

*Echuca Moama*  
& District

# MEMBERSHIP PROSPECTUS 2023

Bigger, brighter,  
better together



# Why Echuca Moama Tourism

Our collective focus is our key to success - together we are bigger, brighter, better; working to position Echuca Moama & District as a premium tourism destination.

Echuca Moama Tourism connects together more than 270 tourism businesses, who together create an unforgettable travel experience for visitors to our region.

A membership with Echuca Moama Tourism can enable your business to contribute to national media and access to vibrant regional marketing campaigns. Our members contribute to travel guides, itineraries, and storytelling for the region and can leverage individualised business support.

You can be part of the success of our destination as a whole, and grow your own business capacity through training, networking, and marketing support.

Together, your support helps us to champion the needs of our industry to all levels of government and deliver a greater impact on the development of future growth and success.



## WHAT WE DO

**Echuca Moama Tourism (EMT) is your independent industry membership body working to grow visitation to our region.**

Founded in 1988, Echuca Moama & District Tourism Development Association Inc. (EMTDA) merged with Rich River Country Tourism (RRCT) in 1992, coming together to market the region as one destination; and to become known as Echuca Moama Tourism (EMT).

35 years later, EMT is still governed by a Board of representatives from tourism, industry, operators, including skills-based Directors, and local government representatives to the Board from both sides of the river.

Our goal is to make Echuca Moama & District regional Victoria's top destination. To achieve this, we collaborate with our members, supporting them to provide exceptional experiences to entice visitors to come back and new ones to come and explore.

We work hard to keep the Destination Echuca Moama brand promise to create visitor experiences that make memories, through supporting well-established tourism attractions and encouraging creative new businesses, experiences, and events.

By connecting with local government and other industry bodies, we leverage opportunities and develop partnerships that support our visitation and growth goals.



### OUR FOCUS

Echuca Moama Tourism is focused on five key pillars:

- 1 Member services
- 2 Destination marketing
- 3 Partner services
- 4 Industry development, and advocacy
- 5 Visitor services



## ECONOMIC AND COMMUNITY BENEFITS



**973,000**

Domestic day trip visits in 2022



**1.8m**

Domestic overnight visitors in 2022



## TOP MARKETS



**51%**

Leisure



**31%**

Visiting friends and relatives



**83%**

From Melbourne and regional Victoria



**\$117.4m**

Economic impact for the region in 2021

**\$119**

Average spend per visitor for a day trip

**\$385**

Average spend per visitor for overnight stays (average 3 nights)

**\$960**

Average spend per visitor for international overnight stays (average 16 nights)



**1,410hrs**

Total volunteer hours for 2022

## MARKETING OUR DESTINATION



**28,693**  
Followers

**442**

Number of  
posts in 2022

**2,263,511**

Reach in 2022  
(Up 160% from 2021)



**12,741**  
Followers

**431**

Number of  
posts in 2022

**607,428**

Reach in 2022  
(Up 218% from 2021)



**1,331**

Website visits  
per day for 2022

**486,000**

Websites visits in 2022



# Membership Packages



## Our 2023 Membership Packages have been carefully created to ensure they meet the needs of our local tourism economy.



### CORPORATE PARTNER

Perfect for our regional tourism leaders, drawcard operators, and economic partners. Our key industry stakeholders help to position Destination Echuca Moama at the forefront of domestic travel, and future growth for the international travel market.

**\$10,000** per annum (excl GST)



### COMMUNITY PARTNER

Passionate supporters of our visitor economy. You may be a multinational organisation, large business, or business owner with Echuca Moama in your DNA. As business leaders you want the greater community to thrive, and you understand tourism and visitors are at the heart of the success of the local economy.

**\$5,000** per annum (excl GST)



### PREMIUM PARTNER

Suitable for medium-to-large businesses across all tourism sectors, including but not limited to paddlesteamers, attractions, experiences, major events, hotels, accommodation, holiday parks, caravan parks, campgrounds, houseboats, and major retailers. Participate in our major marketing campaigns and contribute to destination planning and management.

