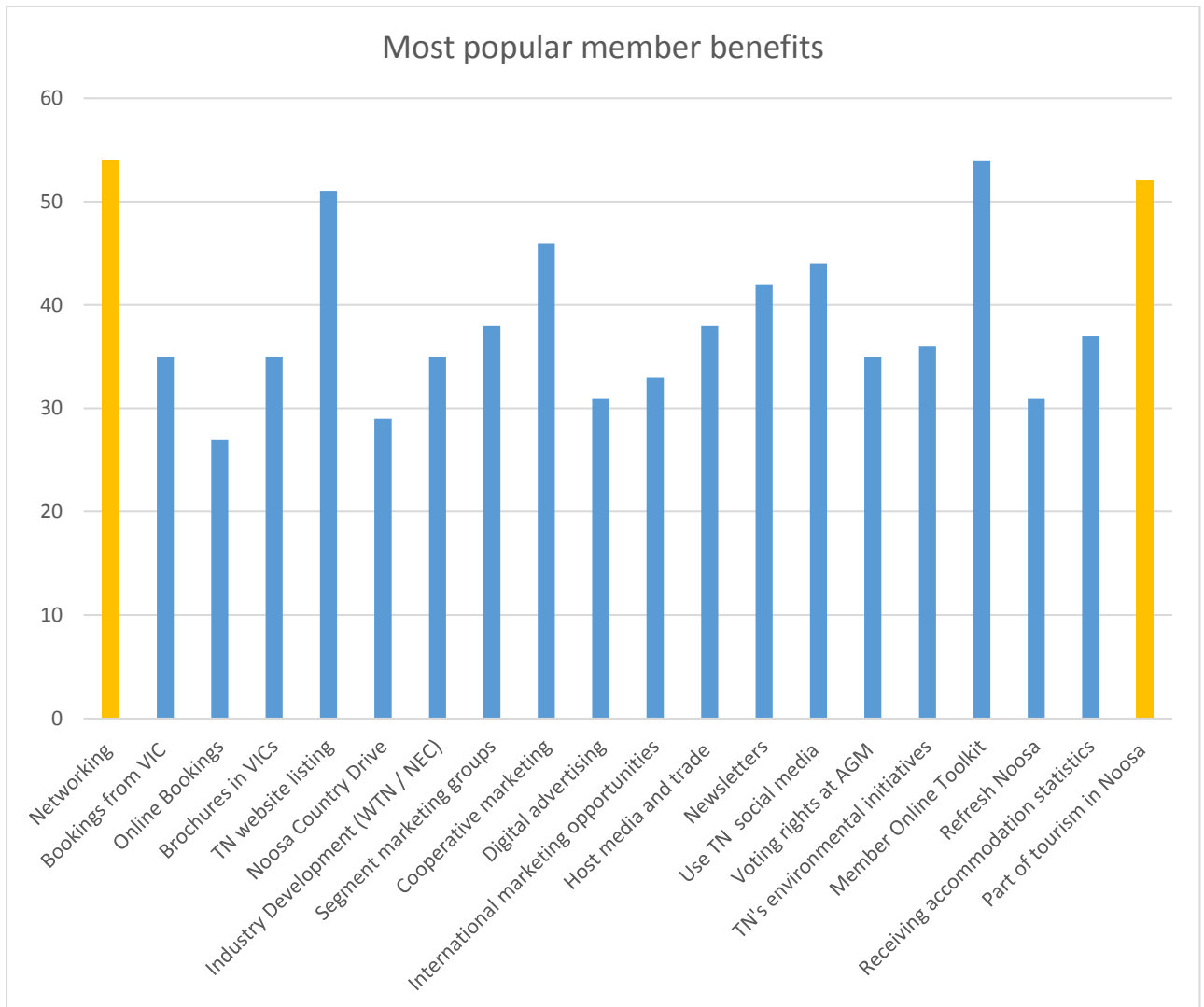
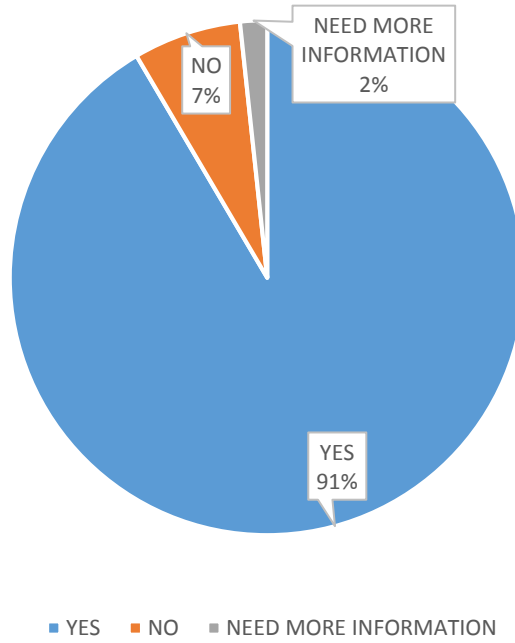


Member Survey 2019

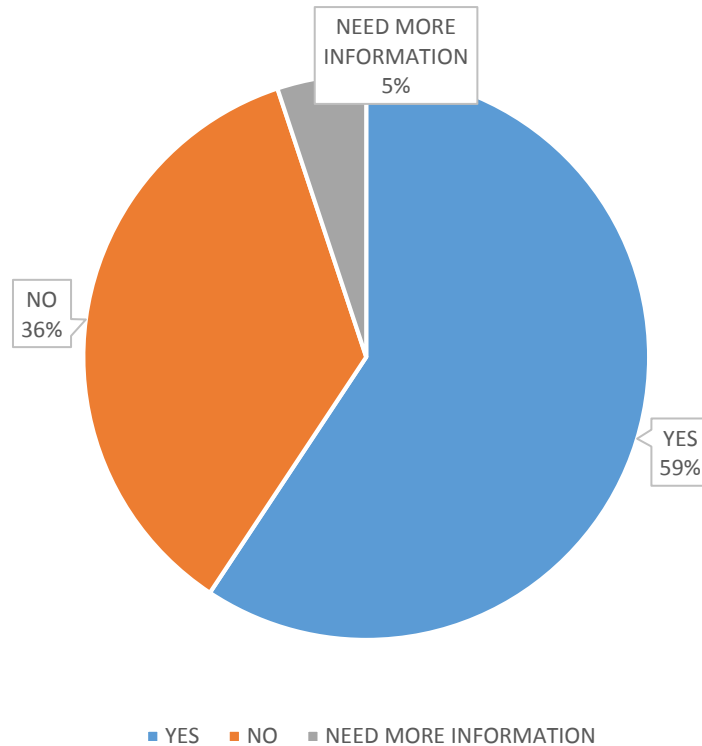


Please answer Yes or No on whether the following member services offered by Tourism Noosa are important to you.

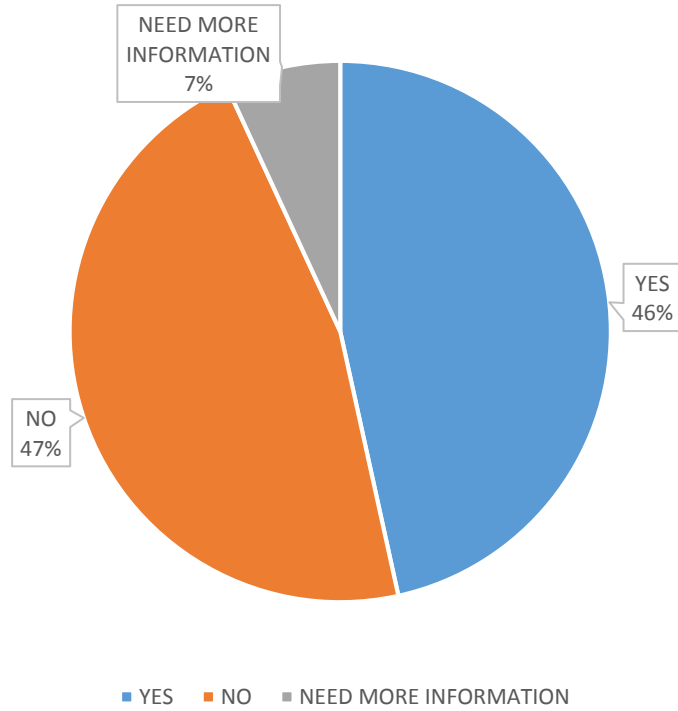
Networking and opportunity to connect with other businesses



