

GBTA MEMBER E-BULLETIN MARCH 2011

A WORD FROM THE CHIEF EXECUTIVE OFFICER

Dear members

I have recently returned to the office after representing the GBTA and our region at Tourism Australia's UK & European New Product Roadshow. It was an excellent opportunity to be briefed on these key markets, provide an update on our region and of course sell our Ngilgi Cave adventure tours. There was a fantastic response to the adventure tours which are a key point of difference to the other caving experiences on offer in our region.

2011 Leavers WA dates have now also been announced with the official celebration taking place from 26th-28th November. The Leavers Only Zone in Dunsborough will open 1 night earlier, from Friday 25th to Monday 28th of November. Exam dates run later this year due to a gradual increase in scheduled Tertiary Entrance exams. This has impacted on the exam finish dates and Leavers celebrations. The above dates are 'the best fit' based on discussions between Curriculum Council, WA Police, Shire of Busselton and Rottnest Island Authority.

WA Police are recommending that accommodation providers only take leavers during the period of the Leavers Zone being open, with additional support available from police, volunteers and other agencies at that time. Leavers will be encouraged to check the final exam schedule (July) before finalising their accommodation and celebration plans. Tanya Gillett, the Local Leavers Coordinator for the Shire of Busselton can be contacted on 9781 0302 for further information.

Regards, Matt Walker ceo@geographebay.com

VISITOR CENTRE (VC) UPDATES



February bookings

Despite reduced visitor numbers for February, booking revenue was up on February 2010. Tour bookings again increased by 58% and accommodation revenue was up 7% on the same month, last year.

I understand that the recent March Labour day long weekend was a busy one for all members. Thanks to all our operators who kept their inventory up to date so we could help to fill all last minute availability. We are getting a lot of enquiries about Easter, so again I urge members to check their Bookeasy inventory. Access to the new, free channel manager through BookEasy should also assist, allowing you to keep all rates and inventory up to date across all booking channels from one screen. See the BookEasy section of this bulletin for more information.

Leavers Dates 2011

Unfortunately the GBTA do not book Leavers accommodation however we do list Leaver properties on the Leavers section of geographebay.com. If you would like your property listed, please let me know.

Matt Norton— Visitor Centre Manager

Direct Email : vcm@geographebay.com Direct Phone: 9754 5810

E: Busselton@geographebay.com / Dunsborough@geographebay.com

GBTA 2011 MEMBERSHIP

We welcome the following new members:

- Albany Harbourside Apartments & Houses
- M8 Photography
- PR Direct

More info. about these new members can be found on www.geographebay.com

VISITOR CENTRE NUMBERS

FEBRUARY 2010 v FEBRUARY 2011

Total February 2011 traffic through both the Busselton & Dunsborough Visitor Centres was a total of 16,607 visitors, a 14.3% decrease on overall traffic as compared to February 2010.

Visitor numbers through the doors of Busselton Visitor Centre in February 2011 were 7665 - 24.6% less than February 2010. February visitor numbers through the door of Dunsborough Visitor Centre were 8,942 this is down 3% on the same month in 2010.

WHY NOT?

Attend the next session of SuperOnline Training!

Building your toolkit:

E-newsletters & other useful online tools

When: Thursday 7th April, 2011

Time: 5.30-8.30pm

Where: Wyndham Vacation Resort, Dunsborough

This session will include email and database marketing along with social networking tools such as Facebook and Twitter. Bookings essential. Please see the Superonline Training website for more information.

THUMBS UP!

Palandri Cellar, Store & Café

Awarded *Top in Class* for their Palandri Vita Novus Margaret River Shiraz and Cabernet Sauvignon (2007) at the Winestate magazine, Best of Western Australia tasting results. These wines and others will feature in the May/June 2011 edition of the magazine.