**\$2,500** per annum (excl GST)



### EMAA PARTNER

For accommodation industry businesses who are also a member of Echuca Moama Accommodation Association. This option includes complimentary face-to-face business support and access to EMAA exclusive networking events. EMAA is a proud supporter of events and the provider of tourism maps and compendiums to the accommodation sector.

*EMAA partner fee subject to approval by the Echuca Moama Accommodation Association*

**\$700** per annum (excl GST)



### DESTINATION PARTNER

The heart and soul of our destination – small-to-medium businesses who operate attractions, experiences, events, motels, houseboats cafes, restaurants, cellar doors, services, and more! Participate in marketing campaigns, and tactics for the destination marketing plan for FY24, Grow your business through our marketing opportunities, brand awareness, training, and expert advice.

**\$600** per annum (excl GST)



### SUPPORTING PARTNER

Tourism may not be your core business, but we can't do it without you! Perfect for our retail friends, and for supporting industries such as trades and professional services, who enable our members to deliver an optimal visitor experience. You're part of our team, and we welcome you to show your support and come and join in.

**\$400** per annum (excl GST)



### PRIVATE RENTALS PARTNER

Are you a single property in the Airbnb, Stayz, or Vrbo holiday market? Make sure your guests know what to do, where to go, and how to have the best guest experience in Echuca Moama. Your guest ratings will reward you!

**\$150** per annum (excl GST)



### FRIEND OF ECHUCA MOAMA TOURISM

Individuals can show their support for our local industry, and be the first to know about events, what's on, new campaigns, and industry networking.

**\$50** per annum (excl GST)











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*"While running our motel for over 13 years, the advice, support, and bookings we receive from EMT are invaluable to the success of our business. The work they do in promoting our town and region is something we could not afford or offer on our own and we find that the first port of call for many of our guests is the Visitor Information Centre. We urge all businesses to get behind EMT and become a member to keep our tourism industry thriving."*

- Wendy Roberts, Paddlewheel Motel Echuca

## MEMBER SERVICES

Keeping you informed and connected

								
<b>Industry communications</b> Includes weekly industry updates "What's On" weekly newsletter, destination planning, reports, sector information, and highlights.	✓	✓	✓	✓	✓	✓	✓	✓
<b>Industry Facebook group access</b> Access the private Industry group on Facebook as a platform to ask questions. Member to member. Operator to operator. Business supporting business.	✓	✓	✓	✓	✓	✓	✗	✗
<b>Networking Events</b> Six annual industry events, plus regional updates, Women in Tourism, EMTA, C4EM, and Meet the Experts events. <i>*Two exclusive events for EMTA members</i> <i>**Two exclusive events hosted by C4EM</i>	✓ Free	✓ Free	✓ Free	✓ Free and discounted tickets*	✓ Free and discounted tickets	✓ Free and discounted tickets*	✓ Free and discounted tickets	✓ Free and discounted tickets
<b>Access to strategic Partnership Planning Workshops</b> Exclusive partner workshops, destination marketing planning workshops and industry workshops. <i>*Exclusive workshop for EMTA members</i>	✓ Bi-monthly	✓ <sup>^</sup> Bi-monthly	✓ Annually	✓ Annually*	✓ Annually	✓ <sup>†</sup> Annually	✗	✗

\*Exclusive

\*Option to buy in, small fee applies

\*\*Option to buy in if relevant, small fee applies

†If relevant

"We view our EMT membership as an important contribution to the region's tourism marketing, working with others to collectively promote this wonderful area. Sitting out just wouldn't be an option for us. We also access direct business through EMT by sales of wine, tours and experiences."