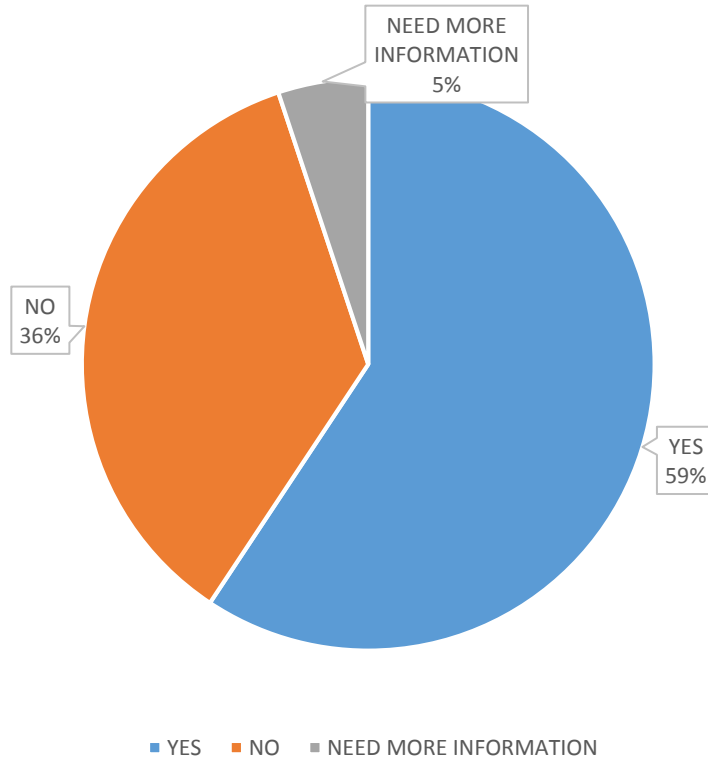
Bookings from the Noosa Visitor Information Centre



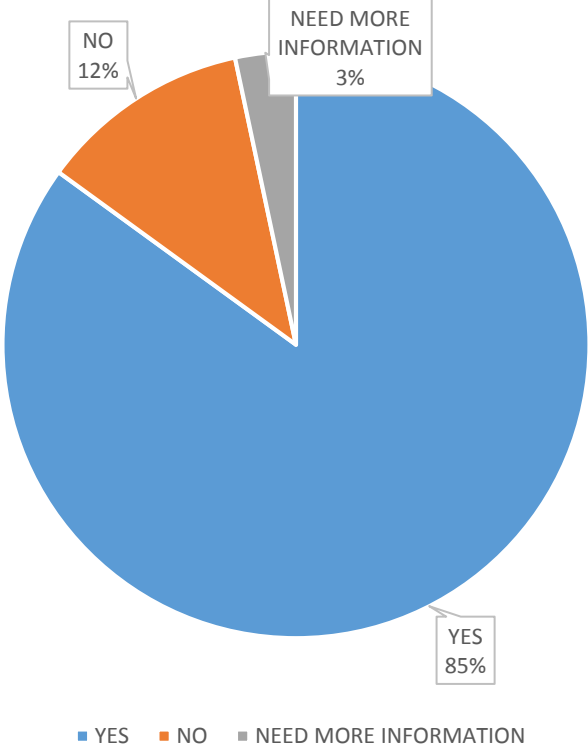
Participation in online bookings via visitnoosa.com.au



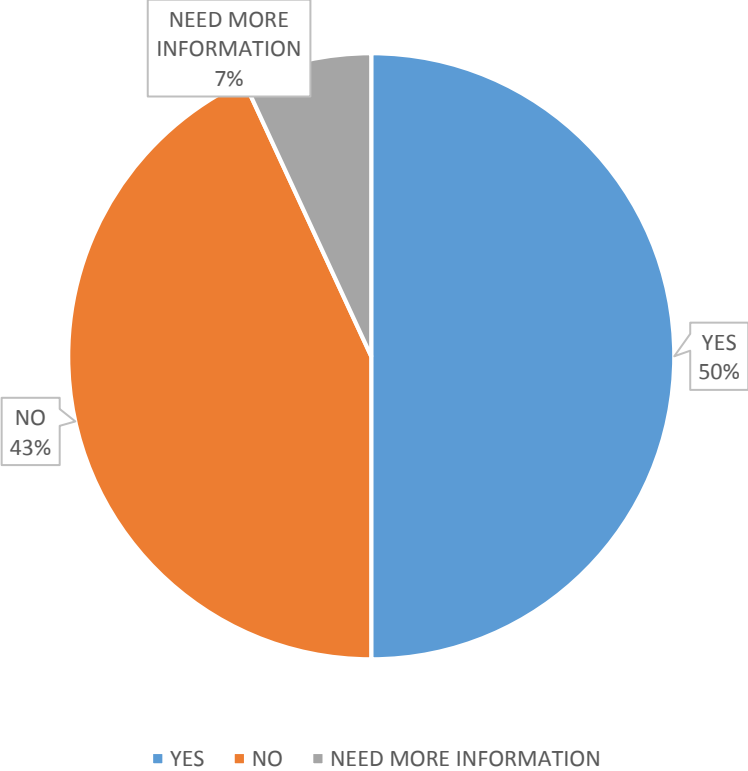
Brochure display in the Noosa Visitor Information Centres



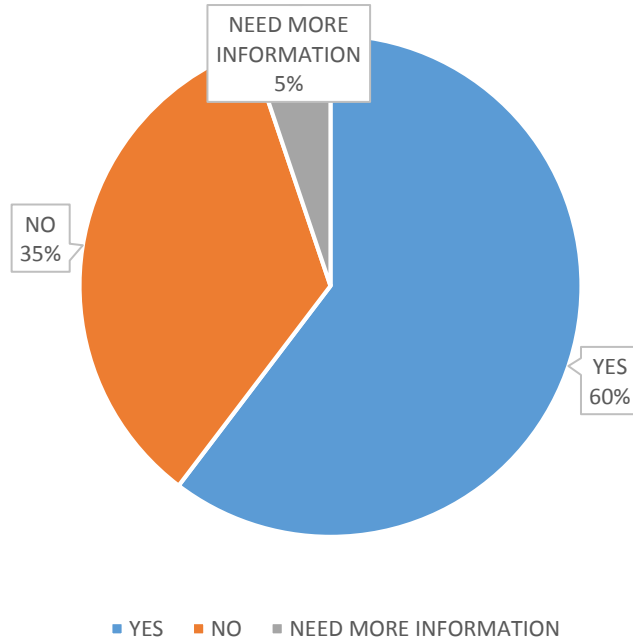
Website listing on visitnoosa.com.au



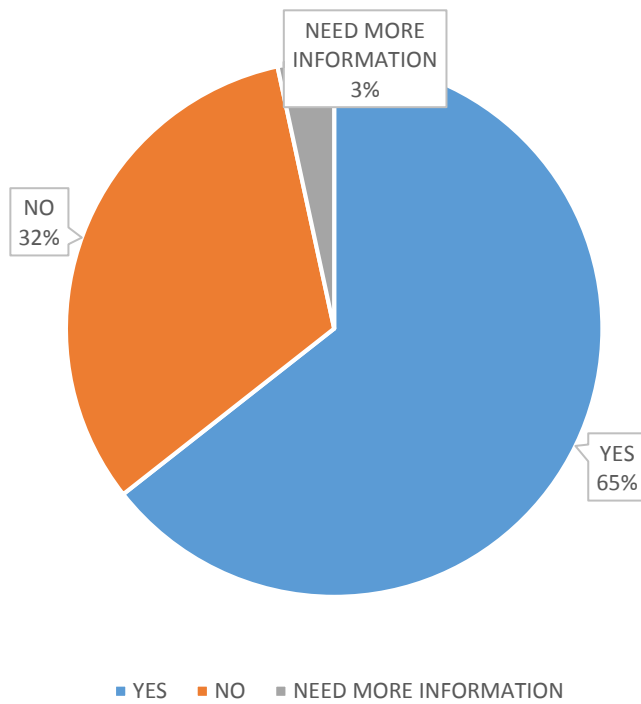
The Noosa Country Drive initiative (website and map)



