

Dear Prospective Partner

Destination Shellharbour is the lead local tourism organisation responsible for the region's destination marketing, industry development and visitor servicing for Shellharbour City area.

Destination Shellharbour has been operating since 1992 previously as an Incorporated Association funded by Shellharbour City Council. On 1 July 2022, the operations and management of Tourism went over to Shellharbour City Council and proudly still provides the same professional services to visitors and industry as it has for the last 30 years.

Tourism makes an important contribution to the Shellharbour economy, with the current visitor spend in NSW worth approximately \$25.7 billion (*Source DNSW year ending June 2022*). NSW remains number one in Australia for total volume of international and domestic overnight and day trip visitors, nights and expenditure.

Each day Tourism delivers \$5.9 million of visitor spend into Sydney Surrounds South.

Core functions of Tourism Shellharbour include:

- Destination and strategic marketing for Shellharbour City
- Industry development, training and advocacy
- Visitor services including the operation of the Level 1 Accredited Shellharbour Visitor Information Centre in Shellharbour Village – Open 7 days 9am to 5pm



Shellharbour Visitor Information Centre
Cnr Addison & Wentworth Streets, Shellharbour Village NSW 2529

Tel: 024221 6169

Email: tourism@shellharbour.nsw.gov.au

www.visitshellharbour.com.au



Partnership Summary & Benefits

There is no cost to be a partner of Destination Shellharbour

- Promotional brochure/flyer displayed in Shellharbour Visitor Information Centre
- Complimentary listing in Business Directory of the official Shellharbour Visitors Guide (60,000 copies)
- Complimentary page on destination website visitshellharbour.com.au
- Automatic referral of enquiries from Visitor Centre team
- Monthly e-newsletter & regular industry updates
- Invitation to partner networking functions
- Invitation to industry seminars and development workshops
- Complimentary listing and updating of listing on Visit NSW's website visitnsw.com
- Online accommodation, attraction and tour bookings on booking platform
- Opportunity to host Visitor Centre staff and volunteers on familiarisation tours
- Access to co-operative marketing campaigns
- Access to visiting media and agents – familiarisation tours
- Opportunity to host Partnership Networking Functions
- Website promotions
- Product presentation to Visitor Information Centre staff
- Press release assistance
- Brochures displayed at travel and consumer shows

Partnership Application Form

Partner Contact Details (Not Advertised)

Business Name: _____

Manager/Owner Name: _____

Postal Address: _____

Owner/Manager's Email: _____

Owner/Manager's Contact phone: _____

Complete these details for your business to be uploaded onto our website

Business Name: _____

Business Street Address: _____

_____ Post Code: _____

Business Telephone No: _____ Mobile No: _____

Business E-mail: _____

Website: _____

Facebook: _____

Instagram: _____

Other Social Media: _____

Do you have an ATDW (Australian Tourism Data Warehouse) listing? Yes No

If yes, please provide ATDW Profile number: _____

Do you have a Trip Advisor listing? Yes No Trip Advisor ID _____

ABN: (if you have one) _____

Accommodation Operators:

A copy of your **Public Liability Insurance** is required with this application.

By signing this form, I agree to give permission for Destination Shellharbour to use the information and images supplied for the promotion of my business through various channels including online, print, web and other tourism related websites & social media.

Signature: _____ Date: _____

If you

If you wish to discuss your partnership, please feel free to contact Destination Shellharbour on 02 4221 6169.

Office Use: Partnership List Updated: (Checklist to be completed) _____