

Northern Rivers, NSW

regional tourism organisation inc.



Dear Homestyle Accommodation Operator,

While tourism is already a major contributor to our region's economy, recent industry studies have shown that there is still considerable room for development.

The Northern Rivers Regional Tourism Organisation (NRRTO) has been established to help the region's tourism operators capitalise on this potential.

By developing a distinctive regional marketing identity and coordinating the resources and talents available within the area, we can present a united front in the competitive tourism market.

Part of the NRRTO's program will involve cooperative marketing campaigns in which the region's tourism operators pool their resources to produce effective, high-quality promotional material.

The Homestyle Accommodation industry has been identified as an important and developing part of the local tourism industry and one that is particularly suited to the region's inherent character and lifestyle.

With "seed funding" from the State tourism authority, the NRRTO is bringing together the area's small, "Homestyle" operators for our first cooperative marketing venture.

We take great pleasure in inviting your participation in this exciting development project.

Enclosed with this letter are details of our Homestyle Accommodation programme, which includes the proposed *Homestyle Holidays* booklet, an informative *industry seminar* for Homestyle operators, and *cooperative advertising* opportunities.

Participating operators will benefit directly through increased bookings and, indirectly, through the development of their service and interaction and networking with other operators.

To register your interest in this project please fill out the enclosed form and forward them to the address provided.

Also enclosed is a list of contacts from your local area, these people will be happy to provide you with advice and assistance and to help with any queries you may have.

The NRRTO looks forward to working with you on this innovative project.

Yours sincerely,

Andrea Roberts-Morris

Project Manager

(Director of Tourism Promotions,

Lismore City Council)



Homestyle Accommodation Cooperative Marketing Program

Area to be promoted...

Northern Rivers, *Tropical NSW*

Includes the Local Government Areas of Ballina, Byron, Casino, Copmanhurst, Grafton, Kyogle, Lismore, Maclean, Nymboida, Richmond River, Tweed and Ulmarra.

Types of facilities to be promoted...

Homestyle Accommodation i.e.: bed & breakfasts (rural and urban), guest houses, self contained cabins, cottages, retreats, farm-style tourism or boutique accommodation.

An Industry Seminar...

A one-day industry seminar for Homestyle Accommodation operators will be held at Ballina Beach Resort on Wednesday, 13th September. This seminar will cover issues such as pricing and packaging, marketing and promotions, industry potential and much more. The seminar also offers a unique opportunity for operators to interact with others involved in THIS industry, in THIS region.

The Brochure...

As part of the Homestyle promotion, a full-colour brochure will be produced. A listing in this brochure will consist of a photo of the facility, a brief descriptive editorial and pricing, packaging and accommodation details.

The brochure will be distributed widely to promote the individual establishments and the region as a whole.

Promotions & Advertising...

The overall Homestyle marketing program will include an extensive media launch to promote the brochure throughout South East Queensland and New South Wales plus nationally.

Participating operators will also be invited to take part in periodical press promotions and travel pages features.

Homestyle Accommodation

— The Brochure

A quality, full-colour brochure showcasing the region's Homestyle accommodation options will be produced.

This handy, "DL-sized" (100mm x 210mm) booklet gives operators the opportunity to achieve significant market penetration for a minimal cost.

The booklet will receive extensive promotion and be widely distributed through carefully selected outlets.

Operators may provide their own photograph for inclusion in the brochure (subject to approval) or, NRRTTO can send out a professional photographer to take high quality photographs (one interior and one exterior). The majority of the photography cost will be subsidised by NRRTTO.

Details of photography arrangements will be further spelt out at the seminar.

The brochure will be distributed through outlets in all capital cities, throughout NSW and SE Queensland and through Tourism NSW Travel Centres and networks.

The brochure will be divided into six accommodation style classifications:

- "By the Sea"
- "Back to Nature"
- "Farmstay"
- "Romantic Hideaways"
- "Health and Harmony"
- "In the Heart of Towns & Villages"

(Operators may choose to be listed in more than one category)

COST:

Homestyle Holidays Brochure (one listing) and Industry Seminar (one attendee)

\$200.00

Additional listings

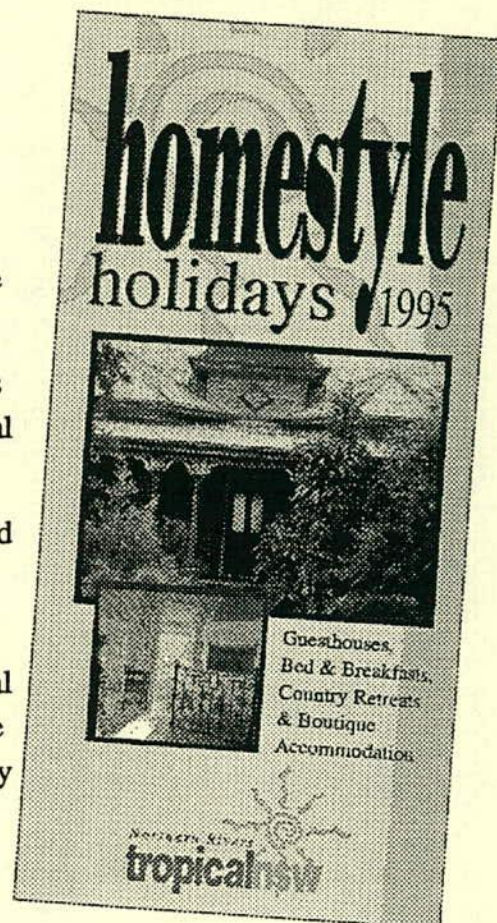
\$150.00 ea.

