

WELCOME TO THE KUNUNURRA VISITOR CENTRE

Kununurra Visitor Centre is at the centre of tourism for Kununurra and the East Kimberley region. Our team are committed to servicing the needs of the members, visitors and local community.

KVC is a not for profit organisation, which is run independent of our local government body. We have a business vision to excel as a trusted provider of services to Kununurra and Kimberley visitors, businesses and tourism operators.

The Kununurra Visitor Centre exists for and by its members and we endeavour to grow this base and increase profitability so that we can reinvest into growing tourist and visitor expenditure in the region, to benefit our members.

With over 160 members in 2018, the KVC are proud to recommend East Kimberley businesses from varying sectors such as hospitality and tourism, accommodation, retail, mechanical and health and beauty services. All of our members share one commonality: they are committed to developing a sustainable tourism sector in the East Kimberley.

Established in 1972, we have been developing sustainable tourism for Kununurra and the East Kimberley for 46 years.

Our VISION is to provide excellence in service providing visitors an extraordinary experience. Our MISSION is to achieve our vision by leading: collaboration in tourism; growth and prosperity in the region through tourism; respect of country, culture and place; and, provision of accurate and reliable information. Our VALUES keep us impartial in our representation of our members. We provide united leadership through being authentic, providing support, building trust and respect and being flexible. We have integrity in all communication we undertake, and in all knowledge we share. And, we are professional in our overall presentation and conduct.

KVC - AN AWARD WINNING ORGANISATION

The Kununurra Visitor Centre have been recognised for genuine, high quality visitor information services, with dedicated staff and exceptional customer service and advice; achieving a Visitor Information Centre accreditation; allowing us to display the italicised yellow *i* on the blue background.

We received a certificate of excellence, from Trip Advisor, this year; recognition for consistently great reviews from our visitors.

COMMUNITY ENGAGEMENT

The Kununurra Visitor Centre are engaging more and more in the local and regional community. We are working increasingly with local organisations such as the East Kimberley Chamber of Commerce and Industry and East Kimberley Marketing Group. We are also affiliated with event organisations such as the Kununurra Agricultural Society and the Ord Valley Muster. We are committed to improving our community engagement moving forward.



COMMITMENT TO IMPROVE

The Kununurra Visitor Centre is committed to improving. In 2018 our board approved a training program, for all staff members. The Visitor Servicing and Destination Marketing Boot-camp, by Tourism E School, is designed to help visitor centres adapt to the changing world of visitor servicing; as customers are seeking travel inspiration and assistance, at all stages of their purchase journey.

This program is allowing us to make informed decisions about improving our visitor servicing and marketing efforts, by focusing on our key demographics and creating an organised systematic work flow.

The KVC have invested in other training for staff including digital marketing, media and communication and business planning and first aid to name a few.

Working with Bookeasy, the KVC held a 2018 bookeasy summit in Kununurra. There were visitor centre attendees from Broome, Katherine, Halls Creek and Derby. This summit gave visitor centres the opportunity to learn about all the ways Bookeasy are improving their system. It also provided us with an opportunity to learn from other visitor centres, and problem solve.

Our new management team are committed to improving overall organisation, the daily systems that are in place and our environmental footprint. This will allow the new seasonal staff to have a greater understanding of the region, be well practiced in policies and procedures allowing them to focus on providing accurate information and sales conversions.



The Visitor Centre has had several upgrades this year. After receiving grant funding, we were able to install new white slat walling - this has meant we are able to display more brochures. It also allows us to display brochures and merchandise in a clean, modern user friendly way. We also had the point of sale counter extended, and replaced the bench tops with a timber laminate, allowing for more efficient visitor servicing, whilst improving the look of the centre. Another government grant allowed us to update the large information bay maps. This has given the information bays a real lift: together with a lot of operators choosing to update their signage as well; the bays are looking very inviting and informative!

