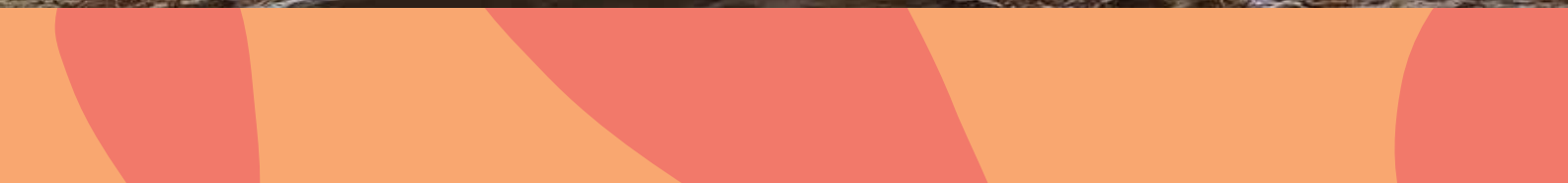




MEMBERSHIP PROSPECTUS

GLADSTONE REGION

2026/27



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ACKNOWLEDGEMENT TO COUNTRY

We respectfully acknowledge the Traditional Owners and Custodians of the lands and waters of the Gladstone Region, part of the Southern Great Barrier Reef.

We recognise the Bailai, Gurang, Gooreng Gooreng and Taribelang Bunda peoples as the Traditional Custodians of this region, and we pay our respects to Elders past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

The stories, languages and cultural traditions of our First Nations peoples are a timeless and integral part of the Gladstone Region's identity. As we welcome visitors, we honour these deep connections to Country and commit to working in partnership with Traditional Custodians to ensure their voices, histories and cultural heritage are celebrated, protected and shared through authentic tourism experiences.

A WARM WELCOME

Come Curious. Live Deliberately. Leave Glad.

At the heart of our region's brand is a simple promise - we invite visitors to come curious, experience our region with intention and leave with a lasting connection to the region. This financial year is a pivotal one for our region, as we reposition the Gladstone Region to remain competitive in an evolving tourism market.

As the official Regional Tourism Organisation for the Gladstone Region, our focus is to bring that promise to life - attracting more visitors while supporting local tourism businesses to grow and thrive.

We're a member-based organisation made up of passionate operators from across the region - from accommodation providers and tour operators to cafés, retailers and experience providers - all working together to showcase what makes the Gladstone Region unique.

Together, we're building a stronger destination. One that encourages visitors to explore beyond the surface - from our islands and reef experiences, to our coastline and Discovery Coast, and into the heart of our inland communities like the Boyne Valley and Calliope.

Tourism plays an important role in our region - supporting local jobs, driving visitation and creating opportunities for small businesses. While we've seen strong interest in recent years, we also know the landscape is changing, with cost-of-living pressures and shifting travel patterns influencing how and where people travel.

That's why working together matters.

At GAPDL, we take a "Team Gladstone Region" approach - aligning our efforts so we're not just promoting individual businesses but delivering a consistent regional story that reflects our brand promise.

Through targeted marketing campaigns, industry development programs and practical support, we help bring that promise to life - supporting you to connect with visitors, strengthen your experience offering and grow your business.

This prospectus has been refreshed based on feedback from our members and industry, ensuring it reflects what you need most from us as your Regional Tourism Organisation.

We look forward to continuing to work alongside you - so together, we can invite visitors to come curious, live deliberately and leave glad.



Dee Dalton
Chief Executive Officer



ABOUT US

Gladstone Area Promotion and Development Limited (GAPDL) is proud to be the Regional Tourism Organisation for Gladstone Region, leading destination marketing, visitor experience development, industry support, and strategic advocacy across one of Queensland's most diverse and evolving visitor destinations.

From reef to ranges, coast to countryside, GAPDL works in partnership with industry, government, and community to strengthen regional profile, grow visitor demand, and support the operators, businesses, and experiences that shape Gladstone Region's unique identity.

Tourism is more than visitation. It creates jobs, strengthens communities, builds pride, and contributes to a vibrant and resilient regional economy. Through bold leadership and collaborative action, GAPDL is helping shape the future of Gladstone Region's visitor economy.



OUR BRAND PROMISE

Come Curious. Live Deliberately. Leave Glad.

Our destination brand invites visitors to uncover the unexpected through authentic experiences, raw beauty, rich stories, and genuine connection.

From the Southern Great Barrier Reef to inland adventures, coastal charm, and thriving communities, GAPDL is committed to positioning Gladstone Region as a destination that leaves a lasting impression while creating stronger opportunities for local operators and businesses.



OUR VISION

By 2036, Gladstone Region will be recognised as a leading force in Queensland's visitor economy, known for bold destination marketing, authentic experiences, sustainable growth, and collaborative partnerships that deliver long-term regional success.



OUR PURPOSE

To grow a sustainable and resilient visitor economy that creates genuine social and economic benefits for our communities.

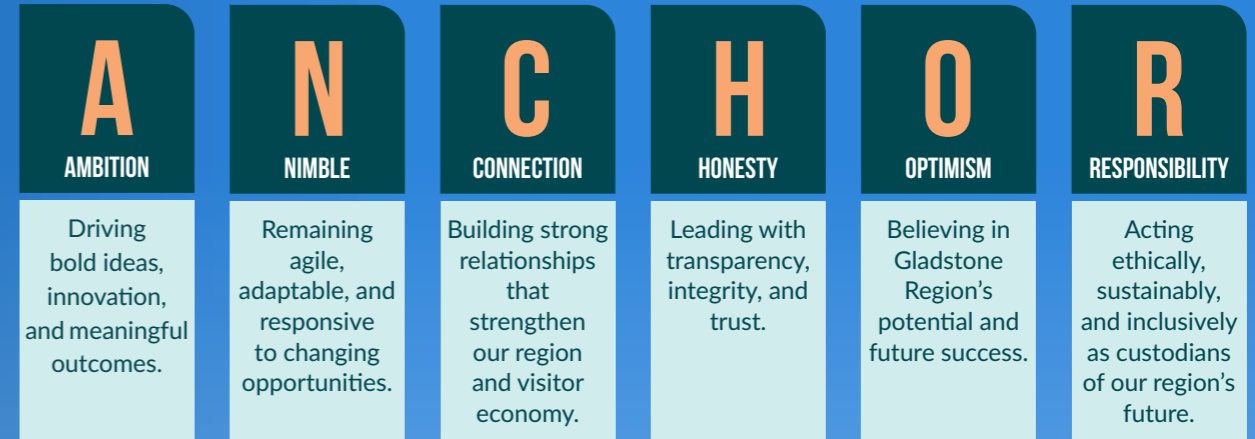
We achieve this by:

- Attracting visitors through impactful destination marketing
- Enhancing visitor experiences
- Supporting industry capability and collaboration
- Advocating for infrastructure, investment, and innovation
- Elevating Gladstone Region's profile on state, national, and global stages

OUR ANCHOR VALUES

Our values are the foundation that guide how we lead, partner, and grow.

