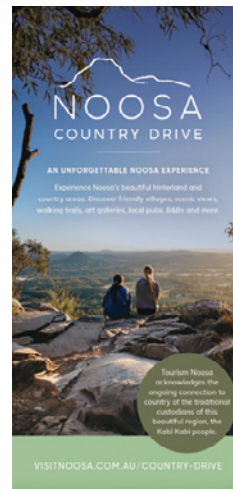
Available online plus printed copies targeting domestic travellers.

**The Noosa Holiday Guide** is the key tool for visitors planning and enjoying a holiday and is used to search for and book accommodation, tours and restaurants and to assist visitors in touring and moving around the region.

**The Noosa Country Drive Map** is the key tool for visitors wanting to explore Noosa's stunning hinterland and country areas, covering historical towns, mountain lookouts, galleries, markets, food and beverage outlets, farm gates, B&Bs and more. The map includes suggested itineraries and points of interest.

**Distribution:**  
**50,000**  
maps

Distributed annually across Noosa and Sunshine Coast Visitor Information Centres and accommodation providers.



**The Noosa Map** is the ultimate in-region guide to assist visitors in getting around. The map is an extremely popular advertising option and members should book early to secure a spot.

**Distribution:**  
**220,000**  
copies

Distributed locally and across the Sunshine Coast.

