

2024 - 2025

HINTERLAND TOURISM SUNSHINE COAST

MEMBERSHIP PROSPECTUS



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HINTERLAND TOURISM

— SUNSHINE COAST —

visitsunshinecoasthinterland.com.au



BACKGROUND

Hinterland Tourism Sunshine Coast (HTSC) is a membership based, Incorporated Association, focussed on the marketing and promotion of the Sunshine Coast Hinterland region as a desirable and sustainable tourism destination.

The Hinterland region incorporates Glass House Country (including Beerwah, Landsborough, Mooloolah Valley) to the south; west of the Bruce Highway to Conondale and Kenilworth; the townships of Maleny, Witta, Montville, Flaxton, Mapleton, Woombye, Palmwoods, Eudlo and Nambour.

Established in 2000, originally as Blackall Range Business and Tourism Assoc Inc., the organisation has grown from very humble beginnings to its current position with over 250 members.

Members represent a diverse range of industries and services. While their businesses may be diverse in style and size, members share a common vision to establish, maintain and promote sustainable tourism and economic benefit to the Sunshine Coast Hinterland region.

To achieve this outcome HTSC works collaboratively with their members, industry and key stakeholders to promote the natural and man-made tourism assets of the Hinterland to consumers, trade and media in the domestic and international markets.

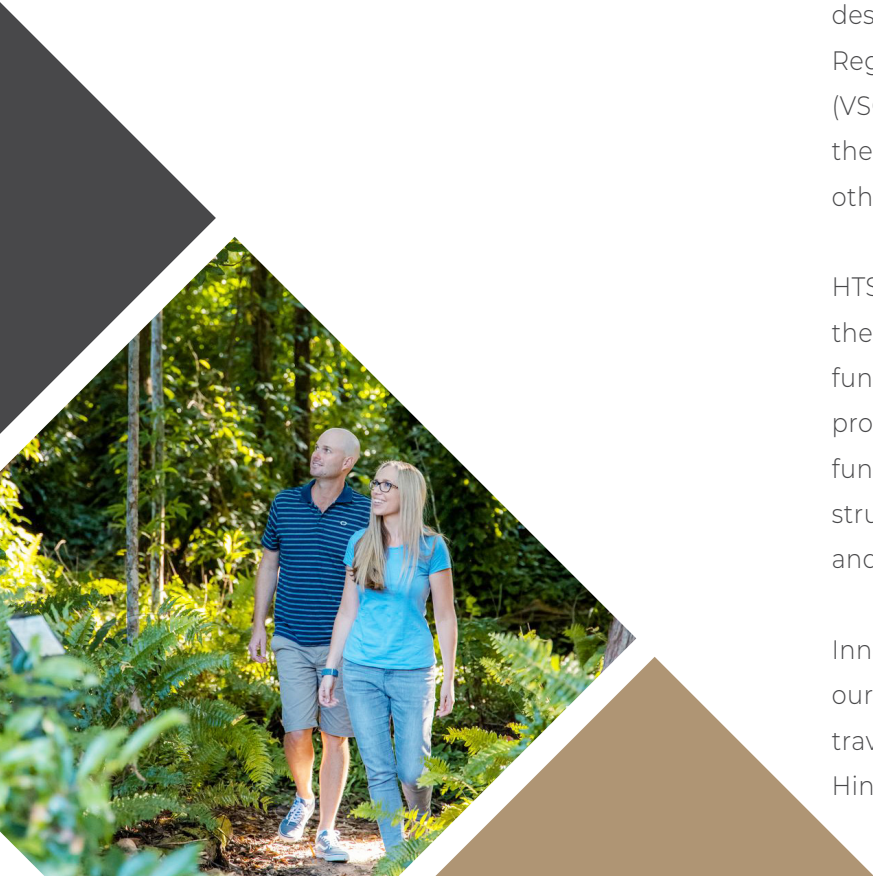
HTSC has an Executive Committee drawn from members, who may nominate, and are elected each year at the Annual General Meeting held in September.

OUR VISION

As a Local Tourism Organisation, HTSC is led by the destination marketing efforts of the Sunshine Coast Regional Tourism Organisation - Visit Sunshine Coast (VSC). Industry Development initiatives are provided by the Queensland Tourism Industry Council (QTIC) and other third party suppliers.

HTSC will continue to leverage the efforts and support of these valuable strategic partners while pursuing direct funding streams that can be used for digital marketing, promotions, and industry development activities. This funding will be pursued through a revised membership structure, cooperative marketing, grants, sponsorships, and strategic partnerships

Innovation and digital engagement will underpin our strategies as we strive to connect with high value travellers; to attract them here; and to build the Hinterland brand and community.