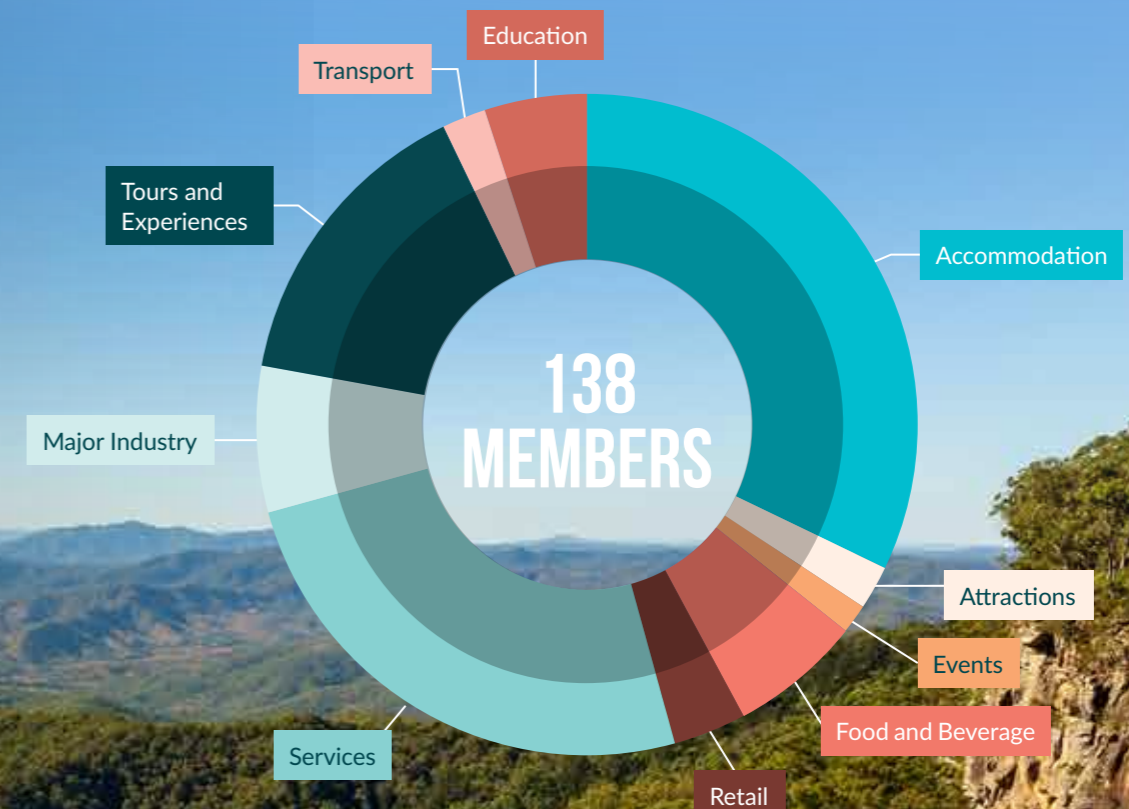
Shaping a stronger visitor economy through bold leadership, meaningful partnerships, and a shared vision for Gladstone Region's future.



WHY PARTNER WITH US?

The visitor economy is a key driver of growth across the Gladstone Region, supporting jobs, investment and regional vibrancy. A strong, unified destination approach ensures we remain competitive and future-focused.

By partnering with GAPDL, your organisation contributes to coordinated marketing, industry development and long-term regional outcomes that benefit businesses and communities alike.



Kroombit Tops National Park

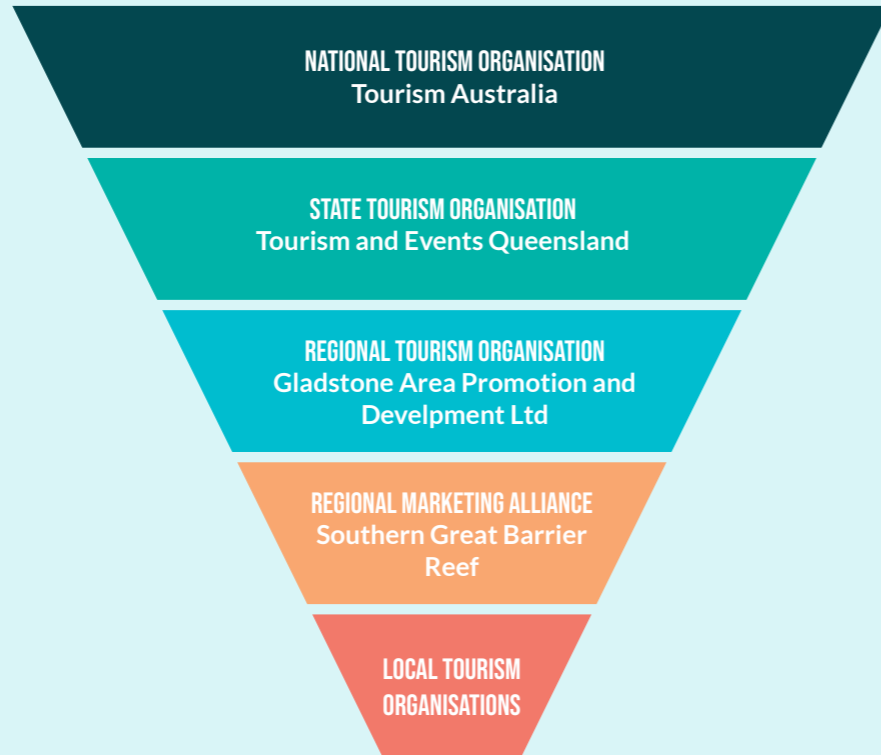
OUR PARTNERSHIPS

THE DESTINATION MARKETING LANDSCAPE

Gladstone Region's visitor economy is powered by a connected network of tourism, government, industry, and community partnerships working together to strengthen destination awareness, visitor growth, and long-term regional success.

