

2023

Membership Prospectus

Tourism Top End respectfully acknowledges the Aboriginal people of this country, recognises their continuing connection to their lands, waters and communities, and recognises their custodianship of culture and country for over 60,000 years.

We pay our respects to the Aboriginal cultures and their leaders past, present and emerging.



About Tourism Top End

Tourism Top End (TTE) is the Regional Tourism Organisation (RTO) serving the area known as the 'Top End' in the Northern Territory.

At the heart of our work are the landscapes, people and cultures of the 'Top End' - which include Darwin, Kakadu, Arnhem Land, Litchfield, Katherine & Big Rivers and the surrounding areas. This is the destination we promote and the tourism experience we seek to build and grow with our members. For TTE to champion, shape and strengthen the Top End tourism experience we work with local, Territory, Northern Australia and national partners and governments.

With over 550 members drawn from businesses, individuals and organisations committed to the growth of tourism in the Top End.

The Association is administered by a Board of Management who are elected at each Annual General Meeting as the Members nominated representatives. The Board meets monthly to review the performance and activities of the Association and to provide direction to the General Manager and other employees.

PRIMARY FUNCTIONS

- 1 Policy and advocating on issues that impact the Top End tourism industry and tourism experience to ensure the Top End is recognised as one of Australia's most iconic destinations.
- 2 Supporting and servicing our members to build and grow their businesses and broader visitor economy.
- 3 Collaborating with Tourism Australia and Tourism NT to market the Top End as an iconic tourist destination.
- 4 Provide contemporary, best-practice industry development opportunities for our members to ensure the Top End tourism industry is nationally competitive.
- 5 Provide expert insights and knowledge about the Top End tourism industry to inform local and federal government policy and build awareness of the value of the visitor economy.
- 6 Managing the Top End Visitor Information Centre.

PURPOSE

To champion, shape and strengthen the Top End tourism industry.

VISION

To ensure the Top End is recognised as one of Australia's most iconic destinations.

VALUES

Respect | Passion
Support | Courage

The importance of tourism

EVERYONE BENEFITS FROM A STRONG VISITOR ECONOMY

Tourism means **sustainable growth**

Tourism means **jobs**

Tourism means having a **visitor economy**

Tourism is a significant contributor to **tax revenues**

Tourism is proportionately **larger for the NT** than the rest of Australia

Tourism helps **Closing the Gap** for Aboriginal Territorians

Tourism is a key contributor to the **liveability of the NT**

Major Events put the NT on the map for potential visitors



\$2.6 billion
Gross State Product



12,495
Persons Employed



7.2%
Total Gross State Product



9.5%
Share of NT Workforce

*PWC report February 2022

What we do



Policy & Industry Advocacy

Tourism Top End provides a strong advocacy voice on behalf of members for tourism to all levels of Government – Federal, State and Local Government and other relevant bodies assisting in future policy decisions and to form the foundations of a robust and resilient tourism industry. In turn, this can lead to enhanced industry capability and innovation, greater product development, increased investment and a healthy visitor economy.



Industry Capability

To respond to the increasingly competitive environment, there is scope and desire from Members for TTE to take on a greater industry development role. This is achieved through educational forums, workshops, industry updates in an ever changing landscape, regular meetings and one on one support. The introduction of a Members/Corporate website with relevant industry information and resources assists members in their businesses development.



Business Events

Business Events contributes an estimated \$38 million to the NT economy, TTE seeks to develop and drive Business Events through the Top End region, focusing on Intra Territory businesses, NT Associations & Business Councils and government. Our members are at the centre of our strategic focus; increasing the opportunity for members to showcase their product and services through the creation of destination Business Event resources such as Top End Meeting & Events Planner, connecting through networking opportunities between members and the NT business community and supporting members to develop Business Event products.

IN PARTNERSHIP WITH





Destination Leisure Marketing & Visitor Expenditure

Tourism Top End is tasked with promoting the Top End region. This is undertaken in a number of forms – Top End Holiday Guide publication, media advertising, social media channels, Caravan & Camping shows and various trade shows.

Key markets include: Drive market both international and domestic self-drive, Business Events and visitors in the region. Driving increased visitation and expenditure remains central to TTE's focus. TTE drives member product sales growth through the Top End Visitor Information Centre, Katherine Visitor Information Centre and online sales via the visttopend.com.au website.



Quality Tourism Accreditation

TTE manages the nationally recognised Quality Tourism Accreditation program for the NT. Quality Tourism Essentials provides businesses with the necessary tools and resources to develop business practices that result in experiences that are reliable, consistent, predictable, and sustainable. This in turn, leads to consumer confidence and increased profitability. Quality Tourism Accredited Businesses aligns with the industry development programs such as the Tourism Enhancement Program (TEP) – a series of relevant workshops, information sessions relevant to industry.



