

# MEMBERSHIP PROSPECTUS



Savannah Way Limited  
[www.savannahway.com.au](http://www.savannahway.com.au)





## Who are we?

### We are leading the cohesion of the travel and tourism industry across Northern Australia

From Cairns in Tropical North Queensland, to Katherine in the Northern Territory and to Broome in Western Australia, this spectacular region of Northern Australia and the 3,700 kms drive route of *The Savannah Way* is Australia's ultimate adventure drive.

*The Savannah Way* is a journey, not a destination. Whether a visitor is travelling the entire Savannah Way or just tackling one section at a time, it is the people; the diversity in landscapes; the history; the culture and the experiences, that can only be found across Northern Australia.



## Savannah Way Limited

Established in December 2017, Savannah Way Limited is not-for-profit, membership-based, limited by guarantee, Australian public company. Our role is to promote the Savannah Way brand, create awareness of and generate travel and tourism to *The Savannah Way* route .

### Our Mission

To promote and facilitate the development of quality experiences and a vibrant visitor economy for *The Savannah Way*.

### Our Vision

That *The Savannah Way* is well-recognised as Australia's greatest adventure drive providing outstanding seamless visitor experiences.

### Our Values

- Collaboration
- Engagement
- Leadership
- Teamwork
- Sustainability



## Tourism Industry Structure

**Tourism Australia (TA)** is the Australian Government agency responsible for international tourism marketing. Tourism Australia's role is to influence people to travel to and throughout Australia, increase the economic benefits to Australia from tourism and help foster a sustainable tourism industry in Australia.

### State Tourism Organisations

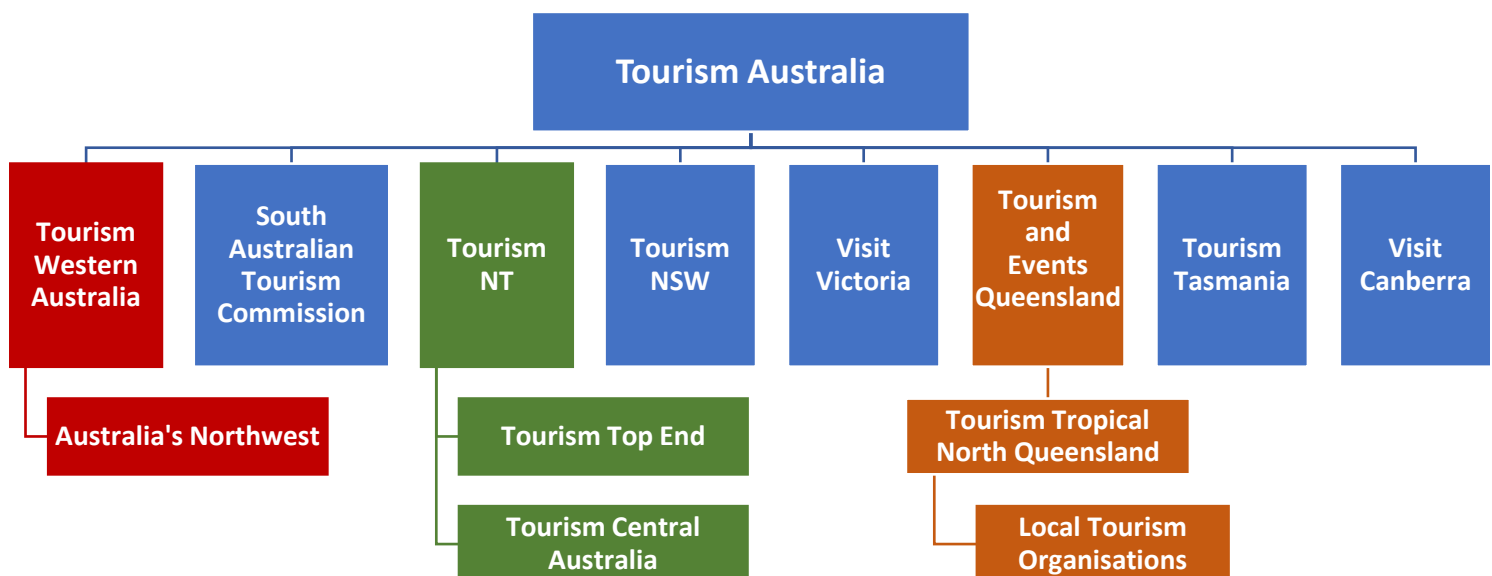
Each state and territory in Australia has its own government tourism agency that works with industry. The role of the State Tourism Organisations (STO's) is to support the development and marketing of sustainable tourism destinations and experiences within their state, to increase awareness and attract visitors.

