TOURISM
NOOSA
TOURISM NOOSA
MEMBERSHIP 2026-2027
Purpose-led tourism. Membership that matters.
QUICK LOOK AT MEMBERSHIP TYPES

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

Proudly celebrating 25 years in 2026, Tourism Noosa continues to showcase the very best of our destination while championing a tourism future built on sustainability, wellbeing, community and meaningful connection to place.

As a valued member, you are joining a dynamic network of passionate businesses and industry professionals who share a common goal: delivering exceptional visitor experiences while helping protect and strengthen the place we all call home. Together, we are working towards a tourism industry that supports our economy, community, environment and future prosperity.

Tourism Noosa is proud to be one of Queensland's leading tourism membership organisations, representing around 500 members across the Noosa Shire and beyond, and covering a diverse range of sectors including accommodation, tours, hospitality, wellness, retail, weddings, business events, real estate and professional services.

In 2025, Noosa welcomed 2.138 million overnight and day-trip visitors, with tourism contributing more than $1.236 billion to the local economy and supporting thousands of local jobs. These outcomes are driven by the commitment, collaboration and innovation of our tourism industry.

At Tourism Noosa, we are here to support our members through industry advocacy, marketing and media opportunities, professional development, networking and enabling access to expert resources designed to help your business grow and adapt in an ever changing and evolving tourism landscape.

We look forward to welcoming you as part of the Tourism Noosa community and working together to shape a strong and regenerative future for Noosa tourism.

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 regenerative tourism.

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 our key pillars of the Destination Noosa Strategy 2026–2029 aligned to the Destination Management Plan (DMP), our key goals will be achieved for the benefit of our members, community and key stakeholders.

OUR VISION AND PURPOSE

Tourism in Noosa enriches the community, environment and local economy.

Tourism Noosa leads the sustainable growth of Noosa's visitor economy through strategic destination marketing, industry development and stewardship.

Guided by four key pillars People, Planet, Positioning and Prosperity, we work to strengthen community and industry outcomes, protect and enhance Noosa's natural environment, uphold Noosa's destination promise, and support a thriving, financially sustainable visitor economy.

Through targeted marketing and PR strategies, we attract high-value visitors who align with Noosa's values, contributing positively to the community, supporting local businesses and helping safeguard the destination for future generations.

