

The Ningaloo Visitor Centre developed this free marketing pack to try and help encourage your guests to:

BOOK A TOUR

THIS YEAR.

So, what is this all about? Basically a way you can help out a mate...

When speaking to your guests, encourage them to book a tour during their stay and help them understand the incredible experiences they can have while on a guided tour. Even if they have been visiting before, our local operators will provide them with memories that last a lifetime - from a new and different perspective.

What's in the marketing pack?

A5 Flyer Templates: We understand many businesses in town take tour bookings for a commission, that is why we have included an A5 flyer template ready for you to apply your own logo and contact details. Perfect for you to print out and place in your rooms, hire cars or hand out to guests upon arrival. You may even wish to include it as an attachment when sending your booking confirmation.

Email Footer: Add one of the images in the series to your email footer and help keep the thought of booking a tour at the front of your guests' mind!

Social Media Image: Utilise the images supplied on your social media platforms, tag an operator if you like or drive traffic to your own booking platforms.

Here are some suggestions on what you might like to write:

"While you visit the Ningaloo Reef don't forget to book in a tour. Visit (your website) to create a memory that lasts a lifetime!"

"Don't miss out on the once in a lifetime bucket list opportunities right here in Exmouth! Book your (name of tour) now."

"Experience Exmouth like never before. Jump on board a (name of tour) and see the Ningaloo Reef from a completely different perspective."

And don't forget hashtags!

**#visitningaloo #BookATourThisYear #HolidayHereThisYear #SeeAustralia
#NingalooMarinePark #thisisWA #ningaloo reef #ningaloo coast #exmouthwa
#WanderOutYonder #CoralCoastHighway #AustraliasCoralCoast
#WesternAustralia #Australia** just to name a few...