From global destination marketing to local visitor engagement, each layer plays a unique role in growing Gladstone Region's profile, supporting operators, and creating stronger opportunities for business and community alike.

For GAPDL members, this means being part of a strategically connected ecosystem that extends far beyond individual business promotion, supporting destination growth, industry capability, and broader regional influence.



STRATEGIC REGIONAL PARTNERSHIPS

Gladstone Region's strength is amplified through powerful partnerships that extend beyond tourism alone, bringing together government, industry, and community to create a more connected, resilient, and opportunity-driven destination. Through aligned leadership across tourism, government, and industry, these partnerships help shape the region's future by supporting infrastructure, driving economic growth, enhancing regional connectivity, and recognising tourism as a key contributor to the broader regional economy. Together, this collaborative approach is helping build a resilient, future-focused visitor economy that creates greater value for members, businesses, communities, and visitors alike.



Gladstone Regional Council is a key partner to GAPDL, working alongside us to support tourism as a driver of regional growth, community pride, and economic development. Through alignment with regional planning, infrastructure investment, and event activation, Council helps create the foundations that allow tourism to thrive, ensuring the Gladstone Region is well-positioned to attract visitors, support local businesses, and deliver long-term benefits for the community. This collaboration reflects a shared commitment to strengthening the visitor economy and elevating the region's profile.



Gladstone Ports Corporation is a key partner to GAPDL, supporting the growth of tourism through improved access, connectivity, and regional opportunity. Through its role in cruise tourism, marine tourism, marina development, infrastructure investment, and community partnerships, GPC helps strengthen opportunities across the region's boating, fishing, and waterfront visitor experiences while contributing to broader economic outcomes. Together, this partnership supports destination accessibility, encourages investment, and strengthens Gladstone Region's position as a connected and competitive tourism destination.



Tourism Australia drives international awareness of Australia, positioning the nation in global markets and increasing visitation through strategic marketing, partnerships, and trade development.

- Key focus:**
- International marketing
 - Global trade partnerships
 - Brand Australia campaigns
 - Consumer demand generation



Tourism and Events Queensland leads Queensland's destination marketing and major events strategy, driving domestic and international visitation while supporting regional tourism outcomes.

- Key focus:**
- Destination marketing
 - Major events
 - Domestic and international campaigns
 - Regional industry collaboration



GAPDL leads destination marketing, visitor servicing, trade development, industry support, and strategic tourism growth across the Gladstone Region.

As the region's peak tourism body, GAPDL works to grow visitation, strengthen industry capability, and increase awareness of Gladstone Region as a competitive and desirable destination within Queensland's visitor economy.

- Key focus:**
- Destination marketing
 - Industry support
 - Membership growth
 - Trade development
 - Visitor servicing
 - Strategic advocacy



The Southern Great Barrier Reef (SGBR) marketing alliance brings together Capricorn Enterprise, Bundaberg Tourism and Gladstone Area Promotion and Development Limited to collectively market and promote the destination across domestic and international markets.

This collaboration strengthens the region's visibility, creates stronger trade and marketing opportunities, and allows Gladstone Region operators to benefit from a broader collective presence across campaigns, trade activity, media opportunities, and visitor promotion.

- Key focus:**
- Regional destination collaboration
 - Domestic and international marketing
 - Trade and media engagement
 - Cooperative campaigns
 - Increased destination visibility



Local tourism organisations support grassroots tourism growth across their communities through local advocacy, visitor engagement, destination promotion and community collaboration.

- Key focus:**
- Local destination promotion
 - Visitor support
 - Community activation
 - Business collaboration



A DESTINATION DEFINED BY NATURE AND BACKED BY RESULTS

HERO STATISTICS FOR THE YEAR ENDING DEC 2025:

DOMESTIC VISITOR EXPENDITURE
\$410.4M



INTERNATIONAL VISITOR EXPENDITURE
\$18.2M

TOTAL VISITOR EXPENDITURE
\$428.5M

DOMESTIC VISITORS
541,082



INTERNATIONAL VISITORS
24,084

TOTAL VISITORS
565,166

DOMESTIC VISITOR NIGHTS
1.6M




INTERNATIONAL VISITOR NIGHTS
195,823

Generating more than \$428.5 million in annual visitor expenditure, tourism continues to play a significant role in supporting Gladstone Region's economy and broader regional prosperity. This spending directly benefits local businesses, tourism operators, hospitality venues, retailers, transport providers, and community services, reinforcing tourism's value as a key economic driver for the region.

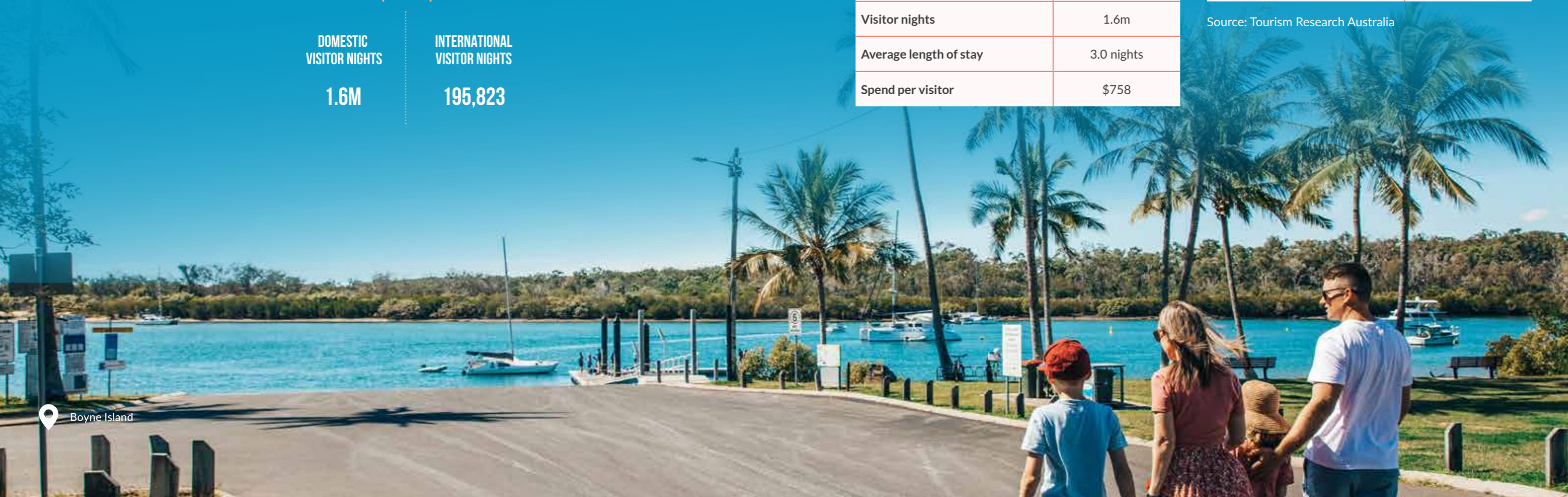
Tourism statistics and visitor insights provide an important foundation for understanding market trends, visitor behaviour, and future growth opportunities. GAPDL regularly monitors and shares industry data with members, helping businesses access meaningful insights that support strategic planning, destination development, and stronger tourism outcomes across Gladstone Region.


