

TOURISM KANGAROO ISLAND MEMBERSHIP

Tourism Kangaroo Island (TKI) is a Regional Tourism Organisation (RTO) and a non-profit incorporated body that is responsible for the strategic marketing of Kangaroo Island to domestic and international consumers, media and trade.

As a RTO we play that pivotal role that bridges tourism operators with national tourism bodies and local government, with the objective of managing, leading and developing tourism on Kangaroo Island.

In promoting a quality experience, we work closely with the South Australian Tourism Commission, Kangaroo Island Council and the industry. We value these partnerships and recognise the importance of working together in order to achieve common goals – increased awareness, greater visitor numbers, longer length of stays and higher expenditure.

Tourism Kangaroo Island is managed by a Board; made up of a maximum of 11 TKI Members plus an industry representative from the Kangaroo Island Council, Kangaroo Island Development Board and the Department of Environment and Heritage. The organisation is funded by industry (via membership and cooperative marketing), the South Australian Tourism Commission and Kangaroo Island Council.

Tourism Kangaroo Island members share our commitment to the development of sustainable tourism on the Island. Membership feeds and any cooperative activities enable us to more effectively promote Kangaroo Island to the world – which helps us all.

MARKETING STAFF

The South Australian Tourism Commission employs a Regional Tourism Manager and a Regional Tourism Coordinator. Both are based on the Island and work closely with the Board and the SATC to develop and implement marketing activities for the region.

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Regional Tourism Manager
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Penneshaw, SA 5222
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Kangaroo Island's Brand Proposition

BRAND VALUES

- Genuine and Personal
- Freedom to Choose
- Quality Experiences
- Enduring and Adaptable

Emotive Responses

Rational Benefits

Attributes

CREATIVE FILTERS

- Refresh and Renew
- Awe Inspiring
- Civilised Lifestyle
- Uncrowded Spaces

Kangaroo Island is a wild and welcoming natural destination that will surprise and amaze you, relax your mind, refresh your spirit and make you feel totally alive.

Sense of wonder and surprise
 Take the road less travelled and discover places largely untouched by people
 A sense of freedom
 A place that generates special memories
 Refreshed and alive in body and spirit
 Engaging interactions with local people and encounters with the local wildlife

The Island is not crowded – I will be able to relax
 Easy access to wildlife, nature and rural experiences
 The good things in life are available – I won't have to go without my creature comforts
 I can get to know people in a short space of time if I choose.
 Elemental experiences derived from nature

| | |
|--|--|
| Accessible wildlife | Spectacular scenery and coastal landscapes |
| Large uncrowded Island | Areas of untouched natural beauty |
| Farming tradition and rural landscapes | Friendly local community |
| High quality local produce, some of it unique to Kangaroo Island including honey from the Ligurian bee | |

TKI MEMBER BENEFITS & OPPORTUNITIES

Tourism Kangaroo Island enjoys a very high level of membership and appreciates your support of the organisation's marketing. As well as supporting the overall marketing of Kangaroo Island, there are several benefits only accessible through membership.

KANGAROO ISLAND VISITOR GUIDE

TKI, and our partner, Graphic Alliance, manage the production and cooperative advertising sales of the Kangaroo Island Visitor Guide – our single most important piece of marketing collateral.

This is an essential and highly valued document for visitors to the Island featuring travel and visitor information, maps and full colour advertisements in various sizes.

Anyone is able to advertise in the Kangaroo Island Visitor Guide, however, TKI members are entitled to discounted rates and in some instances free editorial.

