



2024/25 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 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 – Palm Cove

Who is Tourism Palm Cove?

We are an award-winning, not-for-profit, membership-based organisation that works with local businesses, we represent our businesses in many different ways such as representation to Tropical Tourism North Queensland and other stakeholders to promote the diversity of our destination to domestic and international visitors, the tourism trade and media.

Our Prime objective is to help put Palm Cove The jewel in the crown of Far North Queensland in front of as many people as possible, to ensure that we are on the radar of tourists when they travel to FNQ.

All our members share one thing in common – they are committed to the development of sustainable tourism within our region.

Our Vision and Purpose

Through excellence in marketing, positioning Palm Cove as the most desirable and sustainable tourism destination for our visitors, provide economic benefit and value for our members, our community and tourism industry



www.tourismpalmcove.com



www.facebook.com/VisitPalmCove

Some of what we will be doing in 2024/25

Undertake digital domestic marketing campaigns in key states targeting affluent couples, young families, weddings and corporate events

Service and facilitate cooperative marketing opportunities with TTNQ and other tourism organisations

Provide a dedicated members resources section of the TPC website.

Host informative member networking functions to be held in Palm Cove utilising our members as Hosts to help educate and connect Businesses.

Support local businesses in attaining funding to hold events through sourcing grants and other possible support.

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

Partner Level

\$1,295 membership includes Business card listing in Directory
Level 1 listing on the TPC website (see description on website info page)

Premium Level

\$695 Membership includes line list on Directory
Level 2 listing on the TPC website (see description on website info page)
or
Premium Level membership with business Card in TPC Directory **\$1,190**

Promotor Level

\$395 Membership only.
Level 3 listing on the TPC website (see description on website info page)
or
Promotor Level membership with business Card in TPC Directory **\$890**
or
Promotor Level with Line listing in TPC Directory **\$670**

Website Benefit in being a Partner vs Premium vs Promotor level.

- All businesses will benefit from the \$150,000 Per Annum Google Ads grant we have ongoing, as well as the SEO and Organic growth of the Website, but how much they benefit can depend on the Membership level.
- Different Membership levels give different benefits so the higher the level determined, the more content they can have for SEO, which also determines the position they appear in their category on the website.
- All Businesses will benefit at different stages and for a small Membership investment will see a positive Return On Investment. (It can cost upwards of \$30K for an individual business to run an effective Google Ads campaign). Being a TPC member benefits from what TPC offer across the board but also is included as a part of TPC's digital marketing that reaches across the country.





Membership Application Form

Business name:.....

Phone Number:.....

Business Address:.....

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Contact Person:.....

Mobile number:.....

Email:.....

Partner level: \$1,295 ☐

Premium level with business card in Directory: \$1,190 ☐

Premium level membership only: \$ 695 ☐

Promotor Level with business card in Directory: \$ 890 ☐

Promotor level with Line Listing in Directory: \$ 670 ☐

Promotor Level Membership only: \$ 395 ☐

Note.

If your membership is paid in full by the 31st of July a 10% discount will apply.

We also offer a payment option of 50% by in of July and the balance by the 30th of September 2024.

Or discuss how we can help you if required.

Please ensure all forms are filled and returned ASAP for invoicing purposes to allow discounts

Return form via email president@tourismpalmcove.com or hand it to a committee member.