



BROOME VISITOR CENTRE

 visitBroome.com.au

2025

MEMBERSHIP PROSPECTUS



Streeter's Jetty
Photo: Yen Ta

ABOUT US

The Broome Visitor Centre is the largest, fully accredited, not-for-profit Visitor Centre in the Kimberley. It is the hub and gateway for visitors to the Kimberley region.

We pride ourselves on being a progressive, innovative and forward-thinking organisation with a commitment to first class visitor servicing and encouraging visitors to explore everything Broome and the Kimberley has to offer. Our primary role is to assist visitors with local information about attractions, travel advice, tour and accommodation bookings by phone, email, online and in the visitor centre.

WHAT WE DO

We promote key and unique attractions in our shire and the North West region as 'must see'. We encourage people to stay longer and share their stories and make the most of their visit.

- We are a **friendly and attentive team** who live locally and are proud to share our local knowledge
- We **work in collaboration** with operators, tourism industries and local community to ensure quality products and services
- We are an **accommodation, car hire and tour booking agent**
- Broome is a major WA regional port for **cruise ships** - and we are there to meet and greet them
- We sell **local products**, souvenirs, maps and more
- We regularly update our **social media channels** with **45,300 followers** in 2024 resulting in **over 520,000 reach** from organic / unpaid posts and **over 1 million views** across FB and Insta in 2024.
- We **represent and advocate** on behalf of the region's tourism industry
- We **contribute** to the development and improvement of the region's tourism industry
- We contribute to the preparation and implementation of Federal, State and regional plans for or relating to the region's tourism industry
- We carry out any other functions consistent with **promotion of the region** as a tourist destination
- We create **community awareness of the value of tourism** to the region's economy and encourage the support of local businesses and residents

The Broome Visitor Centre supports our valued members,
from small businesses to our larger tourism operators

The Kimberley, three times the size of England, is one of the world's last wilderness frontiers. Broome is the gateway to so many iconic tourism experiences, but we always welcome relationships with local services such as restaurants, transport, events, retail, community services and more...

OUR ROLE WITHIN THE TOURISM STRUCTURE



Buccaneer Archipelago, Dampier Peninsula
Photo: Tourism Western Australia



BRAND
AWARENESS
OF AUSTRALIA



BRAND AWARENESS
OF WESTERN
AUSTRALIA



MARKETING OF
THE PILBARA AND
KIMBERLEY REGION



LOCAL INFORMATION
AND BOOKING AGENTS
FOR MEMBERS

HOW TOURISM BENEFITS OUR REGION

Tourism generates growth in local spend and employment opportunities. It also encourages investment into the development of infrastructure and the protection of natural areas and cultural icons for the shared benefit of visitors and the local community.

WHY JOIN THE BROOME VISITOR CENTRE?

All businesses, professional services and commercial operators within our region, will ultimately receive a benefit that has been provided, directly or indirectly, to the local economy by tourism.

It is in the direct interest of all those who benefit from tourism to participate in, and contribute to, the effective promotion of the region and the planned management of its marketing activities. The success of our Local Tourism Organisation requires people to take ownership and make positive contributions to the organisation through active membership and support.

Through a collaborative approach, members work together to advance our common goals for the development of the tourism industry in Broome and the Kimberley.

For 48 years we have provided information and booking services for tours, accommodation and more in Broome and the Kimberley.

Our staff have expert knowledge, experience and offer local advice.

THE VALUE OF YOUR MEMBERSHIP

Below are key areas we can assist you in...



VISIBILITY



We help to increase your visibility in Broome and beyond.

- Through the visitor centre, serving over 110,000 visitors in 2023-2024
- Our website visitbroome.com.au (over 1.9 million page views in 2023-2024)
- High quality Visitor Guide Magazine (65K print and digital)
- TripAdvisor (#7 for Broome)
- Social media engagement on Instagram and Facebook
- TV campaigns
- Print advertising

COMMUNITY



Join the heart of the tourism industry in Broome. You too can be part of the diverse community of members at the BVC.

