

A scenic landscape of rolling hills and a grassy field. In the foreground, there is a lush green field with a single, tall, thin tree on the right side. The middle ground shows rolling hills covered in dense vegetation, with some trees showing autumnal colors. The background features more distant hills under a clear blue sky.

# Queensland Country TOURISM

## Membership Prospectus

2024-2025



# Welcome to Queensland Country Tourism

## *Who We are*

Queensland Country Tourism (QCT) is the peak tourism body for Queensland Country, bringing together the regions of Toowoomba, Lockyer Valley, Somerset, Southern Downs & Granite Belt, Goondiwindi, Western Downs, Central Highlands, Woorabinda Aboriginal Shire, South Burnett, Cherbourg Aboriginal Shire, and North Burnett.

QCT engages the key markets of leisure tourism, agritourism, educational tourism, sports tourism, and corporate tourism to deliver a consolidated brand and marketing strategy for the region.

## *Vision and Purpose*

Through excellence in destination marketing and innovation, QCT creates demand for visitation by connecting people culturally and emotionally to our region. We foster economic and social benefits, services and opportunities for our members, our local community, and our regional partners to enhance delivery of compelling, sustainable, and on-brand visitor experiences.

Our work is backed by world class consumer research, allowing us to promote the unique assets of the Queensland Country region to both domestic and global consumers in a targeted and effective manner.

We recognise the strength in developing industry partnerships and are committed to providing our members with opportunities to build both their knowledge and network through workshops and training opportunities, trade and exhibition inclusion, and regular networking events.

As your industry representatives we are invested in the growth and sustainability of our region's tourism market. Our aim is to build awareness and preference for the destination in order to grow our visitor numbers overall and increase overnight visitor expenditure.

# Destination Management Plan

The Queensland Country Destination Management Plan is a strategic guide for the sustainable growth of our region's visitor economy, ensuring that Queensland Country remains a destination where visitors not only want to return but also leave a positive and lasting impact.



This plan serves as a blueprint for our tourism industry, focusing on building the Queensland Country brand, fostering collaboration, and developing unique, transformational experiences that showcase the best of our region. By aligning with this plan, industry members can leverage strategic insights, align with national and state tourism goals, and participate in initiatives that enhance both their business operations and the overall visitor experience. The DMP underscores our commitment to preserving our natural environment, supporting local communities, and driving year-round economic growth.

## Visitor Market

Stretching over 250 km from east to west, Queensland Country begins just an hour's drive from Brisbane. Alternatively, you can fly into the Central Highlands in our far north or start your journey in the south by arriving by plane in Toowoomba. However you get here, Queensland Country is the perfect destination for a country getaway.



Host to a variety of experiences, Queensland Country is the ideal destination for the nomads (often referred to as the grey but not necessarily) who love wide open spaces, couples looking for their next romantic getaway, young families yearning to make some memories or everyone in between who are looking to disconnect from everyday life to reconnect – to themselves, each other and nature.

Predominantly a self-drive market, the Queensland Country region welcomed 2.9 million visitors year ending March 2024, with the biggest source market being Intrastate and approximately 50 per cent of these visitors coming from Brisbane.

Visitor's travel intention is almost an equal split between Visiting Friends and Family and Leisure, with a notable portion of visitation coming from business trips.



# Membership Opportunities

Membership of QCT provides in-region businesses with opportunities to connect and interact with other members and enhance and expand the promotion of your business or event.

With different membership levels available, QCT's tailored offering makes it easy for all industry to engage at various levels of effort and investment.

## SIGN-UP NOW

Businesses can apply for membership online - simply click on 'Become a Member' in the footer of our consumer site or use this direct link to our Corporate website.



### Tourism Business - BASIC

This level of membership is for businesses that have direct interaction with visitors in the QC region and **has limited access to resources in the Members Toolkit.**

**Example of a tourism business:** Accommodation providers, tours and experiences, restaurants, cafes, bars and venues, retail, events and markets, wineries and vineyards, breweries, distilleries, and cellar doors.

**\$110/year incl.GST**  
annual subscription only

(see pages 5-7 for what's included).

### Tourism Business - PREMIUM

This level of membership is for businesses that have direct interaction with visitors in the QC region and **includes a range of valuable resources, support to become trade ready, and new and innovative digital packages and workshops that are designed to take your marketing to the next level.**

**Example of a tourism business:** See table 1 for description.

**\$660/year incl.GST**  
monthly subscription available

(see pages 5-7 for what's included).

**MULTIPLE BUSINESS DISCOUNT** - Discounts are available for Premium Tourism Business Membership for multiple businesses owned by the same person (maximum three businesses) and operated as separate businesses. Business 1 - full price; Business 2 - 50% discount; Business 3 - 60% discount. Discounts apply to each subsequent membership level of equal or lesser value and are offered at QCT's discretion. Discounts do not apply for additional marketing packages or opportunities. Please contact us to discuss your individual options.

