TOURISM NOOSA

MEMBERSHIP 2025-2026

Purpose-led tourism. Membership that matters.

ACKNOWLEDGMENT OF COUNTRY

Tourism Noosa acknowledges the ongoing connection to country of the traditional custodians of this beautiful region, the Kabi Kabi people. Visitors to Noosa can enhance their experience by learning about the region's connection to the people and stories of the Kabi Kabi. We pay our respect to Elders past, present and emerging.

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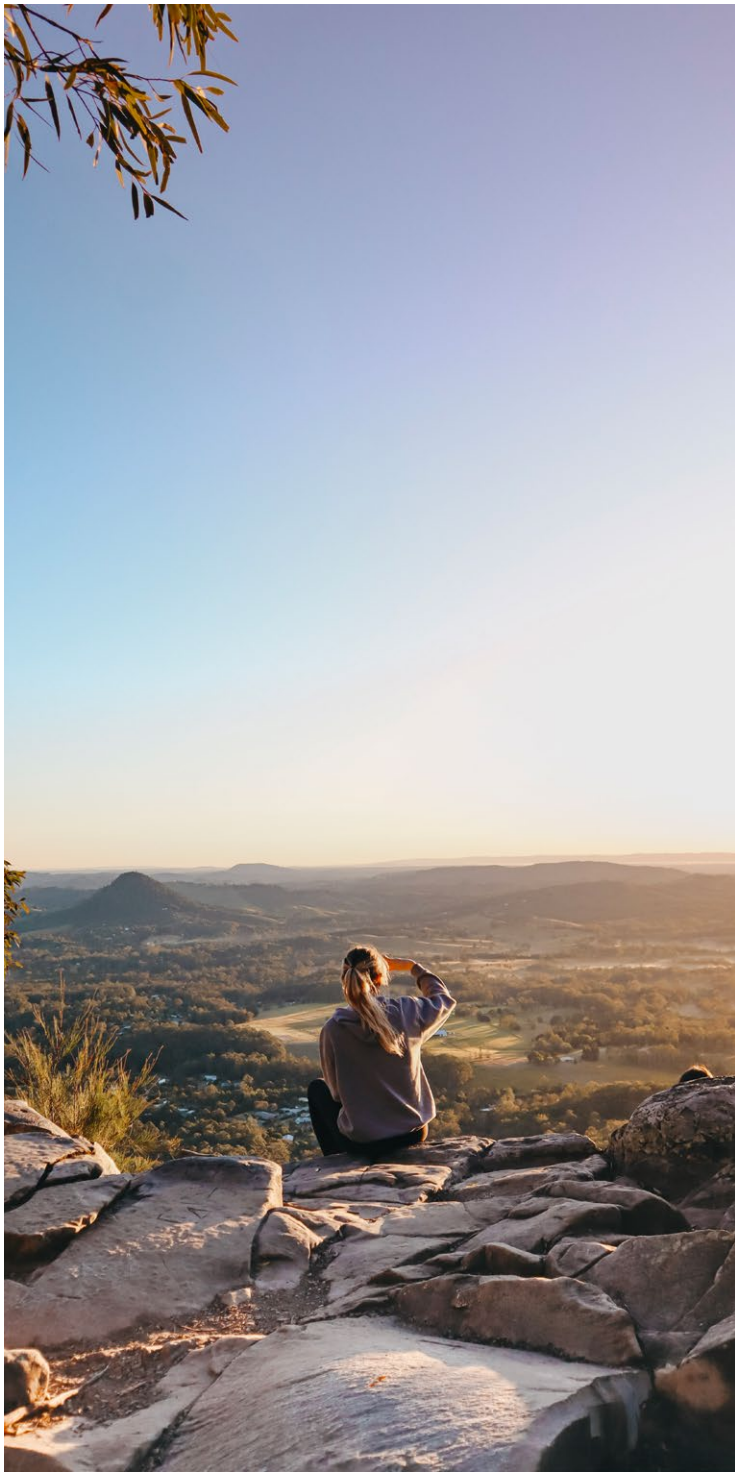


WELCOME TO TOURISM NOOSA

For more than 20 years, Tourism Noosa has proudly showcased more than just our pristine beaches, stunning landscapes, and enviable lifestyle — we've championed a vision of tourism that is sustainable, inclusive and deeply connected to the unique spirit of our region.

As a valued member, you're joining a vibrant network of passionate businesses and industry professionals who share a common goal: to create exceptional visitor experiences while contributing to the long-term success and resilience of our local economy, community, and our environment.

We are proud to be one of Queensland's leading tourism membership organisations, representing some 500 members across a diverse range of sectors — from accommodation and tours, to dining, retail, wellness, real estate, weddings, business events, and essential services.

With 2 million overnight and day-trip visitors to Noosa in 2024, our industry contributes more than $1.4 billion to the local economy and supports thousands of local jobs. These outcomes are only possible through the strength and collaboration of our tourism community.

At Tourism Noosa, we're here to support your business journey. Through expert resources, tailored opportunities, and strong industry advocacy, we're committed to helping your business grow and thrive in an ever-evolving tourism landscape.

We look forward to welcoming you into our community — to lead tourism with purpose, community and the planet in mind, and to help shape a thriving future for Noosa, together.

Sharon Raguse

CEO, TOURISM NOOSA

ABOUT TOURISM NOOSA

Noosa has captivated travellers with its breathtaking beauty and laid back charm for decades. Its brand story as a destination is one of natural wonders, rich cultural heritage, connection and a commitment to ‘travel for good’.

Tourism Noosa is an award-winning, not-for-profit, membership-based, destination management organisation that works with local businesses, Noosa Council and other organisations and stakeholders to promote the diversity of the Noosa region to domestic and international visitors, the tourism trade and media.

Through strong leadership, corporate governance and commitment across five focus pillars of the Destination Noosa Strategy 2023–2027, our key goals will be achieved for the benefit of our members, community and key stakeholders.