There are 120,000 copies of the Kangaroo Island Visitor Guide printed and distributed annually via the following channels:

- Every Visitor Information Centre in South Australia
- Travel Agents & wholesalers throughout Australia, New Zealand, Europe, UK, North America, Japan and Asia
- South Australian Travel Centres in Sydney, Brisbane, Perth & Melbourne
- Local, national and international travel shows
- Trade and consumer promotions
- Motoring organisations (i.e. RAA, RACV)
- Various hotels in the Adelaide CBD
- Delegate registration packs at selected conferences

2009 Release Date: April 2010

Advertising Available: TBC – Discounts are available for TKI Members

GATEWAY VISITOR INFORMATION CENTRE

TKI is the only SA region that manages an information centre – this is an enormous benefit to TKI Members. The Gateway Visitor Information Centre in Penneshaw, with its distinctive yellow “I” on a blue background, identifies the centre as part of the National Network of Accredited Visitor Information Centres. This centre provides an important marketing opportunity for TKI members by exposing member's products and services to thousands of visitors each year in person, by phone and via email.

Specifically members can benefit by:

Brochure Displays -

Brochure display space is available to TKI members only. Brochures must adhere to the following:

- DL and A4 brochures only will be carried.
- Be no less than 110 GSM paper thicknesses.
- Posters must be printed, not hand drawn or written and can only be displayed when advertising news.

Familiarisations - Information Centre staff undertake limited product familiarisations throughout the year where staff and volunteers visit TKI member attractions for education purposes. Members will be best promoted through knowledgeable information staff and are encouraged to extend invitations to the Marketing Manager for staff visits.

Education of, and ongoing communication with the Gateway Visitor Information Centre staff should be a high priority for all TKI members. TKI recommends members support this network by:

- Contacting the Gateway Visitor Information Centre and introducing your business
- Regularly briefing centre staff on your product
- Keeping a stock of brochures at the centre

Please note that direct bookings from Information Centre staff are a bonus and should not be an expectation of membership. We endeavour to help walk-in customers to book accommodation and tours where possible but making bookings is certainly not the core function of the centre.

Please contact Gail Smith – the Information Centre Manager - to discuss the TKI Member benefits available within the Centre.

Gail Smith

Visitor Information Centre Manager

Phone: (08) 8553 1185

Email: manager@tourkangarooisland.com.au

MEDIA & TRADE

TKI actively seek media and trade interest in Kangaroo Island. We are always looking for new angles and products to promote the Island, with TKI Members always given priority. As a member of TKI you are **advised to take a proactive role** in providing regular updates, media releases and professional photographs of your business.

Please email these to Tania O'Neil (Marketing Manager) at marketing@tourkangarooisland.com.au.

A catalogue of copyright-free photos helps to keep us up-to-date with your product and possibly produce further publicity or editorial coverage of your business.

Publications:

TKI produce and contribute to a number of publications that are distributed to media and trade on a regular basis.

TKI E-Newsletter – TKI produced a quarterly newsletter that showcases new products or points of interest on Kangaroo Island. This is then sent to key media and trade contacts.

Tourism Kangaroo Island also submits stories to the following South Australian Tourism Commission (SATC) publications on a regular basis:

SA Stories – A monthly tourism update featuring new produces, events and SATC news, distributed to more than 1000 international, national and local media, tourism operators and travel industry representatives.

Fast Track – A weekly guide to upcoming events around the State, distributed to South Australian media each Wednesday.

Industry Brief – Quarterly cooperative newsletter, filled with tourism news, visitor numbers and statistics, success stories, marketing campaigns and more, distributed to more than 2,000 tourism industry representative and media in South Australia and interstate.

Opportunity Knocks – A monthly email informing operators about new marketing and business development opportunities.

Familiarisations:

TKI hosts journalists and members of the trade throughout the year, and exclusively utilises members for these promotions. TKI tailors individual itineraries for visiting media, and tourism trade against the audience the journalist or trade are targeting and the type of experience they are seeking.

You must be registered on the SATC database (Australian Tourism Data Warehouse – ATDW) and be prepared to offer your product free of charge, or at a greatly reduced rate, in lieu of the long-term benefits that such exposure will bring.

