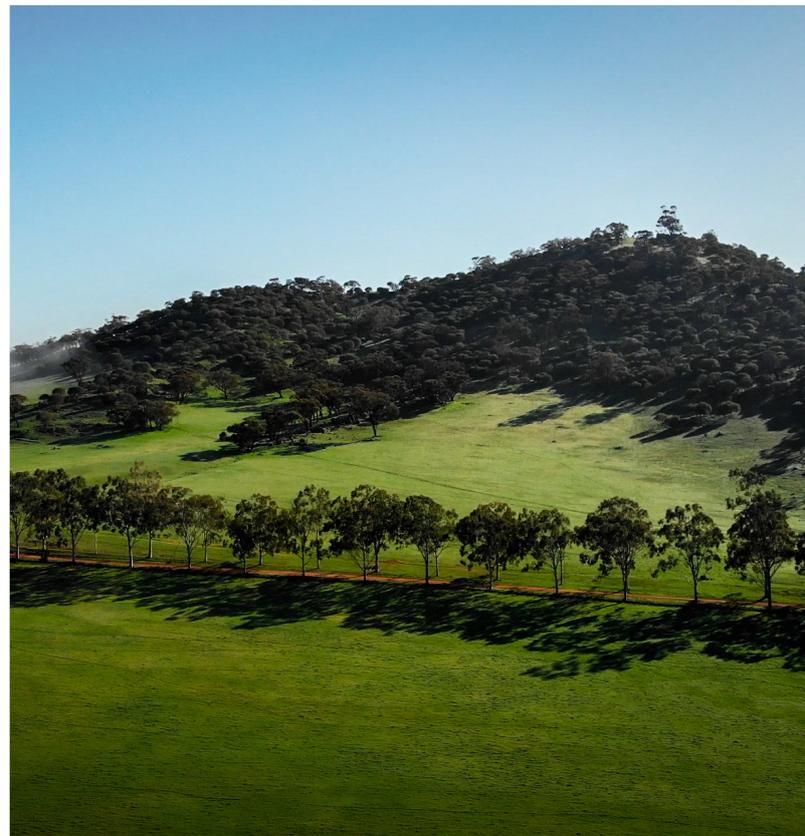
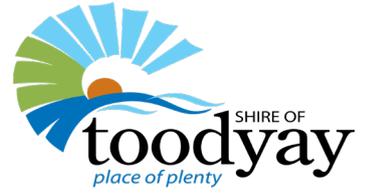


Toodyay Visitor Centre

Partnership Prospectus



Toodyay Visitor Centre

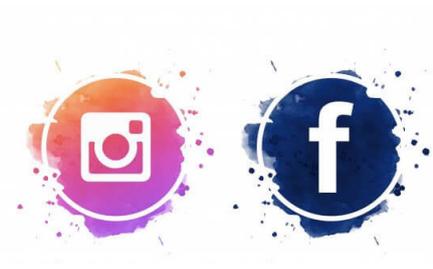
The Toodyay Visitor Centre operates as a service of the Shire of Toodyay to market Toodyay and the region as a tourism destination.

The Toodyay Visitor Centre provides quality visitor services 7 days a week - excluding Good Friday, Christmas Day, Boxing Day and New Years Day. Our goal is to improve visitors' experiences, develop a good reputation and create repeat visitation.

Tourism is everybody's business - a successful industry in our region relies on professionally delivered products and services, genuine enthusiasm from the wider community and an overall desire to make each visitors' stay a unique experience for them.

The management and staff of the Toodyay Visitor Centre are committed to the growth of the tourism industry in the region. The greater the partnership base, the more effective the role of visitor servicing becomes.

The Toodyay Visitor Centre works together with the Tourism Council of WA, Tourism WA, Destination Perth, Pioneers' Pathway, the Toodyay Chamber of Commerce and the neighbouring Visitor Centres to actively promote Toodyay and the Avon Valley.