OUR VISION AND PURPOSE

Through strategic marketing and industry development, we position Noosa as Australia's most desirable and sustainable tourism destination — creating economic value for our members, community, and the wider tourism sector. The Destination Noosa Strategy 2023–2027 defines Tourism Noosa's leadership role in shaping the future of the region's visitor economy. It sets a clear path toward regenerative tourism, enhancing the visitor experience while supporting local businesses, the community, and the environment. By implementing targeted marketing and PR strategies, we focus on attracting high-value, low-volume visitors who align with Noosa's values and long-term vision.

OUR VALUES

PURSUIT OF EXCELLENCE AND INNOVATION

We are dedicated to achieving excellence in all aspects of our operations. We value continuous improvement and innovation as pathways to providing exceptional services to our industry stakeholders and visitors. By setting high standards and embracing creativity, we continually challenge ourselves to exceed expectations and drive positive change.

NATURAL HARMONY AND STEWARDSHIP

We are committed to preserving and celebrating the natural beauty of the Noosa region. We value the unique ecosystems, beaches, forests and waterways that define our destination. Through embracing Noosa's sustainability values and thoughtful marketing to influence traveller intent, we prioritise environmental stewardship, ensuring that future generations can experience the same natural wonders we cherish today.

CULTURAL RESPECT AND PRESERVATION

We honour and respect the Indigenous culture and history of the region's traditional custodians, the Kabi Kabi people. By helping preserve and share Indigenous stories, art, and traditions, we enrich the cultural fabric of this land and create meaningful experiences for all.

ENRICHING EXPERIENCES AND TRAVEL FOR GOOD

We believe in curating and promoting experiences that enrich the wellbeing of both visitors and our community. We value our outdoor lifestyle which encourages physical activity, exploration, and a deep connection to nature. Through creative initiatives, arts, culture, and leisurely pursuits, we contribute to a holistic sense of fulfilment and balance accessible to all.

AUTHENTIC COMMUNITY ENGAGEMENT

We recognise that our community is key to Noosa's brand and value genuine connections and inclusive partnerships. By engaging with businesses, community organisations, residents and visitors, we foster a sense of belonging and shared responsibility for maintaining the region's character and appeal.

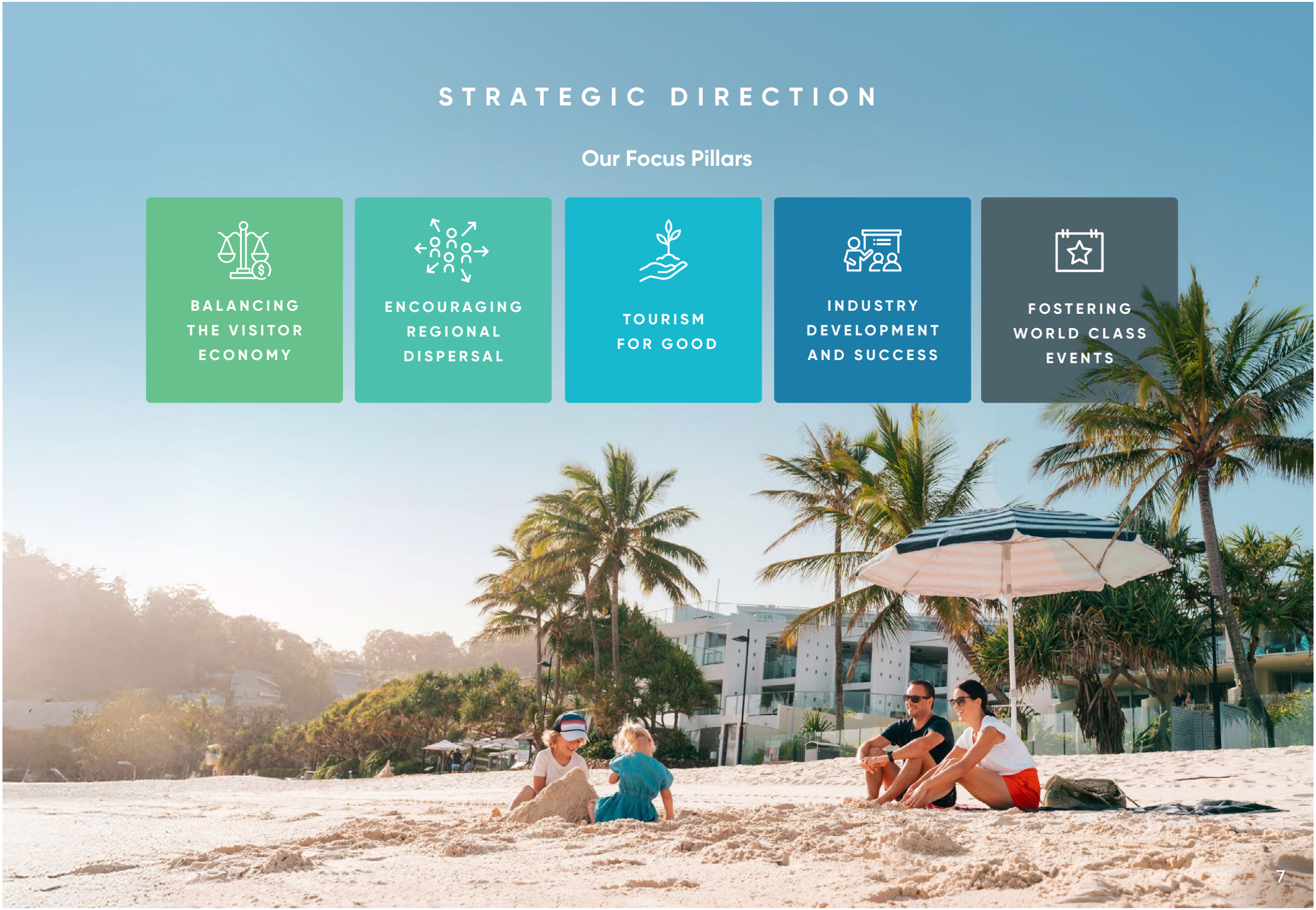
ACCOUNTABILITY AND TRANSPARENCY

We value transparency in our communication and operations, and hold ourselves accountable for our actions and decisions. By taking ownership of our commitments, being honest about our progress, and learning from our experiences, we build trust and demonstrate our unwavering commitment to achieving our goals with integrity.