STRATEGIC DIRECTION

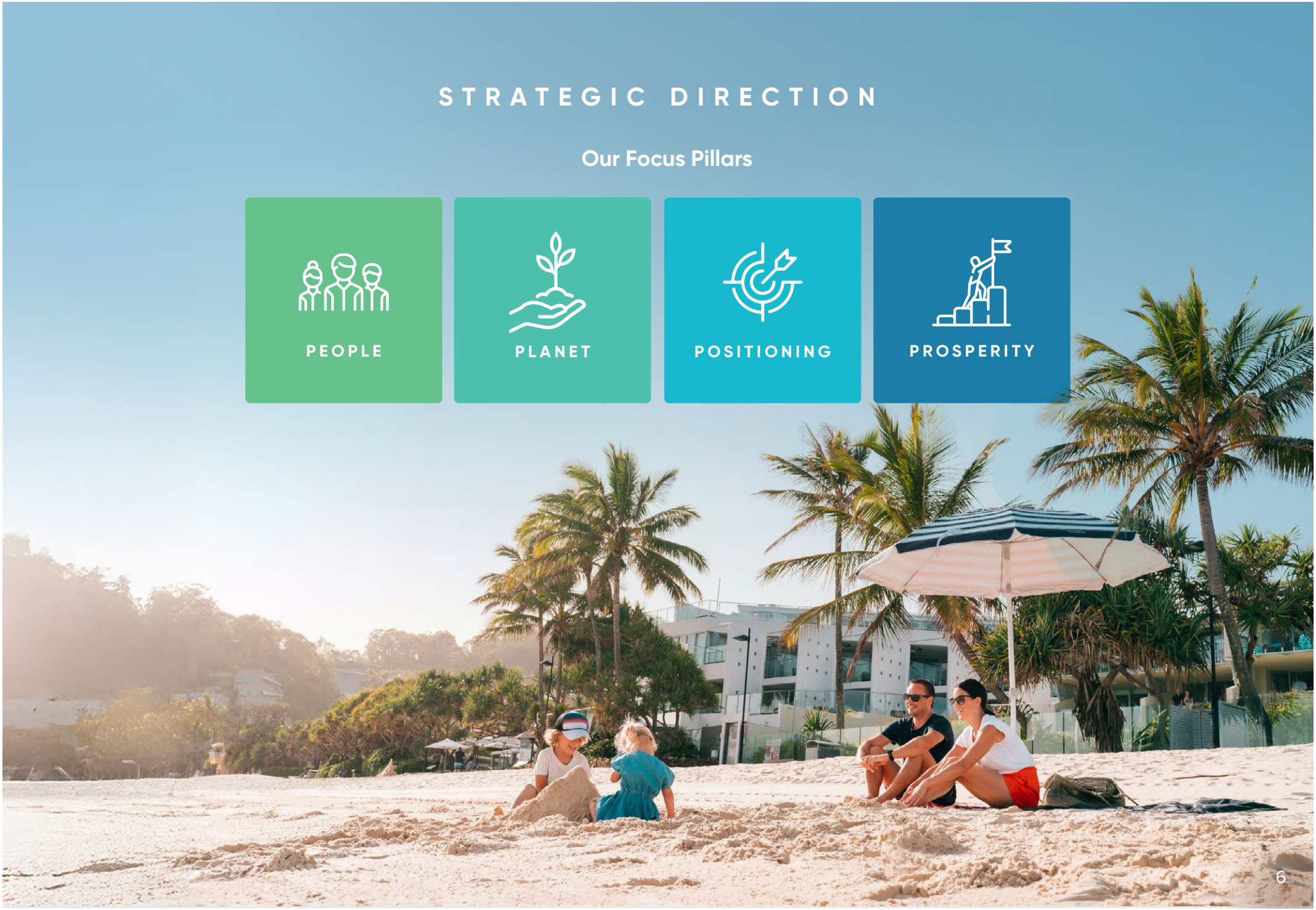
Our Focus Pillars

PEOPLE

PLANET

POSITIONING

PROSPERITY



THE VALUE OF TOURISM TO NOOSA

Tourism is a major contributor to the Noosa region's economy, with more than 2 million visitors spending greater than $1.2 billion in 2025, and many thousands of people relying on the industry for employment.

TOTAL VISITATION 2025*

(Domestic and international overnight, and day-trip)

VISITORS — **2.14** Million

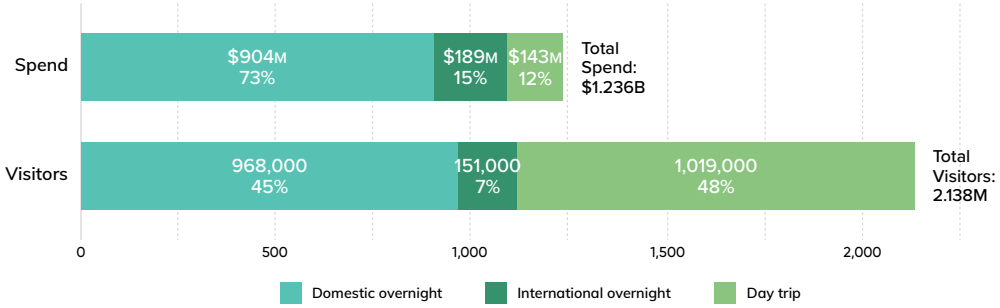
SPEND — **1.2** Billion

NIGHTS — **4.5** Million

We focus our marketing activity on domestic (particularly interstate) and international overnight travellers who provide greater economic benefit to the region and our members 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, with overnight travellers contributing almost 90% of tourism spend in Noosa but making up only 52% of visitor numbers.