BRAND PILLARS

The Sunshine Coast Hinterland brand reflects the diverse visitor experiences on offer in this sub-region. Five tourism pillars underpin the Hinterland brand:



STAY



TASTE



WEDDINGS



EXPERIENCES



THE ARTS

THE HINTERLAND EXPERIENCE

Boasting the iconic Glass House Mountains, lush rainforests, inspiring creativity, bountiful local produce and breathtaking scenery, you can lose yourself in the natural beauty and serenity of the Hinterland.

Discover the art trail, retro vibes, markets and connect with nature as you explore charming villages and towns like Eumundi, Kenilworth, Maleny, Montville, Nambour, Pomona and Yandina, each with their own unique characteristics.

A fantastic itinerary stop is the Mary Cairncross Rainforest Discovery Centre, a multi-million dollar interpretive centre uncovering the treasures of the unique subtropical remnant rainforest that lies behind it. Complete your walk through the rainforest with a stop at the fantastic café or picnic areas and get the camera ready for stunning views of the Glass House Mountains landscape.

Wedding image (above) provided by Ben Connolly Photography.

TARGET MARKET

GEOGRAPHIC

As a sub-region of the Sunshine Coast, the Hinterland relies heavily on the domestic market, and more specifically, the local three hour drive market. The Sunshine Coast is predominantly a holiday and visiting friends and relative's destination (VFR), welcoming a record four million overnight visitors in 2019 with an additional eight million day trip visits recorded.

Visitation to the region has been on an upward trajectory since 2017. In 2019, the domestic market represented 92% of overnight travellers with a relatively low International market penetration vs other Qld regions, at less than 8%. Within the domestic market the intrastate market represents 72% of domestic visitors to the Sunshine Coast region with the Brisbane drive market providing 62% of these overnight visitors.

The remaining 28% of the domestic market is primarily sourced from the New South Wales and Victorian interstate markets.

Within the International market the primary source markets are skewed heavily to New Zealand, United Kingdom and Germany.

DEMOGRAPHIC

Focusing on high yield travellers to maximise visitor expenditure, our primary target audience encompasses families with children living at home, empty nesters and couples within the domestic drive market including coastal Sunshine Coast, Brisbane, Gold Coast, Toowoomba and north to Bundaberg.

With direct flights now available to Cairns, Canberra and Newcastle these emerging markets will be targeted along with the New Zealand market.



MARKETING INITIATIVES



PUBLICATIONS

Visitor Guide: A dedicated Visitor Guide will be produced in both print and digital format for distribution in Visitor Information Centres (VIC's), member businesses and online. A free Members Directory will be included as will the option for paid advertising spaces.

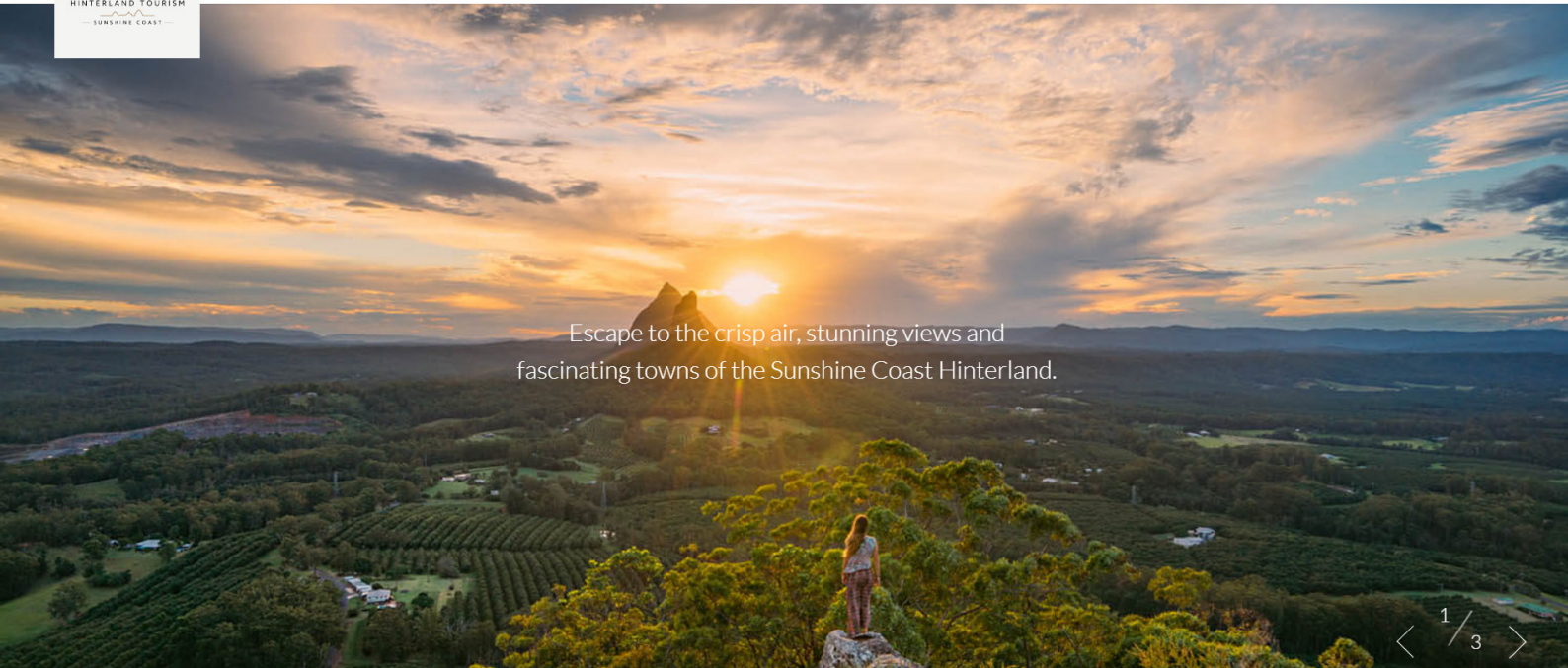
Hinterland Regional Map: Always in demand this map is produced in A3 print and digital format for distribution in VIC's, member businesses and online. 100,000 copies are produced every 2 years.