STRATEGIC DIRECTION

Our Focus Pillars

- BALANCING THE VISITOR ECONOMY
- ENCOURAGING REGIONAL DISPERSAL
- TOURISM FOR GOOD
- INDUSTRY DEVELOPMENT AND SUCCESS
- FOSTERING WORLD CLASS EVENTS



MEET THE TEAM

THE TOURISM NOOSA BOARD

Tourism Noosa operates under the guidance of a Board of Directors, made up of representatives from our membership, industry, and wider community. They oversee the delivery of our objectives as outlined in the Destination Noosa Strategy.

Alan Golley
Chair,
Tourism Noosa Board

Ryan Rae
Deputy Chair,
Tourism Noosa Board

Leigh McCready
Board Director

Maryanne Edwards
Board Director

Phil Harman
Board Director

Kathleen Swalling
Board Director

Board Director
to be appointed

Councillor Brian Stockwell
Noosa Council Observer

VISITOR INFORMATION CENTRE VOLUNTEERS

Supporting our efforts is a passionate team of over 70 volunteers — local, friendly, knowledgeable ambassadors who are the welcoming face of Noosa at our Visitor Information Centre.

THE TOURISM NOOSA TEAM

Tourism Noosa is powered by a small, dedicated team of highly skilled professionals, specialising in brand and performance marketing, public relations and media, trade travel, business events, event management, sustainable/regenerative tourism, visitor services and industry development. Together, the team works to deliver on our strategic priorities and key focus areas to support industry.

Sharon Raguse
Tourism Noosa CEO

Karon Rogers
CFO and
Company Secretary

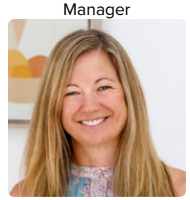
Trudi Williams
Executive Assistant

Anthony Wynne-Hoelscher
Industry Development Manager

Helen Mitchell
Destination Marketing Manager

Susan Ewington
Communications Manager

Sue Mikkelsen
Communications Executive



Vynka Hutton
Trade and Business Events Manager

Emily Mills
Membership and Business Development Executive

Jen Sharpe
Plastic Free Noosa Program Coordinator

Marissa Brennan
Events and Marketing Specialist

Alex Patterson Young
Marketing Coordinator

Leonie Witten
Graphic Designer
– Contractor

Clare Siebel
Visitor Services
Team Leader

Margo Kay
Destination Specialist

Lu Phillips
Destination Specialist

THE VALUE OF TOURISM TO NOOSA

Tourism is a major contributor to the Noosa region's economy, with 2 million visitors spending more than $1.4 billion in 2024, and many thousands of people relying on the industry for employment.

TOTAL VISITATION 2024*

(Overnight + day-trip)

VISITORS
2 Million

SPEND
1.4 Billion

NIGHTS
4.7 Million

We focus our marketing strategy on domestic (particularly interstate) and international overnight travellers as they spend more in local businesses than day-trippers, dispersing value across the region and across business sectors. Our long-term strategy of attracting high-value, low-volume visitation has been extremely successful.

In the past 10 years:*

Total overnight **visitor numbers:**
↑ 14.5%

Total overnight **visitor spend:**
↑ 87.3%

CHANGE IN AVERAGE DAILY SPEND PER VISITOR*

since pre-COVID 2019

Market	Avg Daily Spend	Growth
Domestic overnight	**$321**	**+41%**
Interstate visitor	**$354**	**+38%**
Intrastate visitor	**$290**	**+56%**

Our global marketing strategy has seen international visitors (160,000) return to 94% of their pre-COVID-19 numbers, while spend ($98 million) is at 87% of the 2019 total.

1 in 7
Noosa jobs is in tourism**

No. 1
industry in Noosa**
Value-add to Gross Regional Product (GRP), $346m.

75%
of Noosa businesses rely on visitor economy***

30+%
would fold if not for tourism***

*Source: Tourism Research Australia, National and International Visitor Surveys, year ending Dec 2024.

**Source: National Institute of Economic and Industry Research (NIEIR). Compiled and presented in economy.id, presented on Noosa Council website.

***Source: The Value of Tourism to the Noosa Community, C Change Sustainable Solutions Pty Ltd and SGS Economics and Planning Pty Ltd.

MEMBERSHIP 2025-2026

Membership is valid for a 12-month period.

Tourism Noosa membership offers businesses the opportunity to connect with like-minded operators, access valuable marketing channels, and receive the support needed to grow and succeed.

In addition to our Foundation Memberships, a range of specialised membership options and add-ons are available to help elevate your visibility and expand your marketing reach.

Membership is valid for the 2025-2026 financial year, ending 30 June 2026.

BE PART OF SOMETHING BIGGER

Membership with Tourism Noosa is more than just joining an organisation — it's becoming part of a passionate, connected community of nearly 500 businesses that shares a vision for sustainable tourism and regional success.

Whether you're a small business, an emerging operator, or a long-standing industry leader, we're on this journey together. As a member, you'll have access to expert support, valuable insights, and opportunities that help you grow, adapt and thrive.

By aligning with Noosa's leading tourism network, you're not only investing in your own success, you're contributing to a strong, united industry that drives innovation, resilience, and economic growth for Noosa.

Let's move forward together — connected, informed, and inspired.