## EVENT EXCLUSIVE MEMBER

This level of membership is exclusively for events that provide a direct service/experience for visitors to the QC region and **includes a range of valuable resources and marketing packages that are designed to take your event to the next level.**

**Example of a event business (including but not limited to) :**

*Exhibitions, festivals, markets, sporting events and performances.*

**\$330/year incl.GST**

Subsidised to \$110/year with any event package booking

*(see pages 5-7 for what's included).*

## SERVICE MEMBER

This membership is for businesses that support or provide a service to a local tourism operator.

Example of a tourism service business: Local trades, training organisations, professional services, digital suppliers, graphic designers, consultants, maintenance businesses, and others.

**\$363/year incl.GST**  
monthly subscription available

*(see pages 5-7 for what's included).*

## ASSOCIATE MEMBER

Tourism membership is available for tourism businesses trading outside of the QC region / partnering councils.

There are 2 levels of membership available for relevant businesses who wish to support QCT and keep up with our marketing activities and engage with other local tourism operators.

## Contact Us

If you have any questions re. subscription options

### CORPORATE PARTNER

Corporate partnerships are available by negotiation for Organisations (including LTOs), businesses, or individuals that wish to join QCT as a Premium Tourism Business Member / Service Member via in-kind support. For LTO's, discounted membership fees may also apply to your members. To discuss partnering with QCT in this capacity please contact our team directly

**E: [membership@queenslandcountrytourism.com.au](mailto:membership@queenslandcountrytourism.com.au)**

### COMMUNITY ASSOCIATIONS & NOT-FOR-PROFITS

Honorary memberships are available by negotiation for not-for-profit associations or local community associations to join QCT as a Member and receive Premium access and benefits. Please apply directly

**E: [membership@queenslandcountrytourism.com.au](mailto:membership@queenslandcountrytourism.com.au)**

# Benefits of Joining

Queensland Country Tourism has tailored a range of benefits for the various levels of membership.

## Benefits are defined under the categories:

- Membership benefits
- Marketing benefits
- Events exclusive benefits
- Industry engagement, training and development benefits



| MEMBERSHIP BENEFITS   | TOURISM BASIC | TOURISM PREMIUM | SERVICE MEMBER | EVENT MEMBER |
|---|---------------|-----------------|----------------|--------------|
| Connect with other members (business-to-business) through the QCT Industry Portal.  | ✓             | ✓               | ✓              | ✓            |
| Receive e-newsletter from our CEO with the latest local, state and national tourism industry news and opportunities.  | ✓             | ✓               | ✓              | ✓            |
| Opportunity to include information in QCT's industry RTO e-newsletter. Brief business updates or event information may be submitted for inclusion.<br><i>Inclusion at the discretion of QCT.</i>                                    |               | ✓               | ✓              | ✓            |
| Priority consideration for media familiarisation opportunities when QCT hosts trade clients /journalists on familiarisation tours to generate media exposure for the destination, and drive new business opportunities for members. |               | ✓               | ✓              | ✓            |
| Access to QCT image library. Images supplied to promote the destination.  |               | ✓               | ✓              | ✓            |
| Access to QCT region specific statistics, visitor data, visitor persona traits and behavioural data, giving you the tools you need to inform your strategic direction and marketing activities for your business.                   |               | ✓               | ✓              | ✓            |
| Opportunity to present your product to key QCT staff to enhance and maintain product knowledge.   | ✓             | ✓               | ✓              | ✓            |
| Access to QCT print/digital publications to use for your guests/customers. QC Visitor Guides and 'What's On' strut cards are available upon request.  | ✓             | ✓               | ✓              | ✓            |

| MARKETING BENEFITS  | TOURISM BASIC | TOURISM PREMIUM | SERVICE MEMBER | EVENT MEMBER |
|---|---------------|-----------------|----------------|--------------|
| Use of official QCT consumer branding. (Brand Style guidelines apply).  | ✓             | ✓               | ✓              | ✓            |
| Opportunity to buy into affordable marketing campaigns as part of our cooperative marketing activity, designed to reach your target audience. <i>Priority access and subsidised rates for Premium Tourism Business Members.</i>   | ✓             | ✓               |                |              |
| Opportunity to advertise in the annual QC Visitor Guide. 50,000+ copies distributed Nationally at Consumer and Trade events, and via accredited Visitor Information Centres and online. <i>Priority access and subsidised rates for Premium Tourism Business and Event Members.</i> | ✓             | ✓               |                | ✓            |
| Opportunity to be featured in consumer e-newsletters sent to an engaged database of 50,000+.  |               | ✓               |                |              |
| Opportunity to feature within QCT's digital and social media marketing activity connecting to 120,000+ followers across our Instagram and Facebook audiences. <i>Inclusion at the discretion of QCT.</i>  |               | ✓               |                |              |
| Feature your business on our consumer facing website. <i>The Australian Tourism Data Warehouse (ATDW) allows you to promote your product on up to 50 travel websites (NB. for ATDW eligible product only). Event listings are free.</i>   | ✓             | ✓               |                | ✓            |
| Promote your business with deals/offers on our consumer facing website.   |               | ✓               |                |              |
| Opportunity to be featured in blogs with links back to your business listing.   |               | ✓               |                |              |
| Your business/event included in 'What's on this week' online. <i>Inclusion at the discretion of QCT.</i>  | ✓             | ✓               |                | ✓            |
| Consumer competition opportunities. Opportunity to participate and provide prizes for consumer competitions to assist in promoting your product and the destination .   | ✓             | ✓               | ✓              | ✓            |