- Richard McLean, St Annes Winery



## DESTINATION MARKETING

Working together to attract more visitors



<b>Access to destination marketing campaigns</b> Your business featured in destination marketing campaigns. A range of campaigns are planned for television, radio, print, digital, social, and direct marketing. <i>Not all campaign channels are suitable for all businesses. EMT reserves the right to select the most suitable businesses per channel.</i>	✓ 3	✓ <sup>^</sup> 2	✓ 2	✓ <sup>†</sup> Up to 3	✓ <sup>†</sup> Up to 1	✓ <sup>†^</sup> Up to 1	✗	✗
<b>Access to Cooperative marketing campaigns</b> Six cooperative campaigns are available. Your business is featured with other cooperative marketing partners across television, radio, print, digital, social, and direct marketing.	✓	✓ <sup>^</sup>	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Access to international marketing strategy, planning, and campaigns</b> Access to international marketing strategy planning, product inclusion in the Sydney Melbourne Touring road-trip itinerary planning, and opportunity to participate in ATE for product presentation to international buyers.	✓	✓ <sup>^</sup>	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✗	✗	✗
<b>Business listed on Echuca Moama Tourism website</b>	✓	✓	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Digital business advertising banner on Echuca Moama website</b>	✓ 12 mths	✓ 12 mths	✓ 6 mths	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✗	✗
<b>Business logo on the Industry Update, and 'What's On' newsletters</b>	✓ Weekly	✓ Monthly	✓ Fortnightly	✗	✗	✗	✗	✗
<b>Business logo on Destination Planning newsletters</b>	✓ Monthly	✓ Bi-annually	✓ Bi-monthly	✗	✗	✗	✗	✗
<b>Social media brand awareness post (free)</b> Your business featured on Echuca Moama Tourism Facebook, Instagram, and TikTok accounts, includes both news feed and stories feed posts. Content approved by EMT.	✓ 6 per year	✓ <sup>^</sup> 3 per year	✓ 3 per year	✗	✗	✗	✗	✗
<b>Social media brand awareness (buy-in)</b> Fee payable at cost - your business featured on Echuca Moama Tourism Facebook, Instagram, and TikTok accounts, includes both newsfeed and stories feed posts. Content approved by EMT.	✓ 6 per year	✓ <sup>^</sup> 6 per year	✓ 3 per year	✓ 3 per year	✓ 3 per year	✓ 1 per year	✗	✗
<b>Inclusions in trail map experience development</b> Your business included as a place to stop, must-see or must-do. Businesses chosen dependent on the theme or specific location.	✓	✓ <sup>^</sup>	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Visitor "Insider tips" app listing access</b>	✓	✓	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Visitor QR code access</b>	✓	✓	✓	✓	✓	✓ <sup>^</sup>	✗	✗

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†^Option to buy in if relevant, small fee applies