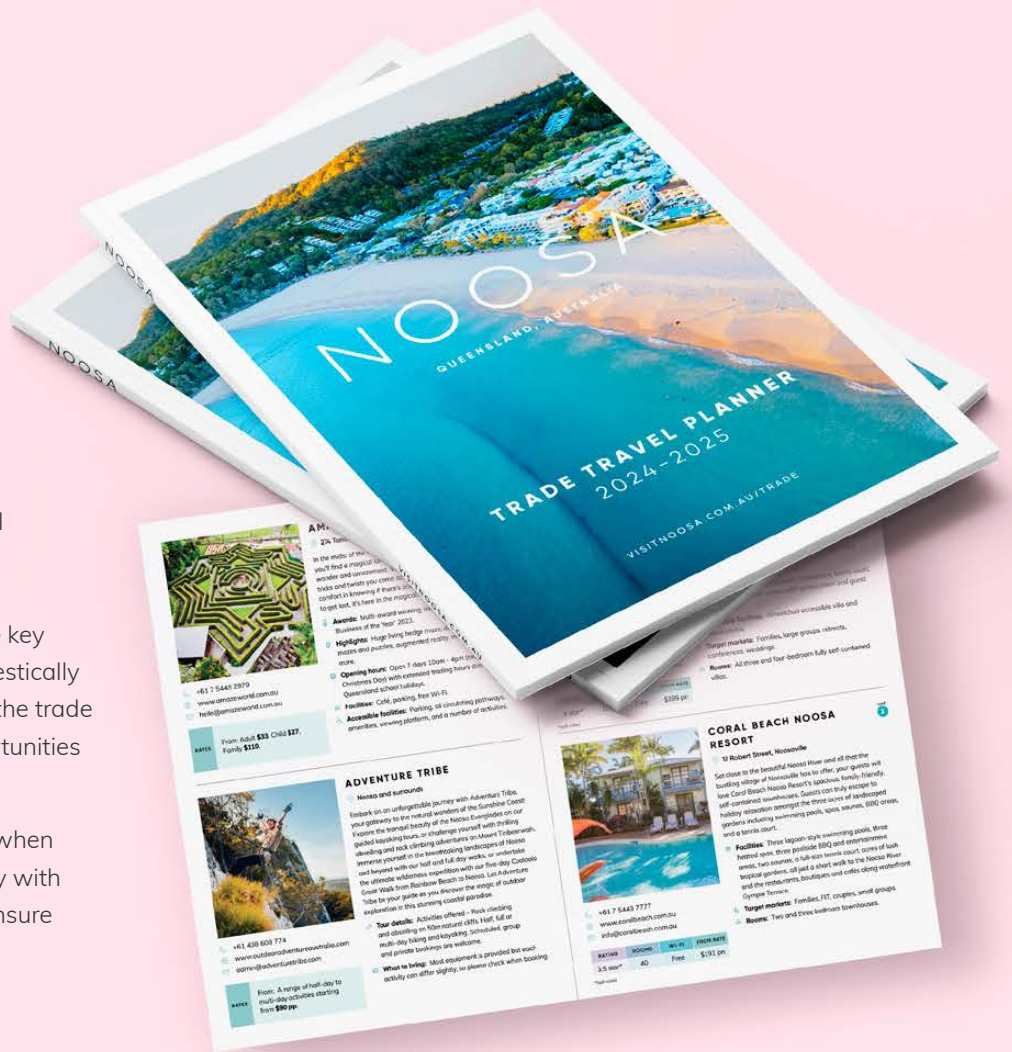




## TRADE MARKETING

Tourism Noosa has a global trade marketing strategy which includes trade and media familiarisations, brand alliance campaigns and attendance at trade events and missions. We assist export-ready businesses throughout the year to increase their share of international visitors including New Zealand and United Kingdom as a major focus. Noosa's Trade Travel Planner is the key piece of collateral, distributed domestically and internationally, designed with the trade in mind and providing buy-in opportunities for export-ready members.

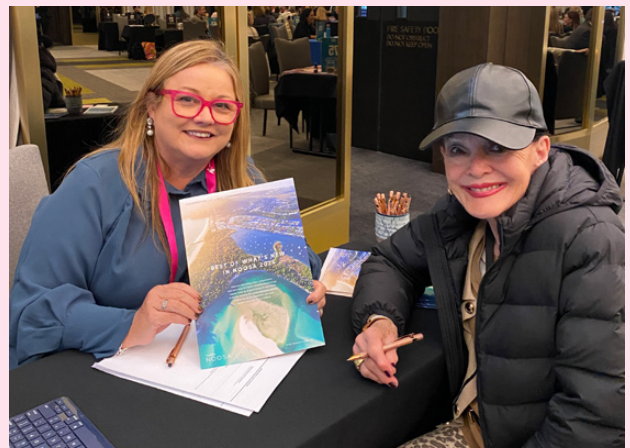
International markets spend more when visiting Noosa and we work directly with travel bookers and influencers to ensure Noosa remains front of mind on an Australian-wide itinerary.



## MEDIA AND PUBLICITY VALUE

Generating tens of millions of dollars in media value each year, Tourism Noosa drives a proactive media strategy and media hosting program. It results in coverage from domestic and international media across print, digital and social platforms that highlight the vast range of activities and experiences on offer to visitors in Noosa.

As part of the media hosting program, Tourism Noosa seeks support from members to provide accommodation and unique experiences for targeted media as part of their familiarisation of the region. We also always encourage members to let us know if they have unique experiences that are media worthy.



## EVENTS SPONSORSHIP

The Noosa region hosts many iconic events throughout the year that are supported by Tourism Noosa as part of our events strategy. This strategy outlines clear guidelines, environmental sustainability criteria and application and reporting processes for event funding that ensures a transparent and accountable process for all events sponsored by Tourism Noosa. Key drivers for Tourism Noosa sponsored events are interstate visitation driving overnight stays, bringing visitors to the region during off-peak times and regional dispersal across the Noosa region. Events also deliver national and international media exposure for the region, elevating the Noosa brand globally.

Tourism Noosa also strives to engage the local community and build economic capacity for the region with all events.

## EXPERIENCE AND SEGMENT DEVELOPMENT

Tourism Noosa has a focus on segment marketing that targets niche interest areas such as outdoor adventure, family holidays, wellness, weddings, food and beverage, and business events.

The aim is to assist in building a diverse offering of activities, balanced mix of visitor markets and maximise seasonal and regional dispersal.

Activities include digital advertising and website development, cooperative marketing, coordinated presence at consumer expos and trade engagement.

Tourism Noosa also provides opportunities for domestic and international trade presence such as targeted industry trade events, missions and roadshows.

To learn more about additional segment development opportunities contact the **Tourism Noosa Marketing Team** at [marketing@tourismnoosa.com.au](mailto:marketing@tourismnoosa.com.au).



## SPECIAL INTEREST SECTORS INCLUDE:

### Adventure travel

Tourism Noosa has developed a strong presence for this sector by promoting members such as hostel operators, tour companies and hospitality venues. The adventure travel message is promoted through the use of social media influencers, relevant media, PR and marketing activity to position Noosa as a place for fun, adventure and natural beauty, and a must-see on the east coast path of travel.



