



BROOME VISITOR CENTRE

 visitBroome.com.au

MEMBER HANDBOOK

2025

Helpful information about your membership with the Broome Visitor Centre

A MESSAGE FROM YOUR GENERAL MANAGER

Hello everyone,

The Broome Visitor Centre is here to service the visitors, represent our members, liaise with tourism bodies and our corporate supporters. Our main purpose is to plan trips for visitors, however we are not charged to do destination marketing. We are **an information and booking service with over 48 years** providing support to the Broome tourism, businesses and community.

We rely on bookings coming in via the Broome Visitor Centre to continue our valuable work. Thank you to all of our members who refer their guests and customers to the Broome Visitor Centre. We appreciate your support and welcome new members to the centre.

We are proud to **provide visitor servicing on behalf of over 300+ local Broome and Kimberley members** (and our regional members as well!). Our focus is visitor information, bookings and advice for visitors to our town.

We appreciate your support through maintaining a membership with your local tourism organisation and our hardworking team continue to do our best to convey information about your products, services and businesses.

We look forward to supporting our members throughout 2025 and beyond.

Mel Virgo · General Manager

mel.virgo@visitbroome.com.au | Phone: (08) 9195 2206



Our commitment is to provide first class visitor servicing and encourage visitors to explore everything Broome and the Kimberley has to offer.

Our primary role is to assist visitors with local information, tours, attractions, travel bookings and accommodation.



- Around 58% of 'travellers' have visited a visitor centre
- Over 60% say they are likely to visit a visitor centre
- when on holiday in WA
- Visitor centres play an important role in visitor experience
- Total spend that can be attributed to VCs in 2023 was \$261m

SUMMARY OF CONTENTS

- **Is your Bookey up to date?**
- **Update your dates and times in Bookey**
- **Are your contact details correct?**
- **Packages and special offers**
- **Specials and promotions in Bookey**
- **How to send us your special offers**
- **How to share your social media content**
- **Share your events and news with us**
- **In-store brochure delivery**
- **Advertising opportunities**
- **Membership options**
- **Door numbers update**
- **Member e-mail newsletters**



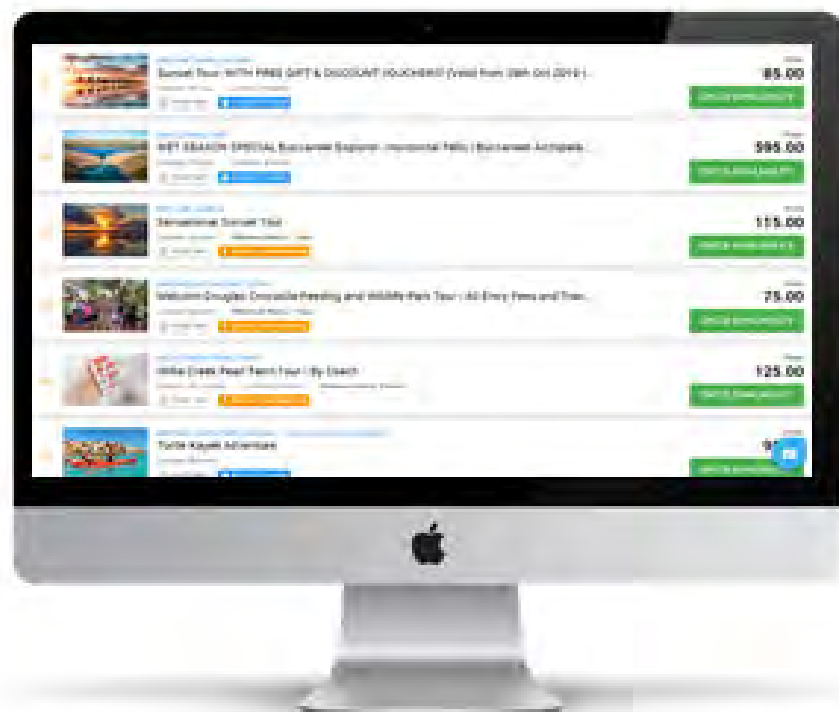


BOOKEASY

UPDATING BOOKEASY MAKES IT EASIER FOR US TO BOOK YOUR PRODUCT

IS YOUR BOOKEASY UP TO DATE?

TO SELL YOUR TOURS
AND PRODUCTS, WE
NEED TO HAVE THE
LATEST INFORMATION
AT OUR FINGERTIPS...



Login to your Bookey console

<https://www.bookey.com.au/login.aspx>

Forgotten your logins? - [Email us](#)



Click the **operator details** icon. Inside this section you can check your **business details** are up to date, including cancellation policies, business descriptions etc.



Check your **rate types**



Check your **daily rates**



Check your **tours/ ticket** pricing
Add any **new tours**, or **edit** existing ones.



Visit Bookey for step by step instructions

<https://help.bookey.com/support/solutions/folders/8000085576>

If you need assistance accessing your Bookey console. please reach out to your Membership Manager for logins.

TOUR OPERATORS: UPDATE DATES AND TIMES

WE CAN TAKE BOOKINGS A YEAR OR MORE IN ADVANCE.

ARE ALL OF YOUR DATES, TIMES AND OPTIONS LOADED IN BOOEASY FOR NEXT YEAR?

WHEN YOU GO INTO TOURS, SELECT THE TOUR YOU WISH TO EDIT (OR CREATE A NEW TOUR)

Under **OCCURENCES** - you can *set the start and end times* for your tours. Add multiple occurrences if your tour runs several times a day.

Under **CONTENT** - you can *specify important details* like 'what to bring', 'notes', 'special needs', 'pick up points' and more. These extra details help us inform your customers when we send their confirmation or when we are looking up information to help them make a buying decision.

Use the **DATE RESTRICTIONS TAB** - to *set your seasonal availability* and to select which days your tours are bookable. You can also extend your availability into future years (we do book ahead!). This is usually the reason for tours showing as N/A on our website. Please always extend your dates to ensure this doesn't happen.