- We represent you to the customers who enter through our door and contact our centre each day
- Develop connections with likeminded people
- Members networking events
- Cruise ship engagement strategy

“59% of NorthWest visitor centre users indicate they make a booking while in the centre - highest result in the state of WA”
- *The Value of Visitor Centres in WA - 12 June 2024 report*

PROMOTION



Position your business at the very heart of tourism in Broome, by showcasing your business to thousands of travellers each year.

- Display your brochure instore
- Personal promotion through our skilled local team instore
- Your business recommended to visitors who phone the visitor centre
- Website 920,000 page views, and 273,000 users in 2024
- Digital advertising opportunities
- Engaging instore advertising
- Magazine promotion

SUPPORT



Our commitment is to engage in relationship and support our members.

- Professional customer service
- Dedicated and highly skilled staff
- Call centre
- Membership consultant and support
- Training through industry events
- Event support and marketing
- Promotional and cross-promotional support

TRAINING



We provide access to unique training and Industry support.

- Bookeasy training and support
- Membership support
- Famil or product updates
- Industry specific training
- Sharing webinars of interest
- Sharing helpful resources

RESOURCES



Our strategy is to resource our customers and sales team with your business information.

- Instore brochures
- Website promotion
- Magazine promotion
- Welcome packs
- Famil training
- Advertising opportunities to enhance your presence
- Partnership opportunities
- Support with advocacy

READ ON TO FIND OUT MORE ABOUT OUR MEMBERSHIP PACKAGES >>

CHOOSE A MEMBERSHIP PACKAGE THAT SUITS THE BENEFITS AND SERVICES YOUR BUSINESS NEEDS.

PREMIUM MEMBERSHIP \$680

The principal package for **businesses with a sellable product** looking to benefit from being instantly bookable 24/7 and our visitor servicing activities 13% commission for instantly bookable products – 15% commission on any bookings that are “On request”.

MEMBERSHIP ADD ON \$210

Designed for **businesses that have two or more product/ services** to promote under the one banner. This is for additional products or services provided under the same ABN as the main membership. Instantly Bookable product through Bookeasy 13% commission and ‘On Request’ Bookings 15% commission.

LOCAL BUSINESS MEMBERSHIP \$260

Designed 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. This includes a website listing and other benefits and exposure.

NON - REGIONAL TOURISM PACKAGE \$260

Designed for **tourism businesses located outside the Broome catchment area** that already have an existing Visitor Centre membership who are wishing to gain further exposure through the BVC activities. 15.5% commission on any bookings.

CORPORATE SUPPORTERS \$420

The principal package 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 \$150

Membership is available to events, providing support and **exposure instore and online** through the Broome Visitor Centre. For major events or festivals with multiple events, we are happy to discuss pricing, instore and digital marketing opportunities on enquiry.



60% of travellers are likely to visit a visitor centre when on holiday in WA.

Almost **2 million** visitors to WA used a visitor centre in 2023.

FEATURES	Premium Membership	Membership Add on	Local Business	Non - Regional Tourism	Corporate Supporters	Events
Priority recommendation above non-members	✓	✓	✓	✓	✓	✓
12 Months FREE business listing in our professional visitor's guide	✓	✓	✓	✓	✓	✓
Free Map Reference	✓	✓	✓	✗	✓	✗
Regular BVC member E-updates	✓	✓	✓	✓	✓	✓
Promotion on BVC social media	✓	✓	✓	✓	✓	✓
Invitations to industry events	✓	✓	✓	✓	✓	✓
Opportunity for inclusion in cooperative marketing activities	✓	✓	✓	✓	✓	✓
Eligible to nominate for the BVC Board	✓	✓	✓	✗	✓	✓
Invitations to any specialised workshops and industry training	✓	✓	✓	✓	✓	✓
BVC team able to attend site visit FAMILS or hold Product Information Training session (PITS) at the BVC	✓	✓	✓	✓	✓	✓
Opportunity to participate in promotions	✓	✓	✓	✓	✓	✓
Opportunity to be included in published itineraries and tailored packages	✓	✓	✓	✓	✓	✓
Your product promoted and bookable online 24/7	✓	✓	✗	✓	✗	✗
Your product bookable online & instore seven days a week	✓	✓	✗	✓	✗	✗
Membership Consultation and support	✓	✓	✓	✓	✓	✓
Cross promotion on social media. Shares and links to your page when content is of a high enough quality and relevant to our target market	✓	✓	✓	✓	✓	✓
Company logo to appear on the new BVC website	✗	✗	✗	✗	✓	✗

If you are not sure which membership to choose...

