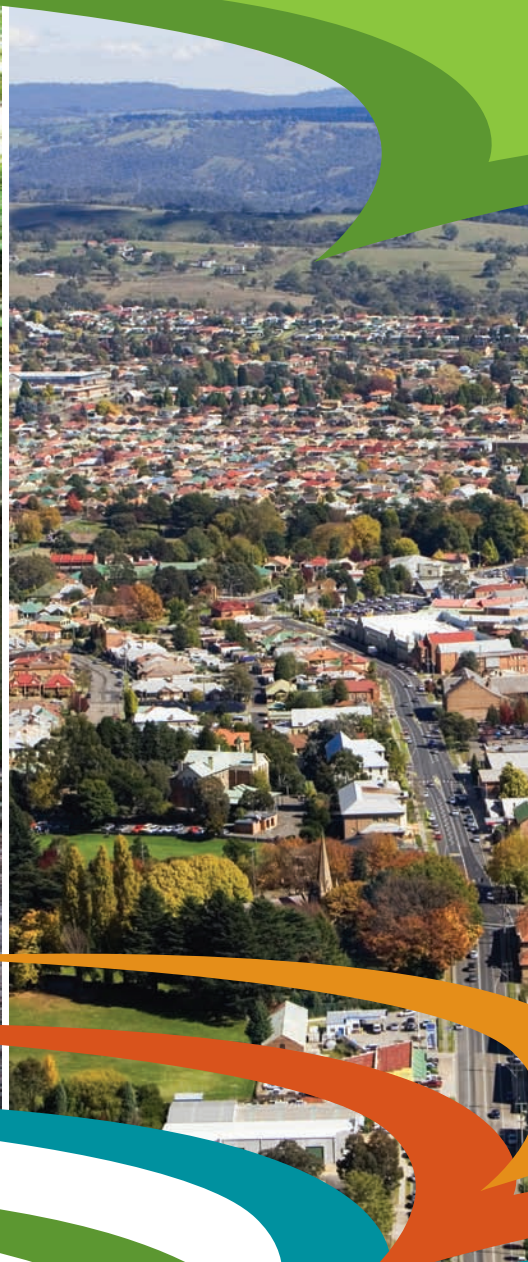


Lithgow Tourism
Membership Prospectus
2011-2012



Lithgow Visitor Information Centre
Great Western Highway Lithgow
PO Box 19 Lithgow NSW 2790
1300 760 276
www.tourism.lithgow.com

Lithgow

surprisingly diverse

MISSION

The staff at the Lithgow Visitor Information Centre will provide a high quality, personalised service to members and visitors. The comprehensive and accurate information on the local area disseminated by the staff will encourage increased length of stay in the Lithgow area.

ROLE OF THE LITHGOW VISITOR INFORMATION CENTRE

The Lithgow Visitor Information Centre will aim to provide a high quality service to all members and visitors in order to:

- Increase visitor appeal of the Lithgow Area.
- Increase revenue to and profitability of Lithgow Tourism Member businesses.
- Increase Lithgow's tourism market share.
- Create employment growth for the Lithgow community.
- Generate greater community participation in and benefits from tourism.

In 2010/11 the Lithgow Visitor Information Centre:

- Was open 364 days (not open Christmas Day).
- Had 53,564 visitors to the Centre.
- Converted visitors to the Centre into overnight stays totalling over \$90,000.
- Co-ordinated film locations.
- Assisted with the co-ordination and promotion of local events.
- Attended consumer trade shows.
- Conducted the Visiting Friends and Relatives program.
- Conducted advertising campaigns.
- Hosted journalist familiarisations.

MEMBERSHIP INCLUSIONS

Members of the Lithgow Visitor Information Centre are entitled to services that include:

- Brochure distribution.
- Accommodation and tour bookings (10% commission fee applies).
- Collaborative marketing activities.
- Inclusion on website (fee applies).
- Generic marketing of the area.
- Inclusion on appropriate in-house marketing collateral.
- Directory listing in the Lithgow Visitors Guide should it be reprinted in the 2011-2012 year.

MEMBERSHIP TERMS AND CONDITIONS

Clause 1: Promotional Material

Lithgow Visitor Information Centre reserves the right to reject any material that it deems as unsuitable.

Clause 2: Information

- Responsibility is on members to ensure that all information provided to the Lithgow Visitor Information Centre is current and correct.
- Responsibility is on members to ensure any business detail changes are advised to the Lithgow Visitor Information Centre to allow updating of records. Changes are required in writing.
- Responsibility is on members for the adequate supply of brochure stocks at the Lithgow Visitor Information Centre.