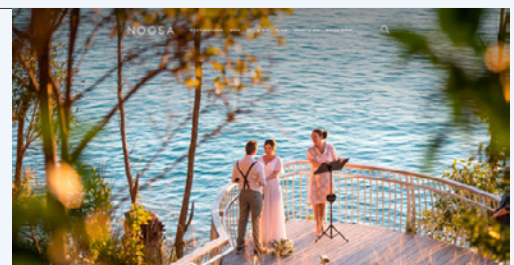
### Business Events

Noosa is a popular destination for business events, with unique locations, venues and an ambience that are well suited to the sector. The business events market supports a range of large to medium-sized conference facilities, venues, experiences and restaurants from across the Noosa region. To facilitate growth in this sector, Tourism Noosa hosts a dedicated microsite with information on venues, onsite and offsite catering facilities, support services, incentives and activities. Business events generate strong room nights, visitor spend and dispersal throughout the year, making them rewarding for the destination and local economy. There are various opportunities for members including listings within the Visit Noosa Business Events site, referrals, campaign inclusions and famils and more.



### Weddings

Noosa is a popular destination for weddings, with locations, venues and an ambience that are well suited to the sector. Weddings generate longer stays, distribute spend across our membership businesses and generally disperse visitors throughout the entire region. To support the choice of Noosa as a leading wedding location, a dedicated section on visitnoosa.com.au/weddings is available, providing relevant information and links to active businesses, from hair and make-up artists to celebrants, venues, stylists and photographers.



#### WEDDINGS

"We found a place where the sun dances on water, where the breeze sings our story. A place that wraps us in happiness and feels like home. Our place."



#### FROM COAST TO COUNTRYSIDE

From sparkling ocean to rolling hills, Noosa is full of picturesque wedding venues for your special day. The sky sets the scene at the coast, or the lush greenery of the countryside.

#### LAI-D-BACK OR LUXE

Whether a bright blue day or a canopy of stars, choose from a variety of wedding venues, from laid-back to luxe.

#### THE MAGIC IS IN THE DETAILS

It's the little things. Local Noosa wedding photographers, florists, and more.

## SPECIAL INTEREST SECTORS INCLUDE:

### Tread Lightly Noosa



Tourism Noosa's Tread Lightly Noosa program provides visitors the opportunity to lighten their environmental footprint while on holiday in Noosa.

Focused on the protection and rejuvenation of our rich

biodiverse landscape, the Tread Lightly Noosa program offers visitors hands-on education and insight into local environmental projects and programs making a difference in Noosa today. For further information on the Tread Lightly Noosa program visit: [www.visitnoosa.com.au/tread-lightly](http://www.visitnoosa.com.au/tread-lightly)



### Food tourism

Noosa's food culture is intrinsic to the destination and a key component in Tourism Noosa's brand message. Offering everything from bush tucker, macadamias and sustainably caught crabs to juicy red tomatoes, local produce is easily sourced from the farm gate, farmers markets, Noosa restaurants, cafés and local supermarkets, and on foodie tours. Noosa's foodie reputation is well-known, home to several top Australian chefs and chef-hatted restaurants.



Tourism Noosa members can connect and collaborate with food businesses, including working closely with producer organisations such as Slow Food Noosa, Food and Agribusiness Network, Country Noosa and Eat Local Noosa. Food tourism is showcased via Visit Noosa's marketing messages across the website, blogs, itineraries, social media, national advertising and media coverage.

An important part of the PR strategy, media hosting opportunities showcasing food experiences include live TV broadcasts, news segments and entertaining visiting journalists from national titles including food travel magazines and websites. Tourism Noosa regularly shares food tourism opportunities with members such as events, business development training and industry focused educational opportunities.



## TRAINING AND SUPPORT FOR MEMBERS AND INDUSTRY

### Member training

Tourism Noosa offers specialised training sessions on a wide range of topics for members throughout the year, depending on member feedback and requirements. Courses may include Digital Marketing, Facebook and Instagram Advertising, Google Products, Booking.com, Accessibility as well as dedicated business training, one-on-one mentoring, Tourism Noosa's own Noosa Eco Check and connection to accredited programs through wider tourism industry bodies.

### Industry update forums

Tourism Noosa hosts regular industry updates and workshops designed to share insights on the current state of the local and national tourism industry, inform members on our current activities and upcoming opportunities, and provide a networking platform.