Wedding Guide: Demand is strong for Hinterland Weddings and so is demand for this comprehensive, full gloss A5 annual guide, now publishing its 10th Edition, with 2,000 copies produced each year.

EVENTS

Maleny Wedding Festival Trail - Summer and Winter: Coordinated by the HTSC Members who form the Hinterland Wedding Collective, these two events held in January and July, welcome brides and grooms to the Hinterland to explore the diverse range of wedding venues, suppliers and industry experts that generate an impressive \$55M in economic benefit for the Hinterland.





Escape to the crisp air, stunning views and fascinating towns of the Sunshine Coast Hinterland.



DIGITAL ONLINE MARKETING

Punching well above its weight in this regard, HTSC has an integrated and targeted approach to digital media that extends from the operator to the trade and consumer.

Consumer Website

The recently upgraded website www.visitsunshinecoasthinterland.com.au provides a visually stunning introduction to the area with up to date information that assists visitors to plan a holiday or celebratory event in the Hinterland.

It includes sections on where to stay, what to taste, what to experience, weddings, the arts, events, promotions and offers. Member listings are provided with direct links to their website or contact details.

Social Media

Facebook and Instagram are the primary social media platforms used by HTSC with the planned Blog soon to be released.

Outsourcing the implementation of social media to a Social Media Specialist since 18 December 2017 now sees daily posts on these platforms resulting in soaring visitor engagement levels, new followers, an increase in website traffic and the amount of Hinterland specific content on the web optimising site traffic.

www.visitsunshinecoasthinterland.com.au continues to increase its online presence, now attracting thousands of unique visitors each month.

Email Direct Marketing (eDM)

While social media and our website are reaching a large proportion of our consumers, the need for a consumer newsletter to enable HTSC to leverage email marketing is essential. After an initial competition to drive subscriptions, HTSC now have an opportunity to email consumers with updates, events and member opportunities. eDM's are to be sent bi-monthly with members given the opportunity to participate with cooperative marketing options.

Digital Content

Content creation is another key marketing focus and HTSC is delighted to have professional photographers and videographers as members who donate stunning Hinterland images and video content for use in our marketing efforts. Courtesy of VSC, funding is provided to update our image library periodically.

Sunshine Coast Hinterland Socials



Facebook

24,000+ Followers

@visitsunshinecoasthinterland



Instagram

48K+ Followers

@sunshinecoasthinterland



Tik Tok

500+ Followers

@sunshinecoasthinterland

Maleny Wedding Festival Socials



Facebook

1.1K + Followers

@malenyweddingfestival



Instagram

4,500+ Followers

@malenyweddingfestival



Tik Tok

290+ Followers

@malenyweddingfestival



INDUSTRY DEVELOPMENT

HTSC takes a relatively bold position for an LTO, collaborating with partners who deliver resources that enable members to: grow and expand their capabilities; build resilience; access business resources and online tools to increase competitiveness; and build the Hinterland brand.



