

AVON TOURISM – About Us



In the early 90's the Avon Valley Tourism Association was formed as an initiative of the then Toodyay Tourist Bureau, comprising of the Shires of Beverley, Brookton, Goomalling, Northam, Toodyay and York. 2002 heralded turbulent times within the industry, with one of the major obstacles facing the AVTA being lack of funding. A Forum was held to define the future of the AVTA and its role within the Tourism Industry at both local and regional level.

Thanks to the generosity of Local Government within the Valley and a grant from the Wheatbelt Development Commission, a consultant was retained to formulate a tourism strategy for the industry, and as a consequence Avon Tourism Inc. was formed in 2004.

Resulting from a state-wide review during 2003, the Western Australian tourism industry was restructured, with the sector being reduced from eleven to five Zones, one of those being Experience Perth, with the Avon Valley being one of the six sub-regions within the Perth Zone.

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Avon Tourism Incorporated

Membership Prospectus



2010/2011



THE AVON VALLEY

A GREAT PLACE TO VISIT A SHORT DRIVE FROM PERTH

WELCOME to Avon Tourism.

The primary function of the Board of Avon Tourism is the marketing and promotion of the Avon Valley as a premier tourism destination. In order to achieve this we need to continue to work together in partnership with industry in the promotion of tourism within the Avon Valley.

Becoming an Avon Tourism member will create promotional and sponsorship opportunities for your business at trade and consumer shows and through media advertising, and also provides scope for inclusion on the Avon Valley website.

Membership is on an annual subscription basis and includes different packages to cater for the individual requirements of each business. Following is an outline of the history and goals of Avon Tourism, together with the benefits of membership to assist you with your choice.

We look forward to working with you in promotion of the Avon Valley region.

Perth Caravan & Camping Show



Five day event held at the Claremont Show-grounds attracting over 48,500 visitors. The Avon Valley booth contained display materials, local product, and visual imagery promoting the Valley. The Avon Valley Holiday Planner, Town and Members brochures were displayed and distributed.

Kings Park Wildflower Festival

Four day event held at Kings Park attracting over 40,000 visitors. The Avon Valley booth contained display materials local product, and wildflowers promoting the Valley.

The Avon Valley Holiday Planner, Town and Members brochures were displayed and distributed.

Media Advertising

Avon Tourism will again be participating in the Experience Perth Holiday Planner and selected West Australian lift-outs throughout the year, providing cooperative marketing opportunities to members and industry.

Avon Tourism Touring Guide

The updated fold-out guide contains editorials on towns maps major events and listings of places to stay and things to do.

Avon Valley Holiday Planner

New 2 page high profile holiday planner promoting the Avon Valleys tourism assets attractions and access routes containing detailed information on all seven towns maps business directory and advertising.

Brochure Distribution

The Avon Valley Holiday Planner is disseminated through key Visitor Centre Accommodation outlets and other distribution points to maximise exposure for the Valley.

Avon Tourism will partner with Experience Perth at Trade & Consumer Shows and the Avon Valley Holiday Planner will be distributed at the Adelaide Melbourne & Sydney Holiday & Travel Expos and OZ Talk New Zealand

Avon Valley Website

www.avonvalleywa.com.au . Redevelopment of our very own destination website the online gateway for the Avon Valley with all the information needed for visitors to plan their next getaway. Creates awareness and stimulates visitation to the Region promoting Town tourism operators attractions and events.

The site has achieved the following milestones

52 related search strings being indexed
In the Top 50 search engine results for Google

48 keyword search strings place on page
One of Google search results

8 keyword search strings placed at position
one of Google search results

Traffic increase of over 400 per cent over the last 12 months
From 621 unique visitors in April 2009 to 2510 unique visitors in March 2010.

Top ranking overall of over 86,000 possible websites with Avon Valley related content.

Perth Holiday and Travel Expo



AVON TOURISM MEMBERSHIP

GOLD ~ Three Hundred Dollars

- Initial Membership includes cost of full-page web set-up on the Avon Tourism Website with three colour photos and up to 200 word description, with one text change included in the annual fee. Any further changes will incur an additional cost.
- Sponsorship and Promotional opportunities
- Listing in the Avon Valley Touring Guide & Map.
- Free brochure distribution at all trade and consumer shows attended by Avon Tourism.
- Quarterly Newsletter.



AVON TOURISM – Board Structure

The role of the Board is to build a viable and competitive tourism product by working with industry to create demand through targeted marketing of the Avon Valley and to provide a leadership role within the industry.

The Board is comprised of:

Five (5) Industry Representatives from tourism based businesses, with re-election every two years.

Five (5) Special Expertise members identified and appointed by the Board with re-selection every two years.

Two (2) Local Government representatives nominated by individual Councils within the Avon Valley, with re-appointment every two years.

Avon Tourism is funded by participating Local Governments with contributions being pro-rata per head of population with additional income from Membership Fees. Meetings are held every six weeks in each of the Avon Valley towns allowing operators the opportunity to attend.



AVON TOURISM – Where we stand in the Industry Structure



AVON TOURISM ~ Goal

To work with the wider regional tourism industry to create demand through targeted marketing to develop an AVON VALLEY IDENTITY and by working together cooperatively to maximize and strengthen our image of a desired holiday destination for Perth residents and tourists.

SILVER \$175.00

- Initial membership includes cost of half page web set-up on the Avon Valley Website, with two colour photos and up to 100 word description, with one text change included in the annual fee. Any further changes will incur an additional cost.
- Listing in the Avon Valley Holiday Planner & Map
- Brochure distribution @ \$25.00 per event at Trade and Consumer shows attended by Avon Tourism.
- Quarterly Newsletter

BRONZE \$100.00

- Basic listing on the Avon Tourism Website
- Listing in the Avon Valley Holiday Planner & Map
- Brochure distribution @ \$50 per event at Trade & Consumer Shows attended by Avon Tourism
- Quarterly Newsletter