GBTA MARKETING NEWS

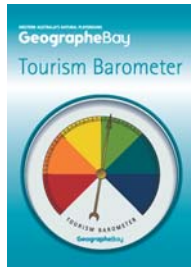
Opportunity to host our monthly soiree

Expressions of interest are now open to host our monthly soiree. If you have a cosy, fun or interesting venue that would suit the Autumn or Winter season then we would love to hear from you! Soirees are generally held on the third Thursday of each month (subject to other scheduled events/holidays) and provide an opportunity for GBTA members to showcase their business and network with other GBTA members over drinks and nibbles. If you would like to participate please contact Peta Fussell.

E: peta.fussell@geographebay.com P: 9752 5802

Help us measure how local tourism weathers, with our Tourism Barometer

The GBTA tourism barometer is a monthly survey to gauge the health of our local tourism industry based on visitation and spend. We are still looking for participants from the following sectors of our industry: wineries/breweries, galleries, retailers, restaurants/cafes. We want to know month on month comparison as compared to previous years in regards to:



1. Percentage variation (+/-) in visitor traffic (ie, door counters, occupancy rates, covers)
2. Percentage variation on monthly revenue figures

We do not want actual figures, just percentage variance. All data would be aggregated and reported on a monthly basis through our e-bulletin to assist all members for general benchmarking and identify trends. Our barometer would also help us report local tourism health to industry partners and media. Interested members are asked to contact Peta Fussell.

P: 9752 5802 E: peta.fussell@geographebay.com

Trade Partners

Does your business have trade partnerships or contracts already in place with inbound operators or domestic travel wholesalers? We get many enquiries about trade ready, local product so it would be great to hear from you. Please contact Shannon Kardi to advise.

P: 9752 2066 E: shannon@geographebay.com

GBTA MONTHLY MEMBER SOIREE

We would like to thank Aravina Estate for hosting the GBTA February Soiree. See you at the next soiree!

MARCH SOIREE

Venue: Wonky Windmill Farm

Date: Tuesday 15th March 2011

Time: 5.30pm-7.00pm

\$5 per person includes a drink & nibbles

RSVP: Bev Clarke

e: wonkywindmillfarm@bigpond.com.au

t: 9755 7123



INFORMATION FOR MEMBERS

Busselton Jetty Train rolling down the tracks!

The jetty train has started rumbling down the jetty track again this month for the first time since 2005. With a 5th new carriage, the train can now take up to 50 passengers. A return train ticket is included with all Underwater Observatory tickets. Underwater Observatory and Jetty Train Tours are conducted daily from 9am-4pm. For more information, visit the [Busselton Jetty Experience](http://Busselton Jetty Experience website) website.

Advertising space now available in the 2011/12 Experiences Compendium



PR Direct have been

operating in the South West for over 15 years, offering a large range of tourism marketing services including brochure distribution to over 75 locations. The *Experiences Compendium* is a coffee table style publication that is distributed to over 500 privately owned holiday homes and resort rooms throughout Dunsborough, Quindalup, Eagle Bay, Bunker Bay and Yallingup. The next edition will be printed in July and advertising space is now available. For further information about the compendium or other marketing services please contact Tania Walker or visit the [PR Direct](http://PR Direct website) website.

P: 0419 947 594 E: tania@prdirect.com.au

Get involved in our regional promotion DVD

We are still in the hunt for high quality still and moving footage that best represents our region for use in a new, promotional DVD of our destination. Please contact Sharna Holben.

P: 9752 5801 E: sharna@geographebay.com

BOOEASY UPDATE

Great news! The Bookeasy Member Console now has a full featured channel manager built-in.



ResOnline enables BookEasy users to send their availability and rates to 5 free distribution channels (including *Wotif* and *Bookeasy*) with the option to purchase additional channels. We recently sent an email to all of our accommodation members about what this system means for you. [Click here](#) for more information or contact Peta Fussell to discuss.

P: 9752 5802 E: peta.fussell@geographebay.com

TOURISM MARKET UPDATE

UK, number one visitors to Western Australia in visitor numbers and spend

A recent ABTA (Association of British Travel Agents) study revealed that around 52% of British travelers taking a foreign holiday in the past year booked through a travel agent or tour operator.

If your business is interested in understanding and establishing working relationships with travel trade and travel wholesalers please contact our trade specialist, Shannon Kardi.

P: 9752 2066 E: shannon@geographebay.com