We would love the opportunity to chat and explain our membership options.

MARKETING

The Broome Visitors Guide is distributed to over 75 businesses locally with an average of 65,000 copies being distributed all over Australia and Singapore.

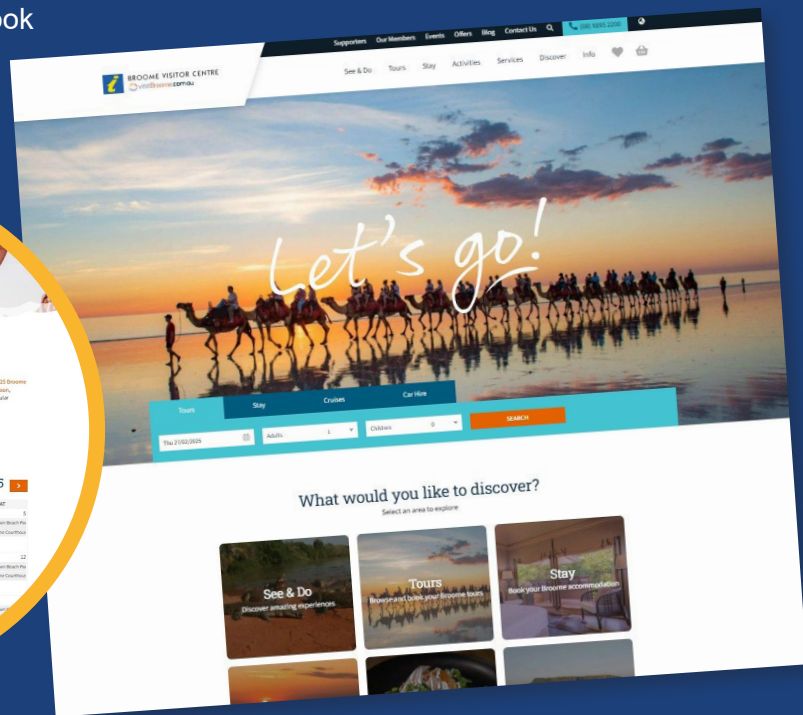
[Digital issues](#) are available for viewing online.

WEBSITE

The [Visit Broome website](#) is one of the most informative and comprehensive websites about Broome within Australia. We feature within the top five Google listings for the majority of searches on Broome averaging over 76,800 page views each month (or 23K unique website visitors per month on average). As a member, you have the opportunity to feature your business on our website.

CALENDAR OF EVENTS

We have created the most comprehensive online calendar of events on our website. This centralised calendar is a one-stop resource for the whole community with links to online ticket bookings, facebook events and further information. To view the online calendar go to www.visitbroome.com.au/events



2023-2024 WEBSITE STATS

Online tour bookings - **UP 25.5%**

Online total sales - **UP 10.6%**

Website sessions - **AVERAGE 33K PER MONTH**

Website page views - **AVERAGE 77 K PER MONTH**

FREQUENTLY ASKED QUESTIONS

1 Where does my money go?

Broome Visitors Centre is a not-for-profit incorporated association whose primary aim is to build the success of Broome and the Kimberley region as a tourist destination. Membership fees and any booking commissions are invested directly into the provision of booking services, visitor information services and local tourism industry promotion. Likewise, any operating surpluses are reinvested into the improvement of these services.

2 Does my Broome Visitor Centre membership include a listing in the Broome Visitor Guide?

A BVC member will automatically receive a listing within the Business Directory section. Some businesses will also be promoted throughout editorials. All businesses will have the opportunity to purchase an advert. Businesses will also be promoted through editorials where appropriate.