## Corporate Toolkit

Members of Queensland Country Tourism have access to our Member Portal and online 'Member Toolkit'. The Members Toolkit includes a wide variety of valuable information including; in-depth data, marketing opportunities and support, visitor statistics, marketing templates, and more.

- Marketing & Event Resources
- Trade Resources
- Research & Data
- ATDW Support

| EVENTS EXCLUSIVE BENEFITS   | TOURISM BASIC | TOURISM PREMIUM | SERVICE MEMBER | EVENT MEMBER |
|---|---------------|-----------------|----------------|--------------|
| Event calendar listing on our consumer facing website. (This can be pulled from your ATDW listing).   | ✓             | ✓               |                | ✓            |
| E-newsletter feature. Opportunity to feature your event in QCT's fortnightly consumer newsletter 1-2 months prior to your event.  |               | ✓               |                | ✓            |
| Opportunity to purchase additional event marketing packages and data insight reports. <i>Priority access and subsidised rates for Premium Tourism Business Members.</i> |               | ✓               |                | ✓            |
| Receive Lobbying and advocacy support (State and Federal Government), including letters of support from QCT.  |               | ✓               |                | ✓            |
| Advice on Queensland Destination Events Program (QDEP) applications   |               | ✓               |                | ✓            |
| INDUSTRY ENGAGEMENT, TRAINING & DEVELOPMENT BENEFITS  | TOURISM BASIC | TOURISM PREMIUM | SERVICE MEMBER | EVENT MEMBER |
| Invitation to networking events to connect with tourism industry professionals.   | ✓             | ✓               | ✓              | ✓            |
| Opportunity to be considered as host venue for a QCT networking function.   |               | ✓               |                |              |
| Information forums and training sessions for various industry sectors on a range of topics.   |               | ✓               |                | ✓            |
| Tailored mentoring on industry programs for various sectors.  |               | ✓               |                | ✓            |
| Exclusive invitations to in-house workshops, qualified and accredited programs and mentoring through QCT and wider tourism industry bodies.                             |               | ✓               |                | ✓            |
| Your trade ready product promoted at Australian Tourism Exchange (ATE); Australian Tourism Export Council (ATEC) events and on sales missions.                          |               | ✓               |                | ✓            |

## Workshops and Training Programs

At QCT, our mission is to promote development and cooperation in the travel and tourism sector. Our invitation-only workshops give travel industry professionals a fantastic forum for connecting, exchanging ideas, and discovering new prospects. Our events are designed to assist your professional path and enable you to prosper in the constantly changing tourism sector, whether your goals are to broaden your network, improve your abilities, or uncover cutting-edge strategies.



# Marketing

## Campaign Activity

QCT delivers a series of targeted marketing campaigns and offers affordable co-operative buy-in opportunities for all members.

QCT's seasonal campaigns focus on driving a year-round visitor economy, providing a wide range of buy-in packages to suit any budget. From digital advertising packages to paid social media advertising and print options, all of QCT's marketing campaign opportunities are specifically tailored to suit members' needs and current market trends.

In addition to seasonal campaigns, QCT offers a variety of coordinated and targeted marketing opportunities exclusively for members that are available all year. These opportunities are aimed at boosting members marketing efforts outside of seasonal campaign periods.

## Publications

QCT produces several key publications designed to make it easy for the industry to reach key markets, both domestically and internationally, at each stage of the holiday decision-making process. These include the Queensland Country Visitors Guide, QCT Travel Trade Planner, and Country Drive itineraries.

Various QCT publications have advertising options available for members, and we encourage early bookings to secure a spot. Members will be alerted to advertising opportunities as they arise, discounted advertising rates are available to Premium Tourism Members.



# Digital Strategy

Queensland Country Tourism has a robust, digitally-lead marketing strategy that integrates various platforms to ensure aligned messaging and direction.

## Website

Leading this strategy is the Queensland Country consumer facing website [queenslandcountrytourism.com.au](http://queenslandcountrytourism.com.au).