Why our members join Tourism Noosa

Source: Member Survey 2023-2024

WHAT OUR MEMBERS SAY

"We've been proud members of Tourism Noosa for 18 months, and for us, it's about being part of a broader team to help promote not only our business but our beautiful area. The advertising exposure that comes with being aligned with a respected tourism body has been invaluable, and the support team's industry knowledge has really helped guide our journey. The team has ensured we're making the most of every benefit, and the networking opportunities have been a big win — connecting us not only with others in tourism, but across the wider Noosa business community."

– **Min and Brent**,
Noosa Thriller

"RACV Noosa Resort has proudly been a member of Tourism Noosa for 14 years. For us, it's about staying connected with the local tourism community and contributing to the sustainable growth of Noosa as a high-value destination. The support we receive — especially during quieter seasons — has been crucial in helping us maintain operations and support our team year-round. The opportunity to align with Tourism Noosa's brand and be featured in their marketing campaigns has been a powerful way to reach our ideal audience. A recent highlight was being featured on Channel 7's Weekender, which delivered incredible exposure and showcased the best of what our resort and Noosa have to offer."

– **Darren McClenaghan**,
Resort Manager,
RACV Noosa Resort

"We have been a member of Tourism Noosa for 5 years. For us, it is about being part of a collaborative local network and staying connected to what's happening in Noosa. The team has always been proactive and supportive, whether it's sharing marketing opportunities, providing updates, or helping us navigate changes in the industry. The exposure through Tourism Noosa channels and the ability to connect with other operators has been invaluable."

– **Bobbie Murphy**,
General Manager,
Niche Holidays Noosa

FOUNDATION MEMBERSHIPS

For an outline of the membership benefits aligned with each membership type, please view pages 22 - 25.
All memberships include a visitnoosa.com.au website listing, excluding the Professional membership.

Signature

In-region* businesses that have direct interface with visitors to Noosa.

$330 INC GST
ANNUAL FEE

Professional

Businesses supplying direct services to tourism businesses (not visitors). Support services such as media, associations, professional services and trades.

These businesses don't need to fall into the Noosa LGA.

$220 INC GST
ANNUAL FEE

Out of Region

Any business outside of the Noosa region* that has direct interface with visitors.

$360 INC GST
ANNUAL FEE

Signature Plus

In-region* companies that have 3 tourism businesses or brands that sit under one corporate entity.

$890 INC GST
ANNUAL FEE

Ultimate

Individual businesses that have direct interface with visitors to Noosa who are seeking an all-encompassing annual Tourism Noosa package with a focus on marketing support and priority access to seasonal marketing campaigns.

Limited Ultimate Memberships available

$7,900 INC GST
ANNUAL FEE

Friends of Tourism Noosa

A membership designed for individuals who are passionate about supporting Noosa's thriving tourism industry. This option offers a meaningful way for members of the community who don't work in or own a tourism business to stay connected and contribute to the region's tourism community. Receive regular news and updates from Tourism Noosa, and invitations to exclusive member events—such as networking functions and industry updates.

$60 INC GST
ANNUAL FEE

One-time joining fee is **$55** INC GST – Excluding Friends of Tourism Noosa

*The Noosa LGA only. All membership applications are at the discretion of Tourism Noosa. All members must align with Tourism Noosa's mission, values and strategy. Joining Terms and Conditions apply to all memberships.

SPECIALISED MEMBERSHIPS

Add one or multiple of the following memberships to your Foundation Membership for further targeted opportunities and exposure.

Travel Trade	Business Events	Plastic Free Noosa	Plastic Free Noosa Champions
Noosa is a highly-regarded destination for global travel, which is achieved through trade distribution to overseas markets. Applicable to members who are committed trade-ready members that pay appropriate commission levels and meet export-ready criteria.	Noosa is a popular destination for business events. Applicable to members that offer services appropriate for corporate groups visiting Noosa and meet criteria.	Noosa-based businesses that join Tourism Noosa and Noosa Council's mission to eliminate single-use plastics. Membership criteria requires businesses to achieve two out of seven criteria *(and are ideally working towards others).*	Plastic Free Members who achieve five of the seven criteria items achieve this amazing status!
$375 INC GST ANNUAL FEE	**$110** INC GST ANNUAL FEE	**Free**	**Free**

TRAVEL TRADE

Tourism Noosa has a global trade marketing strategy which includes trade and media familiarisations, brand alliance campaigns and attendance at trade events and missions.

We assist export-ready businesses throughout the year to increase their share of international visitors including New Zealand and United Kingdom as a major focus. Noosa's Trade Travel Planner is the key piece of collateral, distributed domestically and internationally, designed with the trade in mind and providing buy-in opportunities for export-ready members.

International markets spend more when visiting Noosa and we work directly with travel bookers and influencers to ensure Noosa remains front of mind on an Australian-wide itinerary.

What our members say:

"We've been a Tourism Noosa member for over 10 years now, and we are also a Travel Trade Member. Honestly, we wouldn't have it any other way! Being part of this community has opened so many doors for our business — especially the connections with international travel agents and ITOs, which have played a huge role in our growth.

Contact with the team's dedicated Trade Manager has been a game-changer for us. Her guidance and connections in the international trade market have helped us reach a whole new level. She is always happy to jump on a call when I need advice or support.

Also the support and relationships with the local visitor information centres through Tourism Noosa have been very helpful – the volunteers are absolute legends and always happy to help. And of course, the whole Tourism Noosa team are all so friendly and very helpful. Their support has been consistent and genuine.

Being a member has been a brilliant move for our business, and we're stoked to keep riding the wave with them!"

– **Suzie**, Owner,
Epic Ocean Adventures Noosa

BUSINESS EVENTS

Noosa is a popular destination for business events, offering distinctive venues, experiences, and an inviting atmosphere ideal for meetings and conferences.