Networking Events

HTSC coordinates quarterly networking events so that members can get together socially, visit member venues, and catch up with what's happening.

These are typically held every second month and if you would like to host one of these nights please contact:
info@hinterlandtourism.com.au

MEMBER BENEFITS

An organisation's strength and influence is determined by its size and representation. The stronger the organisation the more its voice will be heard by tourism boards, funding groups, regional councils and state governments.

Membership numbers provide funds for promotion and marketing. More members results in stronger, consistent marketing and promotion activity.

- Choice of Membership Package to suit your business needs.
- Detailed Member directory listing on the HTSC website under your chosen category, or categories.
- Social Media Marketing through the HTSC and Maleny Wedding Festival Facebook and Instagram accounts, through either Stories or Posts each year and the opportunity for sharing member posts and stories.
- Opportunity to be involved in HTSC's marketing program including our Visitor and Wedding Guides, Drive Maps, cooperative advertisements, website and digital marketing.
- Stay up to date with local, state and national industry news through the members' eNewsletter (eDM).
- Voting rights at the HTSC AGM and General Meetings.
- Invitation to Member Networking events.
- Access to the 'Member of HTSC' logo.
- Opportunity to host a Networking Event.
- For Wedding members, discounted rate to participate in the bi-annual Maleny Wedding Festival Trail events.
- Opportunity to join subsidised member training sessions on a range of topics to help improve your business and product offering.
- A strong voice in the direction of tourism for the overall region.
- New exciting online magazine coming for weddings, editorials and features for the Sunshine Coast.



MEMBERSHIP PACKAGES

PLATINUM \$350

- 3 Member Category listings
- Up to 6 Images & Logo
- Priority listing at top of category (rotated randomly)
- About Us / Features section
- Links to Member Social Media Accounts
- Member Website Link
- Direct Booking Link (only Stay, Taste & Experiences)
- Location on Map
- Social Media Promotion by HTSC - 3 Stories, 3 Posts (as supplied by Member in a tagged post on HTSC or Maleny Wedding Festival social media accounts)
- Access to Event Registration (at additional cost)
- AGM & General Meeting Voting Rights
- Member Listing on "Our Locals" web page
- Quarterly Promotion

GOLD \$250

- 2 Member Category listings
- Up to 3 Images & Logo
- About Us / Features section
- Links to Member Social Media Accounts
- Member Website Link
- Location on Map
- Social Media Promotion by HTSC - opportunity for sharing member posts and stories
- Access to Event Registration (at additional cost)
- AGM & General Meeting Voting Rights
- Member Listing on "Our Locals" web page

RENEWING MEMBERS

If members do not renew their membership after 2 months, their website listing will be removed from the Hinterland Tourism Sunshine Coast website (www.visitsunshinecoasthinterland.com.au)

ENQUIRIES

For Membership Enquiries, please email membership@hinterlandtourism.com.au
Alternatively, all Membership Application, Membership Rules and Feedback Policy Forms can be downloaded from the HTSC website.

CODE OF BEHAVIOUR

Hinterland Tourism Sunshine Coast Members are expected:

- To act professionally with a duty of care, safety and concern towards other Hinterland Tourism Sunshine Coast Members, customers and community.
- To deliver with integrity all advertised products and services and meeting all legal responsibilities. To comply with the laws of Australia and to ensure all contracts and terms of business are clear, concise and honoured in full.
- Ensure all dealings are ethical and fair.
- To speak and act respectfully and not to denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
- 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.
- To consider the interests of local communities and ensure that the impact of their businesses on the Sunshine Coast's community life and environment are positive and beneficial.
- To manage their businesses effectively and efficiently, enhancing the reputation of the Sunshine Coast Hinterland and to respond and resolve customer complaints in a timely and courteous manner and to improve business processes and policies when necessary.
- To operate the humane, safe, healthy and satisfying working environment for staff, customers and the public.
- To manage all staff/employees fairly and equitably at all times.
- To operate businesses guided by the environmental best practice guidelines, conserving water, energy and the natural environment.
- Business operations must balance the rights of the future generations with current economic needs, preserving and improving the Sunshine Coast Hinterland's quality of life.
- To be Ambassadors for tourism on the Sunshine Coast Hinterland and help promote community understanding of the importance of tourism as a vibrant contributor to the Sunshine Coast Hinterland's economy and quality of life.
- To always act with the highest ethical integrity and not misuse authority or office for personal gain when serving on the Hinterland Tourism Sunshine Coast Committee or sub-committees.





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