



BENEFITS OF 'FULL MEMBERSHIP'

- ◆ Promotional listing in the Central Australian Holiday & Visitor Guide
- ◆ Promotional listing on the Tourism Central Australia website
- ◆ Opportunity for brochure display space in the Visitor Information Centre and Airport Counter
- ◆ Sales/Booking Service through our Visitor Information Centre, Airport, Ghan desk and Parklands Train Station in Adelaide
- ◆ Membership Certificate and sticker to display within your business
- ◆ Invitation to attend the General Meetings, Annual General Meeting and Forums
- ◆ Full Voting Rights
- ◆ Opportunity to stand or vote for election to the Executive committee
- ◆ Opportunity to advertise in Tourism Central Australia publications which are distributed nationally and New Zealand
- ◆ Limited Marketing opportunities with Tourism Central Australia
- ◆ Media releases generated through Tourism Central Australia
- ◆ Receive the Tourism Central Australia monthly 'inside' newsletter
- ◆ Opportunity for Newsletter spotlight
- ◆ Conduct regular product briefings with TCA consultants (by prior arrangements)
- ◆ Additional advertising on promotion boards in Visitor Information Centre external and internal (fee applies)
- ◆ Receive up to date industry information through regular emails, fax stream and newsletters
- ◆ Access to branding '**THE HEART. THE SOUL. THE CENTRE**' logo as an advertising or marketing tool
- ◆ Members promoting use of other Members products
- ◆ Tourism Central Australian Representation for your business at consumer & Trade shows throughout the region
- ◆ Opportunity to participate in Mini Walkabout (fee applies)
- ◆ Networking opportunities

TOURISM CENTRAL AUSTRALIA

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