The sector supports a broad range of local businesses—from conference facilities, venues, restaurants and caterers to event planners, hire companies and stylists. To support growth, Tourism Noosa manages a dedicated Business Events microsite featuring venues, catering facilities, support services, incentives and activities.

Business events drive valuable visitation and spending across the region year-round, and members can benefit through website listings, referrals, marketing campaigns, famils, training, and more.

What our members say:

“Being a Business Events member with Tourism Noosa has opened the door to genuine connections with industry peers and valuable Business Events exposure through media releases. One of the most beneficial aspects for us has been the chance to take part in site inspections and famil opportunities, which allow us to showcase our offering firsthand to potential Business Events clients. The Tourism Noosa team has been incredibly supportive, providing marketing opportunities both here in Australia and overseas, and given us access to potential buyers and markets we wouldn’t have been able to reach on our own.”

– **Valerie Teape**, Area Meetings and Events Manager, Peppers Noosa Resort & Villas

PLASTIC FREE NOOSA

Plastic Free Noosa is an initiative of Tourism Noosa, proudly supported by Noosa Council, which aims to help local businesses, residents and visitors to Noosa easily eliminate single-use plastics from their everyday life.

- Free business support and resources
- Get involved in our Tread Lightly Noosa program, including beach clean-ups
- Be part of exciting new eco-initiatives

What our members say: Plastic Free Noosa

"Being part of Plastic Free Noosa has been a great benefit to our business. It's helped us take meaningful steps to reduce single-use plastics and become more aware of our environmental impact. Jen's advice, along with connecting us to local suppliers, was incredibly useful. Through the free plastic-free audit, we discovered a local Noosa supplier for our refillable resort amenities, which turned out to be more cost-effective and allowed us to support a local business. It's also had a really positive impact on our team, encouraging them to think more sustainably and make changes within their departments. The audit is a great way to uncover simple, practical improvements that can really make a difference."

– **Anna Lucas**, Marketing Manager, Noosa Springs Golf & Spa Resort

What our members say: Plastic Free Champion

"Being part of Plastic Free Noosa has been both valuable and meaningful for Glen Eden Beach Resort.

Since becoming a Plastic Free Noosa Champion in October 2024, we've seen a significant boost in visibility among eco-conscious travellers, both domestically and internationally. Guests are actively seeking out sustainable tourism operators, and our commitment to eliminating single-use plastics has become a key part of our brand appeal.

We highly recommend the free plastic free audit to other local businesses—it's a simple, supportive process that delivers real impact for the environment and your bottom line."

– **Hamish and Jess**, Resort Managers, Glen Eden Resort

Plastic Free Noosa Member Criteria

- Achieve **2/7 criteria** to become a Plastic Free Noosa member
- Achieve **5/7 criteria** to become a Plastic Free Noosa Champion

ELIMINATE TARGET ITEM: SINGLE USE PLASTIC WATER BOTTLES

ELIMINATE TARGET ITEM: SINGLE USE TAKE-AWAY COFFEE CUPS & LIDS

RECYCLE COMMON WASTE & REDEEM WITH CONTAINERS FOR CHANGE

ACCEPT REUSABLE FOODWARE & DRINKWARE

SOURCE WHOLESALE PRODUCTS IN PLASTIC FREE OR SUSTAINABLE PACKAGING

COMPOST ORGANICS

USE & PROVIDE REFILLABLE AMENITIES

ELEVATE YOUR MEMBERSHIP

Once your membership has been approved, you will receive further information about these Elevate Membership opportunities.

CHANNEL	MEMBERSHIP ADD-ON	INVESTMENT INC GST
Visitor Information Centre	DL Brochure Display	**$250** Per year
	Digital Display Advertising (3 screens)	From **$440** for 2 months (min)
	Brand Activations	**Free**
	Volunteer 'Buzz Night'	**Free**
visitnoosa.com.au	Additional Website Listing	**$200** Per listing
Marketing	Always-on Digital Marketing	**$330 – $1,650** Per month
	Monthly Marketing Email	**$165 – $1,320** Per month
Annual Publications	Noosa Holiday Guide	From **$605** Per ad
	Noosa Country Drive Map	From **$440** Per ad
	Noosa Map	From **$1,276** Per ad
	Noosa Trade Travel Planner	From **$395** Per listing
Campaigns	Winter Campaign	A prospectus with costings for each campaign will be released closer to launch date. VIEW MARKETING OPPORTUNITIES
	Summer Campaign	
	Travel Trade Campaign	
	Business Events Campaign	
	Other Specialised Campaigns	

MEMBERSHIP BENEFITS EXPLAINED

1. Community, networking and training

Regular evening networking events

Connect with other members, hear from the team and meet industry experts. We charge a small ticket fee for most of these events.

Industry updates

Events designed to share insights on the current state of the local and national tourism industry, inform members on our current activities and upcoming opportunities, hear from peak industry bodies, and provide a relaxed networking opportunity. We charge a small ticket fee for most of these events.

Subsidised specialised training

Sessions on a wide range of topics for members throughout the year including marketing, social media, eco-accreditation, awards and grants, booking platforms, accessibility and other topics of interest to the tourism industry.

2. Marketing activity

Be part of the Noosa brand

The Noosa brand is one of the leading players in the Australian tourism landscape. At Tourism Noosa, we actively manage and protect the Noosa brand to reflect the region's diverse visitor experiences and highlight what sets us apart from other destinations. We remain agile in adapting our brand positioning to respond to evolving market trends and consumer behaviours.

Our brand strength is further amplified through a wide range of cooperative marketing opportunities available to members, spanning digital, print and social media channels.

Website listing

All Foundation Memberships, excluding Professional, receive a dedicated website listing on www.visitnoosa.com.au which has over 2 million visits per year.

Cooperative marketing opportunities

Targeted consumer campaigns are available throughout the year, providing effective, affordable cooperative advertising opportunities exclusively for members. All campaigns have a range of buy-in options for members to suit various marketing budgets, including digital executions, print and social media advertising.

