

# DESTINATION GOLDCOAST.

## 10 SIMPLE WAYS TO OPTIMISE YOUR MEMBERSHIP

### 1. LIST YOUR BUSINESS ON OUR WEBSITE

Ensure your business appears on our main consumer platform, [DestinationGoldCoast.com](https://www.destinationgoldcoast.com) by taking out a listing with the Australia Tourism Data Warehouse (ATDW).

ATDW is a central content and distribution platform for the Australian tourism industry and most importantly feeds your listing into a number of tourism websites including:

- DestinationGoldCoast.com
- Queensland.com
- Australia.com and many others

Tourism and Events Queensland is offering ATDW membership with no annual fee until September 2022 (saving \$150 per year).

To subscribe, visit [www.atdw.com.au](https://www.atdw.com.au) or email Tourism and Events Queensland's ATDW team on [atdw@queensland.com](mailto:atdw@queensland.com) contact or phone 1800 629 749

### 2. ACCESS DGC.NET

DGC Members have access to our online member portal, [DGC.net](https://www.dgc.net). This service allows you to:

- View your account details
- View your website statistics
- Update your contacts, amenities and other details
- Access our online resources including marketing intel, industry presentations, event calendars, fact sheets and more. Please email [membership@destinationgoldcoast.com](mailto:membership@destinationgoldcoast.com) if you are unsure of your login details and password.

### 3. TOURISM MATTERS

Read the weekly e-newsletter, Tourism Matters, to stay in touch with all industry information, DGC activities, workshops and events. Submit your business announcements and stories to the newsletter to provide exposure to our database of 1,600 industry contacts.

[SUBMIT A STORY >](#)

### 4. ACCESS OUR DIGITAL MEMBERSHIP KIT

Download our Digital Membership Kit Certificates and Web Tiles to promote your affiliation with us in your print and digital marketing collateral.

[DOWNLOAD MEMBERSHIP KIT >](#)

### 5. REVIEW YOUR ONLINE REPUTATION

DGC has teamed up with ReviewPro, an online aggregator sourcing reviews from more than 175 online platforms including Facebook, Google and TripAdvisor to name a few. If you are a tourism product or restaurant simply contact the DGC membership team to request a ReviewPro Report Card to see how your business is tracking. DGC has developed a series of ReviewPro webinars that can be viewed here.

[GO TO REVIEWPRO WEBINARS >](#)

For further information, email [membership@destinationgoldcoast.com](mailto:membership@destinationgoldcoast.com) or phone 07 5584 6244.

### 6. NETWORKING EVENTS

Attend member networking events to strengthen your network and build relationships with fellow members. Look out for invitations emailed to you online and also in the weekly Tourism Matters.

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### 7. INDUSTRY DEVELOPMENT WORKSHOPS

Gain valuable industry specific skills and knowledge through workshops available from our partners e.g. QTIC's Digital Ready Program. Keep an eye out in Tourism Matters for opportunities.

### 8. ACCESS OUR DIGITAL CONTENT HUB

Register on our Digital Content Hub for access to high-resolution destination images and videos that can be used to support your own marketing.

Access the Digital Content Hub at:

[GO TO DIGITAL CONTENT HUB >](#)

### 9. SOCIAL MEDIA

[FACEBOOK](#) > Tag your own content with #PlayGoldCoast. For a greater chance of having your photo shared with our followers, please ensure your posts are authentic, engaging and non-branded.

[INSTAGRAM](#) > Hashtag your images with #PlayGoldCoast

### 10. MARKETING TEAMS

#### Domestic Marketing

The Domestic Marketing team works across all priority markets and specialist segments like Events, driving the traveller path-to-purchase, starting with destination awareness and reinforcing our brand proposition. Their primary focus is to deeply understand our consumer triggers, the purpose of travel, our key competitors etc.

Domestic Marketing works hand in hand with our Strategic Insights and Research Specialist to ensure effective investment in marketing activities that ultimately stimulates our visitor economy.

Opportunities exist throughout the year for Members to engage within our domestic consumer-facing activities. Look for Expressions of Interest in Tourism Matters.

#### International Marketing

The International Marketing Team works across all priority Markets. The team is primarily tasked with the development and activation of international partnership opportunities that serve to:

- Extend DGC's promotional reach
- Strengthen advocacy
- Build greater destination affinity
- Build demand and conversion for the Gold Coast.

International Marketing work hand in hand with DGC's Domestic Marketing team to ensure market alignment and integration of the organisation's and partners' marketing programs, be they Tourism Australia, Tourism & Events Queensland, airlines, trade and/or non-traditional brand partners.

Opportunities exist throughout the year for members to engage within our Partnership activities. Look for Expressions of Interest in the weekly Tourism Matters e-newsletter.