ANNUAL MARKETING REACH



Facebook

Followers 72,000
Reach 646,297



Instagram

Followers 31,190
Reach 93,317

224,349

Website Sessions

173,967

Website Users

1.23%

Ecommerce Conversion Rate



165,000

Holiday Guide copies



Membership levels

Full Member
\$706pa

Businesses whose main focus and primary customer base is visitors such as accommodation, tours, attractions and airlines.

Associate Member
\$375pa

Businesses where visitors may be their secondary customer base (i.e retail shops, restaurants) or a non-tourism business (i.e media, consultants) for building business to business relationships with members.

Multi List Member
\$160pa

TTE Full Members may also take the opportunity to multi list a second trading name (providing the business has the same company name).

Interstate Member
\$375pa

Full Members (or equivalent) of other Regional Tourist Associations outside of the Northern Territory who do not operate a registered office within the Top End region.

Partnership Member
\$193pa

Full Members (or equivalent) of another Northern Territory Regional Tourist Association, who do not operate a registered office within the Top End region.

Membership benefits



Policy and Industry Advocacy					
Industry representation and lobbying at local, state and federal government levels	✓	✓	✓	✓	✓
Australian Tourism Industry Council (ATIC) Board Representation on National level	✓	✓	✓		✓
Receive letters of support for award and grant applications	✓	✓	✓		
Full voting rights at monthly General Meetings and Annual General Meeting (1 vote per member)	✓				
Eligibility to nominate for position on the Board of Management	✓				
Industry Capability					
Quality Tourism Framework – QTAB Level 1 Accreditation	✓*				
Quality Tourism Framework – Access and Account with Review Pro	✓*				
Opportunity to attend General Meetings, workshops, seminars, functions and other industry events, closed Facebook Members forum	✓	✓	✓	✓	✓
Receive regular TTE industry newsletters & communications with valuable business links and information	✓	✓	✓	✓	✓
BookEasy setup session with ongoing support	✓	✓	✓	✓	✓
Member to Member introductions/promotion	✓	✓	✓	✓	
Business consultation and support	✓	✓	✓		
Access to Tourism Enhancement Program (TEP)	✓*	✓*	✓*		
Visitor Expenditure (Top End Visitor Information Centre)					
Brochure display in Top End Visitor Information Centre	✓	✓	✓	✓	✓
Brochure display in Katherine Visitor Information Centre	✓	✓	✓	✓	✓
FREE product pitch product presentations for VIC staff + opportunity to provide staff familiarisations	✓	✓	✓	✓	✓
Your product promoted by VIC staff seven days per week with bookings commissionable at only 12.5%					
• Tourism Top End consumer website	✓		✓	✓	✓
• Top End (Darwin) Visitor Information Centre (VIC)					
• Katherine Visitor Information Centre					
Top End Visitor Information Centre advertising	✓*	✓*	✓*		
Destination Marketing					
Promotion of your business via Visit Top End website	✓	✓	✓	✓	✓
Opportunity to advertise in the Top End Holiday Guide publication produced annually distributed intra-Territory, interstate, internationally, at trade and consumer shows and online (165,000 printed copies)	✓*	✓*	✓*	✓*	✓*
Welcome to the Dry - exhibitor opportunities	✓*	✓*	✓*	✓*	
License to use Tourism Top Ends brand	✓	✓	✓	✓	
Targeted advertising opportunities on the Visit Top End website	✓*	✓*	✓*		
Caravan and Camping Shows – exhibitor opportunities	✓*	✓*	✓*		
Opportunity to advertise in Top End maps	✓*	✓*	✓*		
Opportunity to participate in TTE promotional activities (traditional and digital)	✓*	✓*	✓*		
Promotion of your product on TTE Facebook & Instagram Pages (at the discretion of TTE)	✓	✓	✓		
Eligibility to buy into cooperative marketing campaigns and activities (CTAF)	✓*	✓*	✓*		
Business Events					
Events Tool Kit and marketing materials	✓*	✓*	✓*		
Opportunity to participate in Business Events marketing activities	✓*	✓*	✓*		
Promotion of your business via Business Events newsletter (at the discretion of TTE)	✓	✓	✓		
Dedicated Business Events workshops and networking events	✓*	✓*	✓*		
Access to Business Events Trade Manual (Business Event Guide)	✓*	✓*	✓*		

Membership fees paid annually per calendar year

* Additional costs may apply / optional buy-in opportunities

Apply

To apply to become a member of Tourism Top End, contact membership@tourismtopend.com.au

Online Application

www.tourismtopend.org.au/membership-events/join

Corporate Website

www.tourismtopend.org.au

Consumer Website

www.visittopend.com.au

Thank you for your consideration in joining Tourism Top End