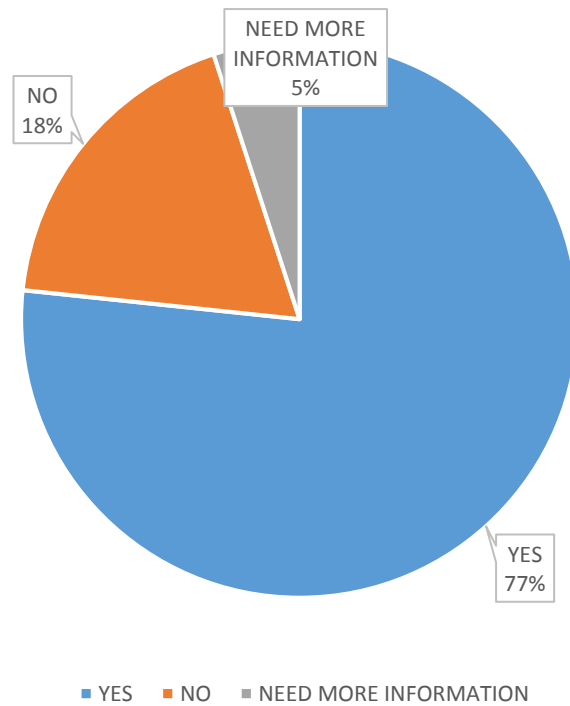
Industry development - Welcome to Noosa and Noosa Eco
Check online training programs



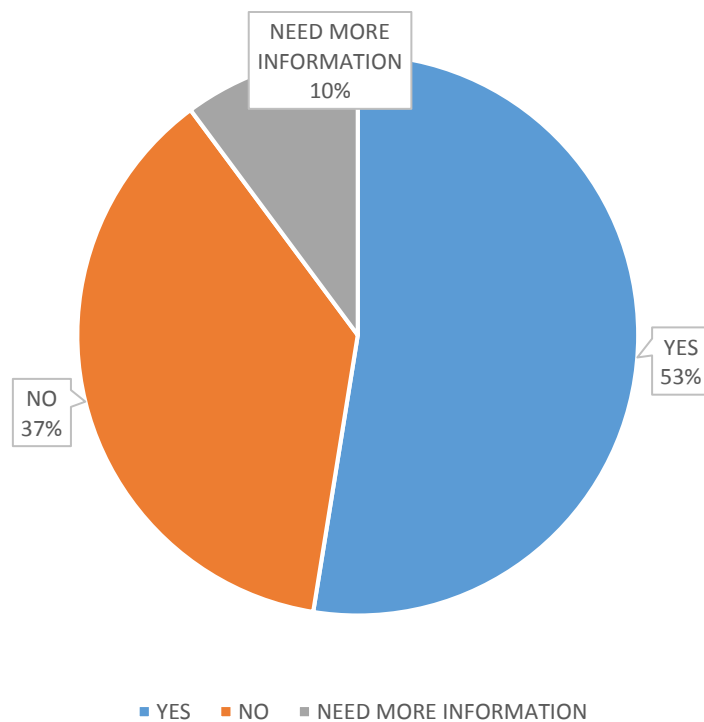
Segment marketing groups [Backpack Noosa, Noosa
Weddings, Business Events]



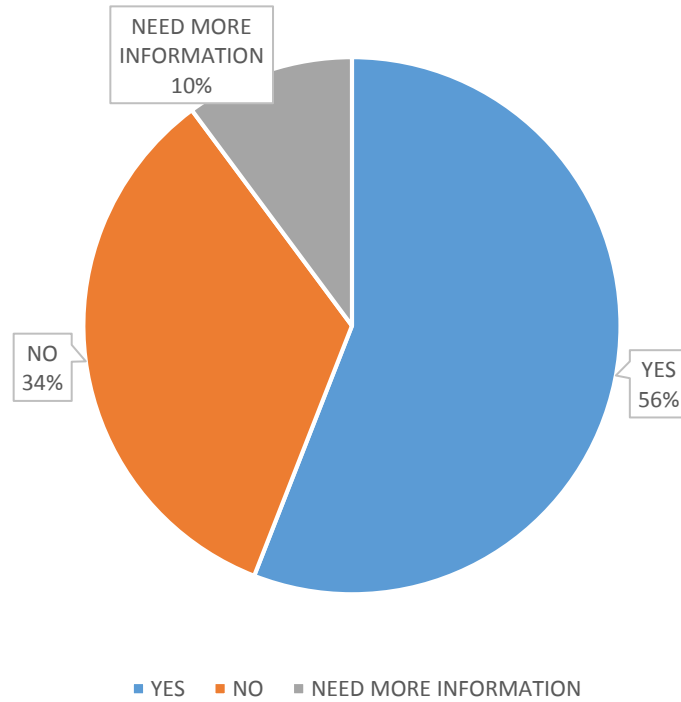
Cooperative marketing activities and advertising [campaigns, brochures, magazines, online, maps etc]



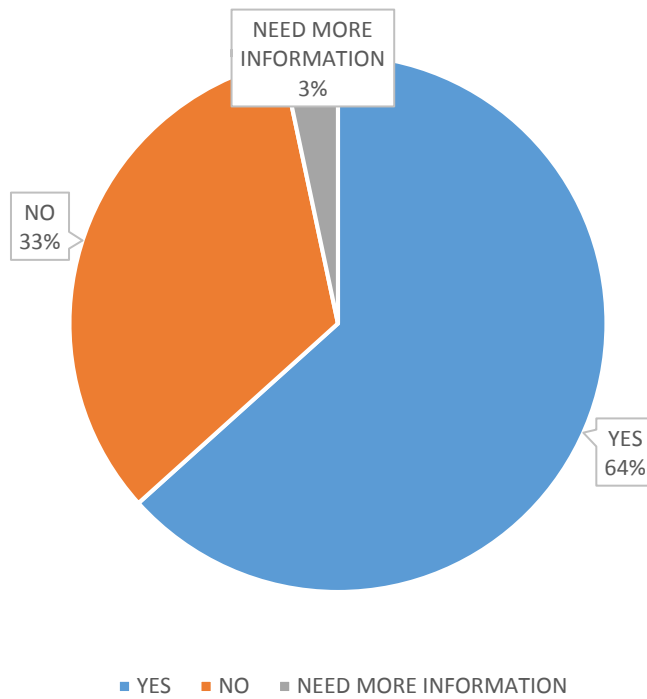
Digital advertising [Hot Deals on visitnoosa, digital video wall at Hastings St Info Centre]



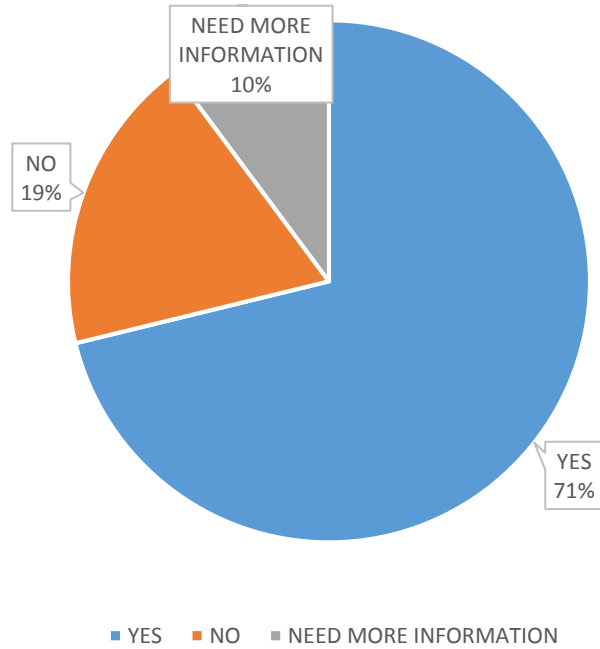
International marketing activity [Global ready training, trade events, global planner]



