

BUSINESS TOURISM MEMBERSHIP PACKAGES 2009-2010

Australia's South West markets the region as a conference, exhibition, incentive and event destination to intrastate and national corporate meeting planners, incentive organisers and Professional Conference Organiser's. The region has some of the best developed business tourism product outside of the Perth area and is well placed to increase its market share for this profitable sector of the tourism industry. Business tourism in Western Australia alone is worth \$1.5 billion annually.

There are increased opportunities presented from interstate conference and incentive organisers who are very keen to keep their events 'onshore' in order to manage ever tightening budgets. There is also greater demand for pre

and post conference touring options to be offered to 40,000 plus delegates who come into the state each year.

Becoming a Business Tourism member through ASW provides you with marketing assistance and back-up to reach the lucrative business tourism market. You will be included in Destination Bid documents which position the region as a highly desirable destination, have access to sales leads and be the first point of call for sale referrals and direct enquiries.

The Business Tourism Officer works to ensure that Business Tourism is encouraged to the region and that Australia's South West members receive maximum benefit from activities undertaken.

To access Business Tourism packages you need to be a member of Australia's South West Inc. Membership packages start at \$245.

Level 1 \$220	Level 2 \$550	Level 3 \$880	Activity Fee	Activity Code	Business Tourism Activities
✓	✓	✓	Add activities to any Business Tourism level for a customised package – simply record the code and fee on your joining form.		Inclusion in ASW business tourism member database used for business tourism product enquiries.
✓	✓	✓			Inclusion in the Business Tourism section on australiasouthwest.com
	✓	✓			Priority to be included in business tourism activities
✓	✓	✓			Representation at Sales Calls made by Business Tourism Officer
✓			\$220		Contact details, one image and 50 word description on conference and incentive promotional CD
	✓	✓	\$330		Contact details, logo, four images, web address, capacity table, and 300 word description on conference and incentive promotional CD
	✓ 1 month later	✓ immediately	\$770		ASW Sales Leads
		✓	\$440		East Coast Promotion Representation Package
		✓	\$480		Domestic corporate sector familiarisation site visit or presentation

Prices include GST



Business Tourism Activity Descriptions

All Business Tourism members are included on Australia's South West's business tourism product database which is used for product endorsement and suggestions when trade, media and consumer enquiries are received.

The ASW website, australiassouthwest.com, has a 'Conference and Incentives' section which displays the product information of Business Tourism members. All business tourism packages include a company profile, images, facilities and contact details.



ASW Sales Calls

Your Business Tourism membership includes representation at regular sales calls made by the business tourism officer to Perth. Sales calls are made to state based associations, professional development organisations and qualified large corporate entities.

Conference and Incentive CD

The conference and incentive CD Rom is continually updated with member information and distributed to PCO's and relevant trade nation wide. It is a highly portable and compact source of information for meeting planners to have on hand.

ASW Sales Leads

Level 2 and 3 Business Tourism members will receive sales leads generated by the ASW Business Tourism Unit. The leads are distributed via email with Level 3 members receiving them immediately and Level 2 members a month later.

East Coast Promotion Representation

ASW will conduct a promotion to target Eastern States based meeting and incentive planners. This will be in the form of sales calls to key business tourism contacts.

Domestic Corporate Sector Famil

ASW will coordinate a famil for Perth corporate sector contacts who organise meetings, incentives, conventions, exhibitions, corporate and social retreats. A site inspection or an opportunity to present to the group is included in the Level 3 package. Priority to host famil groups will be given to eligible members who sponsor accommodation/catering.

For further information on Australia's South West's Business Tourism Packages please contact the Business Tourism Officer.

Australia's South West
Level 10 Bunbury Tower
61 Victoria Street
BUNBURY WA 6230

Phone 08 9721 6066
Fax 08 9791 7077
Email mice@australiassouthwest.com

australiassouthwest.com