### Regional Tourism Organisations

Excluding Canberra, each state and territory has a number of membership-based regional tourism organisations (RTO's). In Queensland, there are 13 RTO's; in Western Australia there are 4 RTO's and in the Northern Territory there are 2 RTO's.

### Local Tourism Organisations

In regional Queensland areas, there are also Local tourism organisations (LTO's) that work with their respective RTO. There are four in Tropical North Queensland which target grass roots industry development, in-region trade and media support and collaborative marketing investment. LTOs liaise with their Regional Tourism Organisation and state bodies on behalf of their members.





## The Visitor Journey

Tourism is a highly competitive industry with every destination – globally – competing with each other to attract the consumer to their region. Today, consumers have the ability to connect with products early in their purchase journey and for a destination, it is critical that the region is well promoted and the destination information is made available to a the consumer before they arrive.



**AWARENESS** - decide on where to go on their next holiday adventure based on awareness of destinations, feedback from friends and family and other destination collateral and initiatives.

**PLANNING** - researching a destination, reviews, forums, blogs and other regional information assists the consumer to plan their holiday including confirming the destination and tourism activities. 65% of visitors research their holiday via digital platforms including website, forums and social media.

**BOOKING** - this stage of the visitor journey confirms the base of their itinerary and booking of products such as accommodation and some activities and attractions.

**EXPERIENCE** - visitors will still book experiences once they have arrived in a destination and often make adjustments to their original itinerary to ensure they experience the best holiday adventure.

**SHARING** – during a consumers’ visit to a destination – or product and on their return home, visitors will share their story with family and friends

## Why join Savannah Way Limited

There is not a business, professional service or commercial operation on or near the drive route of *The Savannah Way* that does not ultimately receive some benefit contributed to the local economy by tourism.

Membership with Savannah Way Limited means you will:

- Raise your business visibility, particularly through digital marketing
- Enjoy economic benefits
- Have access to marketing and business development tools
- Develop knowledge and expertise
- Increase your industry contacts
- Be involved in special projects, policy and the strategic direction of the promotion of *The Savannah Way*.



## Partner Benefits

	<b>Bronze \$220</b>	<b>Silver \$550</b>	<b>Gold \$990</b>	<b>Platinum \$5,500</b>
List your business on the website - savannahway.com.au	✓	✓	✓	✓
Savannah Way Brand Licence Toolkit	✓	✓	✓	✓
Newsletter subscription	✓	✓	✓	✓
Voting rights	✓	✓	✓	✓
\$50 discount on ATDW	✓	✓	✓	✓
Friends of Savannah Guides Membership	✓	✓	✓	✓
Discounts to attend Savannah Guides training schools	✓	✓	✓	✓
Discount to participate in Savannah Way Limited official marketing campaigns	✓	✓	✓	✓
Social media post/s promoting your product and services	1	2	4	8
Submit your own blogs – featured within editorial content on savannahway.com.au	1	2	4	8
Additional website listings		✓	✓	✓
Banner advertising on website			✓	✓
Logo placement on all electronic newsletter and messages				✓

In Queensland, Savannah Way Limited also takes on the role as the Local Tourism Organisation (LTO) for the Gulf Savannah region.

### Gulf Savannah LTO additional benefits for Queensland members:

	<b>Bronze \$220</b>	<b>Silver \$550</b>	<b>Gold \$990</b>	<b>Platinum \$5,500</b>
Complementary TTNQ Ambassador of Tourism Membership	✓	✓	✓	✓
Opportunities to participate in Gulf Savannah LTO destination marketing initiatives	✓	✓	✓	✓
Opportunities to participate in TNQ regional marketing campaigns	✓	✓	✓	✓
Invitation to participate in Gulf Savannah media famils			✓	✓



# Application Form

Partnership Category:  Bronze  Silver  Gold  Platinum

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Business Description:  
*(for website listing)* \_\_\_\_\_

No limit to number of words; attach additional pages as required.

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Email hi res hero image to [info@savannahway.com.au](mailto:info@savannahway.com.au). Additional images can also be emailed and will be included in your website listing.

Signature: \_\_\_\_\_

Membership is valid 1<sup>st</sup> July to 30<sup>th</sup> June and emailed July every year.

Membership fees are inclusive of GST.

[info@savannahway.com.au](mailto:info@savannahway.com.au) | [www.savannahway.com.au](http://www.savannahway.com.au)



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