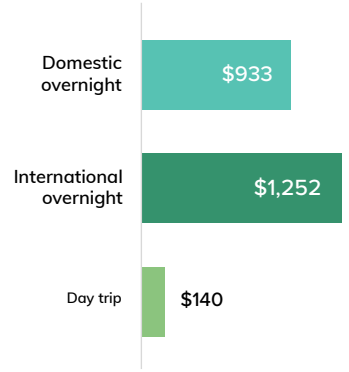
TOTAL VISITORS & SPEND IN NOOSA 2025



DOMESTIC VISITOR SPEND

Domestic overnight visitors to Noosa spend almost seven times more than day-trippers.

AVERAGE SPEND PER PERSON IN NOOSA 2025



Noosa, named one of the world's Top 10 Most Welcoming Towns on earth

Source: Booking.com's 14th annual Traveller Review awards

INTERNATIONAL VISITATION

Our global marketing strategy has seen international visitors return to almost 90% of their pre-COVID-19 numbers. The record international spend of $189M in 2025 was 67% higher than pre-COVID and almost double 2024's total.

We focus our global activity in NZ and the UK, which both had record spend in 2025:

NZ — **$58M**

+59% year-on-year

UK — **$30M**

+45% year-on-year

* Source: Domestic Tourism Statistics and International Visitor Survey, year ending Dec 2025, Tourism Research Australia.

Please note: Due to changes in data collection by Tourism Research Australia from the March quarter 2025, Noosa's domestic visitor data (overnight and day-trip) can not be compared to previous years. International data collection has not changed and comparisons are still possible.

MEMBERSHIP 2026-2027

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 your category membership, 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 2026-2027 financial year, ending 30 June 2027.

BE PART OF SOMETHING BIGGER

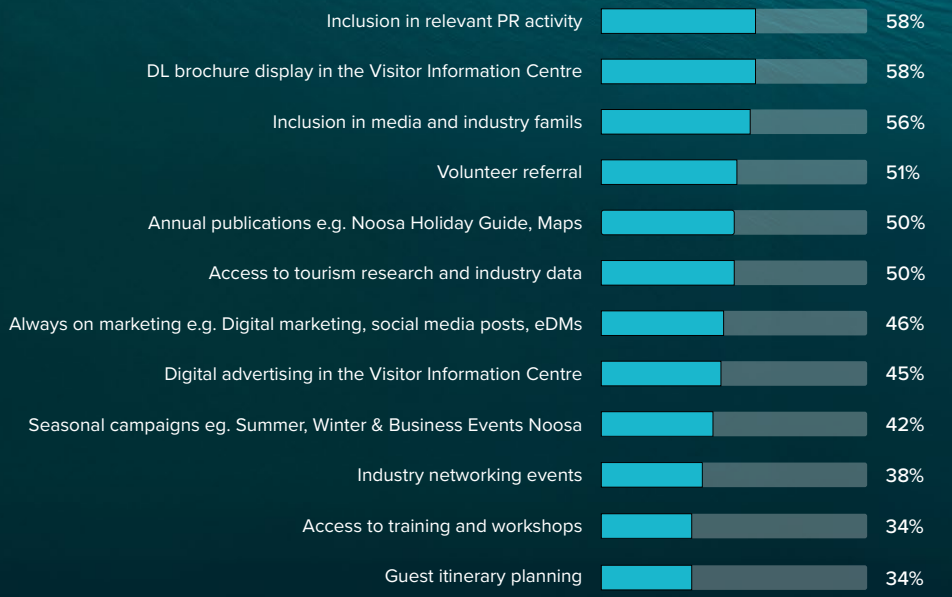
Membership with Tourism Noosa is more than just joining an organisation – it's becoming part of a passionate, connected community of nearly 500 businesses that shares a vision for sustainable tourism and regional success.

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.