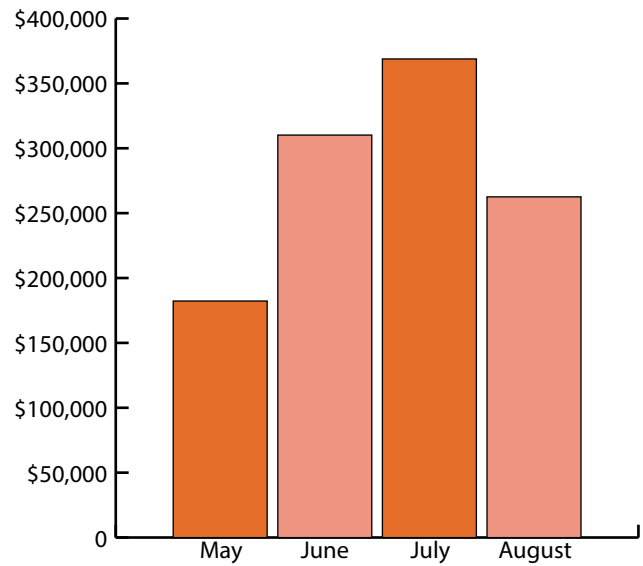
VISITOR OVERVIEW

In 2011 the tourism sector was estimated at providing \$393m of the Kimberley's \$2b annual economy, representing 19.6%. Annual visitation to the region was estimated at 282,400, of whom 112,330 visited Kununurra. Visitors to the Kimberley region spent \$33.7m on accommodation and \$66.8m spent on tours, shopping and entertainment.
 -Source SWEK East Kimberley Tourism Plan 2022.

The Kununurra visitor centre has had an annual average of 80,000 visitors over the past 10 years. The majority of our visitors are here during the dry season, between May and the end of August. The monthly average visitors, are as follows:

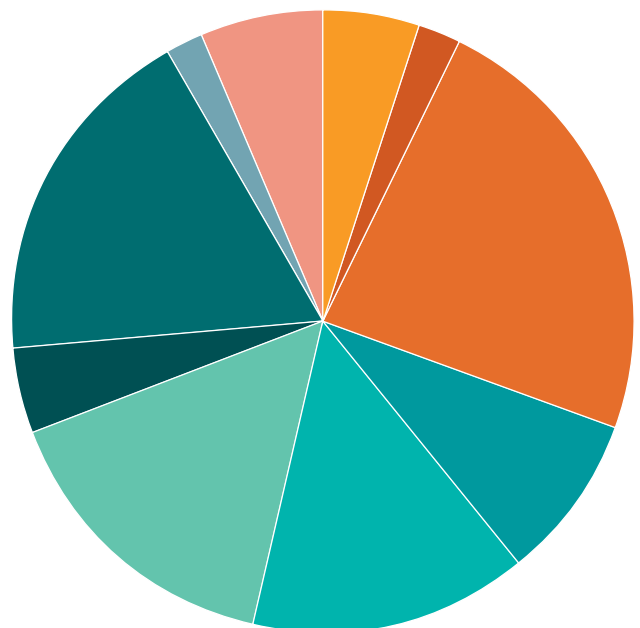
Month	Visitors
May	12,150
June	15,860
July	12,290
August	14,195

Visitor spending at the visitor centre, on both accommodation and tours, for the peak months in 2018:



This pie chart represents geographically where our visitors who booked with the KVC travelled from in 2018:

Northern Territory
Western Australia
South Australia
Queensland
New South Wales
Australian Capital Territory
Victoria
Tasmania
Overseas
Unknown