### Networking events

Tourism Noosa hosts regular networking events which are a great opportunity for members to get together and network. The events take place at different member venues throughout the region. Look out for your invitations in our corporate member newsletters and online in the Members Toolkit.

### Member Toolkit

Tourism Noosa members have access to the 'Member Toolkit' area of our website with a range of services and information including marketing opportunities, latest news, RSVP to networking events, member newsletters, image library, visitor statistics, Member Connect articles, see what's coming up on the members' calendar, contact details for the Tourism Noosa team and more.

### Noosa Eco Check 2.0

Noosa Eco Check can help you assess and improve the environmental credentials of your business. You and your staff can learn great ways to easily implement environmentally friendly practices, improve your bottom line and help protect the environment – we like to think of it as “green for fun – and profit!”



The program covers energy, water, waste, purchasing, cleaning, sustainable gardens, conservation, communication, corporate social responsibility as well as great local video case studies! Noosa Eco Check is \$10 per person.

For more information contact  
[members@tourismnoosa.com.au](mailto:members@tourismnoosa.com.au)

## ENVIRONMENTAL AND CULTURAL SUSTAINABILITY

Tourism Noosa has a core commitment to contributing to improved environmental and cultural outcomes for the Noosa region and the Noosa Biosphere Reserve. We work very closely with Noosa Council, members, stakeholders, the local indigenous Kabi Kabi custodians and community groups such as Zero Emissions Noosa, Noosa Biosphere Reserve Foundation, Slow Food Noosa, Noosa Parks Association, Noosa Integrated Catchment Association, Noosa & District Landcare and Noosa World Surfing Reserve to achieve this objective. Unique for a tourism body, we have a portfolio that includes environment and sustainability and we encourage anyone wanting to be more environmentally friendly in any part of their business to please contact us – we have so many useful tips and practical advice on all aspects including how to get involved within the community and our own green initiatives. For information contact **Juanita Terry-Bloomfield** on **0407 533 479** or **juanita@tourismnoosa.com.au**.

### Environmental programs

The Noosa community has a long and proud history of protecting and enhancing this region's world-class nature for generations to come. Tourism Noosa has come along on this journey through implementing environmentally sustainable programs including Plastic Free Noosa, Trees for Tourism, a Sustainable Events program including the new 50 Shades of Green criteria, Tread Lightly Noosa, Solar for Strata and Noosa Eco Check which aim to encourage businesses to adopt more sustainable practices and reduce their environmental impact, while achieving cost savings.

The satisfaction that visitors get knowing that Noosa is a relaxing and beautiful destination because it is cared for and looked after by its local community is priceless. Noosa is the perfect place to become a responsible and active environmentally friendly community that will lead the way for others to follow.

### Plastic Free Noosa

*A whole-of-community plan to eliminate single-use plastics*



The Plastic Free Noosa program is managed by Tourism Noosa in partnership with Noosa Council. Plastic Free Noosa helps to protect the environment by empowering the Noosa community in eliminating single-use plastics through direct engagement, recognition and facilitating circular economies.

We have a dedicated program coordinator and encourage anyone in the region who wants to reduce their reliance on single-use plastics in any part of their business to please contact us. It's free for you to join and we can educate and guide you to help significantly reduce your single-use packaging. For information contact **info@plasticfreenoosa.org**

### Trees for Tourism

*Event, visitor and member carbon offset program*



Tourism Noosa has created a Trees for Tourism program, partnering with Noosa & District Landcare. This project supports tree planting throughout our Shire for land rehabilitation, carbon emission reduction, shade trees for walkers on the Noosa Biosphere Trails and the protection and enhancement of koala and other native wildlife habitat.

Tourism Noosa sponsored events donate \$1 for each paid participant to the Trees for Tourism program. Our Tourism Noosa networking events also allow members to donate to this important program and visitors can donate at our Noosa Visitor Information Centre.

We are committed to assisting Noosa Council and Zero Emissions Noosa in reaching the combined target of zero net carbon emissions in the Noosa Shire by 2026.





## NOOSA VISITOR INFORMATION CENTRE

The Noosa Visitor Information Centre (VIC), located on bustling Hastings Street, has a contemporary, eco-friendly architectural design that welcomes visitors to come and find out about some of Noosa's best experiences. This widely awarded centre is well positioned to welcome, inform and inspire visitors and drive guests to your business.

