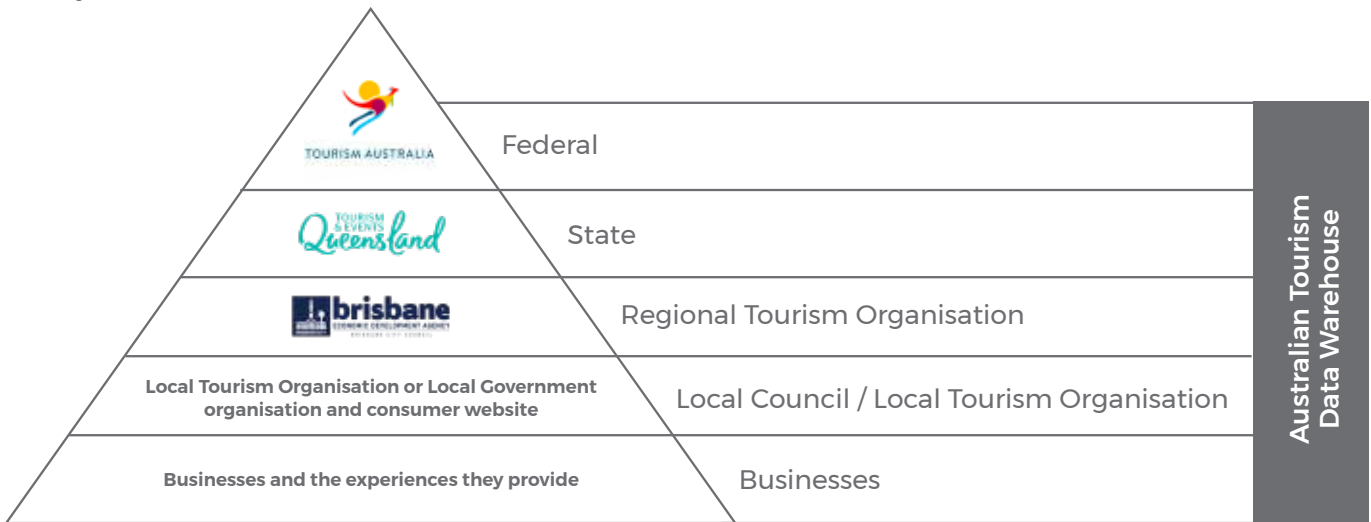


# MODULE TEN

## CRITERIA 4: REGIONAL TOURISM ORGANISATION MEMBERSHIP

Criteria 4 of the BoQE Program assess whether you are currently a member of your regional tourism organisation (RTO). The Program encourage businesses to become a member to take advantage of the benefits membership offers.

BEDA is Brisbane's RTO and has the role of building strong relationships with local governments and tourism organisations and taking the lead in marketing activities to achieve the desired tourism outcomes for the region. BEDA forms an important part of the tourism 'ecosystem'.



(Source: Adapted from the Tourism Pyramid, Moreton Bay Region Industry & Tourism, 2021)

In this module, case studies provide insights into the value of being a member of BEDA.

### Why is RTO membership important for your business?

BEDA provides industry expertise, research, resources and development activities to their members to help them create the best experience possible.

Getting involved with your RTO also helps you to align your product and experience with the broader destination message and leverage the branding to help gain greater cut through in a very crowded marketplace.



# Case Study

## CITY WINERY, BRISBANE



**Brisbane's first urban winery since 1860, City Winery is a full micro winery providing restaurant dining, tastings, tours and special events.**

### **1. Why did you become an RTO member and what does membership offer your business?**

City Winery has been a member of BEDA since we started the business. We have seen immense value from our membership, not only from a financial perspective. Membership has given us access to market intelligence, statistics, and best practice, a sounding board for ideation of new tourism product, inclusion in famils, media opportunities and connections. The benefits we have received through BEDA have been extraordinary, and helped shape our business and our tourism product for the better.

### **2. Do you have any tips to other businesses on the importance / benefits of relationships /partnerships?**

To be successful in this sector, it's critical that you have strong connections and affiliations with those working and advocating for the tourism sector. Our partnership with BEDA has enabled us to strengthen our business and really cement our position in the Brisbane tourism landscape.



# Case Study

## AUSTRALIAN SUNSET SAFARIS, LOGAN



Sunset Safaris is a 4WD Eco Adventure Tour Company offering 1 to 7day tours to some of the most prestigious natural attractions (Moreton Island, Fraser Island and Lady Musgrave Island) in Queensland.

### 1. Why did you become an RTO member?

We believe it important that our offering and marketing is aligned with what BEDA is trying to achieve for the destination. We want to be part of the action, so we can be marketing Brisbane as a region and help draw more people to Brisbane.

RTO membership also helps us to identify with where we are from. When people hear you are from a certain region, they can identify you immediately. The first question wholesalers ask is where are you from.

### 2. What does membership offer your business?

The BEDA networking sessions are really important as they provide us with opportunities to get together and network with the RTO and other operators and TEQ. We were part of the Leaders' Summit last year because we were members. That opportunity was possible because of our membership.

# Case Study

## G'DAY ADVENTURE TOURS



G'day Adventure Tours offers tour experiences on Bribie Island, Moreton Island and the Sunshine Coast, including day trips and overnight stays.

### 1. Why did you become an RTO member?

We wanted to connect with people in the same line of business to pass on ideas and gain feedback. We also saw RTO membership as helping with our business marketing by enabling us to align with and connect into a bigger message.

### 2. What does RTO membership offer your business?

The networking and access to a range of different Programs are tremendous. We value the social networking events, meetings with BEDA and Moreton Bay Region Industry & Tourism and learning about the BoQE Program. If we weren't a member of the RTO we would miss out on the Programs and opportunities, tools and resources and contracts.

### Interpreting the Consumer Insights Report



Becoming a member and maintaining membership of your RTO, in this case BEDA, will offer eligibility for another five points. It's an easy way to improve your BoQE score.

### KEY MESSAGES

- Talk to BEDA about creating an action plan for how you can get the most out of your membership. Email the membership team to arrange: [membership@brisbane-eda.com.au](mailto:membership@brisbane-eda.com.au)