Our members rate the following membership benefits as highly valuable:



Source: Member Survey 2025 - 2026

WHAT OUR MEMBERS SAY

"When I started Sunny Jeeps almost 2 years ago, one of the first things I did was become a member. It was really important for me to have a strong presence within the VIC, so I made sure I was actively involved from the beginning. I've published articles, attended briefing sessions with the volunteers, and continue to make regular visits to the centre. Last year, I also signed up for specialist membership to focus more on trade. The support has been fantastic. I've really benefited from the one-to-one mentoring and guidance, and over time I've seen a steady increase in both domestic and international customers coming to experience a Sunny Jeeps adventure. Membership has played a key role in helping me build awareness and grow the business."

Luisa, Sunny Jeeps

"Being part of Tourism Noosa has played a significant role in the growth of my small business oh coconuts. The support I have received as a member, especially the opportunity to have our products stocked in the Visitor Information Centre on Hastings Street, has opened doors I could not have created on my own.

As a local business, having an organisation that supports you so wholeheartedly is something I'm very grateful for."

Nichaela, Oh Coconuts

"Engaging with Tourism Noosa and participating in marketing initiatives such as the seasonal sales campaigns and other print and digital marketing programs has proven tremendously valuable to our business. Lifting our company's profile and expanding the awareness of our range of offerings has been a huge success through these mediums. The Tourism Noosa team are always eager to assist with advice and support helping us deliver a strong message to our guests. Becoming 'Trade Ready' for international business through ITOs and developing a wider range of industry connections to collaborate with have also been some of the many additional Tourism Noosa membership benefits we enjoy."

Matt, By Earth & Ocean

"RACV Noosa Resort has proudly partnered with Tourism Noosa for many years, and the Ultimate Membership has provided a seamless, all-encompassing membership and marketing solution for our team. Having everything locked in for the year gave us clarity and confidence from the outset, while also saving both time and money by allowing us to plan and invest upfront.

One of the biggest benefits was the ability to strategically map out our marketing activity at the beginning of the membership year. The Tourism Noosa marketing team worked closely with us to support RACV Noosa Resort's key business objectives. Throughout the year, we felt genuinely supported by the Tourism Noosa team, whose collaborative approach and industry expertise made the partnership incredibly valuable."

Darren, RACV Noosa Resort

CATEGORY MEMBERSHIPS

For an outline of the membership benefits aligned with each membership type, please view pages 22 - 24.
All memberships include a visitnoosa.com.au website listing, excluding the Professional membership.

Signature	Professional	Out of Region	Signature Plus
In-region* businesses that have direct interface with visitors to Noosa.	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.*	Any business outside of the Noosa region* that has direct interface with visitors.	In-region* companies that have 3 tourism businesses or brands that sit under one corporate entity.
$330 INC GST ANNUAL FEE	**$220** INC GST ANNUAL FEE	**$360** INC GST ANNUAL FEE	**$890** INC GST ANNUAL FEE

One-time joining fee is **$55** INC GST

*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

Our Specialised Memberships have been thoughtfully curated to meet specific business needs and tailored to align with distinct industry sectors and interest groups.

Noosa Events

Designed for operators who conduct events within Noosa that attract visitors and align with the destination's values. Suitable events may include sport, lifestyle, wellness, food, arts and cultural experiences that positively contribute to the region's visitor economy, environment and event calendar.

$330 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

One-time joining fee is **$55** INC GST

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

ADD-ON MEMBERSHIPS

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

Travel Trade

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.

$375 INC GST
ANNUAL FEE

Business Events

Noosa is a popular destination for business events. Applicable to members that deliver specific services and experiences for corporate groups visiting Noosa.

$110 INC GST
ANNUAL FEE

Plastic Free Noosa

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).*

Free

Plastic Free Noosa Champions

Plastic Free Members who achieve five of the seven criteria items achieve this amazing status!

