



MEMBERSHIP PROSPECTUS 2026

WELCOME

TO THE CARNARVON VISITOR CENTRE



Tourism & Economic Development Team - Left to Right: Alisha, Andrea, Jodi, Sophia, Olivia

WHAT WE DO?

At the Carnarvon Visitor Centre, we're passionate about sharing the best of our region with the world. We're more than an information point, we're storytellers, promoters, and proud advocates for everything that makes Carnarvon and Coral Bay special.

OBJECTIVE

We play a key role in promoting the region's tourism industry by connecting travellers with the incredible experiences, attractions, and local operators, that make our part of the Coral Coast so unique.

MISSION

Through strategic marketing campaigns, digital storytelling, and event promotion, we aim to inspire travellers to explore Carnarvon and extend their stay, supporting the growth of our local economy.



OUR VISION

A Membership with us means being part of that story, and gaining visibility through shared marketing, social media features, and campaigns that celebrate what you do best.

Strengthen Carnarvon's Destination Awareness

Our goal is to establish Carnarvon and Coral Bay as an unmissable highlight of WA's Coral Coast - a destination where heritage, nature, and adventure come together in a truly unique way.

Support and Promote Local Tourism Businesses

Our aim is to provide tailored marketing support, valuable resources, and industry insights that strengthen our members' visibility and enhance visitor engagement. Through shared expertise and collaboration, we empower local tourism operators to grow their reach.

Build a Strong and connected tourism network

Foster collaboration between members, local government, and tourism organisations to create unified messaging and shared success.

Enhance Visitor engagement and experience

Deliver engaging, informative and welcoming visitor services and experiences that encourage longer stays and repeat visitation.



In the past year, **47,809** visitors walked through our doors, spending an average of \$150.19 each and contributing over \$7.18 million to the local economy. These numbers reflect the powerful role tourism plays in supporting local businesses and our wider community.

SUMMARY

Enhanced
Membership
\$361

The Enhanced Membership is designed for businesses ready to elevate their presence and engagement within the destination marketing network. This premium level of membership delivers exceptional promotional exposure, marketing support, and networking opportunities that help your business stand out to visitors, tour operators, and industry partners.

Business
Membership
\$181

The Business Membership provides strong foundational marketing support and connection opportunities, giving your business an affordable way to stay visible, informed, and engaged within the local tourism community. It's ideal for operators seeking exposure and growth through cooperative marketing. It is a great choice for local operators looking to establish presence across our marketing channels while enjoying essential promotional benefits.

Event and Community
Membership
\$125

The Event and Community Membership supports Local initiatives that enrich our destination. Its designed to make it easy and affordable for community groups and event organisers to reach new audiences, share their stories, and be recognised as key contributors to the visitor experience.

Additional
Charges

Advertising Display board (A frame)

This feature is available as an optional add-on and must be renewed annually.

\$248 Member

\$114 Event and Community Member

MEMBERSHIP BENEFITS

	Enhanced Membership \$361	Business Membership \$181	Event and Community Membership \$125
Online Presence & Digital Promotion			
Full Page Listing on the VC Website	✓	✓	✓
Bookable Product on the VC Website	✓	✗	✗
Civic Centre Digital Screen	✓	✗	✗
Social Media Promotion	✓	✗	✗
Members E-Updates	✓	✓	✓
Content Creation	✓	✗	✗
Print & Visitor Centre Exposure			
Destination Guide	✓	✓	✓
Town Map Listing	✓	✓	✓
Brochure Display at the VC	✓	✓	✓
Featuring in Promotional Collateral	✓	✓	✓
Marketing Opportunities			
Priority Recommendation	✓	✓	✓
Representation at Trade Shows	✓	✓	✓
Full Marketing and Promotion Benefits	✓	✗	✗
Marketing and Promotion Benefits	✓	✓	✗
Itineraries and Travel Packages	✓	✓	✓
Tourism Conference Discount	✓	✗	✗
Cross Promotion Opportunities	✓	✓	✓
Event Listing	✓	✓	✓

OVERVIEW

Membership Prospectus 2026

Online Presence & Digital Promotion

Full Page Listing on the VC Website	Full business web listing - 144,000 visitors to the website.
Bookable Product on the VC Website	Available to Bookeasy and Rezdy Members - Commissions apply.
Civic Centre Digital Screen	Visual display of your business at the Civic Centre forecourt once per month.
Social Media Promotion	Social Media promotion and features on Facebook and Instagram.
Members E-Updates	Receive digital newsletter with updates on marketing and campaign opportunities.
Content Creation	Participate in content creation with supply of images for usage.

Print & Visitor Centre Exposure

Destination Guide	Business feature in the relevant section of the 2026 Carnarvon and Coral Bay Destination Guide.
Town Map Listing	60,000 copies of Town Maps distributed - available to members to distribute through their business.
Brochure Display at the VC	Brochures distributed to the visitors coming through the centre annually.
Featuring in Promotional Collateral	Business listed in appropriate marketing collateral such as Food Trail, Food & Beverage Guide, Wilderness Camping Guide.

Marketing Opportunities

Priority Recommendation	Recommendation of your business to people visiting the centre every year.
Representation at Trade Shows	Representation from Visitor Centre Staff attending consumer shows such as Caravan & Camping Show, Perth Royal Show and Perth 4WD Show.
Full Marketing and Promotion Benefits	Supporting visitor centre to promote Carnarvon and Coral Bay in digital and print advertising.
Itineraries and Travel Packages	Inclusion of your business listed on itineraries and included in packaging promotions.
Tourism Conference	10% discount to attend the 2026 WA Tourism Conference held in Carnarvon 25 to 27 May 2026.
Cross Promotion Opportunities	Promotion on social media - shares and links to your page when content is of high enough quality and relevant to campaign or target audience eg. Cafes, retail.
Event Listing	Promotion of your event on the Visitor Centre website.



CARNARVON & CORAL BAY

info@carnarvon.org.au
(08) 9941 1146
www.carnarvon.org.au
[@CarnarvonVisitorCentre](https://www.facebook.com/CarnarvonVisitorCentre)