



## 2022/23 Membership Prospectus

**Our role at Tourism Palm Cove is to position and promote Palm Cove as the most serene and sophisticated tropical destination in Australia.**

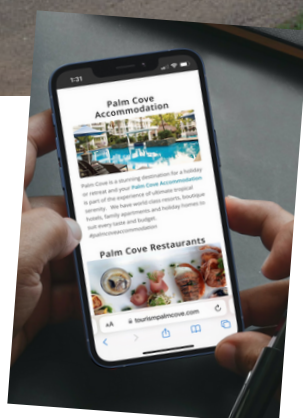
### **Why become a member?**

Tourism Palm Cove is your local tourism association tasked with marketing Palm Cove to our identified target markets. It is run by your fellow business owners and managers who volunteer their time and love Palm Cove as you do. TPC has a clear vision and is in a strong financial position to see us well into the future.

Becoming a member of Tourism Palm Cove will ensure that your business is at the forefront of our extensive brand development and destination marketing activities. Membership with us opens doors for your business to access valuable tourism marketing opportunities and supports us with marketing our special place.

Select a membership level that best suits your business needs and complete the online application form. Details on the last page.





## Digital Snapshot of 2021



130,147 unique visitors, 445,628 page views



10,561 followers

## Some of what we will be doing in 2022/23

### Champion the Palm Cove Brand

- Adapt and implement the Palm Cove Identity “Sophisticated Simplicity” into the Palm Cove brand and values
- Undertake \$75,000 digital marketing campaign raising awareness of the Palm Cove brand into key domestic markets

### Marketing

- Rebuild TPC website and maximise SEO and SEM performance
- Undertake \$75,000 digital domestic marketing campaigns in key states targeting affluent couples, young families, weddings and corporate events
- Grow TPC social media following by 50%

### Value-Added Members Services

- Facilitate cooperative marketing opportunities with TTNQ
- Provide a dedicated members resources section of the TPC website
- Host four informative member networking functions

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**Did you know?** Visitors to Palm Cove contribute \$111.2m annually to the local economy

| TPC Membership Packages  |                 |              |                         |              |               |
|--|-----------------|--------------|-------------------------|--------------|---------------|
| Package  | Friends of TPC* | Ambassador   | Tourism Businesses only |              |               |
|  |                 |              | Promoter                | Premier      | Partner       |
| <b>Annual Fee</b>  | <b>\$95</b>     | <b>\$295</b> | <b>\$395</b>            | <b>\$695</b> | <b>\$1295</b> |
| <b>Benefits</b>  |                 |              |                         |              |               |
| <b>Connect</b>   |                 |              |                         |              |               |
| Access to TPC communications   | ✓               | ✓            | ✓                       | ✓            | ✓             |
| Invitations to TPC events  | ✓               | ✓            | ✓                       | ✓            | ✓             |
| Free membership to TTNQ at Ambassador of Tourism level (value \$250)                                       |                 | ✓            | ✓                       | ✓            | ✓             |
| Directory listing on TPC website About Us page   |                 | ✓            | ✓                       | ✓            | ✓             |
| Membership Certificate and door decal  |                 | ✓            | ✓                       | ✓            | ✓             |
| Ability to vote and nominate for committee position  |                 | ✓            | ✓                       | ✓            | ✓             |
| Access to TPC image library  |                 |              | ✓                       | ✓            | ✓             |
| Opportunities to participate in targeted marketing activities  |                 |              |                         | ✓            | ✓             |
| Opportunity to sponsor TPC networking events   |                 |              |                         |              | ✓             |
| <b>Engage</b>  |                 |              |                         |              |               |
| Prioritisation of participation in Media Famils  |                 |              |                         |              | ✓             |
| <b>Digital Promotion Package Inclusions</b>  |                 |              |                         |              |               |
| <b>Priority 3 – Basic</b> positioning in category page on website  |                 |              | ✓                       |              |               |
| <b>Priority 2 – Enhanced</b> positioning in category page on website                                       |                 |              |                         | ✓            |               |
| <b>Priority 1 – Primary</b> positioning in category page and a dedicated page for your business on website |                 |              |                         |              | ✓             |
| Additional <b>Priority 3</b> listings for elements of your business in other categories on website         |                 |              |                         | 1            | Up to 3       |
| Number of images included in your listing  |                 |              | 2                       | 5            | 10            |
| Provision of monthly statistics on website and social media engagement                                     |                 |              | ✓                       | ✓            | ✓             |
| Number of postings about your business on TPC Facebook and Instagram Platforms each year.                  |                 |              | 2                       | 4            | 12            |
| <b>Direct benefits from TPC's \$150,000 Google AdWords destination marketing campaigns in 2022/23</b>      |                 |              | ✓                       | ✓            | ✓             |

\* Friends of TPC is a supporter of TPC and is not a membership of TPC

Sponsorship opportunities also welcome, please contact [membership@tourismpalmcove.com](mailto:membership@tourismpalmcove.com) to discuss your options

Complete your online membership application form at  
[www.tourismpalmcove.com/join/](http://www.tourismpalmcove.com/join/)