Professional photographer to visit

\$120.00 per operator

Participating operators are also asked to contribute a family package to an overall prize pool for use as give-aways in associated media promotions. This prize bank will be on-going and operators will be kept informed of when and where their prize will be placed.

Participation in the brochure also entitles one person to attend our Homestyle Accommodation Industry Seminar.



(example only)

Homestyle Accommodation

— The Seminar

A one-day industry seminar for Homestyle Accommodation operators will be held at Ballina Beach Resort, Compton Drive, East Ballina, on Wednesday 13th September, 1995.

With a combination of informative operational tips, sound technical advice and new ideas on marketing and product development, this seminar will benefit experienced operators and beginners alike.

The seminar also offers Homestyle Accommodation operators a unique opportunity to meet and exchange experiences and ideas with other operators from the region.

SEMINAR GUEST SPEAKERS

Gus Cattanach
Narnu Park Homestead, SA

Neil James
Tourism NSW

Grahame Brown
Southern Cross University

Wendy Taylor
Taylors Guesthouse

Ralph Kramer
Crystal Creek Rainforest Retreat

Helen Opie
Melville House

David Kavanagh
The North Coast Ad Agency

TOPICS

Key Note Speaker

Pricing and Packaging

The Importance of Marketing

Communications

The Ecotourism Potential

Running a Household and a Business

Brochures

COST:

The seminar is *free* for operators taking a listing in the *Homestyle Holidays* brochure (limit one representative per listing).

For operators not participating in the *Homestyle Holidays* brochure, the seminar cost is \$45.00 per person.

Homestyle Accommodation Cooperative Marketing Program

R E G I S T R A T I O N F O R M

CONTACT PERSON:

BUSINESS

ADDRESS:

TELEPHONE: FAX:

TYPE OF OPERATION:

I would like to participate in the following:

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Homestyle Holidays Brochure (1 Listing) and Industry Seminar (1 attendee) | \$200.00 |
| <input type="checkbox"/> | Additional listings at \$150.00 each | \$..... |
| <input type="checkbox"/> | Professional Photographer to visit | \$120.00 |
| <input type="checkbox"/> | Seminar only at \$45.00 per person | \$..... |

I recommend my property be included in the following category(s)
(Please tick)

- | | |
|---|--|
| <input type="checkbox"/> Back to Nature | <input type="checkbox"/> Health and Harmony |
| <input type="checkbox"/> By the Sea | <input type="checkbox"/> In the Heart of Town and Villages |
| <input type="checkbox"/> Farmstay | <input type="checkbox"/> Romantic Hideaways |

**I enclose my cheque/money order payable to Northern Rivers, NSW Regional Tourism Organisation,
for the sum of**

Please forward to:

**NRRTTO
PO Box 28
Ballina NSW 2478**

Closing Date: 5pm Wednesday, 30th August, 1995

Homestyle Accommodation

— Contacts

For further information, following is a list of people to contact in your area:

Ballina

Elaine Skimmings
Ballina Tourist Information Centre
Ballina Shire Council
PO Box 28
Ballina NSW 2478

Ph: 066-86 3484

Byron Bay

Peter Teschner
Byron Tourist Centre
Byron City Council
PO Box 159
Byron Bay NSW 2481

Ph: 066-85 8050

Casino

Carla Dzendolet
Enquiries Officer
Richmond River Shire Council
Walker Street
Casino NSW 2470

Ph: 066-62 2622

Grafton

Bill Day
Clarence Tourist Association
Grafton City Council
PO Box 555
Grafton NSW 2484

Ph: 066-42 4677

Kyogle

Mark Cutler
Town Planner
Kyogle City Council
Stratheden Street
Kyogle NSW 2474

Ph: 066-32 1611

Lismore

Andrea Roberts-Morris
Lismore Tourist Information Centre
Lismore City Council
PO Box 23A
Lismore NSW 2480

Ph: 066-22 0122

Richmond River Shire

Tony McAteer
Town Planning Assistant
Casino City Council
Walker Street
Casino NSW 2470

Ph: 066-62 2066

Tweed

Kerry Fryer
Tweed Tourist Centre
Tweed Shire Council
Alma Street
Murwillumbah NSW 2484

Ph: 066-72 1340