

# 2026/27 Membership Prospectus

## Our role is to strengthen and promote Palm Cove through focused tourism marketing, positioning the village as one of Australia's most beautiful and distinctive tropical destinations.

## Why be a member?

Tourism Palm Cove is your local tourism association tasked with marketing Palm Cove to our identified target markets. It is run by your fellow business owners and managers who volunteer their time and, like you, have a passion for Palm Cove.

TPC has a clear vision and becoming a member of Tourism Palm Cove will ensure that your business is at the forefront of our extensive brand development and destination marketing activities.

Membership with us opens doors for your business to access valuable tourism marketing opportunities and supporting us with marketing our special place – Palm Cove.




## Who is Tourism Palm Cove?

Tourism Palm Cove is an award-winning, not-for-profit tourism association representing the businesses and people who make Palm Cove such a special destination.

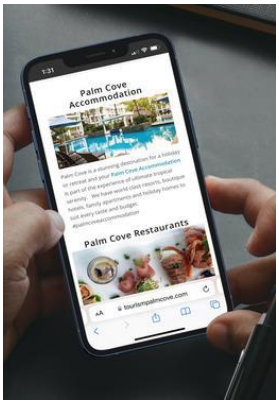
We work with local businesses, Tourism Tropical North Queensland and other key industry partners to promote Palm Cove to domestic and international visitors, tourism trade, media and travel decision-makers.

Our focus is simple: to keep Palm Cove visible, desirable and firmly on the radar of visitors planning a trip to Far North Queensland. Through destination marketing, industry representation, partnerships and member promotion, we help tell the Palm Cove story and showcase the depth, quality and character of our village.

## Our Vision and Purpose

Through excellence in marketing, positioning Palm Cove as the most ***Serene and Sophisticated*** destination for our visitors, provide economic benefit and value for our members, community and broader tourism industry.






www.tourismpalmcove.com
www.facebook.com/VisitPalmCove
https://www.instagram.com/visitpalmcove/

# Some of what we will be doing in 2026/27

Undertake digital domestic marketing campaigns in key states targeting affluent couples, young families, weddings and corporate events

Service and facilitate cooperative marketing opportunities with TTNQ and other tourism organisations

Provide a dedicated members resources section of the TPC website.

Host informative member networking functions to be held in Palm Cove utilising our members as Hosts to help educate and connect Businesses.

**Did you know?**

Visitors to Palm Cove contribute $111.2m annually to the local economy

Weddings in Palm Cove bring over 15,000 people a year

# 2026-27
# Membership Packages

## Partner Level
**$1,095 membership** – see Membership Packages 2026/27 for benefits
Level 1 listing on the TPC website

## Premium Level
**$595 Membership** - see Membership Packages 2026/27 for benefits
Level 2 listing on the TPC website

## Promotor Level
**$395 Membership** - see Membership Packages 2026/27 for benefits
Level 3 listing on the TPC website

## Website Benefit in being a Partner vs Premium vs Promotor level.

- All businesses will benefit from the $150,000 Per Annum Google Ads grant we have ongoing, as well as the SEO and Organic growth of the Website, but how much they benefit can depend on the Membership level.
- Different Membership levels give different benefits so the higher the level determined, the more content they can have for SEO, which also determines the position they appear in their category on the website.
- All Businesses will benefit at different stages and for a small Membership investment will see a positive Return On Investment. (It can cost upwards of $30K for an individual business to run an effective Google Ads campaign). Being a TPC member benefits from what TPC offer across the board but also is included as a part of TPC's digital marketing that reaches across the country.





# Membership Application Form

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|---|---|
| **Business name:** | |
| **Phone Number:** | |
| **Business Address:** | |
| **Contact Person:** | |
| **Mobile number:** | |
| **Email:** | |
| **Membership level:** | [ ] Partner level: $1,095 [ ] Monthly: $99<br>[ ] Premium level: $595 [ ] Monthly: $59<br>[ ] Promotor Level: $395 [ ] Monthly: $39 |

Return form via email president@tourismpalmcove.com or hand it to a committee member.