Social Media

Over 2,000 followers across Facebook and Instagram



Foot Traffic through the Visitor Centre

Over 33,000 visitors during the 2020/2021 financial year

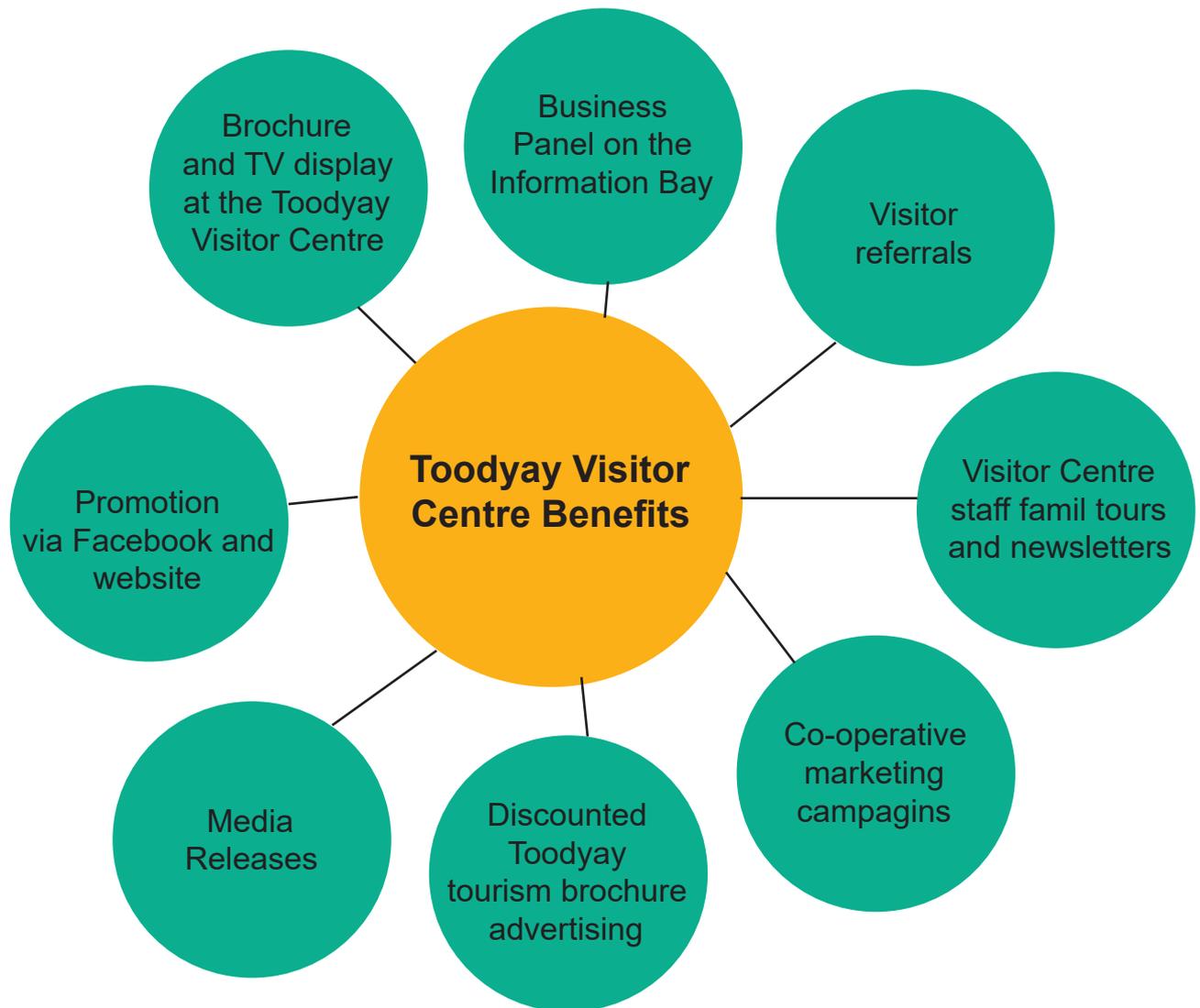


Communication

Regular networking with agencies such as Tourism Council of WA, Destination Perth and Tourism WA to keep up with industry updates and promote Toodyay



Partnership Inclusions



Activities in 2020/2021

- Revamped Toodyay tourism brochure
- Destination Perth Holiday Planner ad
- Numerous networking event attendances
- Attendance at the Regional Tourism Conference
- Collaborative wildflower campaign with Destination Perth
- Creation of a tourism reference group
- Updated website
- Improvements to the Pioneer Pathway trail

Activities for 2021/2022

- Toodyay Ambassadors program
- Targeted collaborative campaigns with Destination Perth and the Avon Valley
- Free basic membership with Destination Perth for partners
- Out of home advertising
- Expansion in digital and social marketing
- Collaborative campaigns throughout the year
- Networking with neighbouring towns to create compound products

For further enquiries contact
Toodyay Visitor Centre

7 Piesse St, Toodyay

(08) 9574 9380

visitorscentre@toodyay.wa.gov.au

www.toodyay.com