Feel free to update your images as well. Recommended image size is **800 pixels wide x 585 pixels high** (or larger in those proportions)

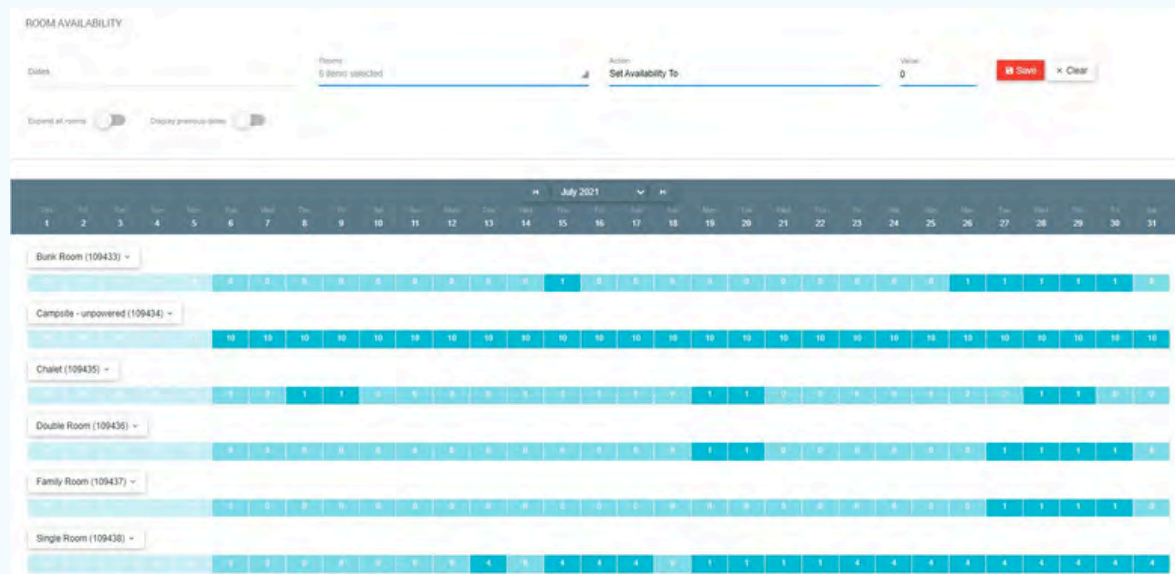
We want to ensure your listing on www.visitbroome.com.au looks amazing. We also have some help guides available for those who need a little extra help.



BOOK EASY HELP

ACCOMMODATION OPERATORS: UPDATE ROOMS AND RATES

WE CAN'T BOOK IT, IF IT IS NOT SHOWING AS AVAILABLE.



Find it hard to block out or adjust multiple dates at a time?

Ask us to explain the quick ways to make bulk/multiple availability changes.

We can also show you how to set a min nights stay!



WHEN YOU LOGIN TO YOUR BOOKEASY CONSOLE, CLICK ON THE OPTIONS BELOW:

Under **ROOMS & RATES** - you can check the current rate types and rooms you have set up. If you are using a channel partner (or booking system that is feeding data into Bookeasy) it is worth doing a quick audit to ensure your pricing/availability changes are coming through correctly into Bookeasy.

On the **AVAILABILITY** tab, you should see a calendar (similar to the screenshot to the left) with the current month and all of your room types showing how many of each room are available. Use the options to select dates, room type and adjust availability and then click the red save button.

Also, on the **AVAILABILITY** tab, if you are using another booking channel/console/booking partner then you can see the text listed at the bottom "**YOUR RATES ARE BEING UPDATED BY THE FOLLOWING CHANNEL MANAGER(S).**" This indicates your availability is not being managed by Bookeasy and you should update in your own booking console.

BOOK EASY HELP

UPDATE YOUR CONTACT DETAILS

WE NEED UP TO DATE CONTACT INFORMATION TO BEST SERVICE OUR VISITORS AND OUR MEMBERS.

If you need to inform us of any changes to your membership contact details please email membership@visitbroome.com.au, rather than using the enquiries@ email address, which is used for customer bookings and general enquiries.

A reminder that any member with bookable product must not display any contact details (including URLs) or other calls to action on their Bookeasy descriptions or listings, as per our terms of membership.

Please note, the operator details in your Bookeasy console are what will appear on our website and on itineraries, however, if the **account holder** for the Bookeasy console needs to be updated, those change requests must be emailed to us.

Login to the [Bookeasy console](#)

Forgotten logins? - [Email us](#)



Click the **operator details** icon. Inside this section you can check your **business details** are up to date including:

Surname

First Name

Business Name (*if you change this you **must** notify us ASAP*)

Email

Phone

Postal Address

All new and existing members can contact us regarding anything do with memberships - including renewal, upgrades, accessing your Bookeasy console, brochure re-stocking, advertising with the BVC and more.

Please call **(08) 9195 2203**. Please direct any **potential new members** to use the enquiry form on the bottom of the full member list page on our website [here](#). Members can use this list when looking for other member businesses to support or collaborate with.

BOOK EASY COMMON PROBLEMS

Partner Integrations (Rezdy, Livn, Fareharbour etc)

For those using other booking systems it is important to ensure any changes made in your preferred console are coming down correctly into the Bookeasy system. The Bookeasy API interacts differently with each of the booking partners. Often, this is where some technical support is required, particularly around new products and booking questions. Occasionally active products can be flagged as archived, or products that are not instantly bookable may not come through at all. We are here to assist, so when you notice something that is not correct, talk to us.

Some changes take 24 hours to appear on our website

Please always check the [visitbroome.com.au](http://www.visitbroome.com.au) website 24 hours after making changes to ensure they have updated correctly with the overnight refresh.

Please view our website at www.visitbroome.com.au and check the following regularly:

1. Your tours and availabilities are coming up as bookable (for our bookable members).
2. You have a listing on our [member page](#) if you are a current, financial member of the BVC.
3. Your member listing appears on content pages that are relevant to your business (if not, advise us asap)
4. You have photos showing and your blurb / business description and contact information (for non bookable members) is up to date.