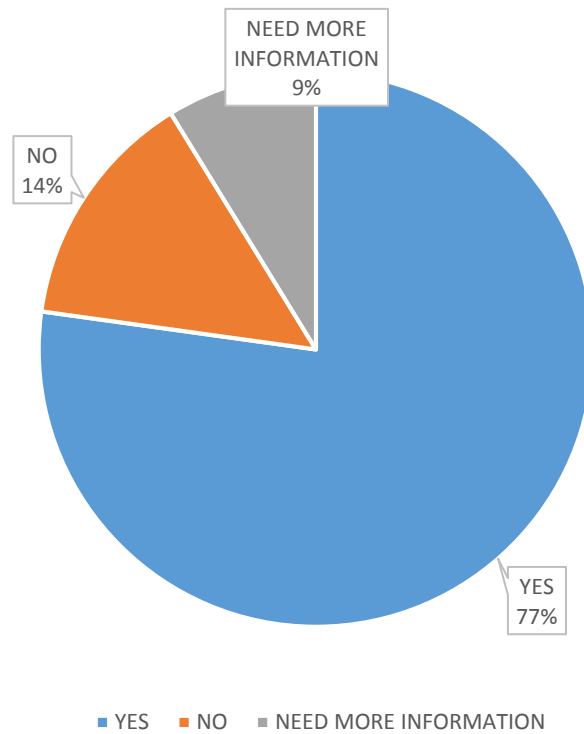
Hosting visiting media and trade representatives organised by Tourism Noosa



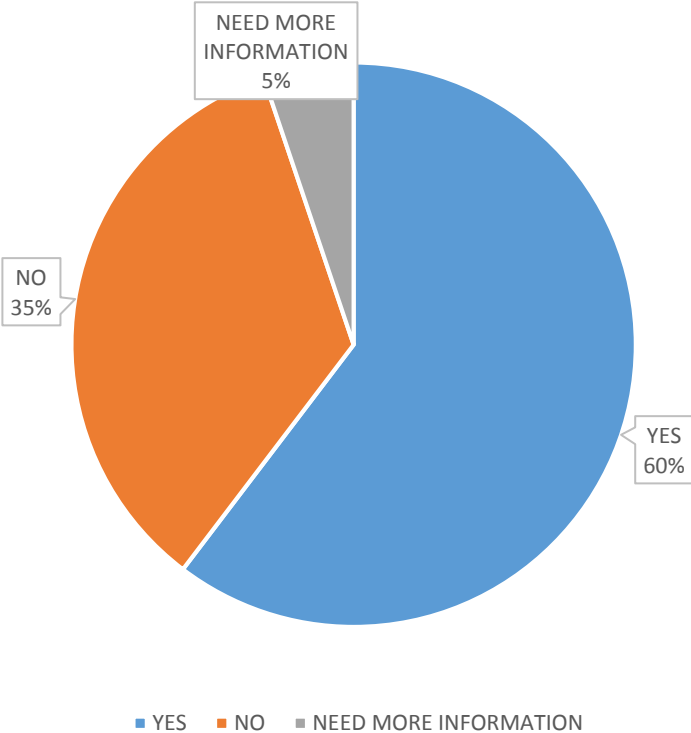
Receiving and promoting your business via our newsletters
[This Week in Noosa, Member Connect, and Discover Noosa]



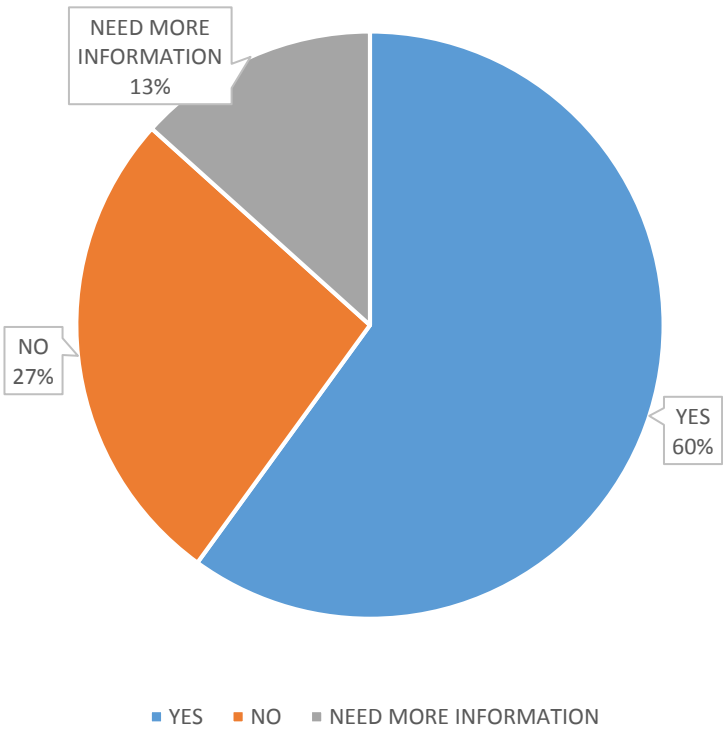
Opportunity to promote business details via Tourism
Noosa's social media channels



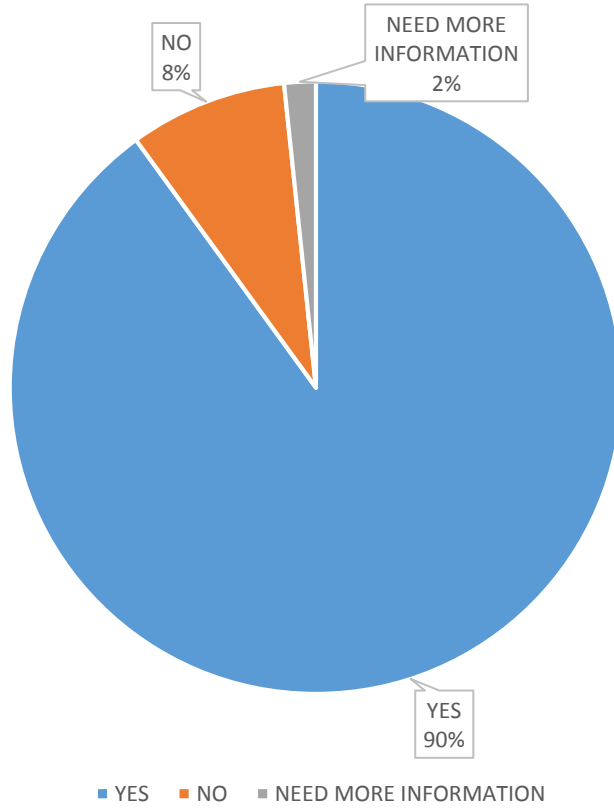
Voting rights at the Annual General Meeting [AGM]



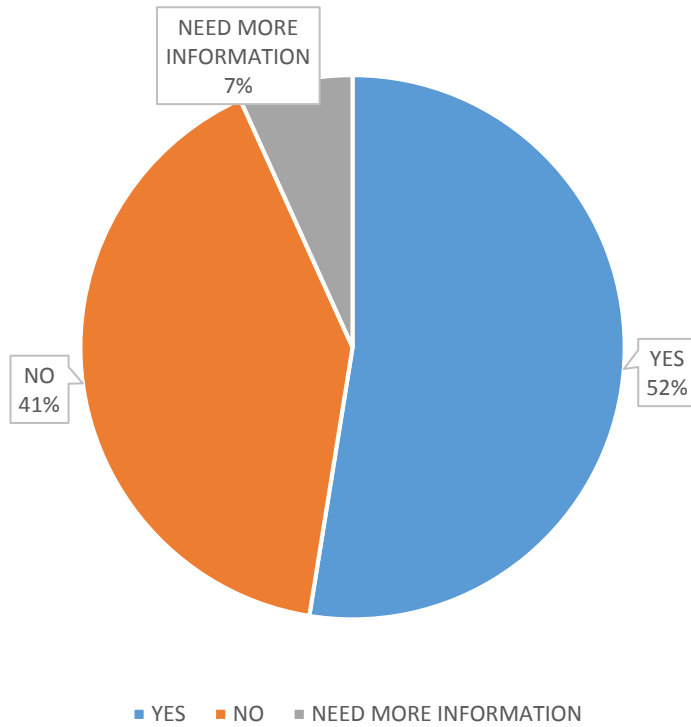
Tourism Noosa's environmental partnerships and initiatives (e.g. Plastic Free Noosa, Trees for Tourism etc)