MEMBERSHIP BENEFITS

	EVENT	BRONZE	SILVER	GOLD	PLATINUM
COST (ex GST)	\$250+10%	\$250	\$650	\$1000	\$1650
Visitor Guide Advertisement	Available	Available	Available	Incl. 1/4 pg	Incl. 1/2 pg
Brochure Displayed	✓	✓	✓	✓	✓
Information Bay			Small	Small	Large
Map Reference				✓	✓
Argyle Homestead Brochure Displayed				✓	✓
TV Screens	Available	Available	Available	Available	Available
Messages On Hold	Available	Available	Available	Available	Available
KVC Wall Display	Available	Available	Available	Available	Available
Digital Marketing	✓	✓	✓	✓	✓
Membership Certificate	✓	✓	✓	✓	✓
Subscription to Monthly Newsletter	✓	✓	✓	✓	✓
Invitation to attend KVC events	✓	✓	✓	✓	✓
Your product recommended over non members products	✓	✓	✓	✓	✓
Invitation to joint advertising ventures	✓	✓	✓	✓	✓
Voting rights at AGM	✓	✓	✓	✓	✓
Opportunity to present your product to KVC staff	✓	✓	✓	✓	✓
Listing on visitkununurra.com website	✓	✓	✓	✓	✓
Membership support	✓	✓	✓	✓	✓
Facebook group	✓	✓	✓	✓	✓

EVENT

\$250 + GST + 10% COMMISSION

The Event membership package is designed for operators, societies and businesses that run events. The Visitor Centre provide the opportunity for promotion and sale of tickets to these events, a 10% commission on all ticket sales is applicable.

BRONZE

\$250 + GST

The Bronze membership package is intended for small local businesses that are indirectly affected by tourism, or tourism companies that are in other areas of Australia.

SILVER

\$650 + GST

Silver membership is recommended for small tourism companies or local businesses that would like cost effective exposure, greater than a Bronze level.

GOLD

\$1000 + GST

The Gold membership level is most popular for tourism companies as it provides a high level of exposure at a great price. The Gold membership includes a map listing, which is an important tool for visitor servicing.

PLATINUM

\$1650 + GST

Platinum membership offers maximum exposure across the Visitor Centre promotional channels.

PRINT MEDIA MARKETING

VISITOR GUIDE

Previously known as the Glove Box Guide, the Visitor Guide is our opportunity to inspire potential visitors, promote our region and businesses and communicate important information.

The guide has grown in demand over the past few years with our print run being increased by 3000 copies in 2019, to 35,000 copies! These are distributed across Australia to Visitor Centres, trade shows, tourism operators and accommodation providers.



Every KVC member has the opportunity to advertise in the Kununurra and East Kimberley Visitor Guide. As shown in the table above, some membership levels include an advertisement in the guide; however it is open to all members.

If you would like a booking form or further information about the guide please contact Lisa at marketing@visitkununurra.com or 08 9168 1177.

Visitor Guide Advertising Options		
Ad Type	Ad Size	Cost + GST
1/4 pg	60 x 90mm	\$500
1/2 pg	124 x 90mm	\$900
1 pg	185 x 124mm	\$1600

BROCHURES

Each membership level allows for one brochure display at the Kununurra Visitor Centre. There is the opportunity to have more than one brochure displayed, at an extra cost of \$200 + GST per calendar year. This is subject to availability.

WALL ADVERTISEMENTS

We offer additional wall hanging advertising space at a cost of \$200 + GST per year. These framed posters hang above our regular brochures in the KVC and offer a very affordable option for extra exposure. Artwork and frames are to be provided by the advertiser. Please bear in mind that space is limited, for all enquiries contact Lisa marketing@visitkununurra.com.

INFORMATION BAY SIGNAGE

The Kununurra Visitor Centre offer the opportunity to further advertise at the information bays, at either end of town. In 2018 we were able to update the major map, which features at the centre of the information bays. This has given new life to the bays, making them very appealing to people travelling the Highway, in either direction. Our Silver, Gold and Platinum membership levels include the annual cost of hanging a sign - the sign is to be provided by the advertising company.