GLADSTONE REGION TOURISM PERFORMANCE SNAPSHOT Visitor snapshot for year ending December 2025

 DOMESTIC	YE DEC 2025
Total visitor expenditure	\$410.4m
Domestic visitors	541,082
Holiday visitors	170,000
Visiting friends and relatives	184,000
Business visitors	159,000
Visitor nights	1.6m
Average length of stay	3.0 nights
Spend per visitor	\$758

 INTERNATIONAL	YE DEC 2025
Visitor expenditure	\$18.2m
Visitors	24,084
Visitor nights	196,823
Average spend per visitor	\$784
Average spend per night	\$92

Source: Tourism Research Australia



 Boyne Island

A REGION REIMAGINED

SHAPING A STRONGER FUTURE FOR GLADSTONE REGION TOURISM, TOGETHER.

Our Tourism Strategic Plan 2026–2036 is more than a vision for the future. It is our commitment to building a stronger, smarter, and more sustainable visitor economy that delivers meaningful outcomes for our members, operators, businesses, and wider community.

Built around six strategic pillars, this plan provides the foundation for how GAPDL will champion regional growth, strengthen industry capability, and create lasting opportunities across Gladstone Region.

For our members, this means practical support, stronger visibility, valuable partnerships, and a clear pathway toward long-term success in an evolving visitor economy.

EXPERIENCE

Creating the kinds of visitor moments that inspire longer stays, stronger bookings, and lasting regional impact.

We are focused on helping members develop, refine, and promote compelling visitor experiences that align with changing traveller expectations. Through strategic support, product development, and targeted promotion, we help businesses turn great experiences into bookable opportunities.

PARTNERSHIPS

Stronger connections. Greater opportunities. Better regional outcomes.

Collaboration is at the heart of what we do. By building meaningful partnerships across industry, government, and community, GAPDL creates stronger advocacy, expanded opportunities, and shared success for our members while strengthening tourism's role in Gladstone Region's future.

ECOTOURISM

Protecting what makes our region special while creating future-ready opportunities.

Gladstone Region's environmental and cultural strengths are central to our competitive advantage. We support sustainable tourism growth through eco-certification, responsible tourism development, agritourism, conservation, and authentic cultural partnerships that protect our region while driving meaningful visitor demand.

BRAND

Protecting what makes our region special while creating future-ready opportunities.

Gladstone Region's environmental and cultural strengths are central to our competitive advantage. We support sustainable tourism growth through eco-certification, responsible tourism development, agritourism, conservation, and authentic cultural partnerships that protect our region while driving meaningful visitor demand.

PEOPLE

Empowering the people who power our visitor economy.

Behind every great destination are passionate, capable people. GAPDL is committed to strengthening industry capability through mentoring, professional development, volunteer engagement, and workforce support, ensuring our members have the tools, confidence, and resilience to thrive.

ADVOCACY

Championing the investment, infrastructure, and support our region needs.

GAPDL actively represents the interests of our tourism industry, advocating for the policies, infrastructure, and strategic investment required to support sustainable regional growth. From destination development to accessibility improvements, we work to ensure Gladstone Region remains competitive and future-focused.

WHERE BOLD MARKETING TURNS HEADS AND INSPIRES HOLIDAYS

AT GAPDL, WE CREATE DESTINATION MARKETING THAT CAPTURES ATTENTION, INSPIRES VISITATION, AND DRIVES AWARENESS FOR GLADSTONE REGION AND ITS OPERATORS.

Through bold campaigns, compelling storytelling, media exposure, digital promotion, and standout marketing activity, GAPDL helps position Gladstone Region as a destination visitors want to experience, while creating valuable exposure opportunities for our members.

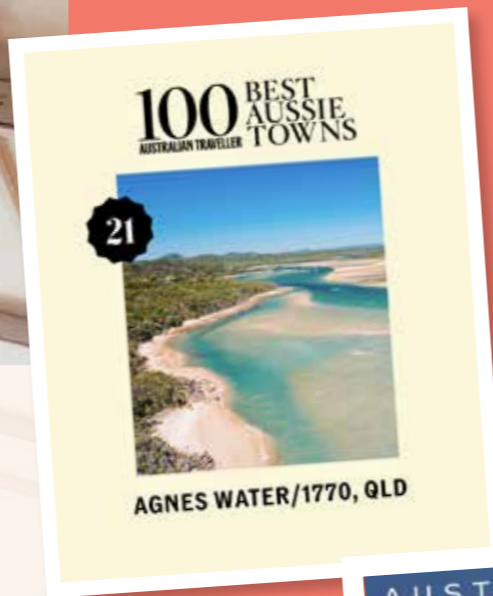


B2G Village - Easter in Gladstone



Major campaigns such as Easter in Gladstone, delivered in partnership with Gladstone Regional Council and Gladstone Ports Corporation, continue to drive strong destination awareness, reaching more than 100,000 unique users through highly targeted digital promotions, Queensland Rail activations, billboard placements, radio promotions, consumer EDMs, and dedicated campaign landing pages. These campaigns are designed to inspire visitation while placing member businesses directly within high-impact regional marketing.