The cornerstone of QCT's digital presence, the Queensland Country website is consistently achieving top search engine results for experience-led activities in the region.



*By focusing on key search terms, the site captures upwards of 40,000 unique views each month.*

Serving as the main destination for all call to actions across QCT's print and other digital mediums, this website is organised by top-line categories for a seamless user experience. Content is regularly updated and is created to provide the most accurate information, matching consumer trends and search terms.

## Social Media

Alongside the website, significant attention is given to the social media strategy with the objective of inspiring travellers for their next holiday. This is achieved through high-quality engaging imagery and informative content across Instagram and Facebook.



# Media Centre

## Media Hosting Program

QCT actively seeks out relevant media within key priority markets via the Hosting Famil & Journalist Program. With a proactive media strategy and program which invites suitable domestic and international journalists to experience and cover the wide range of activities on offer in region, QCT may at times seek support from members to assist with providing accommodation and unique experiences for targeted media as part of their familiarisation of the region.

We encourage members with unique and media worthy experiences to let us know if they are interested in participating in the program.

## Grants and Funding

At Queensland Country Tourism, we're committed to helping our members access valuable funding opportunities. Our projects team actively identifies and shares industry-relevant grants through our fortnightly newsletter and LinkedIn.

Whether you're looking to partner on a grant, need assistance with writing an application, or require a letter of support, our team is here to help. Reach out to us for guidance and collaboration to ensure your projects have the best chance of success.

## Networking Events

QCT's networking events are designed to foster connections and share insights across the tourism industry. Open to both members and non-members, these events provide valuable opportunities to engage with peers, gain industry updates, and hear from leaders on current topics.

Members enjoy discounted registration rates, making it even more rewarding to participate. Our events are hosted at various member venues throughout the region, and we welcome inquiries from those interested in becoming a host venue.

## Media Library

QCT have developed a collection of professional images, showcasing the diversity and natural beauty of the Queensland Country region. Images within this gallery instantly downloadable, region-specific images. This library has been created to assist industry members and partners to promote tourism and travel to Queensland Country.

## Media and Publicity

Queensland Country Tourism offers members fantastic media and publicity chances to highlight their attractions and experiences. Local events, marketing campaigns, and gripping narratives will help your company and highlight the beauty of our area.



# Trade-Ready Representation

## Travel Trade Planner

QCT offers trade-ready Premium Tourism level members the opportunity to showcase their products in the QCT Travel Trade Planner. This is a valuable chance to reach new domestic and international travel markets.

The Travel Trade Planner is a key piece of collateral that represents all partnering council regions at trade shows and consumer exhibitions. It highlights our trade-ready members, offering accommodation and tour experiences, along with useful travel information, suggested itineraries, events and destination details, making it an essential resource for travellers.



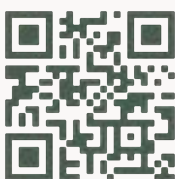
## Travel Trade Centre (online)

The new Trade Centre is an excellent online resource for both members and agents, providing up-to-date destination information, major event details, maps and itineraries.

Premium Trade-Ready Members of QCT can have their products featured in our online Trade Directory.



VISIT OUR TRAVEL  
TRADE CENTRE



## Becoming Trade Ready

To learn more about crafting a unique and unforgettable experience for your guests, contact our team for independent trade planning advice and assistance.

**E: [trade@queenslandcountrytourism.com.au](mailto:trade@queenslandcountrytourism.com.au)**

# Events Strategy

The Queensland Country region hosts many iconic events throughout the year that are supported by Queensland Country Tourism as part of our events strategy.

This strategy outlines clear objectives for event growth, development and future proofing, as well as Queensland Country Tourism's commitment to advocacy and promotional support, leveraging owned and earned assets.

Hero events play an important role in driving visitation and high economic benefit to the Queensland Country region as well as forming an integral part in the overarching marketing strategy with many events highlighting various harvest seasons and other key characteristics of the region.

## Event Marketing Opportunities

To assist with event promotion, QCT undertakes digital-focused marketing efforts, employing a content marketing strategy that utilises media assets such as social media, eNewsletters, and our website.

QCT proudly invites co-op event marketing partners to leverage its large digital audience through organic content and paid promotion via Facebook advertising to help drive ticket sales and raise awareness of their events.

## Event Marketing Packages

Throughout the year, an array of country events take place across the Queensland Country region. These events are supported by QCT's marketing initiatives and co-operative campaigns, which aim to provide event organisers with the necessary tools to reach their target audience.

The resources we offer are designed to assist you in attracting new and returning visitors to our region during off-peak periods, as well as to gain national and international media recognition for the area.

### EVENT MARKETING PROSPECTUS

Event Members are invited to book an Event Marketing Package for a annual membership discount.





# Queensland Country

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