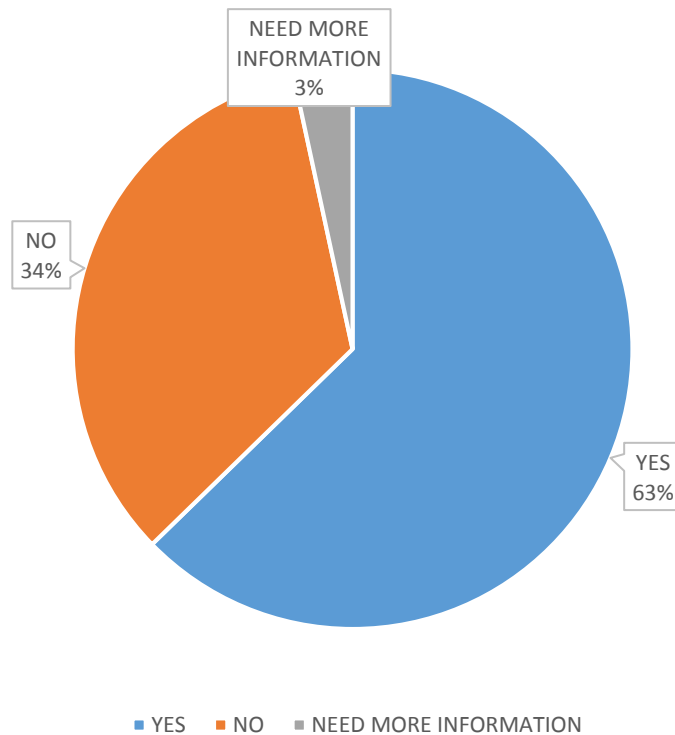
Resources and information available on the Member Online Toolkit.



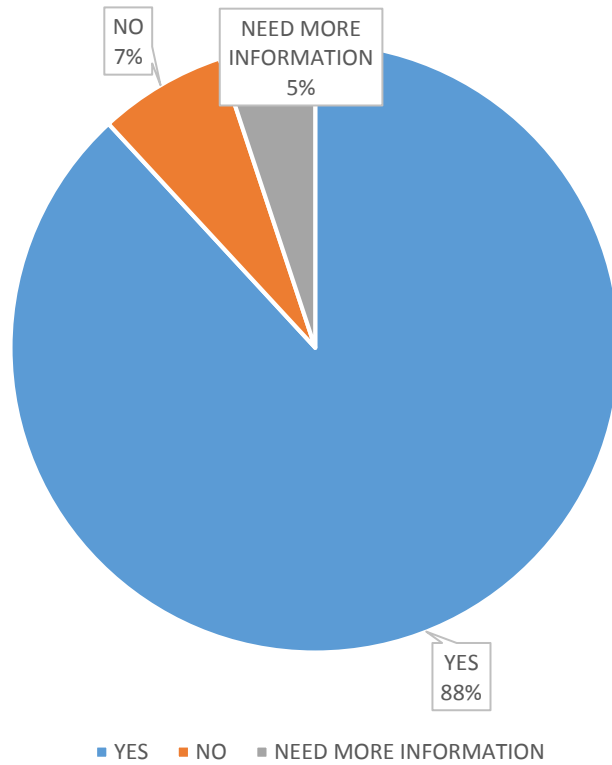
Refresh Noosa Initiative



Receiving Australian, Queensland and Noosa accommodation statistics (occupancy and room rate) accommodation members only.



To be a part of the big picture of tourism in Noosa



If there are other items/areas important to you, please provide more detail below:

Updated and ongoing social media training. Perhaps in the form of multi-day workshops.

Having access to the Tourism Noosa Team's knowledge of business activities, etc in the region. Working in partnership with the Tourism Noosa Team to improve tourism businesses in the region.

Adding wellness page to website and as a segment tourism group.

Expansion of and promotion of Noosa Country Drive.

Transport is not one of Noosa Tourism priority.

We're not all accommodation providers!

Need to focus on events which can bring people to Noosaville in the quiet times. Too much focus on Hastings Street only.

Contributing to working groups and strategies.

I'd like information with what is planned with encouraging corporate events to the area.

The network nights need to improve to encourage members to talk to other people not just already known friends.

It feels as though the backpack group which has been instrumental in reviving and growing this sector has all but been abandoned by TN.

One of Tourism Noosa's main objectives is to protect, preserve and enhance our pristine environment that visitors come for and we love as locals.

What assistance do you require from Tourism Noosa to improve your business's environmental credentials?

Align with either Earth Check or Ecotourism Australia and employ a person who helps businesses through the paperwork to apply for eco accreditation. Also negotiate with them a reduction in yearly fees.

We plan to complete the Eco Check and join Plastics Free in the near future. Any assistance with gaining Eco Tourism Certification would be greatly appreciated.

We'd love to work closer with you on promoting opportunities for all members, visitors and locals to be greener.

Help lobby Noosa Council to improve Noosa Junction precinct streetscape.

Business data visitor information and demographics.

Are there any environmental initiatives you would like to see implemented by the local tourism industry as a whole?

Encourage environmentally friendly souvenirs.

Visitor education - reinforce the environmental message. Limit use, limit waste, take rubbish with you.

No plastic straws AT ALL. Continuing with Plastic Free Noosa, more Water refill stations, more bins at Noosa Main Beach, Green Caffeine (re-usable coffee cup initiative), more donations to Noosa Landcare.

Free or low cost bus that runs between Noosaville, Noosa Heads, the Junction and Sunshine Beach in a continual circuit to alleviate traffic congestion. Much the same as they have in most other tourist destinations.

Single use plastics banned.

TN promote businesses that are environmentally friendly.

Could we create a campaign regarding smoking butts, our beaches & rivers are full of them?

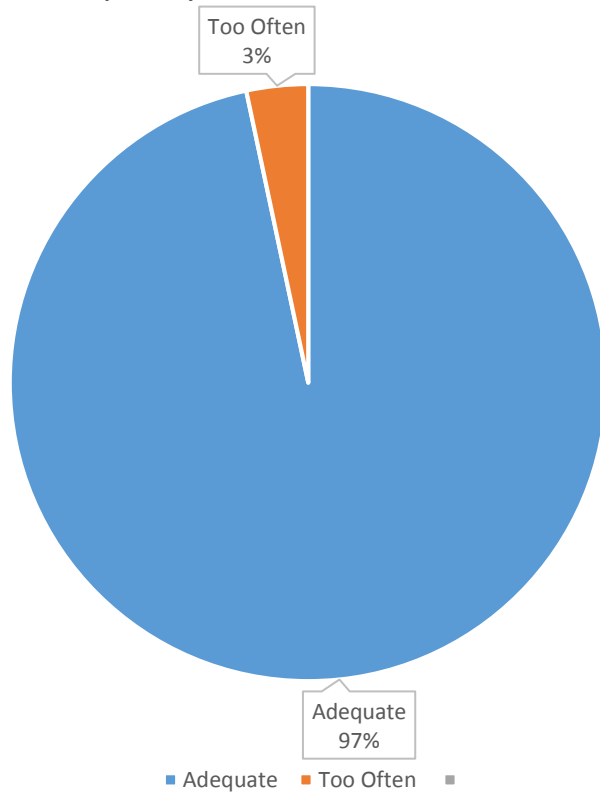
Slow travel experiences.

Solar light boardwalk along Noosaville foreshore, improving health, and minimising environmental impact throughout the Noosaville foreshore area.