GAPDL also actively secures valuable earned media across television, travel publications, and industry channels. Coverage through platforms such as Sunrise, Channel 7 Weekender, Our Town, Journey To, and wider travel media helps position Gladstone Region on state, national, and international stages, strengthening destination credibility while amplifying regional business exposure.



PRINT COLLATERAL

From visitor guides and regional maps to tourism brochures, GAPDL's professionally developed print collateral ensures Gladstone Region maintains strong promotional presence both online and on the ground. Strategically distributed through Visitor Information Centres, trade shows, famil programs, campaigns, and visitor servicing channels, these assets continue to create meaningful touchpoints that keep member businesses front of mind throughout the visitor journey.

WANT TO BE PART OF THE ACTION?
Consider our Marketing Add-On for even greater opportunities!

WHERE VISITORS FIND US FIRST



WEBSITE

More than 105,000 travellers engaged with www.gladstoneregion.info over the past year, generating over 206,000 page views and positioning Gladstone Region strongly in front of visitors actively planning their next holiday. As the region's trusted digital destination platform, it connects travellers with accommodation, tours, events, local experiences, and essential visitor information while inspiring bookings and regional visitation.

Through an active Australian Tourism Data Warehouse (ATDW) listing, your business can feature across Gladstone Region's digital ecosystem while also expanding visibility through leading tourism platforms including Queensland.com and Australia.com. Maintaining an up-to-date ATDW profile ensures your business remains discoverable, competitive, and ready to capture visitor interest.

DESTINATION WEBSITE OPPORTUNITIES

www.gladstoneregion.info connects visitors with:

- ✓ Accommodation
- ✓ Tours and experiences
- ✓ Attractions and things to do
- ✓ Events
- ✓ Restaurants and cafés
- ✓ Visitor information
- ✓ Local inspiration
- ✓ Travel planning tools
- ✓ Direct bookings
- ✓ Destination maps and itineraries

SOCIAL MEDIA

GAPDL maintains a strong digital presence across both consumer and corporate social media channels, including Facebook, Instagram, TikTok, YouTube, LinkedIn, with a combined audience of more than 40,000 followers and annual consumer reach exceeding 400,000.

Through destination campaigns, event promotion, business spotlights, seasonal marketing, and high-quality visual content, GAPDL's digital channels actively inspire travellers while creating valuable promotional opportunities for local businesses and tourism operators.



PRO TIP

Tag @GladstoneRegion and align with destination, regional, and state campaigns to increase your opportunities for broader exposure and audience engagement.

GAPDL's social media channels help bring Gladstone Region to life through:

- ✓ Consumer marketing campaigns
- ✓ Business spotlights
- ✓ Event promotion
- ✓ Destination storytelling
- ✓ Video and visual content
- ✓ Seasonal campaigns
- ✓ Blogs

Our platforms create valuable opportunities for businesses to connect with engaged travel audiences while aligning with broader destination and state tourism campaigns.

OUR DIGITAL CHANNELS

-  www.gladstoneregion.info
-  @GladstoneRegion
@gapdgladstone (Corporate Facebook)
-  @gladstoneregion
-  @thegladstoneregion
-  @gladstoneregion
-  @gapdl

INBOX TO INSPIRATION

With access to more than 1,500+ consumer subscribers and 200+ industry contacts, GAPDL's consumer and industry e-newsletters provide another powerful digital touchpoint for promoting visitor experiences, events, and important business updates directly to engaged audiences.

These strategic communications help keep Gladstone Region front of mind while offering members valuable opportunities to submit content for potential inclusion, extending promotional reach beyond digital platforms and social channels.

HAVE CONTENT TO SHARE?

Send it through to our team for the opportunity to be featured in upcoming consumer or industry e-newsletters, helping extend your reach directly to engaged visitor and business audiences.

From the first search to final booking, GAPDL helps ensure Gladstone Region and its operators remain front of mind.

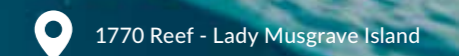
PRO TIP

CREATE AN ATDW LISTING TO MAXIMISE YOUR DIGITAL REACH

An active ATDW listing helps promote your business across www.gladstoneregion.info, while also extending your visibility to major tourism platforms including Queensland.com, Australia.com, and other leading travel websites.

Keeping your listing current allows you to showcase your experiences, update business details, highlight special offers, and promote upcoming events, ensuring visitors can easily discover and engage with your business across multiple trusted channels.

Having trouble with your ATDW profile? Reach out to our team for one-on-one support with creating, updating, or optimising your listing.





TRADE AND INTERNATIONAL ACTIVITY

OPENING DOORS TO NEW MARKETS

From Queensland's thriving drive market to key domestic and international audiences, GAPDL's trade focus is designed to put Gladstone Region experiences in front of the right people, in the right markets, at the right time.

With strong opportunities across Queensland, New South Wales, Victoria, New Zealand, the United Kingdom, Europe, and broader international channels, our trade activity helps position Gladstone Region as a competitive and experience-rich destination, appealing to travellers seeking authentic, laid-back regional and coastal experiences.

Working alongside wholesalers, inbound tour operators, travel agents, online travel platforms, and tourism networks, GAPDL helps local operators unlock opportunities far beyond what they could achieve alone, expanding reach, strengthening bookings, and growing awareness.

As part of the Southern Great Barrier Reef (SGBR) marketing alliance, GAPDL collaborates with regional partners to strengthen the destination's visibility across domestic and international markets. By working collectively under the Southern Great Barrier Reef brand, the region is able to achieve greater exposure, stronger trade engagement, and increased opportunities for local operators to connect with travel buyers, wholesalers, and tourism partners on a larger scale.

Over the past 12 months, GAPDL has represented the Gladstone Region across more than five major domestic and international trade missions and industry events, including Australian Tourism Exchange (ATE), Inbound Queensland, and Tourism and Events Queensland's Queensland is Calling New Zealand Roadshow.

During this time, GAPDL has also supported and coordinated more than five domestic and international familiarisation programs, welcoming travel buyers, media, and tourism partners to experience the Gladstone Region firsthand and build stronger product knowledge and destination awareness.