Accredited VICs are the only information centres able to display the yellow italicised 'i' on a blue background. This symbol denotes genuine, high quality Visitor Information Centres with dedicated staff. These centres have achieved specific industry standards and are recognised as providing exceptional service and advice.

Our award-winning information centre operates with a team of over 70 volunteers and dedicated visitor services officers. The centre is a one-stop shop for visitors to plan their Noosa experience and caters for telephone, email, online and walk-in booking enquiries.

The Noosa Visitor Information Centre welcomes around 160,000 visitors each year. The extremely prominent location and high foot traffic of Hastings Street provides maximum exposure for members. One of the many benefits is the opportunity to promote your business within the VIC by displaying brochures, setting up product activations, and advertising on the large digital screens.

### Welcome to Kabi Kabi Country

As an immersive attraction for visitors and members to our VIC, we are excited to partner with Kabi Kabi traditional custodians in presenting a virtual Welcome to Country, an intimate and engaging audio-visual experience that shares local knowledge by utilising innovative projection techniques and screen technologies. Visit us at the VIC for the showing at 7pm every evening, 7 days per week for 6 minutes to experience this unique delivery and blending of traditional messaging mixed with contemporary technology.

## Digital advertising

### 1. Street-front digital display advertising

A high-quality digital image projected onto a street-front screen extends your businesses exposure from dusk to late.

Running from 5pm – 9pm, 7 days a week, 365 days per year, the screen promotes your business to visitors and locals as they stroll along Hastings Street on their way to dinner, or an evening ice cream. There is a choice of formats – either still image presentation or video format.

### 2. Internal digital display advertising

A prime position video screen, situated above the main information counter, with an 84-inch full colour LCD LED screen visible as you stroll down Hastings Street. This high-impact vision runs during business hours, 7 days a week (except Christmas Day).

## Visitor centre activations

Tourism Noosa offers members a chance to promote their product or services via a display/activation in the Visitor Centre, 365 days a year on the busiest street in Noosa!

Activations can include:

- Stand-up banners
- Brochures
- Promotional staff
- Mascots
- Props

For more details or to book your prime position at the Noosa Visitor Information Centre please email [members@tourismnoosa.com.au](mailto:members@tourismnoosa.com.au). The possibilities are only limited by your imagination!

## TOURISM NOOSA MEMBERSHIP 2024-2025

Membership of Tourism Noosa provides businesses the opportunity to network and interact with other members and to market to consumers. In addition to membership, there are a range of options which represent annual fees and may be added to your membership.

Our membership period is based on a financial year.

### HOW TO APPLY

Businesses can apply for membership of Tourism Noosa online at [visitnoosa.com.au](http://visitnoosa.com.au) and click on 'Become a Member' in the footer.

[BECOME A MEMBER](http://visitnoosa.com.au/membership-signup-renewal#join)

[visitnoosa.com.au/membership-signup-renewal#join](http://visitnoosa.com.au/membership-signup-renewal#join)

A joining fee of \$50.00 is applicable for new members.

### LEVEL ONE

## CORE TOURISM BUSINESS MEMBERSHIP

This membership is for businesses that have direct interaction with visitors in Noosa.

This includes: Accommodation, experiences, food and beverage, retail, weddings, wellness, events and the arts.

This level of membership includes a business listing on [vistinoosa.com.au](http://vistinoosa.com.au).

A listing on [visitnoosa.com.au](http://visitnoosa.com.au) enables Tourism Noosa to promote the member across our entire digital space.

**\$297 inc GST**

Including [visitnoosa.com.au](http://visitnoosa.com.au) website product listing

### LEVEL TWO

## TOURISM SERVICES MEMBERSHIP

This membership is for businesses that support or provide a service to a core tourism operator – support services wishing to gain exposure to and engage with tourism operators.

Businesses may include training organisations, trades, professional services, digital suppliers, graphic designers, consultants, maintenance and others.

#### Out of Region members

All businesses trading outside of the Sunshine Coast, Noosa, Gympie and Fraser Coast regions.

Options are available for these members to display brochures in the Visitor Information Centre or have a presence on [visitnoosa.com.au](http://visitnoosa.com.au) where relevant.