EXTERNAL ADVERTISING OPPORTUNITIES

The Kununurra Visitor Centre is committed to external advertising: there are opportunities throughout the year to collaborate with the KVC and other companies in external advertising ventures. These opportunities are communicated through membership emails. However, if there is an opportunity you believe we should be alerted to, please email Lisa at marketing@visitkununurra.com



DIGITAL MARKETING

VISITKUNUNURRA.COM

The Kununurra Visitor Centre website is an important digital tool for tourism in the East Kimberley. Every member of the Kununurra Visitor Centre is listed on the website. This creates a great exposure for all companies, especially tourism based companies that can benefit from online bookings.

It is important that we continue to maintain and update the website, whether that be through updating information and images, improving the user experience, search engine optimisation or increasing traffic via other digital channels, it really is a constant work in progress. We appreciate members keeping their information up to date and applying high quality imagery to improve individual profiles.



SOCIAL MEDIA

Visit Kununurra actively participates in a range of social media activities including Facebook and Instagram. We are working on a new digital marketing strategy where we will become active on Youtube, Pinterest and through Blogging on our website. These platforms and strategies are in direct correlation with our target demographics and ideal customers.

If you've been following our journey, you may have noticed our success over the past 12 months with our follower growth for Instagram increasing by 100% and 31% on Facebook. Our engagement rate also rose by 9% on Instagram and 6.8% on Facebook. We achieved this by focusing on user generated content - this approach allows us to connect with our visitors and it also provides quality content, quickly and easily. We are open to companies sending us images and/or tagging us in posts, so please stay social with us! @VisitKununurra #VisitKununurra

TV SCREENS INSIDE THE VISITOR CENTRE

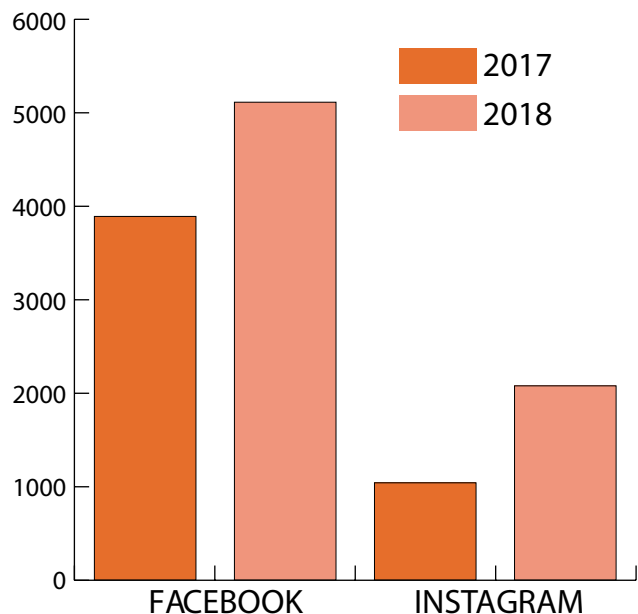
The Visitor Centre has 2 high definition 48" television screens situated directly above the point of sale counter. This prominent position allows visitors to become inspired by high quality videos and photos of the region, whilst promoting individual operators. The screens are a premium advertising space with limited operators supplying 90 second videos. This premium opportunity is available to all members, on application, at a cost of \$2000 plus GST per calendar year.

MESSAGES ON HOLD

The perfect way to engage a potential customer before they speak with a KVC staff member is through a succinct message about your company. Messages on hold is a premium service that we offer our members each year. The MOH team provide professionally scripted messages with professional voice overs and music; which can be updated at any time. The cost for 2019 is \$630 plus GST. Positions are limited and require an application. Please email marketing@visitkununurra.com for all enquiries.

EMAIL MARKETING

As part of our beyond 2018 business plan we will be incorporating email marketing into our digital marketing strategy - we will update members with relevant information.



As a member of the KVC you have access to our members only facebook page, where we share updates, events and allow open discussion amongst members. If you haven't already joined the group, jump onto our Facebook page @VisitKununurra and find it under groups on the left hand side.