Clause 3: Commissions

By signing this Membership Form and purchasing a membership, all members of the Lithgow Visitor Information Centre (Lithgow Tourism) agree to pay a base 10% commission (plus GST) on all bookings made by the Lithgow Visitor Information Centre.

Membership of Lithgow Tourism will provide you with a wide range of marketing and promotional services that will support and enhance your business.

www.tourism.lithgow.com



LITHGOW TOURISM MEMBERSHIP CATEGORIES

There are three membership categories available for tourism operators and visitor support services. These categories are:

Lithgow Tourism Membership

Incorporates all membership inclusions for accommodation, attractions, tour operators and visitor support services.

Annual fee: \$105

Event Organisation Membership

Incorporates listings of events on the seasonal Calendar of Events.

Annual fee: Nil

Blue Mountains Tourism Ltd Members

Members of Blue Mountains Tourism Ltd automatically become members of Lithgow Tourism.

Annual Fee to Lithgow Tourism: Nil

LINKS TO WEBSITE

A \$53 (GST inclusive) fee applies to ALL external links from the official Lithgow

Tourism website:

www.tourism.lithgow.com.

PRIVACY STATEMENT

Lithgow Tourism maintains a database of its members for the purpose of regular communication on industry matters.

In addition – IF YOU AGREE – relevant components of your membership details are also used for the following purposes.

- If you wish to be included in any of these databases, please tick the relevant YES box.
- If you do not wish to be included in any of these databases, please tick the relevant NO Box.

Communications Database YES NO

- Provides members with details on co-operative marketing opportunities, eg consumer tradeshows, seasonal campaigns, accommodation and experience guides.
- Provides members with invitations to marketing workshops, industry forums, networking functions.

Marketing Database YES NO

- Provides information on members to relevant industry bodies and tourism companies for tourism related purposes e.g. wholesale and retail packaging, forwarding contact details onto other members, etc.
- Forwards information onto media organisations and public relations agencies for the purposes of publicity coverage of the Lithgow area.

Membership Database YES NO

- Provides information on general visitor information and accommodation enquiries at the Visitor Information Centre.
- Assists Emergency Services with information for a 'bed bank' in times of emergencies.

Note: The Lithgow Visitor Information Centre will not pass member details to any third party commercial organisation unless that member has given specific permission.

I, _____

(Please print name)

of _____

(Please print business name)

wish to have my membership details only on the databases I have indicated in the boxes above.

Signed _____

Dated _____

LITHGOW TOURISM MEMBERSHIP FORM FOR THE FINANCIAL YEAR 2011-2012

Business Name _____

Trading Name _____

Address _____

Postal Address _____

Registered for GST: YES NO

ABN No _____

Contact Name _____

Telephone _____

Fax _____

Mobile _____

Email _____

MEMBERSHIP CATEGORY

Lithgow Tourism Membership Fee \$105

Blue Mountains Tourism Limited Member Fee: NIL

All members of Blue Mountains Tourism Limited are automatically members of Lithgow Tourism.

Please note: Blue Mountains Tourism Limited will be contacted for an updated membership listing

Events Organisations Membership Fee: NIL

Website Link: Fee \$53

Website Address _____

What is your preferred section of the website for advertisement placement

Heritage

Attractions

Tour Operators

Restaurant and Cafes

Functions & Conferences

Accommodation

Business/Services

Galleries

If you ticked accommodation please select your preferred section for advertisement placement

Resorts & Spas

Group Retreat

Motel

Pub stays

Self Contained & Farm stay

Bed & Breakfast

Caravan & Camping

MEMBERSHIP ACCEPTANCE

I have read and agree to abide by the Membership Terms and Conditions

Name _____

Signature _____

Date _____

PAYMENT METHODS

Lithgow City Council will issue a receipt upon payment.

Cheque Credit Card

Payment direct to Lithgow City Council

Cheques to be made payable to:

Lithgow City Council, PO Box 19, Lithgow NSW 2790

Credit Card Details

VISA Mastercard

Number _____ / _____ / _____ / _____

Expiry Date: _____ / _____

Cardholders Name _____

Amount _____

Signature _____

FURTHER INFORMATION

Please contact the Lithgow Visitor Information Centre on 1300 76 02 76 or email tourism@lithgow.nsw.gov.au