**\$187 inc GST**



## MEMBERSHIP ENTITLES YOU TO THE FOLLOWING BENEFITS

Marketing	Core	Services
Access member-only advertising opportunities to leverage Visit Noosa marketing channels	✓	
Promote your business to millions of in-market Noosa travellers and locals with an exclusive member-only business listing.	✓	
Feature your business all year round on visitnoosa.com.au with images, information, your social media and contact details, and a location marker and booking functionality.	✓	
Be featured in consumer e-newsletters sent to 75,000+ database across Australia and internationally.	✓	
Connect with our social media following of over 190,000+ followers across Instagram, Facebook & TikTok.	✓	✓
Opportunity to be featured in blog posts and website guides/itineraries.	✓	
Opportunity to advertise in the Noosa Holiday Guide, available nationally; and free listings in Festive Season and School Holiday Guides where applicable.	✓	
Receive online bookings through the Bookeasy platform on visitnoosa.com.au.	✓	
Access to our Noosa image and video gallery.	✓	✓
Opportunity for relevant businesses to participate in our Media Hosting Program with qualified media.	✓	
Access to brand-aligned marketing tools in line with advertising campaigns.	✓	✓
Display the 'Member of Tourism Noosa' sticker and logo to show your involvement in one of Qld's largest tourism industry bodies.	✓	✓
Opportunity for relevant businesses to participate in Business Event activity.	✓	
Communication	Core	Services
Receive the latest local, state and national tourism industry news and opportunities in our members' newsletters.	✓	✓
Your business included in This Week in Noosa newsletter and online, where applicable.	✓	
Your news/articles featured for free in the Member Connect (business-to-business) online platform.	✓	✓
Your news featured on the Tourism Noosa (industry) Facebook and LinkedIn pages, where applicable.	✓	✓
Access to Noosa statistics and visitor data.	✓	✓
Voting rights at the Tourism Noosa AGM.	✓	✓
Opportunity for inclusion in Business Event eDMs where applicable.	✓	

Training and networking events	Core	Services
Invitation to networking events to connect with tourism industry professionals.	✓	✓
Host a members' networking event to showcase your business.	✓	✓
Subsidised training sessions on a range of topics including social media.	✓	✓
Bookeasy mentoring to improve your exposure to travellers.	✓	
Information forums for various industry sectors on a range of topics.	✓	✓
Access to the Plastic Free Noosa program and guidance to receive accreditation to reduce your plastic footprint.	✓	✓
Tailored mentoring on industry programs for various sectors.	✓	
Connection to qualified and accredited programs and mentoring through wider tourism industry bodies.	✓	✓

Visitor Information Centre	Core	Services
Present your product/businesses to volunteers and staff at monthly Buzz events.	✓	✓
Opportunity to display your brochure in our Noosa Visitor Information Centre, Hastings Street with thousands of visitors each month.	✓	
Have your product booked through our travel desk and online booking system.	✓	
Highly visible digital advertising opportunities to reach visitors on Hastings Street.	✓	
Profile your business with an activation at the visitor centre.	✓	

## ADDITIONAL MEMBER OPPORTUNITIES

In addition to the membership benefits mentioned on the previous pages, members can select from the following options, allowing you to utilise only those benefits that you consider to be of value to your business.

### Visit Noosa website listing

For Core Tourism Business Members, a visitnoosa listing is included in your membership. Further listings can be added.

Our website achieves the number one organic ranking on Google for a range of search terms relating to a Noosa holiday and captures a vast number of visitors looking for information on the destination.

Our website features a wealth of information designed to inspire and help visitors plan their holiday to the Noosa region. The site includes sections on natural attractions, events, tours, activities, weddings and more.

A presence on visitnoosa.com.au will also enable Tourism Noosa to promote your business across our entire digital space.

#### FIRST LISTING

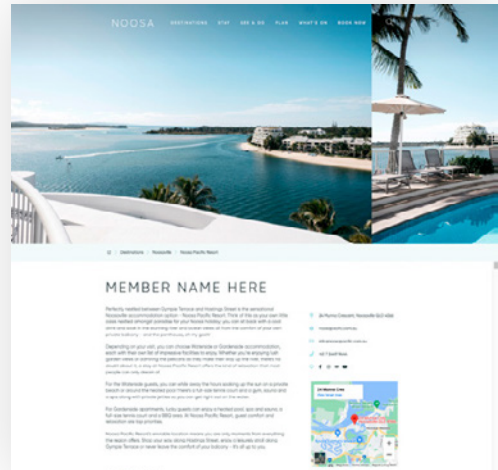
**INCLUDED**

VISITNOOSA.COM.AU  
(12 MONTHS)

#### ADDITIONAL LISTINGS

**\$150** each inc. GST

VISITNOOSA.COM.AU  
(12 MONTHS)



### Brochure display

Members are invited to display their brochures in our Visitor Information Centre on Hastings Street.

