

Prom Country Regional Tourism Membership 2018

By becoming a member of Prom Country Regional Tourism (PCRT) you are helping to market our region. Every membership dollar received is matched by the South Gippsland Shire Council. These combined funds are then used to develop promotional campaigns and materials to attract visitors. The more members we have, the more marketing we can facilitate.



About:

Prom Country Regional Tourism (PCRT) is the recognised marketing and industry development association for South Gippsland and surrounds. Run by industry for industry, PCRT membership dollars are matched by the South Gippsland Shire Council. These funds are used to produce brochures, develop marketing campaigns and organise industry development events.

Why Prom Country?

The region was branded Prom Country for marketing purposes as it was found that many potential visitors could not differentiate between the different parts of Gippsland. The term 'Prom Country' attempts to bring together two of the region's primary attributes - Wilsons Promontory and our rolling green countryside.

Key 2016/17 Achievements:

- Silver award for Destination Marketing at the 2017 Victorian Tourism Awards
- Local Dish food competition successfully completed
- Where's Wilbur launched - 800 Wilburs sold
- Two new town websites developed:
www.visitmirboonorth.com.au and
www.visitkorumburra.com.au
- Photo competition facilitated (over 100 entries)

Why should I be a member?

Firstly, there are a number of great benefits for your business (you can check these out on the back of this page). The second reason is... tourism is competitive.

If you are a lone voice trying to capture someone's attention in a crowd, it can be hard to make yourself heard. But if other people join you, your voice can become a collective shout! There are many lovely regions in Victoria, many terrific states in Australia and many amazing countries in the world! Sometimes you need to work together to really stand out.

PCRT aims to help our region to be heard by using funds raised by industry (and matched by Council) to "shout out" via marketing campaigns, publications and online mediums. Your membership can help our voice be just that little bit louder.

More information

Prom Country Regional Tourism
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0435 261 281

promcountry@mac.com

www.visitpromcountry.com.au

Prom Country Regional Tourism

Membership Benefits



Listing on www.visitpromcountry.com.au

Full-page website listing on the regional business and tourism website for South Gippsland and surrounds. Last year the website received over 172,000 visits.

Listing on the Prom Country App for iPhone/iPad and Android

The Prom Country App has received over 5000 downloads and consistently high rankings. A listing on the app includes images, contact details and business description.

Advertisement in the Prom Country Official Visitor Guide

30,000 Visitor Guides produced and distributed throughout Victoria. Standard membership includes a 1/8 page advertisement. Upgrades available.

Listing in the Prom Country Official Touring Map

30,000 Maps produced and distributed. Listing includes name, address and phone number. *Maps and guides will be distributed in July 2018.*

Brochure display in the Prom Country Visitor Information Centres

Members can display their business brochures in the Visitor Information Centres in Korumburra, Leongatha and Foster. Korumburra and Foster are accredited, open 7 days.

Free inclusion in Winter Specials promotion

Each winter PCRT develops a winter promotion featuring special deals and discounts to attract visitors during the cooler months. Members receive free entry into the promotion which is sent to a database of 9,000.

Social Networking & Industry Development Events

Receive invitations to regular networking and development events.

Industry advocacy and support

Regular Price **\$440** (inc GST)

EARLY BIRD SPECIAL **\$375** (inc GST)

(for payments received by 19 January 2017)