^If relevant

								
<b>Listing in the 2023-2024 Echuca Moama &amp; District Visitor Guide 1/5 page</b>	✓	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Advertisement in the 2023-2024 Echuca Moama &amp; District Visitor Guide (complimentary)</b>	✓ <i>Full page</i>	✓ <i>Half page</i>	✓ <i>Half page</i>	✗	✗	✗	✗	✗
<b>Access to advertise in the 2023-2024 Echuca Moama &amp; District Visitor Guide</b>	✓	✓	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Listing in the Dining and Shopping Guide 1/5 page</b> Available for hospitality and retail operators. Cut-off for inclusion in the 23/24 Dining and Shopping Guide is 31 August 2023."	✓	✓	✓	✗	✓ <sup>^</sup>	✓ <sup>^</sup>	✗	✗
<b>Access to advertise in the Dining and Shopping Guide</b> Available for hospitality and retail operators.	✓	✓	✓	✓	✓	✓	✗	✗
<b>Listing in the Wedding Guide 1/5 page</b> Cut-off for inclusion in the 23/24 Wedding Guide is 30 September 2023.	✓	✓	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Advertisement in the Wedding Guide (complimentary)</b>	✓ <i>Full page</i>	✓ <i>Half page</i>	✗	✗	✗	✗	✗	✗
<b>Access to advertise in the Wedding guide</b>	✓	✓	✓	✓	✓	✓	✗	✗
<b>Access to a content library of approved professional marketing images of the region</b>	✓	✓	✓	✓	✓	✓	✗	✗
<b>Access to central diary for event scheduling</b> Check the Echuca Moama Tourism central diary before scheduling and publishing your event. Check your desired dates to ensure major events, community events, or specialty events are not scheduled on the dates you are planning for your event.	✓	✓	✓	✓	✓	✓	✗	✗
<b>ATDW listing support</b> Assistance with listing setup and programming. A listing fee payable to Visit Victoria after 1 July 2023 for Victorian businesses.	✓	✓ <sup>^</sup>	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Media and PR inclusion</b> Your business pitched to media for consideration to be included in familiarisation visits, media events, interviews and feature stories.	✓	✓ <sup>^</sup>	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Inclusion in media competitions</b> Your business, product and services presented to media to be considered for prizes and giveaways.	✓	✓	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Inclusion in blogger/influencer content creation</b> Your business presented for features and storytelling.	✓	✓ <sup>^</sup>	✓	✓	✓	✓ <sup>^</sup>	✗	✗

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†^Option to buy in if relevant, small fee applies

^If relevant

## PARTNER SERVICES

Use our skills and services at discounted rates to better leverage our destination opportunities

								
<b>Access to digital and content marketing campaign development, advertising and content creation</b>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	x	x
<b>Access to creative design services, media buying, marketing material development and project support</b> Creative design, photography, videography, and logo design. Digital display ads, Google ad buying, analytics, and reporting. Creative design for posters, menus, postcards, banners etc.	✓ <sup>†</sup>	✓ <sup>†^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	x	x
<b>Social media and digital marketing services</b> Social media post development, creation, scheduling, and publishing (Facebook, Instagram, TikTok, LinkedIn). Digital marketing development, content creation, scheduling, publishing, and reporting including website content, blogs, and newsletters.	✓ <sup>†</sup>	✓ <sup>†^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	x	x
<b>Education and training opportunities</b> Education, training, development, and knowledge sharing. Opportunities through industry experts and access to information from Murray Regional Tourism, Destination Riverina Murray, Victorian Tourism Industry Council (VTIC), Visit Victoria, and Destination NSW, amongst others.	✓ <sup>†</sup>	✓ <sup>†^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	x	x
<b>Event support services</b> Event governance, ticket scanning, wristband supply, volunteer coordination, ticket checking, event marketing, event advertising, event publicity, event promotion, event digital marketing, event content management, design services, and collateral production. Plus central management of across-event information sharing to facilitate information for grant writing, event compliance, traffic management, pedestrian management, event hire, data warehouse, data collection, data analytics and reporting.	✓ <sup>†</sup>	✓ <sup>†^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	x	x

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^If relevant



*"The tourism industry in our area has been impacted heavily over the last three years due to COVID and the floods, we need to help support those that are helping support us. Our continued membership helps ensure we have a dedicated team to assist in promoting and encouraging tourism to our area."*

- Michele Perry, Moama Waters (Holiday Park)



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*"We've been members of Echuca Moama Tourism since we formed Green Pedal Cycles in 2020. Our membership has been an excellent investment and has given us exposure not only locally but across Victoria and beyond. We highly recommend being part of Echuca Moama Tourism who play a vital role in driving visitation to our region."*

- Suzanna and David Barry, Green Pedal Cycles



*"As a tourist attraction, we only open during set restricted hours but do say we open by appointment at all other times. The team at EMT informs visitors not to hesitate to ring and when we open on days when we are normally closed, we inform EMT who informs visitors to the Visitor Information Centre.*

*The EMT team of staff and volunteers are wonderful ambassadors for our region and greatly assist our business."*