Brochures should ideally be supplied in the following standard sizes:

- DL (portrait) – 99mm wide x 210mm high
- A4 (portrait) – 210mm wide x 297mm high

Outside of these standard sizes, brochures may be supplied to the following maximum dimensions:

- 100mm wide x 260mm high

The weight of paper stock used in brochures should be no less than 148gsm to prevent the brochure from folding forwards when displayed in the racks. Brochures that do not meet the guidelines above will regretfully be unable to be displayed – please contact us if you are unsure if your brochure may be displayed.

Cost is per display. Brochures will be displayed at our Visitor Information Centre in Hastings Street. You may purchase up to 4 brochure displays.

**\$180** inc. GST

**DL BROCHURE DISPLAY**  
(12 MONTHS)

**\$260** inc. GST

**A4 BROCHURE DISPLAY**  
(12 MONTHS)



## ADDITIONAL MEMBER OPPORTUNITIES

### Travel Trade

Noosa is a well-regarded destination for global travel, which is achieved through trade distribution to overseas markets. Membership is available to committed trade-ready members that pay appropriate commission levels. Export-ready product will receive expert support and advice to increase international exposure in our key markets of the UK, NZ, Europe and North America through the following initiatives:

- Listing in the Noosa Trade Travel Planner
- Listing on the [visitnoosa.com.au/trade](https://visitnoosa.com.au/trade) microsite
- Invitation to trade-ready mentoring programs and workshops (delivered by TN, VSC and TEQ)
- Representation at trade shows, missions and roadshows globally
- Opportunity to host trade familiarisations
- Trade marketing campaigns in key markets, including digital, social, media and marketing opportunities
- EDM inclusions to a dedicated database
- Dedicated resource to increase availability of trade-ready product in global distribution systems and itineraries
- Representation company inclusion in the United Kingdom
- Mentoring, training and expert advice and assistance

**\$350** incl. GST

\* ADDITIONAL COSTS MAY APPLY



## APPLY NOW FOR MEMBERSHIP WITH TOURISM NOOSA 2024-2025

**APPLY NOW**

**BECOME A MEMBER**

## TOURISM NOOSA MEMBERS' CODE OF CONDUCT

Tourism Noosa's code of conduct outlines professional guidelines so that the conduct of Tourism Noosa members will enhance Noosa's tourism industry and contribute positively to Noosa's community, environment and quality of life.

### **Tourism Noosa members are expected:**

1. To act professionally and with high levels of duty of care, safety and concern towards other Tourism Noosa members, customers and the Noosa community.
2. To deliver with integrity, all advertised products and services, meeting all legal responsibilities.
3. To comply with the laws of Australia and to ensure all contracts and terms of business are clear, concise and honoured in full, and ensure all dealings are ethical and fair.
4. To speak and act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
5. To ensure claims in advertising and marketing a product or service are true, and never misleading or exaggerated and are not negative about another member's product or service.
6. To consider the interests of local communities and ensure that the impacts of their business on Noosa's community life and environment are positive and beneficial.
7. To manage their businesses effectively and efficiently, enhancing the reputation of tourism in Noosa, to respond to and resolve customer complaints in a timely and courteous manner and to change business processes and policies when necessary.
8. To operate a humane, safe, healthy and satisfying working environment for staff, customers and the public.
9. To manage their staff/employees fairly and equitably.
10. To operate their businesses guided by environmental best practice guidelines, conserving water, energy and the natural environment. Business operations must balance the rights of future generations with current economic needs, preserving and improving Noosa's quality of life.
11. To be ambassadors for tourism in Noosa and help promote community understanding of the importance of tourism as a vibrant contributor to Noosa's economy and quality of life.
12. To always act with the highest ethical integrity and not misuse authority or office for personal gain when serving on the Tourism Noosa Board or associated committees.

Please note that by signing the membership application form, you agree to abide by all conditions set out within the Members' Code of Conduct.



TOURISM  
NOOSA