

DESTINATION GOLDCOAST.

5 WAYS TO LEVERAGE YOUR VIC MEMBERSHIP

YOU HAVE SELECTED A VISITOR INFORMATION CENTRE (VIC) MARKETING PACKAGE AS PART OF YOUR DGC MEMBERSHIP. HERE ARE 5 WAYS TO TAKE FULL ADVANTAGE OF THIS CONSUMER MARKETING RESOURCE.

1. INTRODUCE YOURSELF

Take the time to introduce yourself and your product to our friendly VIC staff and volunteers. Contact the VIC Manager (listed below) to arrange a time to visit our two VICs and present your product and its key selling points.

2. DELIVER BROCHURE STOCK TO THE VICS

Arrange delivery of 200 brochures to the VICs as soon as possible. The VICs will call you when they require refills. If you use a brochure distribution company then they can replenish stocks for you (please instruct them to deliver to each VIC).

3. SUPPLY A VIDEO TO DISPLAY IN STORE

Email a five-minute video to anita.schulz@destinationgoldcoast.com. Please ensure your video meets the following specifications:

- File format: MOV or MP4
- Size: Full Screen 1080 HD

4. SUPPLY IMAGES TO DISPLAY IN STORE

Email two portrait high resolution images containing your logo and product to anita.schulz@destinationgoldcoast.com. Please ensure your images meet the following specifications:

- Specs: 1080px (L) x 1920px (H)
- File: JPEG
- Size: No more than 9MB per image
- Export: RGB at 300dpi

5. 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 to the newsletter using the link provided within the newsletter and gain exposure to our database of 1600 local industry contacts.

HOW TO GET IN TOUCH...

Anita Schulz

Manager Visitor Information and Booking Centre
anita.schulz@destinationgoldcoast.com

Surfers Paradise VIC

Cavill Avenue, Surfers Paradise
+61 7 5538 4419
9:00am - 5:00pm Monday - Saturday
9:00am - 4:00pm Sunday

Gold Coast Airport VIC

Site 20, Domestic Arrivals Terminal, Bilinga
+61 7 5536 4709
8:30am - 4:30pm daily