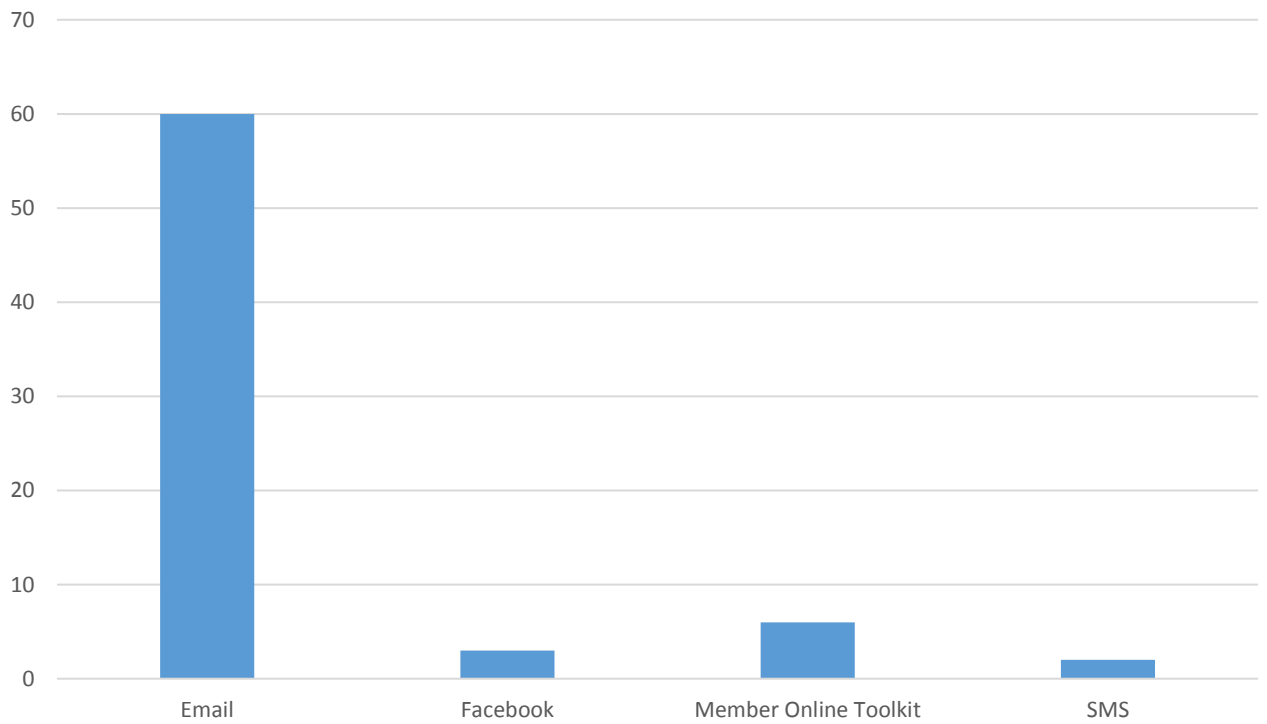
More water refill stations located everywhere, more glass recycling in restaurants etc, more potential for composting organic matter.

No plenty happening and if you're not doing anything you simply don't understand.

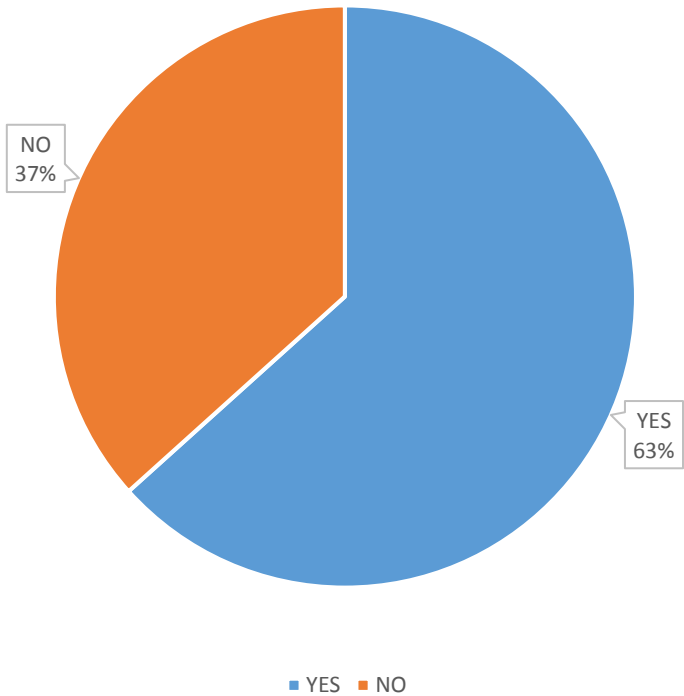
Please rate the frequency of communication from Tourism Noosa



What is your preferred method of communication?



Would you be interested in alternative member networking opportunities, e.g. a quarterly breakfast with guest speaker?



Please provide suggestions for networking opportunities

Networking with Noosa Country Drive members.

Events with guest speakers providing statistical info on tourism, how we can embrace this in our own businesses and perhaps predictions for future marketing to capture these audiences.

Sit down events with guest speakers (not limited to breakfast), noosa tourism awards.

A breakfast/ lunch meeting with industry experts discussing relevant topics.

More daytime events. Guest speakers. More events in conjunction with Visit Sunshine Coast (the one in Eumundi was great).

Breakfasts and supplier hosted events are great.

Digital world is changing so an update in this region.

Marketing successful people, environment issues, upskilling.

The opportunity to offer and be a part of familiarisation activities with activity-based operators. The networking night is a great opportunity for accommodation, bar and restaurant venues to showcase their establishments to everyone. Firms will provide the same opportunity (on a smaller scale), for activity-based businesses to show their product to the industry. The program would create a better understanding and enthusiasm among the industry members. Incorporated into the program, firms could be offered as part of an incentive or rewards program for larger operators.

As mentioned, quarterly breakfast, good to have something that's not after work.

Keep the networking nights but also offer INformative, INspirational series of events with case studies (i.e. slow travel), guest speakers. we'd be happy to partner with you on this. Bus trips to local farms - media tips and training - how to be 'on brand' for both your - business and brand NOOSA' - being PR savvy - new member welcomes/morning tea etc.

Target the audience, i.e. Invite companies that can utilise each other's services or can work in conjunction with each other to encourage business to Noosa. Have a speaker that suits that audience.

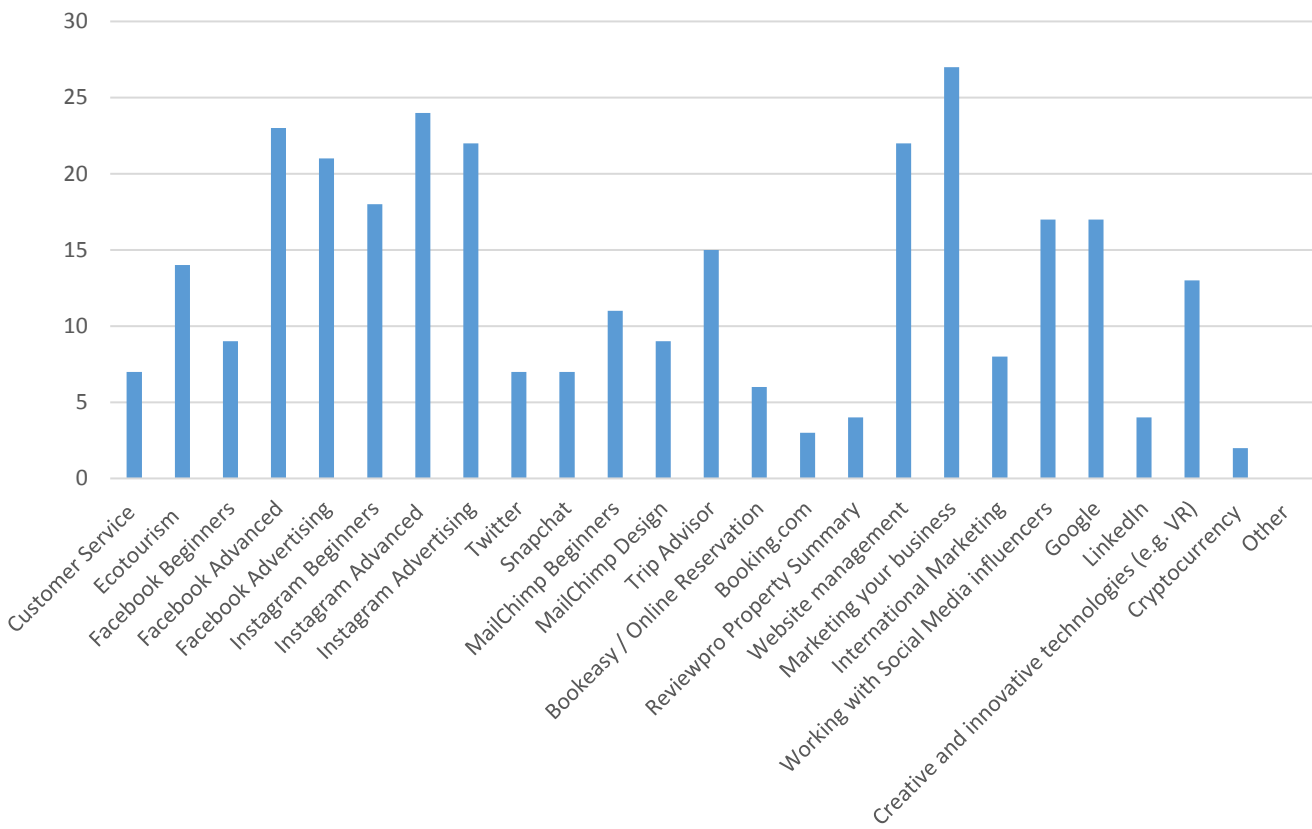
I can't remember the name of the event we had when Bernard Salt spoke but that was an excellent event.