Making lots of changes in Bookeasy?

If you make lots of edits/changes to your occurrences, product descriptions, pricing or add a new product, please let us know. Most changes automatically come through within 24 hours with the Bookeasy daily refresh, but some operators may require manual sync/refresh from the Bookeasy side.

Changed your business name in Bookeasy?

If you edit/change your Business Name (under OPERATOR DETAILS in Bookeasy), please let us know as this can cause 404 error pages on your member listing and from the booking search widget on the [visitbroome.com.au](http://www.visitbroome.com.au) website.

OUR WEBSITE
HAD 1.9
MILLION
PAGE VIEWS
2023 / 2024

Are you already selling via Rezdy, Fareharbor or similar?

Talk to us about options available for connecting (mapping) to your existing booking management system so you are bookable at www.visitbroome.com.au



Bookeasy Self Help Links

- [FOR TOUR AND ACCOMMODATION OPERATORS](#)

PACKAGES & SPECIAL OFFERS

THE BENEFITS OF WORKING WITH THE BVC
AND OTHER MEMBERS TO ENCOURAGE BOOKINGS

PACKAGES

BE PART OF A BROOME VISITOR CENTRE PACKAGE DEAL



LINK UP WITH OTHER MEMBERS

Packages are a great way to bundle together a number of products to create a unique bookable package deal for our visitors. There is perceived value for money through bundling of product. Any included product must be an instantly available (not on request) Gold Medal Operator for packages.



BUILD PACKAGES AROUND EVENTS

We can support the region by creating pre-defined packages around special events to increase the booking value with multi-product packages.



CREATE DYNAMIC PACKAGES

The latest Bookeasy enhancement allows us to create dynamic packages, pulling direct operator rates to create package pricing. Customers save time during the booking process with one-click to add to cart.



HOW PACKAGES ARE BOOKED

We can choose if a package is bookable via our Visit Broome website or directly with our visitor centre (internally).

Each operator's terms and conditions for products still apply within the package.

SPECIALS & PROMOTIONS IN BOOKEASY

SETTING UP PROMOTIONAL DISCOUNTS TO ENCOURAGE BOOKINGS WITH US

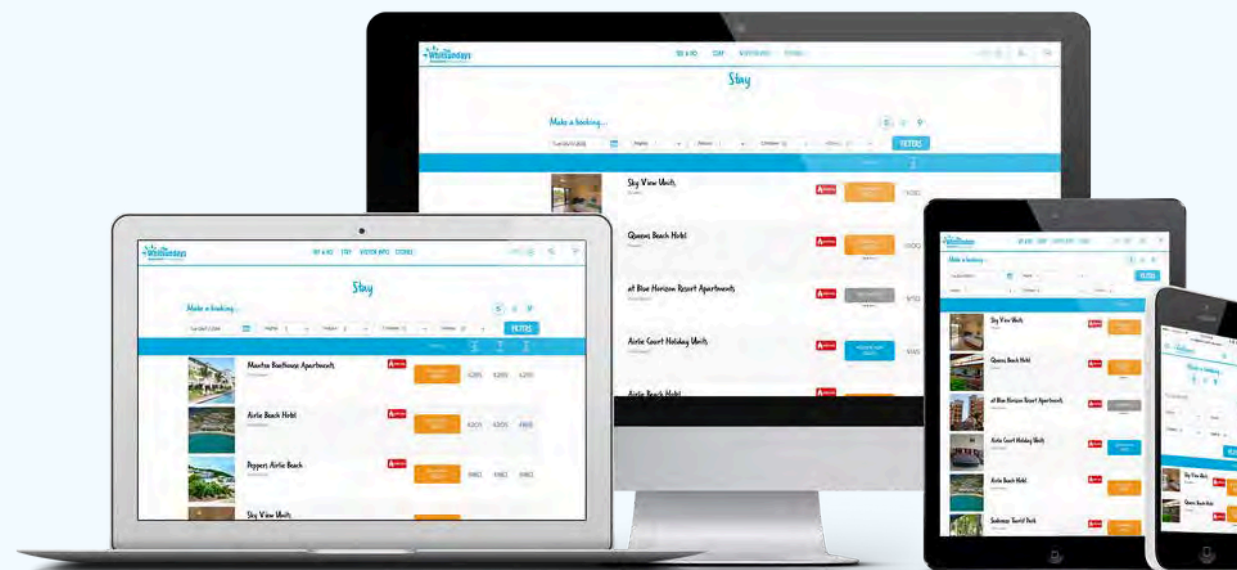
The BVC can implement promotions via the new Bookeasy **Promotions feature** to increase bookings. The BVC can apply a discount type (percentage or value amount), minimum spend requirements and promo codes. We are looking into this option and will advise through the newsletter of any updates.

Tour operators can also set up special prices under **SETUP > HOT OFFERS** in their console, however this does involve also creating a new special rate type at the discounted price in their Bookeasy console.

We hope Bookeasy will introduce better options for tour operators to create engaging specials for us to promote via our website. For now, **promo codes** can be set up for **percentage discount** or **flat rate discount** off promotions and applied during checkout.

ACCOMMODATION MEMBERS CAN CREATE SPECIALS

Showcase specials and deals via the Bookeasy **Specials feature**, providing our website visitors with more incentive to book online. Various types of specials can be created in Bookeasy such as 'amount' or 'percentage discount', 'pay stay deal' and 'last minute' discounts.



Special Type	Colour Icons	Grayscale Icons
Special		
Pay Stay Deals		
\$ Discounts		
% Discounts		
Last Minute Deals		NA

HOW TO SEND US YOUR SPECIAL OFFERS

FOUR (4) FEATURED SPECIAL OFFERS APPEAR ON ROTATION ON OUR WEBSITE HOMEPAGE AND VISITORS CAN PURCHASE ON VISITBROOME.COM.AU

We really want to encourage members to set up your specials to be bookable at the visitor centre and online at visitbroome.com.au. In some cases, we may promote specials (at the discretion of the BVC) where appropriate for non-bookable operators.

