

GBTA MEMBER E-BULLETIN NOVEMBER 2010

A WORD FROM THE CHIEF EXECUTIVE OFFICER

Dear Members,

Our marketing team do a fantastic job with limited resources. It is great that their work has been recognised by winning the Tourism Marketing category at the State Tourism Awards. Well done team, awesome job.

I understand this years leavers week has been one of the most successful according to GBTA members and event organisers- congratulations to all those involved. Leavers are our future visitors after all, so it is important they have a happy and safe experience in our region.

Last week, GBTA staff attended the latest industry briefing by Tourism Australia in Perth. Key areas of strategic focus to be adopted by Tourism Australia will include: growing our global market share; improving yield; improving dispersal throughout Australia (currently 46¢ of every Aussie tourism dollar is spent in regional areas); strategic aviation growth (more routes, better value); attracting investment; improving capital efficiencies and; building on labour and skills in the industry. If you would like further information about Tourism Australia's strategy and report [click here](#).

With Christmas and New Year pretty full, booking enquiries for the second half of January are starting to trickle in, so please make sure your product information is kept up to date.

Regards, Matt Walker ceo@geographebay.com

VISITOR CENTRE (VC) UPDATES



October Booking Statistics - October this year saw a strong increase in bookings for both tour and accommodation revenue as compared to October 2009. Sales for accommodation were up 26.4% and tour revenue is up 77.5% on October 2009

Is your availability up to date on geographebay.com? Visitors and our Visitor Centre staff alike, rely on your BookEasy page to be up to date in regards to availability of tours and accommodation. As we enter peak season, help us to service visitors efficiently and productively by keeping up to date. Time spent phoning around for availability results in less opportunity to generate more sales and referrals to your business. If you need assistance in loading inventory, I am just a phone call away!

Dunsborough Information Desk extended—As much as I love a good bit of DIY, I recently contracted a professional to come in to our Dunsborough VC to extend our information and sales desk. This gives the staff a little more room to facilitate the extra traffic that is being driven by the second entry point we constructed a few months back.

Have you got our award winning Visitor Guide & Map available to visitors at your venue? We still have limited stock of our 2010 Visitor Guide & Map available. Please feel free to stop by either of our VCs to pick up copies today!

Matt Norton— Visitor Centre Manager

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

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

GBTA 2010 MEMBERSHIP

We welcome the following new members:

- Amigo's Mexican Restaurant
- Busseton Shopping Centre
- Eagle Bay Brewing Company
- Margaret River Buggy Tours
- Mt Romance—The Sandalwood Factory
- Squid Lips Fish 'n' Chips
- The Studio Gallery & Bistro

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

VISITOR CENTRE NUMBERS

OCTOBER 2009 v OCTOBER 2010

Total October 2010 traffic through both the Busseton & Dunsborough Visitor Centres was a total of 20,379 visitors, a 1.1% increase on overall traffic as compared to October 2009.

Visitor numbers through the doors of Busseton Visitor Centre in October 2010 were 10,145, 7.3% less than October 2009. October visitor numbers through the door of Dunsborough Visitor Centre were 10,234, this is up 11.1% on the same month in 2009.

WHY NOT?



Volunteer or cheer for 1300+ competitors at Ironman WA!

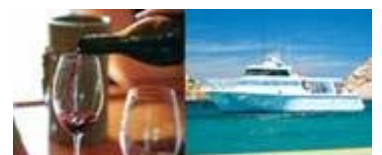
Ironman WA 2010
Sunday 5th December 2010

Busseton Foreshore
3.8km swim, 180km bike ride & 42.2km run

To volunteer or for further information simply check out the [website](#).

Wine & Water is back for summer! Why not combine an afternoon tour of four wineries and a twilight sail on beautiful Geographe Bay. Enjoy 'A Taste of the South' with your included gourmet hamper & a complimentary bottle of Sparkling Rosé. For more

information [click here](#).



GBTA MARKETING NEWS

Geographe Bay Visitor Guide 2010 Wins GOLD!