These connections help open doors to new markets, strengthen long-term industry relationships, and create valuable opportunities for local operators to grow their tourism reach.

With the right connections, local experiences can travel much further.

EXPAND YOUR REACH, STRENGTHEN YOUR PRESENCE, AND POSITION YOUR BUSINESS FOR INTERNATIONAL TOURISM GROWTH.

HELPING VISITORS FIND MORE OF GLADSTONE REGION

GAPDL proudly operates two accredited Visitor Information Centres in Gladstone and Agnes Water, alongside a growing network of Visitor Information Hubs across the region, all designed to help visitors discover more, stay longer, and experience the very best of Gladstone Region.

From reef and island adventures to local events, accommodation, and regional experiences, our visitor servicing network provides travellers with trusted local knowledge, personalised recommendations, and genuine regional hospitality.

Last year alone, more than 33,000 visitors walked through our doors, with 19,604 visitors welcomed through the Gladstone Visitor Information Centre and 13,526 visitors supported through Agnes Water, reinforcing the powerful role our centres play in regional visitor engagement.


Backed by more than 40 Gladstone Region Ambassadors, these touchpoints help strengthen visitor confidence while creating meaningful visibility for local businesses and tourism operators.

i VISITOR SERVICING OPPORTUNITIES

Our Visitor Information Centres and Hubs provide businesses with valuable opportunities to connect directly with travellers through:

- ✓ Brochure and promotional material distribution
- ✓ Direct visitor referrals
- ✓ Product and experience promotion
- ✓ Event and itinerary recommendations
- ✓ Face-to-face visitor engagement
- ✓ Increased drive and regional market exposure






 Gladstone Visitor Information Centre

Why Visitor Servicing Matters

Our network helps:

- ✓ Inspire visitors to experience more
- ✓ Increase bookings and referrals
- ✓ Encourage longer regional stays
- ✓ Strengthen local business exposure
- ✓ Support regional dispersal
- ✓ Deliver memorable first impressions

OUR VISITOR INFORMATION NETWORK


-  Gladstone Visitor Information Centre
-  Agnes Water Information Centre
-  Visitor Information Hubs across Gladstone Region

EXPAND THROUGH VISITOR INFORMATION HUBS

Interested in facilitating or managing a Visitor Information Hub within your business?

Visitor Information Hubs help extend regional visitor servicing while creating additional opportunities for local businesses to strengthen visibility, community connection, and visitor engagement.



 Tannum Sands

LOCAL KNOWLEDGE, FRIENDLY FACES, AND STRONG REGIONAL CONNECTIONS HELP VISITORS EXPERIENCE MORE WHILE SUPPORTING THE BUSINESSES THAT MAKE GLADSTONE REGION UNFORGETTABLE.





WHEN LOCAL BUSINESSES CONNECT, GLADSTONE REGION GROWS STRONGER

GAPDL's monthly networking events are designed to bring together passionate people, businesses, and organisations shaping Gladstone Region's visitor economy.

These networking opportunities create space for meaningful conversations, fresh ideas, stronger partnerships, and valuable regional connections.

Featuring industry guest speakers, regional updates, business conversations, and networking opportunities, members can build valuable connections, increase business visibility, share ideas, and strengthen their engagement within Gladstone Region's growing visitor economy.

Whether you are promoting your business, exploring collaboration opportunities, or staying connected to industry trends, GAPDL's networking events help create a more connected, informed, and resilient regional tourism industry.

WANT TO SHOWCASE YOUR BUSINESS?

Members also have the opportunity to host or collaborate on networking events, creating valuable exposure whilst positioning their business as an active contributor to Gladstone Region's growing visitor economy.



IT'S MORE THAN JUST NETWORKING, IT'S ABOUT CREATING CONNECTIONS THAT MATTER.

Our events are designed to:

- ✓ Spark collaboration and strengthen regional partnerships
- ✓ Share industry insights, tourism updates, and new ideas
- ✓ Support local businesses and encourage innovation
- ✓ Build industry confidence and professional connections
- ✓ Increase business visibility and collaboration opportunities
- ✓ Foster community pride and stronger regional engagement
- ✓ Create meaningful connections that support the long-term success of Gladstone Region's visitor economy



SUSTAINABILITY IN ACTION

Travellers are increasingly seeking destinations and experiences that demonstrate genuine sustainability commitments, creating growing opportunities for regions and businesses leading the way in responsible tourism.

As an eco-certified destination, Gladstone Region is recognised for its commitment to sustainable tourism, responsible business practices, and protecting the natural and cultural assets that make the region so unique. Through GAPDL's ongoing sustainability focus, we support members in aligning with evolving visitor expectations while strengthening Gladstone Region's position as a forward-thinking and resilient destination.

Sustainability is not just about protecting our environment, it is about creating stronger businesses, building visitor trust, and supporting the long-term future of our visitor economy. By embracing sustainability in action, our members contribute to a stronger, more resilient Gladstone Region while helping secure the future of tourism across the region.

OPPORTUNITIES

- ✓ Guidance and support navigating eco-certification pathways
- ✓ Access to sustainability workshops, webinars, and industry training
- ✓ Connections to regional sustainability initiatives and partnerships
- ✓ Opportunities to participate in eco-focused marketing and promotion
- ✓ Support identifying practical sustainability opportunities within your business
- ✓ Collaboration opportunities with environmentally focused operators and organisations
- ✓ Access to sustainable tourism insights, trends, and visitor expectations



Wilson Island

THE MEMBERSHIP THAT MOVES YOUR BUSINESS FORWARD

GAPDL's membership is built for businesses, tourism operators, and community organisations ready to grow alongside Gladstone Region's evolving visitor economy.

