



AUGUSTA MARGARET RIVER TOURISM ASSOCIATION INC (“ASSOCIATION”)

About Us:

The Association was established in 1957 and has over 50 years of service to the tourism industry and now the Australian leader for Visitor Information Services.

We are a not-for-profit, incorporated association.

We are a Regional Tourism Organisation (RTO) and recognized as the official provider of information about the Augusta-Margaret River region. We are also independent of government funding which is relatively unusual for a RTO.

We have a Committee of Management of 9 people, elected from our membership.

We are one of the largest employers in the Augusta Margaret River Shire with over 50 permanent full time and part time employees.

We are one of the largest membership organisations in WA with 480+ members.

Our turnover is approximately \$4 million which is invested back into the tourism community and used to operate our 6 sites: Lake, Mammoth and Jewel Caves, the Cape Leeuwin Lighthouse, Margaret River Visitor Centre (all owned or vested to the Association) and Augusta Visitor Centre.

Association Objectives

Our Rules and Constitution provide that our objectives are:

1. To promote the Augusta and Margaret River regions as a tourist destination
2. To promote tourist services and attractions
3. To protect, preserve and maintain the natural environment of caves and associated land vested in the Association

The Association’s Vision:

Why we exist...To promote the Margaret River region and provide visitors with unique experiences whilst investing in our people, community and environment

The Association’s Mission

What we want to achieve...To create a world renowned tourism destination

Income & Expenditure

We have the following sources of income:

- Accommodation and tour bookings
- Cave admissions
- Lighthouse admissions
- Retail
- Membership subscriptions and campaigns

Where we spend our income:

- Marketing and destination promotion
- Capital expenditure and maintenance (Caves, Lighthouse and 2 x Visitor Centres)
- Membership
- Wages and training

- Special projects: Lighthouse Upgrades/ Jewel Cave Conservation and Redevelopment Project & Sponsorship for local events.

The Association is acknowledged as leading the way in Tourism Excellence as the following facts illustrate:

- Largest visitation of any Visitor Centre in Regional Australia – 227,000 + people
- Highest number of enquiries through Tourism WA Virtual Call Centre outside Perth
- Largest accommodation and tour booking service of any regional tourism association in Australia – 4.8 million per annum.
- First association to be inducted into the WA Tourism Hall of Fame
- The first regional tourism association in Australia to develop a website and online bookings engine now used by more than 120 visitor centres across Australia
- Winner of the 2007 & 2008 Australian Tourism Awards for Visitor Information Services

Importance of Tourism to Regional economies

Tourism is of vital importance to regional areas as it provides the following benefits:

- Entry level jobs for young people
- Creates career opportunities
- Creates real and unique opportunities for businesses
- Generates infrastructure for regional centres
- Boosts the local economy and provides many community benefits
- Enriches our lifestyle
- Protects and showcases our unique natural environments

Margaret River Tourism

It is beyond doubt that tourism is the lifeblood of Margaret River and contributes enormously to our economy and community. To give you an idea of its importance:

- Over 700,000 visitors currently visit AMR Shire every year.
- Over 1,000,000 visitors currently visit the Busselton Shire every year.
- Tourism to Augusta- Margaret River Shire region is probably worth about \$280 million (based on overnight and day trip visitors) in direct spend. This does not use any “multipliers” which calculate the far-reaching economic effect this income has.
- Our markets: 50% Perth/WA market, 25% Eastern States and 25% International (BookEasy stats)

What is Margaret River?

Margaret River’s key strength is its diversity and range of tourism experiences such as:

- Beach and marine experiences
- Wine and food
- Forests and flowers
- Health & Lifestyle
- Caves
- Whales
- Surfing
- Art, craft and galleries
- Culture and Heritage

What the Association offers to members

- Powerful Destination Brand and Website
- Visitor Information and Services
- Black and White Map
- Visitor Guide
- Trade and Consumer Show Representation
- Innovative Campaigns
- Powerful advertising
- Workshops, seminars and famils
- Outstanding tourism attractions