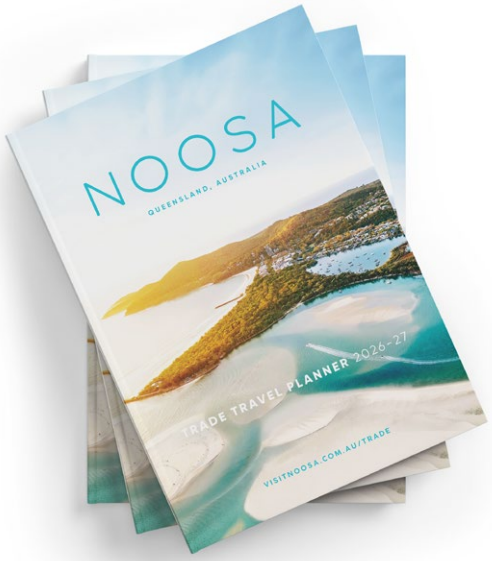
Free

TRAVEL TRADE

Tourism Noosa's global trade marketing strategy spans in-region trade visits, trade education, brand alliance campaigns and attendance at key trade events and missions.

Throughout the year, we support export-ready businesses to grow their share of international visitors,with a focus on New Zealand, the United Kingdom, Europe and North America. Noosa's Trade Travel Planner is our flagship trade collateral, distributed domestically and internationally, designed to showcase export-ready members and influence their inclusion in trade programs and itineraries.

International visitors to Noosa spend more and are increasingly eco-consciously aligned with the destination's values. We work directly with travel bookers and influencers to build destination awareness and deepen product knowledge, while positioning Noosa's regenerative tourism profile in key global markets.



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 centre 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 an increasingly sought-after destination for business events, offering distinctive venues, inspiring experiences and a natural setting that fosters genuine connection.

Tourism Noosa supports the sector with a coordinated approach to attracting small to medium conferences, incentives and corporate groups.

For 2026-2027, a key focus will be embedding regenerative and Corporate Social Responsibility (CSR) experiences within corporate programs, aligning business events with Noosa's values around sustainability, Indigenous culture and community.

Supporting a broad local supply chain, Tourism Noosa drives enquiry through campaigns, in-region familiarisations, in-market activity and targeted eDM and media, with the Business Events microsite serving as the central hub for planners.

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

www.visitnoosa.com.au/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 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.

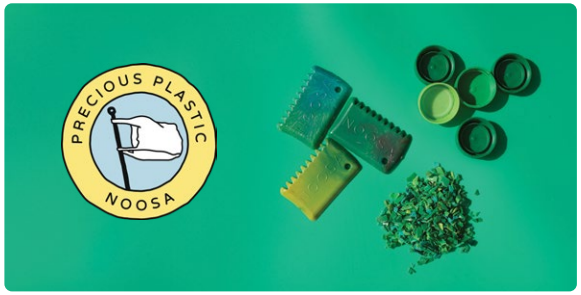
We highly recommend the free plastic free audit to other local businesses – it's a simple, supportive process that delivers real impact for the environment and your bottom line."

Hamish and Jess,
Resort Managers,
Glen Eden Resort

Precious Plastic Noosa

Precious Plastic Noosa is a creative community recycling initiative that gives discarded bottle tops a second life - diverting local plastic waste from landfill and transforming it into beautiful, one-of-a-kind products, including NOOSA pens and surfboard wax combs. The program also runs hands-on workshops that inspire future generations through recycling and circular economy education.

To find out how you can get involved and help turn waste into something meaningful, reach out to the Tourism Noosa team.



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	**$290** Per year
	Digital Display Advertising (3 screens)	From **$660** for 3 months (min)
	Brand Activations	**Free**
	Volunteer 'Buzz Night'	**Free**
visitnoosa.com.au	Additional Website Listing	**$220** Per listing
Marketing	Always-on Digital Marketing	From **$220** Per month
	Monthly Marketing Email	**$275** Per month
Annual Publications	Noosa Holiday Guide	From **$440** Per ad A prospectus with costings for each publication will be released closer to launch dates.
	Noosa Country Drive Map	
	Noosa Map	
	Noosa Trade Travel Planner	
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.

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.

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 Category 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. Our consumer database is over 52,000.

Social media

Connect with our Instagram and Facebook followers (over 219,000 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

Seasonal data insights reports and access to visitor statistics through our exclusive online Noosa Travel Insights Hub, a unique platform that provides current, historical and forward-looking visitor accommodation, spend and mobility data.