3 What if I don't have bookable products (e.g. I'm a retailer, café owner etc...)

No problem at all! Visitors also search online for things to do and see whilst in our region. Visitors still like to know where to go to get a great cup of coffee, buy local produce or that special something to remind them of their time in Broome. We have members of all types that we promote.

4 I am not in the tourism industry, why should I be a member?

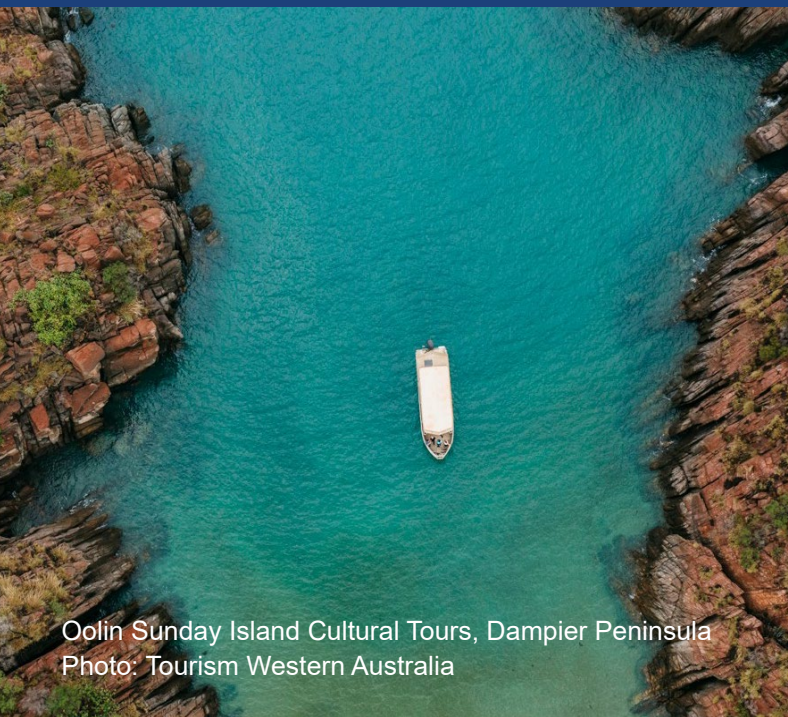
The visitor economy not only refers to the core tourism services of accommodation, hospitality, transport and activities but the full suite of other businesses and services which add to the overall visitor experience in the region. If any part of your income derives from visitors, or people who make their income from visitors, you are part of the visitor economy! Spending by visitors spreads through our communities providing a wide range of jobs, facilities and opportunities.

5 Can I be a member of more than one Visitor Centre?

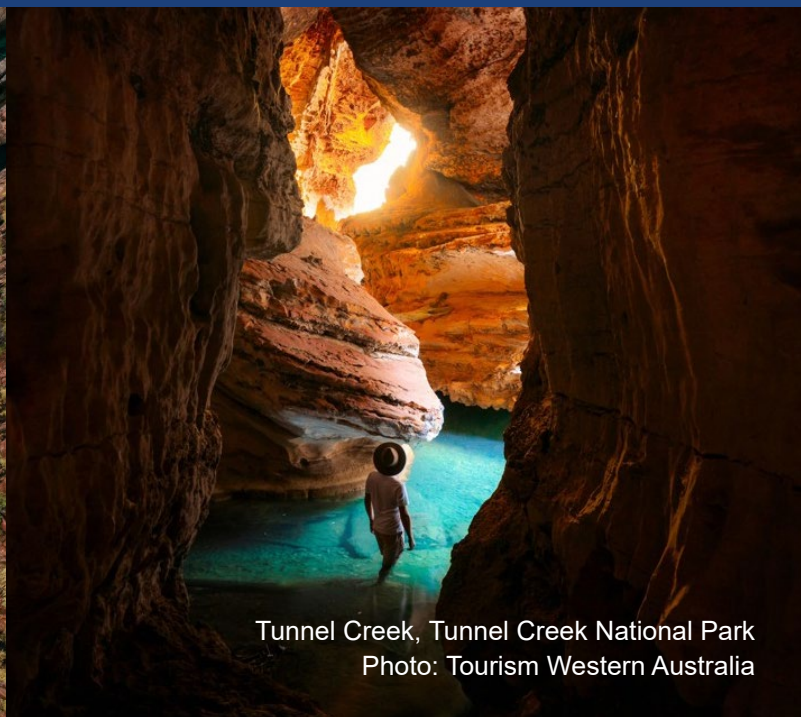
Absolutely. All visitor centres cover specific regions, however even if you are outside the visitor centre's catchment area, there are still many benefits such as instore brochure racking, website listings and extra business exposure. It is a good idea to have a membership in a neighbouring Visitor Centre to make the most of as many marketing opportunities as possible.