With our 2011 Official Geographe Bay Visitor Guide currently at the printers, it was fantastic to be recognised by our industry at the 2010 WA Tourism Awards for our current publication. The 2010 Geographe Bay Visitor Guide won GOLD in the Tourism Marketing category against some tough competition. We know that our 2011 edition will be better than ever with great local tips, seasonal experiences and a diverse & qualified, member advertising directory.



Want to get your hands on the 2011 Geographe Bay Visitor Guide? Register today to have our 2011 Official Geographe Bay Visitor Guide delivered to your door-step in the coming weeks. Simply contact Sharna Holben on 9752 5801 or Sharna@geographebay.com to register.

2011 Membership Renewal

A reminder to all our valued members that the current GBTA membership year expires on 31 December 2010. If you have not yet renewed your membership then now is the time to do it. Please contact your Membership Co-ordinator, Peta Fussell if you have any queries or simply, want to have a chat.

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

Thumbs Up to the Following Members

Alchemists Wines for winning a swag of wine show medals for their 2010 potions!

Cape Grace Wines won the 'Trophy for the Best Individual Vineyard Wine' for their 2008 Shiraz at the West Point Royal Hobart Wine Show.

Send or advise of your awards & achievements to peta.fussell@geographebay.com or 9752 5802



GBTA MONTHLY MEMBER SOIREE

Thank you to Nigel, Sue, Lizzy & the team at *The Studio Gallery & Bistro* for hosting our November Soiree.

DECEMBER (CHRISTMAS) SOIREE

Venue: **The Deck Marina Bar & Restaurant**

Thursday 9th December 5.30pm-8.00pm

\$5 per person includes a drink and nibbles

(Don't forget your \$10 Secret Santa Gift)

RSVP: Dale Ivanovic

e: dale@thedeckmarina.com

t: 9751 2960



INFORMATION FOR MEMBERS

More sessions from the Super Online Training Programme! The Margaret River Regional Super Online Network Training Programme is an Australian Government funded initiative under the Small Business Online program. The next session is:

Sorting fact from fiction

Thursday 2nd December

Abbey Beach Resort, Busselton

Time: 5.30pm - 8.30pm

Cost: \$15 per person (Includes light refreshments)

RSVP to Lisa Hoskin at

events@margaretriver.com or 9780 5917

Do you have a 'Hot Deal' to offer? Just because it's the summer season, doesn't mean we can't offer a value-added 'Hot Deal' to visitors coming to our region. We have removed all expired 'Hot Deal' offers as part of our earlier campaign, however we encourage members to continue to offer great deals throughout the year. Simply log in to your BookEasy user console and select *Hot Deals* from your General Details tab. Don't forget to advise us of your amazing deal so we can activate this section of your page. Remember to also make sure that your 'hot deal' is reflective on your loaded inventory or rates. Please contact our BookEasy guru, Debbie Tyler if you require further assistance.



P: 9752 2066 E: vcadmin@geographebay.com

The Vroom Room – Long Term Scooter Hire Deals for Members. Do you have seasonal staff or workers in need of some wheels? Why not contact Vroom Room Scooter Hire in Dunsborough who have put together some great long term hire deals for our members. Deals cover both brand new and 2nd hand scooters, with prices starting from \$381 for a 4 week hire including insurance, servicing and helmet. Please contact Mandy or Mark at *The Vroom Room* for rates and conditions.

P: 9759 1813 E: thevroomroom@bigpond.com

The all new *Aqua Resort* in Busselton is now open!

Understated luxury beachfront accommodation, the 4 & 5 bedroom Beach Houses are spacious enough to share with the extended family or friends but also able to convert to a 1 or 2 bedroom intimate getaway. Set on 8.5 acres of peppermint grove and landscaped grounds, privacy is assured. Each Beach House is beautifully appointed,



complete with outdoor decking, BBQ and the indulgence of a heated plunge pool. Within a stroll along the foreshore to restaurants, cafes and bars and offering many other great onsite facilities, the Aqua Resort is also a perfect venue for weddings and private functions.

605 Bussell Hwy, Busselton

P: 9750 4200

E: info@theaquaresort.com.au

W: www.theaquaresort.com.au