COOPERATIVE MARKETING & ADVERTISING OPPORTUNITIES

TKI offer members opportunities for cooperative marketing – key examples being the Visitor Guide and Melbourne to Adelaide Touring Route. By being a participant in a Kangaroo Island cooperative initiatives, members are both supporting the overall marketing of Kangaroo Island, while also cost effectively (when compared to buying their own advertising) marketing their own service.

CONSUMER SHOWS

Kangaroo Island is represented at more than 10 major consumer shows around the country. These include the Melbourne Fishing Show & Outdoors Expo, Perth Caravan & Camping Show, Sydney Holiday & Travel Expo, Sydney Caravan & Camping Show, Melbourne Caravan & Camping Show and Brisbane Caravan & Camping Show.

INTERNATIONAL MARKETING

The Marketing Manager works closely with the International Department and International Managers within the SATC with the objective of profiling Kangaroo Island to major wholesalers and retail travel agents in existing and emerging markets – with much of the focus on the European, UK and US markets.

REGIONAL EVENTS

TKI uses regional events as a marketing tool, aiming to give consumers an immediate reason to visit. The Marketing Coordinator works closely with event and conference organisers by providing marketing and event coordination support.

Opportunities exist for operators to package accommodation and tours around events. This may include pre-and-post event tours or “themed” packages specifically related to the event. Operators also have the opportunity to promote their product and / or packages through advertising at events by working with the Marketing Coordinator.

ON-LINE

Much of TKI's emphasis over the coming financial year will be on on-line marketing with particular focus on the TKI website. Members can benefit from having additional presence on the TKI website (www.tourkangarooisland.com.au) by way of:

- Being featured in the self-drive itineraries due to be released in 08/09
- Additional exposure on homepage (on a rotational basis)
- A link to your own site

The TKI website is ranked highly among search engines, has an average 30,000 unique visitors a month and helps link consumers from the official Kangaroo Island site to your own site.

Please Note: You must be registered on the SATC database (Australian Tourism Data Warehouse – ATDW) to have a presence on the TKI website.

Contact SATC Online Services department on (08) 8463 4500 or online@saugov.sa.gov.au to obtain a registration form.

DISCOUNTED LOGO MERCHANDISE

As a TKI Member, you receive discounted logo merchandise sold through the Gateway Visitor Information Centre. Look the part in our professional shirts, polo-fleece jackets, vests, scarfs, hats etc. These items make great uniform alternatives.

DESTINATION DEVELOPMENT

This will become an increasingly important role for TKI. Working closely with the SATC, Kangaroo Island Development Board and Kangaroo Island Council the objective is to ensure the longevity and sustainability of a strong tourism industry on Kangaroo Island, including participation as a lead agency in the Tourism Optimisation Management Model (TOMM).

OTHER ACTIVITIES

- Trade familiarisations – hosting travel agents and senior trade staff
- National cooperative marketing with key industry partners, such as the Melbourne to Adelaide Touring Route
- Cooperative advertising with industry partners in mainstream media
- TKI communicates with members and ensures you are kept up-to-date with industry opportunities without overloading your inbox
- Provide up to date information to visitors – to enable visitors to visit as many attractions as possible

HOW DO I RENEW MY TKI MEMBERSHIP?

1. Choose the appropriate fee for your business (dependent on the number of employees)
2. Fill in your details on the enclosed Tourism Kangaroo Island Membership Form. If you have separate accommodation or activities linked to your membership, please complete separate forms.

(Note: When filling this form in, please ensure your details are accurate and relevant to the consumer – for example, use your property name as opposed to your company name).

3. Return this form along with payment to the following address:

Tourism Kangaroo Island
PO Box 336
Penneshaw SA 5222

4. To gain full membership benefits, ensure you are registered on the Australian Tourism Data Warehouse (ATDW). Contact the SATC Online Services department on (08) 8463 4500 or online@saugov.sa.gov.au to obtain a registration form.
5. Ensure the Gateway Visitor Information Centre in Penneshaw has stocks of your brochures and if your business is accommodation, please advise the Centre of vacancies on a regular basis.