

**Peter Whittle - General Manager,
The Links Kennedy Bay:**

“GTWA is not only a great way to maximise advertising exposure relative to cost, it is also a think tank of golf industry minds all committed to helping each other achieve increased levels of success in each of our businesses.”

WA Golf Map Distribution:

- Perth International & Domestic Airports
- Tourism WA Offices Interstate and Overseas
- WA Visitor Centres
- GTWA Affiliated Courses and Tourism Businesses
- Perth Hotels and Tourism Venues
- International and National Trade and Consumer Shows
- Tour Operators
- Consumer Enquiries
- Interstate Golf Clubs

To Sign Up:

Simply complete and return the Application Form with your payment and a receipt will be sent to you. Alternatively, you can request to receive an invoice, with payment due 14 days from the invoice date. Please note that the Albatross package may be paid in bi-annual instalments. Return your application form by mail to: Sascha Stone, Golf Tourism WA, PO Box 89, Bayswater, WA 6933 or by email to: info@golftourismwa.com

Being involved with GTWA enables us to compete with the big budget national organisations and have a presence that offers options to customers that appeal as different, out of the ordinary and affordable. In times of expensive marketing, it is essential that businesses with a common goal join forces wherever possible to maximise opportunities.

Rob Miguel - General Manager, All Seasons Sanctuary Golf Resort:

For further enquiries, please contact:



Sascha Stone
Golf Tourism Western Australia
Telephone: 0417 174 072
E-mail: info@golftourismwa.com Website: www.golftourismwa.com

Introduction to Golf Tourism WA

Golf Tourism Western Australia (GTWA) is a non-profit marketing association whose aim is to promote Western Australia as a world-class golf destination to the international and interstate markets.

The association was founded by seven of WA's golf courses in 2005 and, since then, has successfully evolved into a statewide golf tourism initiative which is proud to be supported by Tourism Western Australia.

GTWA's Marketing Programme incorporates numerous marketing and advertising activities, however its primary marketing tool is the "WA Golf Map". This is an annual publication of which 50,000 copies are printed and distributed to the interstate and international golf tourism markets as well as within WA.

Who Can Participate?

All WA golf courses are eligible to list in the very popular map and with an entry level cost of \$50 this is a very cost effective marketing investment. All other marketing categories are also available to WA golf courses.

Golfers need more than golf courses to create their ideal golfing holiday. That's why GTWA's marketing packages are also available to accommodation providers, transportation companies, attractions, wineries, tour operators offering WA travel packages, etc. - basically to any WA tourism business wishing to promote their product to interstate/international golfers and their families.

The Benefits of a GTWA Package

Packages start from as little as \$50 for inclusion on the GTWA map up to \$5000 for a full marketing and advertising package. The table overleaf gives a breakdown of the packages available and their associated marketing activities.

Don't Miss the Deadline!

GTWA's Marketing Packages run on an annual basis from 1st January to 31st December, however due to production time required for the WA Golf Map, the deadline for participation is **15th October, 2010**.

As an added bonus, the earlier you sign up and pay, the earlier your golf course/product will be loaded on to the GTWA website, so you will benefit from additional exposure at no extra cost!

Further details are provided overleaf.

Golf Tourism WA

2010/11 Marketing Programme



GOLF TOURISM
WESTERN AUSTRALIA

info@golftourismwa.com www.golftourismwa.com

GTWA Marketing Packages

TEE OFF

(Available to Golf Courses only): COST: \$50

Your Golf Course will receive a listing on the 2010 WA Golf Map. 50,000 copies of the WA Golf Map will be printed and distributed intrastate, interstate and internationally, to golfers already in WA or who are planning to visit WA to play golf. The Listing will include Golf Course name and telephone number.

PAR:

COST: \$250

The Par Package gives you a Listing on the GTWA website, with a link to your own website, which will help create exposure for your course or product to potential golfing visitors. All advertising undertaken by GTWA will promote the GTWA website address, and the website is already listed highly on the main internet search engines. You will also be able to use the GTWA logo on your website and promotional literature, and will be kept informed of news via the GTWA e-newsletter.

BIRDIE:

COST: \$750

The Birdie Package gives you **all the benefits of the Par Package** PLUS the following:

- Highlighted Listing on the WA Golf Map, including website address.
- Upgraded GTWA Website Listing to include 100-word description, factfile and two images.
- Promotional feature of your product in one of GTWA's e-newsletters sent out to interstate and international travel trade and media.

EAGLE:

COST: \$2,000

The Eagle Package is ideal for golf courses and tourism businesses seeking more of a presence in the interstate and international golf tourism markets. It includes **all the benefits of a Birdie Package** PLUS the following:

- Highlighted Location Marker on the WA Golf Map.
- Half Panel ad on the WA Golf Map, to include logo and image.
- Image included in revolving banner on GTWA website home page for two months.

George Wenur General Manager Araluen Golf Resort

“From the very beginning, GTWA has impressed us with their efficient, professional manner - an approach that not only inspired confidence, but generated the results we were looking for. We needed an effective solution to the problem of increasing the awareness of our golf course. By partnering with GTWA, we have been able to consistently increase our player numbers. Because of its experience and expertise, GTWA has been able to provide Araluen Golf Resort with great support and advertising opportunities. From their helpful, knowledgeable, and friendly staff, our experience with GTWA confirms to us that we've partnered with true leaders in the golfing industry.”

- Opportunity for participation in any familiarisations and media visits organised through GTWA.
- Opportunity for additional marketing and advertising initiatives.

ALBATROSS:

COST: \$5,000

The Albatross Package is suitable for golf courses requiring full representation in the interstate and international markets at an affordable cost. It includes **all the benefits of an Eagle Package** PLUS the following:

- Exposure on the GTWA website is increased to a full page, including 250-word description and up to four images
- Full Panel rather than Half Panel ad on the WA Golf Map, to include logo and two images
- Image included in revolving banner on GTWA website home page for 12 months
- Inclusion in half page ad in 'Inside Golf' for 12 months and related WA golf feature
- Inclusion in additional GTWA advertising
- First priority for participation in any famils and media visits organised by GTWA
- First priority for additional marketing and advertising opportunities

Marketing Activity	Tee Off* \$50	Par \$250	Birdie \$750	Eagle \$2,000	Albatross \$5,000
GTWA website listing to include logo, contact details, 50-word description & link to own website		✦	✦	✦	✦
Use of GTWA logo with link from own website to GTWA website		✦	✦	✦	✦
*Available to Golf Courses only: WA Golf Map Listing to include course name and phone number	✦	✦			
Highlighted WA Golf Map listing, to include name, phone number and website address			✦	✦	✦
Upgraded website listing to include 100-word description, factfile & 2 images			✦	✦	
Feature in e-newsletter to travel trade & media			✦	✦	✦
Highlighted Location Marker on WA Golf Map				✦	✦
Half panel ad on WA Golf Map to include logo & image				✦	
Image in revolving banner on GTWA website home page for 2 months				✦	
Opportunity for participation in famils & media visits organised by GTWA				✦	
Opportunity to participate in additional marketing & advertising initiatives				✦	
Website listing upgraded to full page including 250-word description & up to four images					✦
Full panel ad on WA Golf Map with logo & two images					✦
Image in revolving banner on GTWA website home page for 12 months					✦
Inclusion in half page ad in 'Inside Golf magazine' for 12 months and related WA golf feature					✦
Inclusion in other GTWA advertising					✦
First priority for famils & media visits organised by GTWA					✦
First priority for additional marketing & advertising opportunities					✦