If you have a special offer or promotion that cannot be set-up in Bookey, pop us an email to let us know. We might be able to come up with something suitable.

SPECIAL OFFER

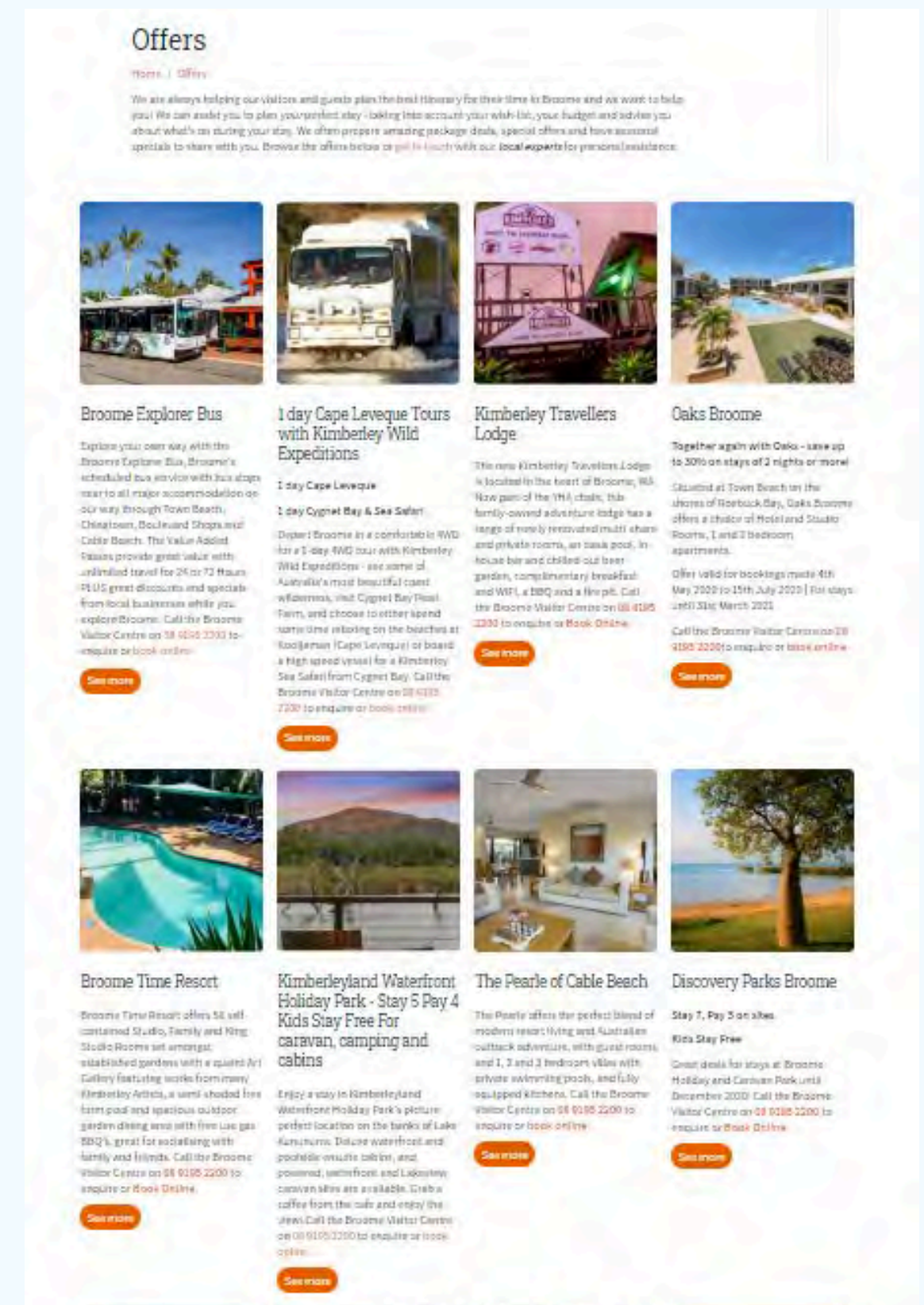
OUR WEBSITE USERS WANT YOUR SPECIAL DEALS!

Think about special occasion dates, school holidays, family or large group deals, 'book in advance' offers and other creative ways to attract attention to your business.

We can set up % off discounts as well or promote value adds.

If Broome has a large event or festival coming up, think about ways to use that to your advantage. Forward planning is key!

OFFERS APPEAR ON OUR HOMEPAGE!