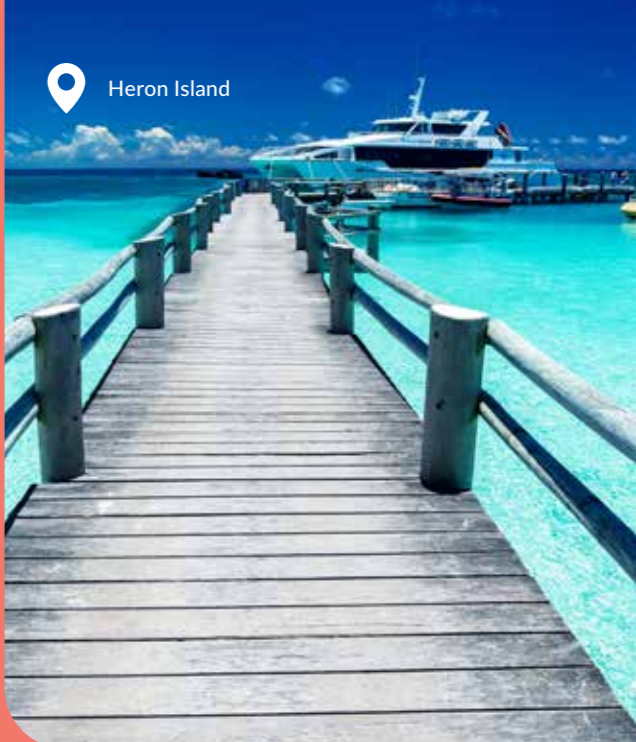
With tailored membership tiers designed to support businesses at every stage, members gain access to valuable core benefits including regional advocacy, industry connection, networking opportunities, business support, and stronger alignment with the region's broader tourism growth.

For those looking to take their visibility even further, our optional Marketing Add-On provides expanded destination promotion, enhanced marketing exposure, and additional opportunities to connect with visitors through GAPDL's broader promotional network.

FLEXIBLE, STRATEGIC, AND DESIGNED WITH REAL BUSINESS OUTCOMES IN MIND, OUR MEMBERSHIP STRUCTURE ALLOWS YOU TO CHOOSE THE LEVEL OF INVOLVEMENT THAT BEST SUITS YOUR GOALS WHILE MAXIMISING OPPORTUNITY, VISIBILITY, AND LONG-TERM SUCCESS.



Town of 1770



Heron Island

TESTIMONIALS



Wilson Island
Great Barrier Reef

The GAPDL team's support and resources are invaluable to Heron Island and Wilson Island. Their collaborative approach, strong industry connections, and ongoing commitment to growing the visitor economy continue to create meaningful opportunities to showcase our unique destination, strengthen partnerships across the Southern Great Barrier Reef, and connect us with valuable trade, marketing, and industry initiatives. We value being part of such a proactive and engaged tourism community

KAREN SWEENEY
HERON ISLAND AND WILSON ISLAND RESORTS



Central Apartment Group is an ongoing partner with GAPDL, and we have enjoyed a very prosperous, successful and ongoing partnership for many years

From their workshops designed to gain valuable market intel in the Gladstone area, to working closely with the team at tradeshows and local events, all designed to ensure the success for both parties as well as keeping abreast of the news and developments and opportunities in Central QLD

We look forward to a continued lucrative partnership with the GAPDL team!

CRAIG GOSLING
GROUP SALES MANAGER
CENTRAL APARTMENT GROUP

MEMBERSHIP

JOIN THE NETWORK DRIVING GLADSTONE REGION TOURISM

Membership opens the door to exclusive opportunities, giving your business access to GAPDL's industry programs, and valuable connection across the Gladstone Region tourism network. Your membership also contributes towards our ongoing efforts to promote the region and grow the local tourism sector.

ALL MEMBERSHIP LEVELS RECEIVE THE BELOW

- ✓ Industry e-newsletters keeping you informed of trends, opportunities and funding updates
- ✓ Invitations to monthly networking events and industry forums
- ✓ Feature on GAPDL corporate platforms to showcase your business within our tourism network
- ✓ Voting rights at the Annual General Meeting
- ✓ Eligibility to request letters of support, where appropriate
- ✓ Invitations to workshops, mentoring sessions, webinars and expert briefings relevant to your business
- ✓ Opportunity to share business updates in GAPDL communications, subject to approval.
- ✓ Direct connection to the Gladstone Region tourism and business network, creating opportunities for collaboration with other businesses and industry partners
- ✓ Guidance and support navigating regional tourism programs and opportunities
- ✓ Opportunity to host networking functions at your venue (venue hire to be waived as part of membership)

Individual memberships are available for those looking to stay connected with the region's tourism industry. Speak to our team for further information.

EMERGING TOURISM OPERATOR

\$350
inc GST

For emerging tourism businesses and small operators in the early stages of their visitor economy journey.

This tier provides foundational visibility, connection to industry updates, and recognition as a valued contributor to the Gladstone Region experience.

Inclusions:

- ✓ Recognition on the GAPDL website
- ✓ Advocacy and representation where appropriate on matters impacting your business
- ✓ Guidance and support navigating the broader tourism and business landscape across Queensland, with in-person support to help businesses connect with tourism opportunities, initiatives, and industry networks
- ✓ Opportunity to participate in staff and volunteer familiarisation programs
- ✓ Access to industry updates and communications
- ✓ Recognition of your organisation's contribution to the region's visitor economy
- ✓ 1 brochure space available to promote your business through Gladstone Region Visitor Information Centres and regional Visitor Information Hubs
- ✓ Access to 1 box of Gladstone Region Destination Guides **
- ✓ Access to 100 of your local Gladstone Region Maps (Gladstone or Agnes Water/1770) **

**Per Financial Year

REGIONAL BUSINESS PARTNER

\$500
inc GST

For non-tourism businesses that support, service or benefit from the Gladstone Region visitor economy.

Ideal for businesses wanting visibility within the tourism network and opportunities for business-to-business collaboration.

Inclusions:

- ✓ **Receives all inclusions in Emerging Tourism Operator Level**
- ✓ Destination Website Listing (Regional Business Partner Category)
- ✓ Access to Gladstone Region image library
- ✓ 1 Brochure space available for display and distribution in Gladstone and Agnes Water Visitor Information Centres and regional Visitor Hubs
- ✓ Opportunities for business-to-business collaboration with tourism operators
- ✓ Participation in business-focused initiatives and partnerships
- ✓ Opportunity to distribute one joint media release per year to GAPDL's database (subject to approval)
- ✓ Invitations to networking events and industry forums

GLADSTONE REGION TOURISM OPERATOR

\$700
inc GST

For tourism businesses delivering bookable visitor experiences looking to strengthen their visibility, regional presence, and connection to destination marketing opportunities.

Designed for businesses wanting greater exposure and deeper engagement within Gladstone Region's visitor economy.