6 I would like to change my membership level what should I do.

That is easy! Just call the friendly staff at the visitors centre on 08 9195 2203 to speak with the Membership Supervisor or email membership@visitbroome.com.au and we will sort it out for you.



Oolin Sunday Island Cultural Tours, Dampier Peninsula
Photo: Tourism Western Australia



Tunnel Creek, Tunnel Creek National Park
Photo: Tourism Western Australia

WEBSITE LISTINGS ARE INCLUDED WITH ALL MEMBERSHIP LEVELS

Supporters Our Members Events Offers Blog Contact Us (08) 9195 2200

BROOME VISITOR CENTRE visitbroome.com.au

See & Do Tours Stay Activities Services Discover Info

Broome Courthouse Markets

Home / Our Members / Broome Courthouse Markets

Local Businesses Attractions Family Fun Markets

8 Hammersley Street Broome WA 6725

Hours: Saturday Courthouse Markets: 8am - 1pm (annually), Sunday Courthouse Markets: 8am - 1pm high season, 8am - 12pm low season. info@broomemarkets.com.au 0422 802 885

The Broome Courthouse Markets are held in the beautiful heritage listed gardens of the Broome Courthouse. The markets started over 25 years ago by a small group of locals wishing to trade local products and the markets have grown to become a major tourist attraction in Broome and host up to 100 creative stalls over the Dry Season.

Saturday Courthouse Market
Every Saturday of the year 8am - 1pm (Broome Courthouse Gardens)
Saturday markets end at 12pm in low season.

Sunday Courthouse Markets
Sundays only in high season 8am - 1pm (Broome Courthouse Gardens) Sunday markets end at 12pm in low season.

Thursday Night Markets
4pm - 8pm, every Thursday night in high season (Town Beach precinct)

We provide you access, via a Bookeasy console login to **UPDATE YOUR OWN LISTING** anytime.

FIVE IMAGES can be added to your member listing to add interest.

Your **BUSINESS DESCRIPTION** can include important information for visitors and can be updated seasonally.

BOOKABLE MEMBERS can have their products listed and bookable 24/7. Our website performs very well in search engine results.

Your member listing is added **LISTED IN 4-5 CATEGORIES /SECTIONS** (as appropriate) on our comprehensive website at www.visitbroome.com.au

See & Do
Discover amazing experiences

Tours
Browse and book your Broome tours

Stay
Book your Broome accommodation

Fly
Book Broome Scenic Flights

Activities
Broome galleries, cafes, museums and more...

Cruise
Explore on a Kimberley Cruise

Bookable product?

We can connect to most major booking systems through the Bookeasy channel managers.

Would you like to find out if your existing booking system can be connected via our Bookeasy system?

Send us an email or give us a call.

Local business listings are perfect for small businesses!

The value of Western Australia's (WA) tourism industry in 2023-24 was \$78.1 billion, as measured by Gross State Product (GSP). This was an increase of 9.1% (\$6.5 billion). Please support your local visitor centre as a financial member to ensure the future growth of the tourism industry in Broome. We advocate for tourism opportunities on behalf of our valued members.



#visitbroome

Call: (08) 9195 2203

www.visitbroome.com.au

membership@visitbroome.com.au