Targeted visitor and industry publications

These include the Noosa Holiday Guide, Noosa Map, Noosa Country Drive Map, and the Global Travel Trade Planner which all provide quality, cost-effective ways for industry to reach key markets at each stage of the holiday decision-making process.

Consumer and B2B e-newsletters

Be featured in a Tourism Noosa email to our engaged visitor, Travel Trade and Business Events databases across Australia and internationally.

Social media

Connect with our Instagram and Facebook followers (over 200,000 combined).

Blog posts

Be featured in blog posts and website guides/ itineraries.

Holiday guides

Advertise in the Noosa Holiday Guide, available nationally, and be featured with a free listing in Festive Season and School Holiday Guides where applicable.

3. Media and publicity

Generating tens of millions of dollars in media value each year, Tourism Noosa drives a proactive media strategy and media hosting program. It results in coverage from domestic and international media across print, digital and social platforms that highlight the vast range of activities and experiences on offer to visitors in Noosa.

Tourism Noosa seeks support from members to provide accommodation and unique experiences for targeted media as part of their familiarisation of the region. We also always encourage members to let us know if they have unique or new experiences that are media-worthy.

4. Industry communication

Member Directory

All members are listed on the Industry Website so you can connect with one another with ease.

Member e-Newsletter

Receive our weekly 'The Noosa Insider' which includes the latest local, state and national tourism industry news and opportunities.

Member Connect

Feature your news with a free article in our Member newsletter and be included on the Industry Site.

5. Resources and support

Online Member Toolkit

Access to the industry-focused site with a range of member resources, including latest news, RSVP to member events, marketing opportunities, newsletters, image library, visitor statistics, Member Connect articles, Tourism Noosa team contact details, and more!

Visitor and market research

Exclusive access to our Noosa Travel Insights Hub, a unique visitor data dashboard which provides current, historical and forward-looking visitor and accommodation statistics.

Noosa image and video gallery

Access to a range of high-quality images and video to use in your own marketing and communications.

Plastic Free Noosa

Free business resources and support to help work towards zero waste and eliminate single use plastics.

Sustainability programs

Access to sustainability resources including training, programs, and connections with peak organisations to support your business's eco journey.

Accessible tourism

Assist members with initiatives to ensure their service or product is accessible to all people, regardless of their physical or intellectual limitations, disabilities or age.

6. Visitor Information Centre

The Noosa Visitor Information Centre (VIC), located on bustling Hastings Street, has a contemporary, eco-friendly architectural design that welcomes over 160,000 visitors a year. This widely awarded centre is well positioned to welcome, inform and inspire visitors and drive guests to your business.

Our award-winning information centre operates with a team of over 70 volunteers and dedicated Destination Specialists.

Online Bookings

Have your product booked through our travel desk by our dedicated Destination Specialists and online booking system via visitnoosa.com.au

DL Brochures

Display your brochure in a visitor-targeted environment.

Digital Display Advertising

A highly visible advertising opportunity on multiple large screens inside the Centre and on Hastings Street, from 9am – 10pm daily, 364 days a year.

VIC Activations

Showcase your business through a free creative in-centre activation, display or interactive experience in a prime Hastings Street location.

Volunteer Buzz Nights

Present your business to our team of volunteers and staff so they are well acquainted with your offering.

Product Famils

Invite our team and volunteers to experience your venue, tour or offering first-hand.

Merchandise and Sale Opportunities

Become a preferred supplier of products and merchandise in our VIC shop. Visitors love purchasing and gifting our local Noosa products!

7. Event support and sponsorship

Tourism Noosa supports a range of iconic events throughout the year as part of our events strategy. This includes access to funding opportunities exclusively for members whose events align with our strategic goals, such as driving off-peak visitation, encouraging regional dispersal, and generating media exposure for Noosa.

Events have access to ‘50 Shades of Green’, our comprehensive guide designed to assist event organisers achieve their sustainability objectives while hosting events in Noosa.

All supported events must be a current Tourism Noosa member, meet sustainability criteria and follow a clear, transparent application and reporting process. Sponsored events help strengthen the Noosa brand, engage the local community, and boost the regional economy.

Note: Tourism Event Sponsorship Program will be managed by Noosa Council from July 1, 2026.

8. Environmental and cultural sustainability

Tourism Noosa has a core commitment to contributing to improved environmental and cultural outcomes for the Noosa region. We work very closely with Noosa Council, members, stakeholders, the local Indigenous Kabi Kabi custodians and community groups such as Zero Emissions Noosa, Noosa Biosphere Reserve Foundation, Slow Food Noosa, Noosa Integrated Catchment Association, Food and Agribusiness Network, Noosa & District Landcare, and Noosa World Surfing Reserve to achieve this objective.

Plastic Free Noosa

Tourism Noosa, in partnership with Noosa Council, proudly manages the Plastic Free Noosa program, supporting our community to reduce single-use plastics and protect our environment. With a dedicated program coordinator, we engage directly with members, visitors and locals to drive change, recognise efforts, and support circular solutions. It's free to join, and we're here to guide you in significantly reducing your single-use packaging and work towards zero-waste.

Trees For Tourism – Event, visitor and member carbon offset program

A partnership with Noosa & District Landcare that supports tree planting across the Shire to reduce carbon emissions, rehabilitate land, provide shade along the Noosa Biosphere Trails, and protect native wildlife habitats. Tourism Noosa-sponsored events contribute $1 per paid participant to the program. Members can also donate at networking events, and visitors can contribute via the Noosa Visitor Information Centre. This initiative, which to date has raised more than $85,000, supports our commitment to helping Noosa Shire achieve net zero carbon emissions by 2026, alongside Noosa Council and Zero Emissions Noosa.

Note: Tourism Event Sponsorship Program will be managed by Noosa Council from July 1, 2026.

