

DST Membership 2017

	ESSENTIAL	PREMIUM	ULTIMATE
REGIONAL TOURING MAP			
Update and print run of 150,000+ in July 2017. Distribution to all TVIN outlets			
Listing and map grid reference (1 per Essential, 2 per Premium or Ultimate) plus copies for your customers	✓	✓✓	✓✓✓
Business marked on map (if appropriate)			✓
REGIONAL TOURISM WEBSITE (www.hobartandbeyond.com.au)			
Priority listing	✓	✓	✓
Feature in 'Top Picks' boxes		✓	✓
SOUTHERN STARS OF TOURISM			
Eligibility to enter DST celebration of tourism excellence. Prizes to be presented at a gala cocktail event in April	✓	✓	✓
FREE ADVICE (THE WHO, WHAT WHY AND HOW OF TOURISM)			
Free resource kit	✓	✓	✓
One hour Q&A/mentoring session per annum in person, by phone or on Skype	✓	✓	✓
INDUSTRY INFORMATION AND NEWS			
Monthly e-news and updates	✓	✓	✓
Members' group Facebook page	✓	✓	✓
GETTING YOUR MESSAGE OUT ACROSS THE INDUSTRY			
News snippets about your business in our e-news	✓	✓	✓
Opportunity to host a DST event		✓	✓
Invitations to networking events, including our regular Tips and Tipples	✓	✓	✓
Opportunity to present to key Tourism Tasmania staff, 20 minutes face-to-face with Q&A (priority given to higher membership levels)	✓	✓✓	✓✓✓
FREE EDITORIAL (local, national and international)			
Be considered for editorial requests and for suggested itineraries for visiting journalists, bloggers and travel influencers (depending on their specific areas of interest)	✓	✓	✓
SOCIAL MEDIA (REACHING CONSUMERS)			
Keep us updated with your news and events, and we'll share this across our social media sites	✓	✓	✓
Have your story included in our 'Southern Exposure' regular blog about experiences across our region		✓	✓
Supply stories about your business, within guidelines, for sharing across channels		✓	✓
Guaranteed blog about your business, written for you by us			✓
Opportunity to provide experiences for online competitions to raise awareness of your business	✓	✓	✓
PRIORITY MARKETING			
Chance to participate in cooperative marketing opportunities, such as co-op campaigns, special events and festivals, travel industry special promotions, trade events, etc. Ultimate members get the call first!	✓	✓✓	✓✓✓
FREE AND DISCOUNTED EVENTS AND TRAINING			
Free workshops and networking events, plus a discount on the DST Annual Summit, gala cocktail events, and we negotiate discounts for our members for other activities	✓	✓	✓
REGIONAL ADVOCACY			
We are the only body working closely with all three levels of government to advocate for improvement and find solutions to tourism issues.	✓	✓	✓
TOTAL COST OF MEMBERSHIP 1 APRIL 2017 – 31 MARCH 2018	\$395	\$895	\$1950

JOIN ONLINE NOW: southerntasmania.com.au/membership
or contact us on 6223 5650 or membership@southerntasmania.com.au