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 journey towards regenerative tourism.

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 190,000 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.

Destination Specialist 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 to our Noosa-centric audience, eager to enjoy all our offerings across the region.

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 in conjunction with Noosa Council. Noosa Council sponsors events via their Major Event Funding sponsorship and the funding is a contribution to support larger events that demonstrate a strong alignment to the Destination Management Plan. Tourism Noosa supports these events with marketing and media support across the Visit Noosa platforms and audience to both promote the event and destination.

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

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.

We also have a commitment to regenerative tourism, a process where we collectively exert care and guardianship for the improvement and enhancement of our natural and built environment. This commitment aims for a net positive impact on this unique destination, our guest & visitor experiences and our community.

Plastic Free Noosa

Tourism Noosa, proudly manages the Plastic Free Noosa program, supporting our community to reduce single-use plastics and protect our environment. With a dedicated Sustainability Specialist, 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

This is 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. To date this program has raised in excess of $120,000 for tree plantings across the Trails. Noosa Council-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. Event organisers, Noosa Council, Tourism Noosa members, local businesses, community and visitors come together bi-annually to plant a minimum of 500 trees along the Noosa Biosphere Trails.

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 development support

Tourism Noosa also supports a diverse range of industries and experiences that contribute to and enrich the region's visitor economy. These include:

- Adventure Tourism
- Arts and Culture
- First Nations Experiences
- Food, Beverage and Agri-tourism
- Weddings and Celebrations

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 and workshops 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 AND MEDIA						
	Visitnoosa.com.au dedicated listing		✓		✓	x 3	✓
	Exclusive access to member-only cooperative marketing campaigns (domestic and international)	Yes	✓		✓	✓	$5,000 inc GST 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						✓
	Participate in our Media Hosting Program with qualified media		✓		✓	✓	✓
	Opportunity to be featured in blog posts and website guides/itineraries	Yes	✓		✓	✓	$5,000 inc GST allocation included
	Be featured in consumer e-newsletters sent to 52,000+ 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.

** The Noosa Map is not available for accommodation providers, and the Noosa Country Drive Map is only available for hinterland members.

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)

EVENTS MEMBERSHIP BENEFITS

Designed for organisers who conduct events within the Noosa region that attract visitors and align with the destination's values. This membership provides opportunities to enhance event visibility through destination marketing support, promotional exposure and industry connection, helping events positively contribute to Noosa's visitor economy and vibrant annual events calendar.

BENEFITS	Events
Dedicated event website listing	✓
Noosa Event calendar website listing	✓
Featured Event listing on the What's On website	✓
Social media post, reels and stories (shared or posted directly on Visit Noosa channels)	✓
Downloadable Noosa Event calendar and poster in VIC	✓
VIC Digital Display inclusion in the event lead up	✓
Consumer email marketing inclusion in the event lead up	✓
Access to marketing materials including image library, email banners and destination content	✓
Opportunity for local supplier and business introductions	✓
General event marketing support and guidance	✓

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 Visitor Information Centre (VIC)	✓
12 months of access to evening networking events and industry updates (approximately 10 events, excluding the Christmas party)	✓
$5,000 inc GST 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.

ADD-ON MEMBERSHIP – ADDITIONAL BENEFITS

Travel Trade

- Trade-ready mentoring programs and workshops
- Expert advice and assistance on distribution and contracting
- Listing in the Trade Travel Planner
- 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
- Sourcing of direct leads for your business
- Inclusion in Business Events campaigns, events and famils
- Invitation to participate in digital marketing, Business Events Planner, 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:

- Category Memberships – Signature, Professional, Out of Region, Signature Plus
- Specialised Memberships – Noosa Events and Ultimate.
- Add-on membership – 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 2026-2027 financial year, ending 30 June 2027.

4. What is the cost of membership?

Category membership fees range from $220 - $7,900 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 Category 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 Category 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 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

Zoe Styles
0450 801 037

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
visitnoosa.com.au/plastic-free-noosa

MEET OUR FULL TEAM