



JOIN



## QUEENSLAND'S ADVENTURE TRAVEL INDUSTRY BODY!

**Adventure Queensland** (formerly Backpacking Queensland) is the Adventure Travel, Backpacker and Independent Travel industry body of Queensland, formed to enhance the commercial viability of its members. We aim to:

- Grow the adventure travel market to Queensland
- Provide marketing opportunities, industry information and support
- Provide local and state-wide networking opportunities
- Provide lobbying power and representation to all levels of government
- Provide a comprehensive web and online resource for operators and travellers

For more information on membership or to sign up, please contact:

**+617 5446 2068**

**[info@adventurequeensland.com.au](mailto:info@adventurequeensland.com.au)**

Reduced rates available for members of RTO's, LTO's and Backpacker Associations via our "Dual Membership program"

**[www.AdventureQueensland.com.au](http://www.AdventureQueensland.com.au)**

## MEMBER BENEFITS INCLUDE...

### MARKETING AND ONLINE PROMOTION

The cornerstone marketing strategy of Adventure Queensland is to drive visitation to the Adventure Queensland website and social media channels.

Each member secures a detailed listing on the Adventure Queensland website.

- The website generally ranks highly with search engines via effective **Search Engine Optimisation**.
- **Facebook**. A dedicated Facebook page [www.facebook.com/adventurequeensland](http://www.facebook.com/adventurequeensland) that members and travellers can post on.
- **Online sales**. The ability to sell your products using our online booking system or linking through to your own booking system.
- An **Adventure Queensland youth tourism brochure** produced annually and distributed domestically in high volume areas frequented by the target market.
- Monthly e-newsletters updating the latest local networking events.

### DEDICATED, STATE-WIDE COMMITTEE

Every region of the state has a representative on the board of Adventure Queensland that members can turn to for advice, as well as raise any issues.

- While this is a state-wide organisation, there is always a local contact close at hand. Your local contact is proud to volunteer their time to the Adventure Queensland committee. A list of the current committee can be found on our website.

### NETWORKING

As a member of Adventure Queensland, you will be invited to our bi-monthly meetings and networking events held in a different region every two months. This is a great way to hear what's happening and network with the committee, local members and industry.

### SPECIAL PROJECTS

Adventure Queensland continues to work hard on various projects to benefit members. These include:

- **Work in Queensland** - Improve the reputation of work for adventure travellers, backpackers and independent travellers in Queensland.
- **Media** - Adventure Queensland will work with media to leverage maximum exposure for our state and members.
- **Resources** - Adventure Queensland will be there to assist our members in understanding and complying with new laws. e.g. Fire Regulation, ACCC Pricing Law Changes.
- **Representation** - Adventure Queensland will lobby Government to recognise the significance of the adventure travel/backpacker market and the importance of investing and devising policies accordingly.
- **Promotions** - Various projects have included University, language school and trade fair promotions, travel expos, travel postcard/flyer and poster distribution and more.

For more details, visit our website:  
[www.AdventureQueensland.com.au](http://www.AdventureQueensland.com.au)