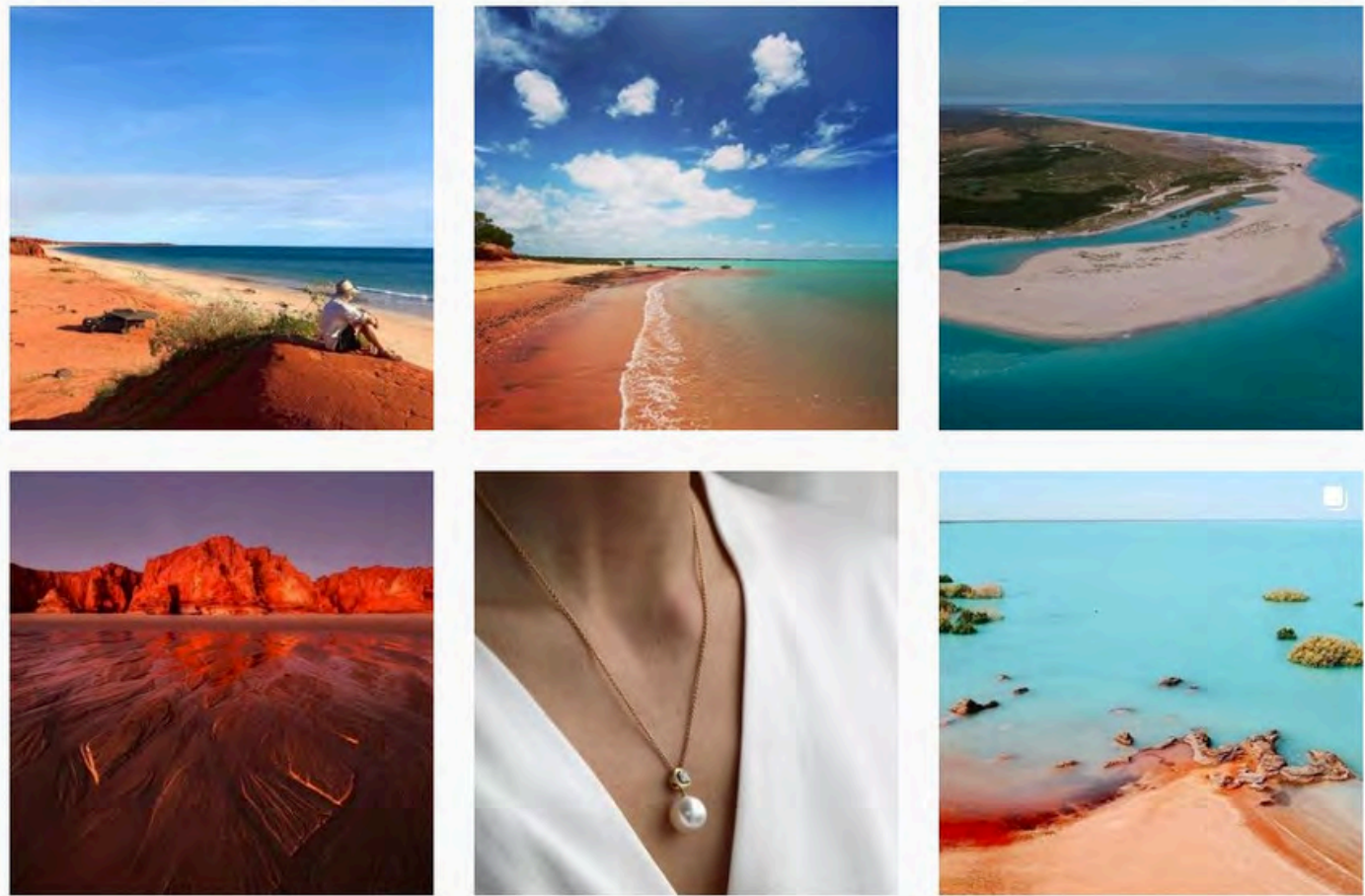


SOCIAL MEDIA

A blue-tinted background image showing hands typing on a laptop keyboard with a coffee cup nearby.

SOCIAL MEDIA GROWTH ALLOWS US TO REACH NEW AUDIENCES

HOW TO SHARE YOUR SOCIAL MEDIA CONTENT WITH US



**1.75 MILLION REACH BETWEEN 2023-2024
FROM ORGANIC / UNPAID SOCIAL POSTS**

**TAG @VISITBROOME
OR USE OUR HASHTAG #VISITBROOME**

**26,800 FACEBOOK FOLLOWERS
18,700 INSTAGRAM FOLLOWERS**

We encourage all members to add the hashtag **#visitbroome** to your Instagram posts. This will allow us to scroll and select posts to share on our feed and stories. You can also @tag VisitBroome in your Instagram and FB stories which makes it easier for us to add them to our stories (can be in a very small font size). Stories are great for latest deals, new menu items, local events, retailer specials and especially around cruise arrival dates and our local festivals.

SEND US AN EMAIL

If you post on Instagram or Facebook, send us through a quick [email](#) to let us know, including a link to the post or the text and image you have posted, so we can find your content.

COMMENTS, LIKES AND SHARES

Get involved! Leaving a positive comment, liking a post or sharing the Visit Broome posts on your feed **greatly increase the organic reach** of our Broome related posts. A simple "This is a great Broome experience" or "We loved going on this tour" posted using your business username allows others reading through the comments to see your business and potentially click through to your page. The flow on effect could be more website traffic, brand awareness and lead generation for your business.

IMPORTANT TIP FOR INSTAGRAMMERS!

Activate story sharing on your business insta account so we can add your stories to ours. Go to **SETTINGS - PRIVACY - STORY - ALLOW RESHARING TO STORIES**

SHARE YOUR EVENTS, SPECIALS AND LATEST NEWS WITH US

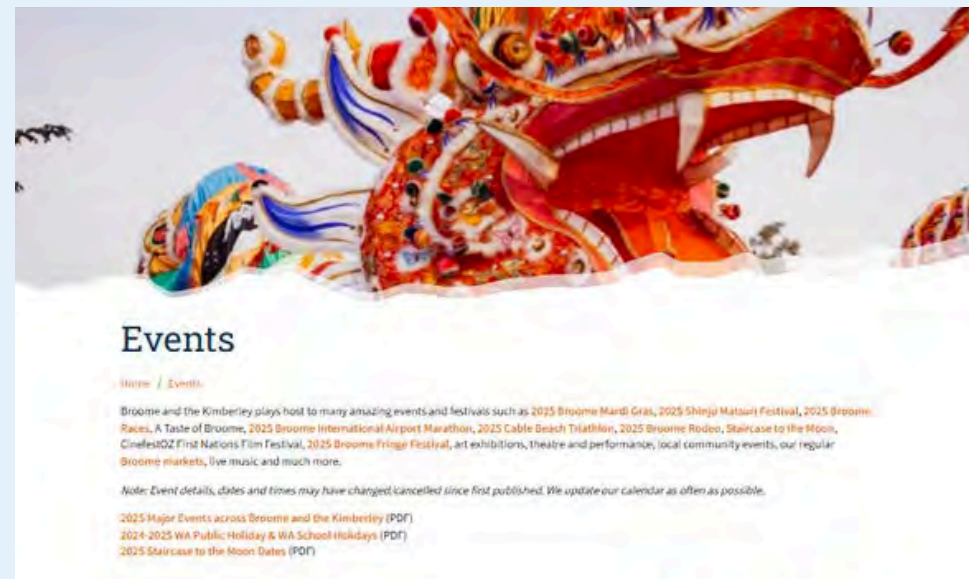
Member News & Offers

In every member newsletter we share some of the **member news and offers** that have been sent through to us via email at

membership@visitbroome.com.au.

