

# 2019 DST Membership Packages

ESSENTIAL PREMIUM ULTIMATE

	ESSENTIAL	PREMIUM	ULTIMATE
<b>INDUSTRY DEVELOPMENT</b>			
<b>MEMBER DIRECTORY <span style="background-color: #008080; color: white; padding: 2px;">NEW</span></b>			
Opt in to our member directory to connect directly with other DST members for better collaboration and communication	✓	✓	✓
<b>SOUTHERN STARS OF TOURISM</b>			
Eligibility to enter the DST celebration of tourism excellence. Prizes to be presented at a gala cocktail event.	✓	✓	✓
<b>FREE ADVICE (THE WHO, WHAT, WHY AND HOW OF TOURISM)</b>			
Free resource kit to help answer your questions and connect you to the right solutions	✓	✓	✓
Ongoing advice and mentoring support	✓	✓	✓
<b>INDUSTRY COMMUNICATIONS</b>			
Receive monthly e-news and updates	✓	✓	✓
Join the Members' group Facebook page	✓	✓	✓
Provide news snippets about your business for our e-news	✓	✓	✓
Receive support to create professional presentations for delivery to other industry stakeholders (e.g. Tourism Tasmania, tourism wholesalers, corporate partners, etc.)	✓	✓✓	✓✓
<b>NETWORKING</b>			
Opportunity to host a DST event		✓	✓
Invitations to networking events, including our regular Tips and Tipples	✓	✓	✓
<b>FREE AND DISCOUNTED EVENTS AND TRAINING</b>			
Free workshops and networking events, plus a special member rate for the DST Summit and Southern Stars Gala	✓	✓	✓
<b>MARKETING</b>			
<b>REGIONAL TOURING MAP (Distributed state-wide)</b>			
Listing and map grid reference (1 per Essential, 2 per Premium or Ultimate) plus copies for your customers	✓	✓✓	✓✓
Business marked on map (if appropriate)			✓
<b>REGIONAL TOURISM WEBSITE (www.hobartandbeyond.com.au)</b>			
Listing on website	✓	✓	✓
Feature in 'Top Picks' boxes		✓	✓
<b>MEDIA SUPPORT <span style="background-color: #008080; color: white; padding: 2px;">NEW</span></b>			
Advice and support to get your story out through local media		✓	✓
<b>FREE EDITORIAL</b>			
Be considered for editorial requests and for suggested itineraries for local, national and international visiting journalists, bloggers and travel influencers (depending on their specific areas of interest)	✓	✓	✓
<b>SOCIAL MEDIA (REACHING CONSUMERS)</b>			
Keep us updated with your news and events, and we'll share this across our social media channels	✓	✓	✓
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	✓	✓	✓
<b>COOPERATIVE MARKETING</b>			
Chance to participate in regional marketing opportunities, such as co-op campaigns, special events and festivals, travel industry special promotions, trade events, etc. Ultimate members get the call first!	✓	✓✓	✓✓✓
<b>REGIONAL ADVOCACY</b>			
We work closely with stakeholder agencies and all levels of government to advocate for improvement and find solutions to your tourism issues.	✓	✓	✓
We coordinate connection, communication and consultation between stakeholders	✓	✓	✓
<b>TOTAL COST OF MEMBERSHIP 1 APRIL 2019 – 31 MARCH 2020 (plus GST)</b>	<b>\$425</b>	<b>\$950</b>	<b>\$2070</b>

**JOIN ONLINE NOW:** [southerntasmania.com.au/membership](http://southerntasmania.com.au/membership)  
or contact us on 6223 5650 or [membership@southerntasmania.com.au](mailto:membership@southerntasmania.com.au)