Tread Lightly Noosa

The Tread Lightly Noosa program invites visitors to offset their travel impact through eco experiences, beach clean-ups, and tree planting in the Noosa region. It also offers a great opportunity for members to demonstrate their expertise in this space, and their commitment to sustainability and the local community.

9. Industry and segment development

Tourism Noosa has a focus on segment marketing that targets niche interest areas. The aim is to help build a diverse offering of activities, balanced mix of visitor markets and maximise seasonal and regional dispersal. Activity and support includes targeted marketing campaigns, curated product development, coordinated presence at relevant consumer expos and trade engagement.

Special interest sectors include:

- Adventure travel
- Eco-tourism 'Tread Lightly'
- Wellness
- Food, beverage and agritourism
- Weddings
- Family
- LGBTQI+

MEMBER BENEFIT SNAPSHOT

	BENEFITS	Additional Fee	Signature	Professional	Out of Region	Signature Plus*	Ultimate
CONNECT	Invitations to Member exclusive networking events	Ticket fee may apply	✓	✓	✓	✓	Cost included
	information sessions on a range of topics and industry sectors	Ticket fee may apply	✓	✓	✓	✓	✓
	Receive weekly member ‘Noosa Insider’ emails		✓	✓	✓	✓	✓
	Member Connect online inclusion to promote your business news to members		✓	✓	✓	✓	✓
	Tourism Noosa industry Facebook and LinkedIn update inclusion		✓	✓	✓	✓	✓
	Voting rights at the Tourism Noosa AGM		✓	✓	✓	✓	✓
	Host or provide a service or prize as part of a Members’ networking event to showcase your business		✓	✓	✓	✓	✓

*Applies to the 3 businesses registered in the membership.

BENEFITS		Additional Fee	Signature	Professional	Out of Region	Signature Plus*	Ultimate
MARKETING AND MEDIA	**MARKETING**						
	Visitnoosa.com.au dedicated listing		✓		✓	x 3	✓
	Exclusive access to member-only cooperative marketing campaigns (domestic and international)	Yes	✓		✓	✓	$5K allocation included
	Opportunity to advertise in the Noosa Holiday Guide	Yes	✓		✓	✓	
	Opportunity to advertise on the Noosa Map and Noosa Country Drive Map	Yes	✓		✓	✓	
	'Member of Tourism Noosa' sticker and logo to show your involvement in one of Qld's largest tourism industry bodies		✓	✓	✓	✓	✓
	2-hour Marketing Strategy Session						✓
	MEDIA						
	Participate in our Media Hosting Program with qualified media		✓		✓	✓	✓
	Opportunity to be featured in blog posts and website guides/itineraries	Yes	✓		✓	✓	$5K allocation included
	Be featured in consumer e-newsletters sent to 75,000+ database across Australia and internationally		✓		✓	✓	✓
	Content sharing on Visit Noosa social media (200K+ followers across Instagram and Facebook)		✓		✓	✓	✓
	This Week in Noosa newsletter and online inclusion		✓	✓	✓	✓	✓
	Opportunity to be listed in the Festive Season and School Holiday Guides		✓	✓	✓	✓	✓

*Applies to the 3 businesses registered in the membership.

	BENEFITS	Additional Fee	Signature	Professional	Out of Region	Signature Plus*	Ultimate
MARKETING AND MEDIA	**VISITOR INFORMATION CENTRE (VIC)****						
	Bookable product via visitnoosa.com.au and VIC	Commission	✓		✓	✓	✓
	VIC Brochure Display	Yes	✓		✓	✓	Included
	Highly visible VIC Digital Display Advertising	Yes	✓		✓	✓	6 months included
	Profile your business with an activation at the VIC		✓		✓	✓	✓
	Host a volunteer familiarisation so they become familiar with your offering		✓		✓	✓	✓
	Merchandising opportunity in the VIC		✓		✓	✓	✓
SUPPORT AND RESOURCES	Exclusive access to Noosa Travel Insights Hub – visitor data and statistics		✓	✓	✓	✓	✓
	Access to Industry Website – 'Members Toolkit'		✓	✓	✓	✓	✓
	Access to our Noosa image and video gallery		✓	✓	✓	✓	✓
	Invitations to Member-exclusive industry-relevant workshops	Ticket fee may apply	✓	✓	✓	✓	✓
	Connection to qualified and accredited programs and mentoring through wider tourism industry bodies	Fee may apply	✓	✓	✓	✓	✓

*Applies to the 3 businesses registered in the membership.

**Visitor Information Centre (located on Hastings Street, Noosa Heads)

THE ULTIMATE MEMBERSHIP

The Ultimate Membership has been designed for tourism businesses seeking a comprehensive, all-inclusive package to strategically plan their annual marketing and networking activities for maximum impact. This exclusive membership includes a dedicated annual marketing spend with Tourism Noosa, a tailored marketing strategy session, and priority access to Tourism Noosa's cooperative marketing campaigns.

INCLUSIONS	Ultimate
All Signature Membership benefits	✓
2-hour Marketing Strategy Session and Report (focused on Tourism Noosa opportunities)	✓
Annual DL Brochure placement in the Visitor Information Centre (VIC)*	✓
6 months of 60-second Digital Display Advertising in the VIC*	✓
12 months of access to evening networking events and industry updates (approximately 10 events, excluding the Christmas party)	✓
$5,000 Cooperative marketing spend (with Tourism Noosa)	✓

Important Information:
Ultimate Memberships are limited and available exclusively to Signature and Out of Region Members.
Signature Plus members must apply separately for each brand or business.