By sending your news to our entire membership group, we hope that operators will then share information with each other, guests and visitors using their services.

Sharing local tips, specials and events (as well as offering suggestions on local experiences) is a great way to build trust with your customers.



We also use the information sent in for our website [events calendar](#) and add them to the [special offers page](#) on visitbroome.com.au. We also create social media posts, where appropriate.

We use Instagram stories and Facebook stories to push local events, which show for 24 hours.

If you are not sure how to send us your content, ask your membership manager for advice.



Please take the time to send through an email. We may not see your updates on your website, social media or email campaigns due to the time required to monitor all communication channels.

Our **member newsletter** is great for sharing information relating to your business that other members would find useful. For example, if you have a special offer or event, it is a great way to initiate collaborative ideas with other members.

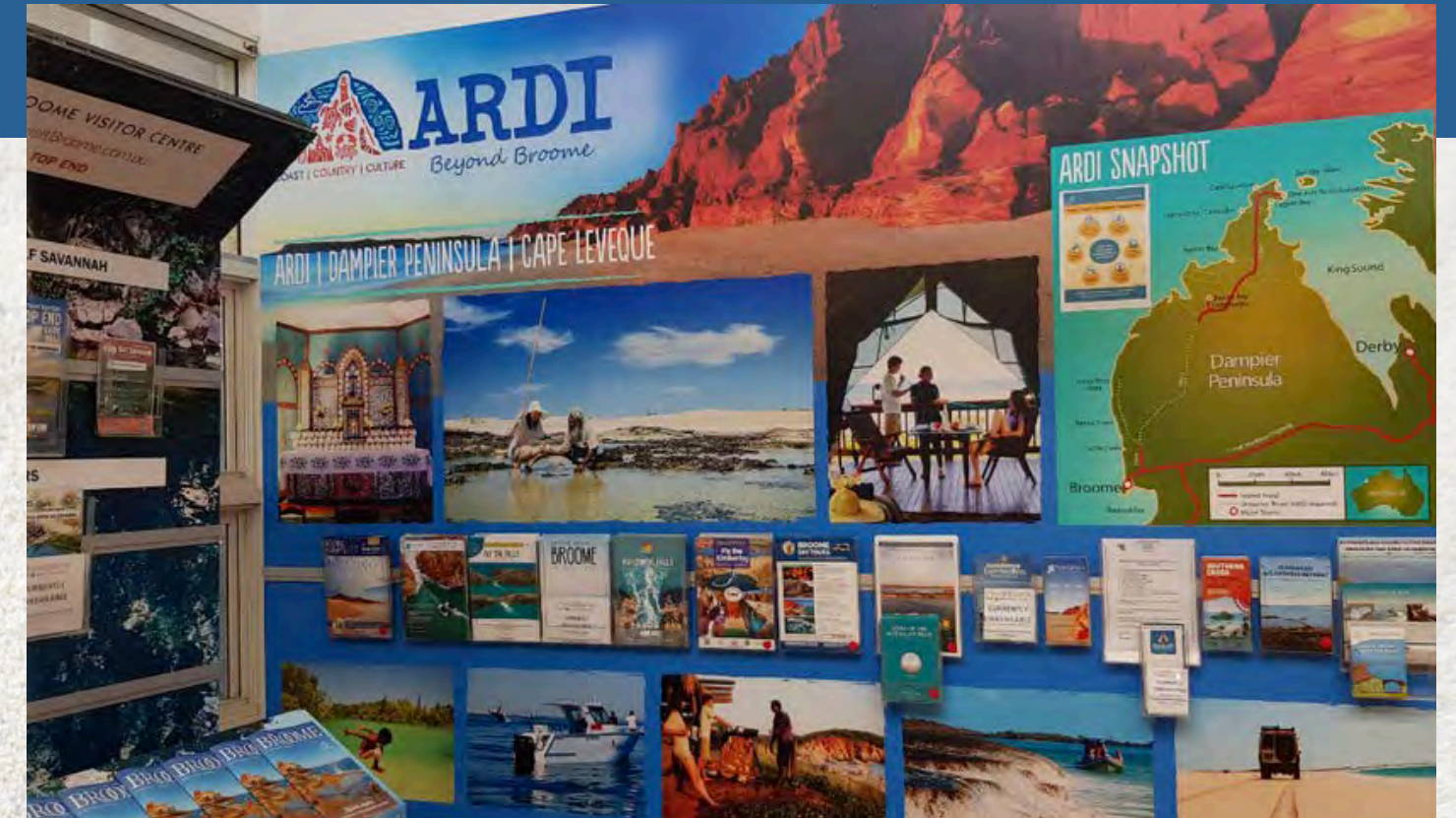
IN-STORE OPPORTUNITIES

THE BROOME VISITOR CENTRE IS READY TO MEET YOUR CUSTOMERS NEEDS

IN-STORE BROCHURE DELIVERY

Position your business at the very heart of tourism in Broome by **showcasing your business to thousands of travellers** each year. Our in-store brochure racks allow visitors to browse or take brochures away with them. **Please deliver your printed brochures to the BVC.**

We also like to have a copy of your **digital or PDF brochures**, as we can email these to potential customers when they enquire.



Bring in your brochures!

All of our membership levels include displaying one printed item in the BVC brochure racks. Do we have yours?

PLEASE EMAIL YOUR DIGITAL OR PDF VERSIONS OF YOUR BROCHURES TOO, AS WE CAN EMAIL THESE TO POTENTIAL CUSTOMERS!