Bringing together industries that host events here, i.e.: dance eisteddfods, concerts, drama events.

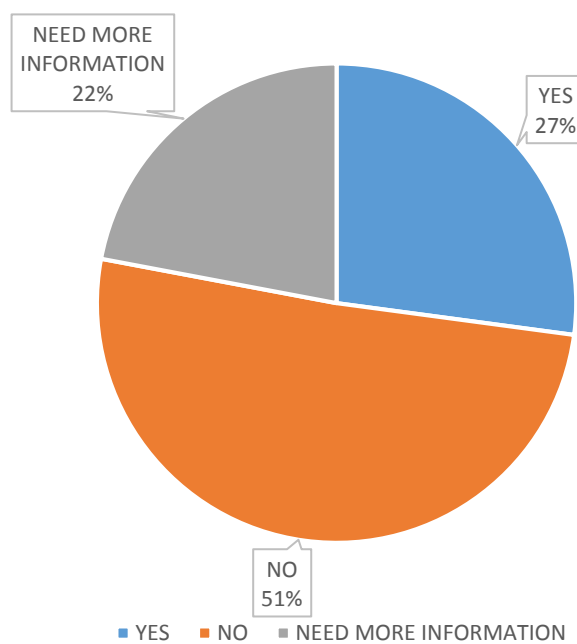
Collaborating with other Noosa member business partners.

Noosa Waterfront Restaurant is a great venue for these types of events.

In terms of training, what skill areas would you like to further develop?



Would you be interested in one-on-one mentoring by Tourism Noosa?



If you answered yes to the question above, which areas would you like to be mentored in?

How to harness the power of TN's social reach and knowledge of the tourism market to help our Holiday Management division to both grow and educate visitors.

Use of digital advertising and social media.

Online marketing.

I think mentoring in every aspect of Tourism Noosa for new members and a group or personal session for existing members as technology changes. It encourages members to participate and remember what is available to them which is possible review raising for TN and positive connection for members to know you understand their business.

I would like help in completing the Ecotourism Australia paperwork to gain advanced eco accreditation and climate action leader accreditation.

Social Media Marketing.

Market acquisition and development. Product development.

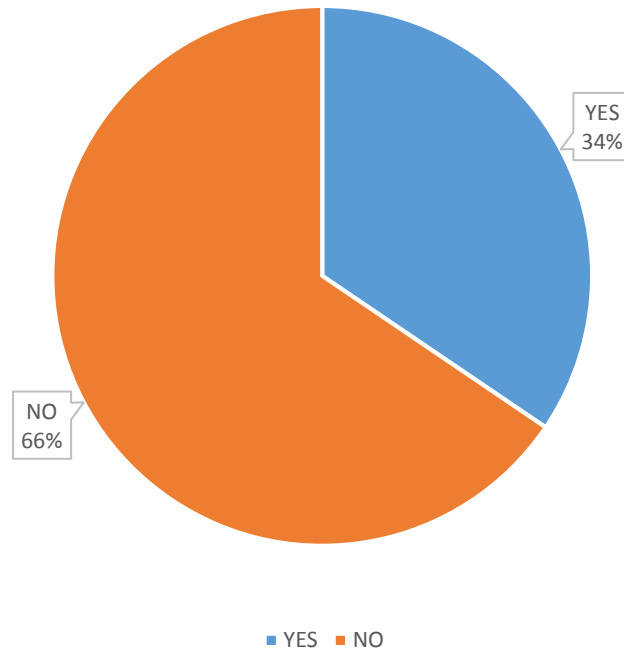
An audit type of information about our procedures and management referenced to best practices for a better understanding that what we are doing is right or could be improved.

Getting a better understanding of the overall tourism market. From my perspective, it is only going to get bigger. we would like to grow, as tourism grows.

Making the most of the large events booked through the year.

Marketing. Social media. Staff management/training.

Would you be interested in a comprehensive course across 5 weeks on a particular social media channel, e.g. Instagram, Facebook?

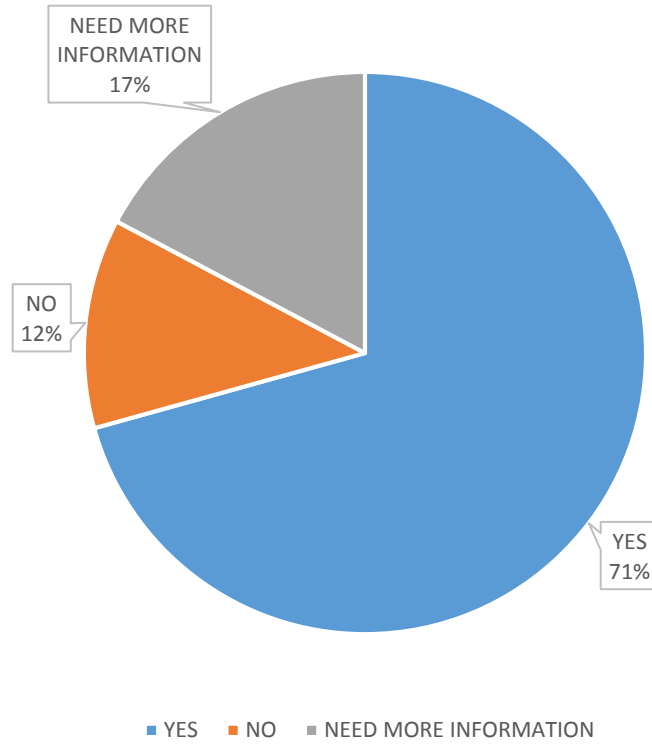


If you answered YES in the question above, what social media channel would you be interested in?