*- Neil & Andrea Thomas,  
The Great Aussie Beer Shed  
& Heritage Farm Museum*



# INDUSTRY DEVELOPMENT AND ADVOCACY

Training, education and planning - and a voice for you



<b>Business systems improvement service</b> One hour, in-person meeting, may include reservation systems, integration with EMT bookeasy, and third party bookings.	✓	✓ <sup>^</sup>	✓	✓	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Marketing improvement service</b> One hour, in-person meeting, may include ATDW listing review, Trip Advisor listing, Google My Business, Facebook and Instagram account health check. <i>(Excludes ATDW listing cost via Visit Victoria from 1 July 2023)</i>	✓	✓ <sup>^</sup>	✓	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✗	✗
<b>Experience development service</b> One hour, in-person meeting, to explore the development of new ideas and initiatives for your own business.	✓	✓ <sup>^</sup>	✓	✓ <sup>†</sup>	✓	✓ <sup>†^</sup>	✗	✗
<b>Product package development</b> Assistance to create a compelling and viable offer for inclusion in destination package offers.	✓	✓ <sup>^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Industry skills development quarterly session</b> <i>(e.g. yield management)</i>	✓	✓ <sup>^</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†^</sup>	✗	✗
<b>Advocacy to all levels of government and peak industry bodies</b> Your feedback and knowledge captured and shared for positive change.	✓	✓ <sup>^</sup>	✓	✓	✓	✓	✓	✓
<b>Basic digital health check service</b> A one-hour face-to-face or video meeting to review digital and social media accounts and identify problems to be fixed. (e.g. problems with account logins, accounts not linked to payment systems, or accounts not set up correctly).	✓	✓	✓ <sup>†</sup>	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✗	✗
<b>Digital wellbeing service</b> Service to review digital accounts, report on the current state of the website, Google Business profile, social media accounts, etc, and provide recommendations on areas to improve or fix.	✓	✓	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✓ <sup>†</sup>	✗	✗

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†^Option to buy in if relevant, small fee applies

^If relevant

## VISITOR SERVICES

Assisting you to inform, welcome and delight your guests

								
<b>Marketing Collateral at Visitor Inspiration Points</b> Access to place your business DL flyer on display.	✓	✓ <sup>^</sup>	✓	✓	✓	✓	✗	✗
<b>Access to the online reservation and booking system on the Echuca Moama Tourism website</b> Commissions apply, available for accommodation reservations, attractions, experiences and event sales ticketing.	✓	✓ <sup>^</sup>	✓	✓	✓	✓	✗	✗
<b>Personalised assistance and help desk with your online booking system product</b>	✓	✓ <sup>^</sup>	✓	✓	✓	✓ <sup>^</sup>	✗	✗
<b>Access to guides and brochures for your business</b> Supply of the Visitor Guide, Dining and Shopping Guide, and Wedding Guide.	✓	✓ <sup>^</sup>	✓	✓	✓	✓	✓	✗
<b>Distribution of the 2023 - 2024 Echuca Moama &amp; District Visitor Guide through member locations, and Echuca Moama &amp; District Visitor Inspiration Points</b>	✓	✓ <sup>^</sup>	✓	✓	✓	✓	✗	✗
<b>Participation in familiarisation sessions</b>	✓	✓ <sup>^</sup>	✓	✓ <small>on request</small>	✓ <small>on request</small>	✗	✗	✗
<b>Supplier to the Local Producer's Hub</b> Includes click-and-collect and postal distribution services for producers of local and consumer goods, food, produce, beverages and alcohol.	✓	✓ <sup>^</sup>	✓	✓	✓	✓ <sup>^</sup>	✗	✗

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<sup>^</sup>If relevant

*"The last three years have taught us that as a community of small businesses and people, we need to support each other and tourism more than ever before - we are grateful for EMT."*

- Veronica Berg, Fuzion Café, Echuca.

“










*Membership  
Prospectus,  
Updated,  
20 July 2023*

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