ADVERTISE WITH THE BROOME VISITOR CENTRE



BLUE WALL PROMOTION

Blue wall located behind front office staff. 4 x 40-inch tv screen displaying a 30 second promotional slideshow/ video rotating 10 ads per screen. Price is per TV.



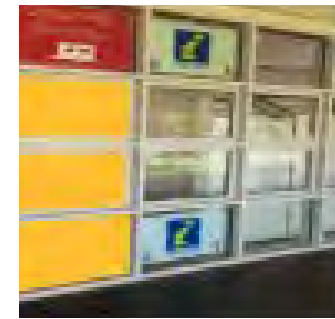
GOGO ON HOLD

Have your business on our phone system for a month, Ensure the customers are asking about your business before we even answer the phones, you could be one of only three products on the system for a month.



FEATURE OF THE WEEK

Your staff in store promoting your product. A table display with your retail, brochures & posters. Bring in your promotional banners, hot offers and a friendly smile to secure more customers in your business. With dedicated social media promotion and updates throughout the week you have the potential to reach thousands of visitors.



FRONT WINDOW ADVERTISING

One Window per month (size 880mm x 580mm) Special rates available for 3, 6 & 12 month contract or multiple windows.



PRODUCT OF THE WEEK

Available between June to October, your personal stand (A Frame) at the front of the Broome Visitor Centre, showing customers what you have on offer before they enter our doors.



GLASS CABINET (NEW)

Your product displayed within the Broome Visitor Centre in prime locations. Great way to show off your unique products and get the extra foot traffic into your show room.



EVENTS PACKAGES AVAILABLE

Talk to us about instore promotion for your events.

There are many other opportunities available for instore advertising - please ask your membership manager for details!

MEMBERSHIP OPTIONS

PREMIUM MEMBERSHIP

Cost Ex GST \$680
Total Incl GST \$748
PER YEAR

- For businesses with sellable products that are instantly bookable 24/7
- **13% commission** for instantly bookable products
- **15% commission** on any bookings that are "On Request"

PREMIUM ADD-ON MEMBERSHIP

Cost Ex GST \$210
Total Incl GST \$231
PER YEAR

- For businesses that have two or more product/ services to promote under the one banner.
- For additional products or services provided under the same ABN as the membership.

LOCAL BUSINESS

Cost Ex GST \$260
Total Incl GST \$286
PER YEAR

- For businesses such as retailers and service providers who see visitors as a valuable component of their market mix and want to access promotional opportunities through the Broome visitor centre.

LOCAL BUSINESS ADD-ON
SECOND MEMBERSHIP, PLEASE
ENQUIRE WITH OUR BVC
MEMBERSHIP MANAGER

NON-REGIONAL TOURISM

Cost Ex GST \$260
Total Incl GST \$286
PER YEAR

- For tourism businesses located outside the Broome catchment area that already have an existing Visitor Centre membership who wish to gain further exposure. **15.5% commission** on any bookings

CORPORATE SUPPORTERS

Cost Ex GST \$420
Total Incl GST \$462
PER YEAR

- For corporate businesses looking to support the work of the Broome Visitor Centre and the many benefits we provide to the wider community.

EVENTS MEMBERSHIP

Cost Ex GST \$150
Total Incl GST \$165
PER YEAR

- Membership is available for your event, providing support and media exposure instore and online through the Broome Visitor Centre. festivals or multiple events price on enquiry.

HOW TO JOIN OR RENEW YOUR MEMBERSHIP

Existing members will be issued an invoice at the start of each year. New members can email membership@visitbroome.com.au to join as a BVC member. New members will feature in our member newsletter.

DOOR NUMBERS COMPARISON

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Jan	4,167	4,462	6,981	4,845	3,829	3,243	3,630	3,823	3,772	3,477	3,758	3,708	4,005	1,697	1,558	1,012	1,386
Feb	3,613	3,978	5,588	4,011	4,463	2,677	3,544	3,414	3,121	2,651	2,541	2,048	3,431	1,232	1,220	1,349	1,681
Mar	6,992	9,594	9,408	9,025	5,070	4,974	4,767	5,705	4,484	4,440	3,493	3,782	2,741	2,476	1,588	2,527	1,580
Apr	10,231	11,736	10,425	10,915	7,956	8,409	8,394	7,588	8,187	7,592	5,707	6,528	0	3,790	2,914	3,329	3,354
May	16,742	15,743	19,557	15,234	13,404	14,035	13,511	13,381	12,772	11,985	11,591	10,766	149	7,642	6,363	6,503	6,582
Jun	19,123	19,212	21,460	19,988	18,542	18,191	19,186	20,240	16,428	16,570	14,764	14,932	2,328	11,061	9,816	9,538	8,258
Jul	27,143	26,885	30,646	27,200	24,959	23,165	24,160	25,846	21,081	22,769	20,287	20,843	6,874	10,890	10,444	11,175	10,997
Aug	23,387	24,202	24,473	26,700	18,573	20,337	20,931	20,581	17,116	17,401	16,618	17,064	6,918	9,510	9,616	9,125	8,727
Sep	13,481	14,631	14,221	15,777	12,917	12,702	13,891	13,276	11,950	10,381	9,570	10,204	5069	6,156	6,733	5,382	5,126
Oct	10,135	15,301	10,217	12,765	7,968	8,173	10,476	8,043	8,038	6,942	8,168	7,708	4211	3,760	3,866	3,363	2,876
Nov	7,222	7,108	5,692	4,978	4,525	4,307	5,860	4,653	4,527	3,830	4,982	3,939	2766	2,017	1,979	1,911	2,044
Dec	6,112	5,778	4,879	4,042	3,360	3,522	4,680	3,389	3,427	3,213	3,099	3,615	2205	1,458	1,431	1,106	1,851
TOTAL	148,348	158,630	163,547	155,480	125,836	123,715	133,030	129,939	114,903	111,251	104,578	105,137	40,697	61,689	57,628	56,513	54,462

Please note due to Covid-19, the BVC was closed to the public from March 27 - May 19, 2020
 Closed on Sundays since Covid in 2020 - from March 22 until present time
 Closed on weekends (low season) from 8th October 2022 - late March 2023.
 Closed on weekends (low season) from 14th October 2023 - early April 2024
 Closed on weekends (low season) from 7th October 2024 - early April 2025.