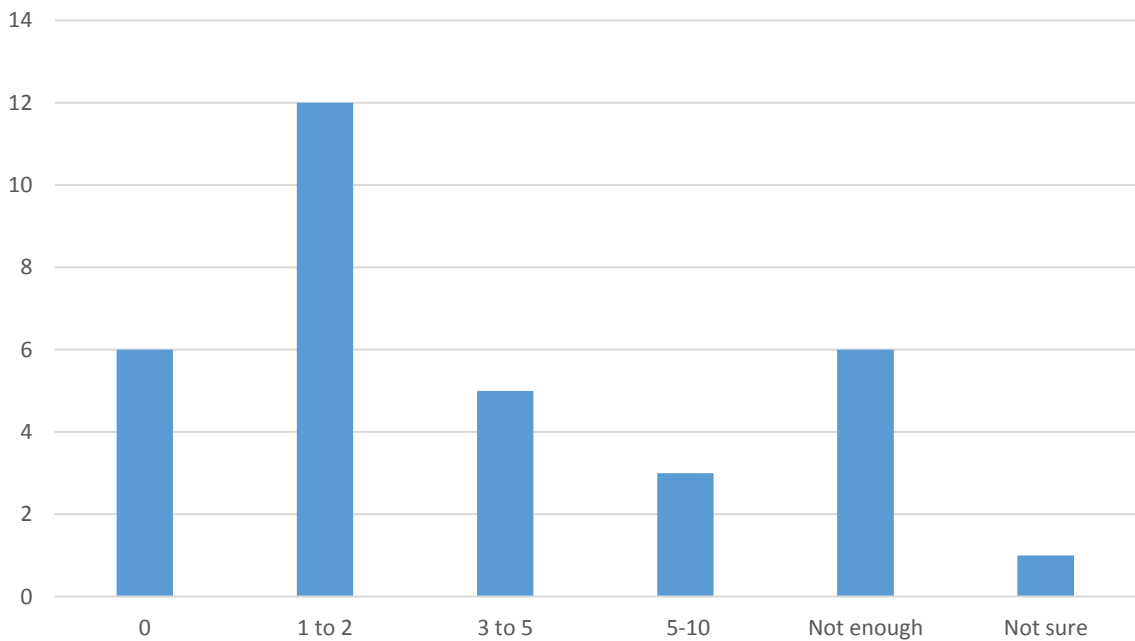
Facebook, Instagram, Google, TripAdvisor, website management.

Totally dependent on the calibre of the instructors. If just Tourism Noosa staff, then it would not be of interest.

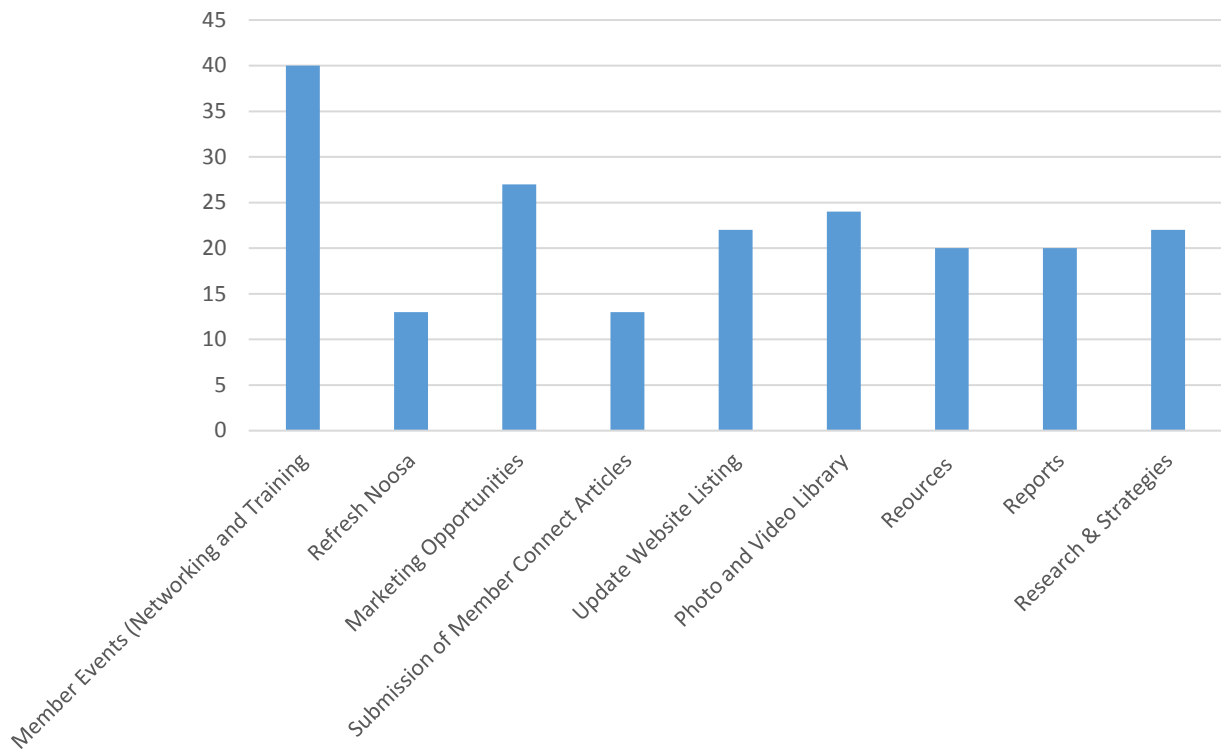
Do you find the Member Online Toolkit a good source of information?



How many times a month do you access the Member Online Toolkit?



What is important for you in the Member Online Toolkit?

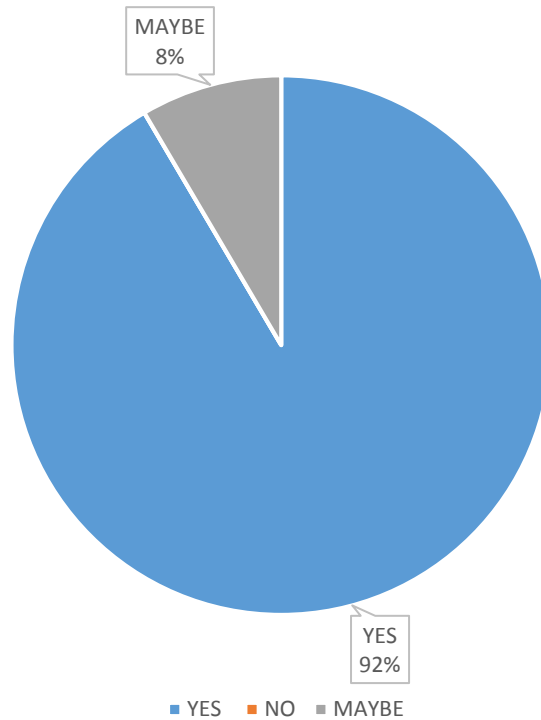


What additional content would you like to see in the Member Online Toolkit?

Business Profiles.

Would like access to more video and images.

Would you recommend membership of Tourism Noosa to a non-member?



How could Tourism Noosa assist or support your business further?

Put the focus on other not so high-ranking precincts from time to time - we do feel somewhat overlooked at south Peregian Beach.

I think TN is doing an amazing job and you are well ahead of the pack when it comes to RTO's. Keep up the good work and look forward to working with the team on many initiatives well into the future.

Focus attention on marketing the destination and stats for comparative data i.e. what you can control not spend funds on initiatives that are nice to do but you can't control - e.g. resourcing resort improvements.

I will be pleased when the wellness platform is up. I see it as equal to or better tourism attraction than a beach or restaurant. Noosa has to be the first to grab the Wellness Destination before Tasmania does as they are making moves in this direction.

Encourage visitation to areas outside the traditional beach and river - more exploring of and encourage diversifying visitors stay a few days in Country Noosa.

More influences in promoting transport to local resorts and visitors.

Would like a few wedding industry events and support please.

Met more active with Business events and not leaving it up to the individual venues.

This response is on behalf of all businesses on the Noosa River. Increase the market and public awareness of the Noosa River and what it has to offer. Outside of school holidays and peak holiday periods, we need to work out a way to get people down to the river. There's still plenty of people in Noosa, but they're not filtering down to the river. Events and/or markets, the riverfront presents as a perfect position for more of these. Noosa

farmer's market is a great market in a poor location and is a perfect example of this. Think stalls and buskers on the lawn under shady trees. Petition to council for more amenities along the river. 1 km between public toilets at the pirate park and the tennis courts is a long way! We regularly send people away from our area of operation for this reason.

World Class events for the quiet periods and don't just focus everything on Hastings Street.

Use us! we can offer extra value to your members and we also provide a great environment to communicate critical messages to tourists (and locals).

More focus on corporate events and conferences.

Social media. We are hardly ever mentioned but specific restaurants are.

Revive the backpack sector cluster group as a standalone entity to push and grow this market for Noosa. With hostels closing and a lack of clear organising of our direction and group interaction and involvement we may lose market interest and decline in visitor numbers.

I would like to book a time to come and see how we maximise our membership please?

Members that asked for more information in certain areas were contacted by particular staff who provided them with information and discussed their enquiry in more detail.