Inclusions:

- ✓ **Receives all Inclusions in Emerging Tourism Operator and Regional Business Partner Levels**
- ✓ Destination website visibility*
- ✓ Access to Gladstone Region image library
- ✓ A total of 3 brochure spaces available to promote your business through Gladstone Region Visitor Information Centres and regional Visitor Information Hubs
- ✓ Access to a total of 2 boxes of Gladstone Region Destination Guides **
- ✓ Access to 300 of your local Gladstone Region Maps (Gladstone or Agnes Water/1770) **
- ✓ Monthly product update opportunity for VIC staff and volunteers
- ✓ Eligibility for consumer-facing content, blogs and itineraries (subject to approval)
- ✓ Opportunity to be considered for inclusion in industry famils
- ✓ Opportunity to distribute three joint media release per year to GAPDL's database (subject to approval)
- ✓ Exclusive access to cooperative marketing and advertising opportunities at member rates
- ✓ Access to regional performance insights and industry data updates
- ✓ Opportunity to increase bookings via the Visitor Information Centre booking platform

*Active ATDW listing required

**Per Financial Year

MARKETING ADD-ON

\$450 inc GST
INCLUDING COLLATERAL

The Marketing Add-On provides businesses with enhanced promotional opportunities across GAPDL's destination marketing channels and publications. This optional package is designed to increase visibility while providing structured access to key marketing platforms.

This add on is available to Gladstone Region Tourism Operator and Gladstone Region Destination Leader Members

See Page 29 for inclusions.

GLADSTONE REGION DESTINATION LEADER

\$1000
inc GST

The Gladstone Region Destination Leader tier is designed for businesses ready to play a leading role in shaping the future of Gladstone Region's visitor economy.

Built for operators seeking stronger trade engagement, broader visibility, and deeper industry connection, this tier positions members as leading tourism champions within Gladstone Region.

Destination Leaders sit at the forefront of regional growth, helping drive awareness, strengthen industry collaboration, and elevate Gladstone Region across domestic and international markets

Inclusions:

- ✓ **Receives all inclusions across all Membership Levels**
- ✓ Opportunity to shape regional strategies before finalisation where relevant
- ✓ Priority Opportunity to host industry networking events and present as a guest speaker
- ✓ Recognised as a Gladstone Region Destination Leader with a dedicated member badge
- ✓ Invitation to Bi-annual industry round tables hosted by the GAPDL CEO
- ✓ Access to a Total of 4 boxes of Gladstone Region Guides **
- ✓ Access to a total of 400 Gladstone Region Maps (Agnes Water/1770 and Gladstone)
- ✓ Eligibility to participate in domestic and international trade missions, showcases, and trade engagement opportunities as part of the Southern Great Barrier Reef destination offering
- ✓ Inclusion in destination-wide trade campaigns, trade-ready operator materials, and destination presentations delivered to travel agents, wholesalers, and industry partners, with trade representatives maintaining in-depth familiarity of your business and experiences
- ✓ Access to trade training, export-readiness guidance, and mentoring opportunities focused on working with travel trade and distribution partners
- ✓ Eligibility to participate in hosted trade familiarisation programs with travel agents, media, inbound operators, and key industry stakeholders

*Trade Members are expected to support staff familiarisation opportunities through the provision of FOC or industry-rate experiences where possible, ensuring frontline trade and destination staff can confidently sell and promote the business through firsthand knowledge and experience.

GLADSTONE REGION COMMUNITY SUPPORTER

\$160
inc GST

Ideal for community members and not-for-profit organisations looking to stay informed, connected, and show their support for tourism in Gladstone Region.



Boyne Burnett Inland Rail Trail

MARKETING ADD-ON

The Marketing Add-On provides businesses with enhanced promotional opportunities across GAPDL's destination marketing channels and publications. This optional package is designed to increase visibility while providing structured access to key marketing platforms.

Available exclusively to Gladstone Region Tourism Operator and Gladstone Region Destination Leader members, this add-on is designed for businesses looking to strengthen their destination presence and expand their promotional reach across Gladstone Region's broader marketing network.

DESTINATION MARKETING COLLATERAL

- ✓ 1 x ¼ page formatted advertisement in the Gladstone Region Visitor Guide (valued at \$300)

Advertising placements within the Visitor Guide are limited and allocated on a first-in, first-served basis to maintain the quality and balance of the publication.

Participants may also upgrade their advertisement placement to a larger size at reduced partner rates, subject to availability.

ADVERTISEMENT SIZE	MARKETING ADD-ON UPGRADE
1/4 Page (Included)	Included
Half Page	+\$200
Full Page	+\$500

Upgrade costs represent the difference between the included ¼ page advertisement and the selected placement size.

*Businesses that do not participate in the Marketing Add-On may still have opportunities to advertise within the Gladstone Region Visitor Guide, however advertising rates and placement opportunities may differ from the add on rates outlined above.

DIGITAL PROMOTION

- ✓ 1 x bespoke blog feature published across Visit Gladstone Region and GAPDL channels
- ✓ 1 x social media takeover across the Gladstone Region Facebook and Instagram platform
- ✓ 1 x featured placement on the Visit Gladstone Region website (rotational)
- ✓ 1 x professionally produced 60-second video showcasing your business, shared across GAPDL business channels and amplified through consumer-facing social media channels

CAMPAIGN OPPORTUNITIES

- ✓ Inclusion in Gladstone Region destination marketing campaigns. This will include campaign social media tiles, out-of-home advertising placements, digital billboard inclusion, or other campaign assets.
- ✓ Exclusive buy-in opportunities for media partnerships, where available.



MEET YOUR GLADSTONE REGION TOURISM TEAM



CHIEF EXECUTIVE OFFICER
Dee Dalton



MANAGER, MARKETING & PARTNERSHIPS
Nicola Smith



MANAGER, FINANCE & OPERATIONS (ACTING)
Suzi Pradella



DIGITAL MARKETING SPECIALIST
Susan Gaerth



VISITOR EXPERIENCE MANAGER – SOUTHERN REGION
Melissa Smith



VISITOR EXPERIENCE MANAGER - NORTHERN REGION (ACTING)
Gaetane Chiffolleau



SENIOR TRADE MARKETING & PARTNERSHIPS OFFICER
Chloe Sydes



**DID SOMETHING SPARK AN IDEA?
LET'S TALK POSSIBILITIES**

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