MEMBER E-MAIL NEWSLETTERS

Our member email campaigns are sent direct to your inbox and a variety of updates from tourism bodies, Shire of Broome, our corporate supporters, Broome Chamber of Commerce & Industry and other relevant information from our stakeholders.

If you are not receiving our member updates, please let us know.

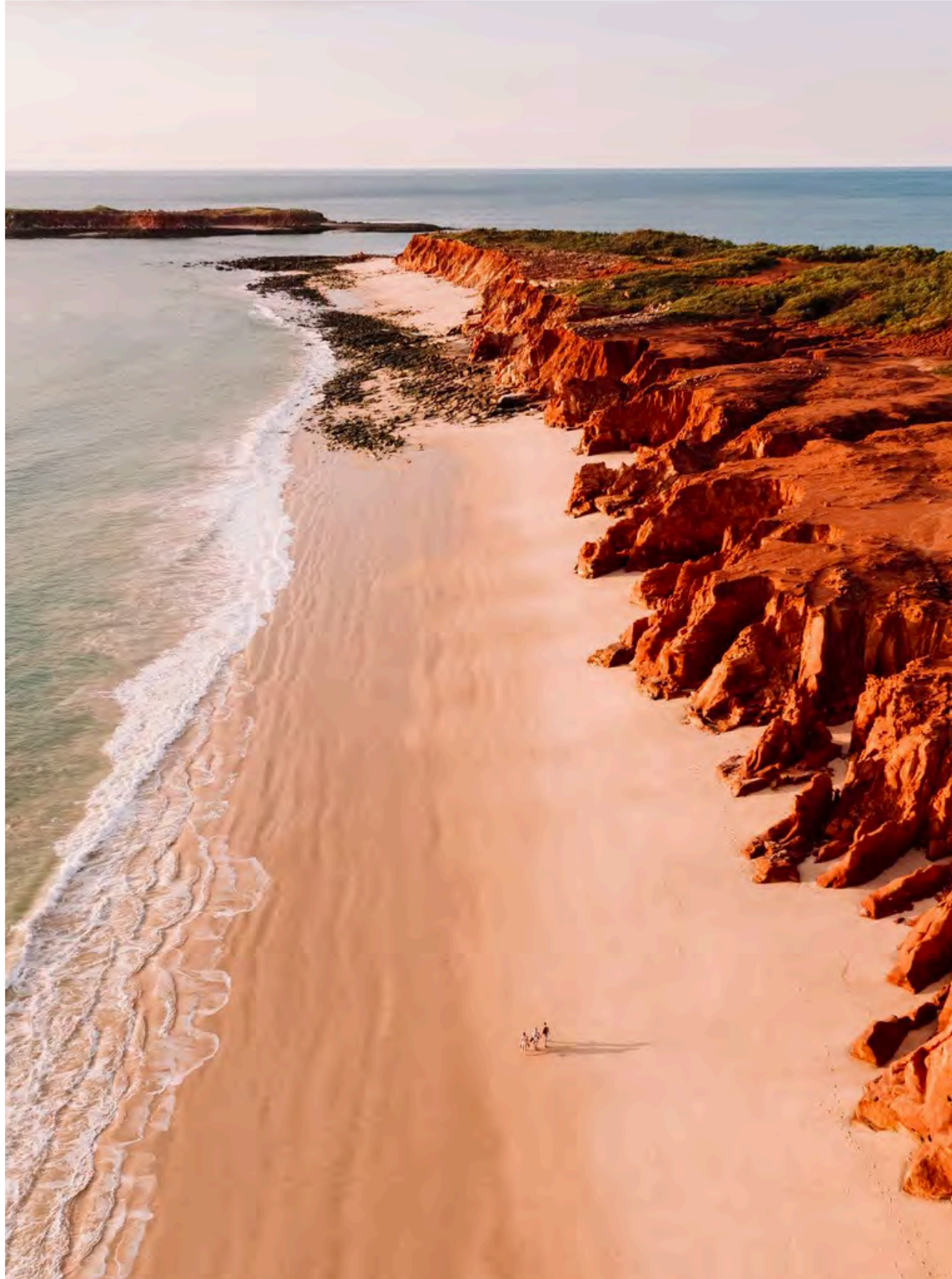


We value your input on what you would like to see in upcoming newsletters. We also encourage you to send us your business updates, local news and information that would be helpful for other members to know about.

SENT 1-2
TIMES
PER
MONTH

OUR MEMBER NEWSLETTER MAY INCLUDE:

- Membership help and member hotline number
- Member news & offers
- Update from Tourism Australia
- Update from Tourism WA
- Update from Tourism Council WA
- Australia's North West updates
- Bookeasy updates, help and information
- Government media statements
- Social Media update with stats
- Regional Development Australia - Kimberley updates
- Kimberley Development Commission news
- Shire news & updates
- Broome Chamber news (BCCI)
- Flight specials
- Remote Aboriginal Communities updates
- Upcoming events and much more!



QUESTIONS? COMMENTS?

COME AND SEE US

1 Hamersley St, Broome WA 6725

MEMBERSHIP HOTLINE

08 9195 2203

EMAIL YOUR MEMBERSHIP MANAGER

membership@visitbroome.com.au

MEMBER HOTLINE NUMBER: (08) 9195 2203

Please use this MEMBER HOTLINE number to ensure we can assist customers on our main phone line when they call through.



ENGAGE WITH US ONLINE



FACEBOOK

facebook.com/GoBroome



WEBSITE

www.visitbroome.com.au



INSTAGRAM

instagram.com/visitbroome

CURRENT OPENING HOURS

Check our website here for the latest opening hours

www.visitbroome.com.au/contact-us

PLEASE SAVE A COPY

Please save a copy of this member resource so you can refer to it as needed.