*Visitor Information Centre (VIC)

SPECIALISED MEMBERSHIP – ADDITIONAL BENEFITS

Travel Trade

- Trade-ready mentoring programs and workshops
- Expert advice and assistance
- Opportunity to list in the Trade Travel Planner (incurs an additional fee)
- visitnoosa.com.au/trade microsite listing
- Representation at trade shows, missions and roadshows globally
- Opportunity to host trade familiarisations
- Trade marketing campaigns in key markets, including digital, social, media and marketing opportunities
- eNewsletter inclusions to a dedicated trade database

Plastic Free Noosa

- Plastic Free Noosa program and guidance to receive accreditation to reduce your plastic footprint
- Plastic Free Noosa Member Pack
- Plastic Free Noosa directory listing
- Plastic Free Noosa Instagram and Facebook mentions
- Notifications on plastic free supplier discounts

Tourism Noosa Members will also receive:

- Additional mentions via Tourism Noosa eNewsletters and social media
- Merchandising opportunity at the Visitor Information Centre

Business Events

- Business Events Noosa website listing
- Inclusion in Business Events campaigns, events and famils
- Invitation to participate in digital marketing, campaigns, media releases, social media and a range of targeted initiatives
- Enewsletter inclusions to a dedicated business events database

Plastic Free Noosa Champions

All of Plastic Free Noosa benefits plus:

- ‘Meet the Champions’ Blog Features (with advertising campaign support)
- Presenting rights to beach clean-ups

FAQs

1. Who can become a member of Tourism Noosa?

Any business that aligns with Tourism Noosa's values and mission can apply. This includes businesses both within and outside the Noosa region that engage directly or indirectly with visitors.

2. What types of memberships are available?

We offer a range of membership options including Foundation Memberships (Signature, Professional, Out of Region) and Specialised Memberships (e.g. Travel Trade, Business Events, Plastic Free Noosa). Additional Elevate add-ons are also available.

3. How long does membership last?

Memberships are valid for the 2025-2026 financial year, ending 30 June 2026.

4. What is the cost of membership?

Foundation Membership fees range from $220 to $7,500 annually (including GST), depending on the type. A one-time joining fee of $55 applies. Specialised Membership and add-ons have separate fees.

5. What are the main benefits of being a Tourism Noosa member?

Benefits include access to marketing opportunities, networking and training events, website listings, visitor information centre promotion, media exposure, industry insights, sustainability support, and more.

6. How do I apply for membership?

You can apply online by visiting our membership application page. All applications are reviewed and approved by the Tourism Noosa management team and Board.

7. How do I pay for my annual membership?

Once your membership application has been approved you will be sent a tax invoice which can be paid online via credit card or a bank transfer is also available. You'll receive confirmation and a receipt once payment is processed.

8. Can I upgrade or customise my membership?

Yes! Members can change their Foundation Membership to another type or enhance it by adding on a Specialised Membership or an Elevate add-on to suit their business goals. You can upgrade or modify your membership type at any point during your membership term. Fees may be adjusted accordingly. Contact the team to discuss what's best for your business.

9. What is the Plastic Free Noosa program and how do I join?

It's a free initiative to help local businesses reduce single-use plastics. Members must meet at least two of seven key criteria to qualify. Those meeting five or more become 'Plastic Free Champions.'

FAQs

10. What kind of support does Tourism Noosa provide for marketing?

We offer cooperative marketing opportunities, website listings, e-newsletter features, media hosting, social media promotion, and inclusion in print materials like the Noosa Holiday Guide and visitor maps.

11. Which memberships include a visitnoosa.com.au listing?

All Foundation Memberships excluding the Professional Membership include a dedicated listing on visitnoosa.com.au. All Specialised Memberships (Trade, Business Events, and Plastic Free Noosa) provide listings on their respective mini-sites. The Signature Plus Membership offers up to three website listings, making it ideal for businesses with multiple offerings or brands.

12. Who can I contact for help with my membership or to learn more?

For membership queries, contact members@tourismnoosa.com.au. You can also reach specific departments like marketing or the Visitor Information Centre through the contacts listed on our Connect page.

13. How long does the application and approval process take?

Once you submit your application, it is reviewed by the Tourism Noosa team and the Board of Directors in line with our constitution. While timelines can vary, you can typically expect a response within 1–2 weeks.

14. Is there a payment plan available for membership fees?

Tourism Noosa currently requires full payment of membership fees upfront. However, if you have specific financial concerns or require support, we encourage you to contact us directly to discuss options.

15. What happens at the end of the financial year membership?

You will receive a renewal reminder prior to your membership expiry. Continuing your membership ensures ongoing access to all benefits and visibility without interruption.

16. Is the joining fee charged every year?

No, the $55 joining fee is a one-time payment, charged only upon your initial application. Only if you cancel or fail to renew your membership, will you be charged the joining fee if you rejoin in future.

17. Can I advertise in Noosa publications without being a member?

No. Participation in most cooperative marketing opportunities, including advertising in Noosa Holiday Guide, seasonal and digital campaigns, is exclusive to Tourism Noosa members.

18. Do I have to pay for Member networking events?

We charge a small ticket fee to cover some of the event costs.

HOW TO BECOME A MEMBER

New member applications are approved by the Tourism Noosa team and the Board of Directors as a constitutional requirement. Members must hold a current Public Liability insurance, and any related permits, licences and accreditations required to operate their business.

New members must also agree to Tourism Noosa's code of conduct which is included in your application form. It outlines professional guidelines so that the conduct of Tourism Noosa members will enhance Noosa's tourism industry and contribute positively to Noosa's community, environment and quality of life.

NEW MEMBER APPLICATION

FRIENDS OF TOURISM NOOSA APPLICATION

QUESTIONS

Please connect with any related questions, and we can discuss your membership options further: members@tourismnoosa.com.au

CONNECT

Members

Emily Mills – 0449 131 001
members@tourismnoosa.com.au

Marketing

marketing@tourismnoosa.com.au

Media

media@tourismnoosa.com.au

Visitor Information Centre

P: 07 5430 5000
info@visitnoosa.com.au

Plastic Free Noosa

info@plasticfreenoosa.org
plasticfreenoosa.org