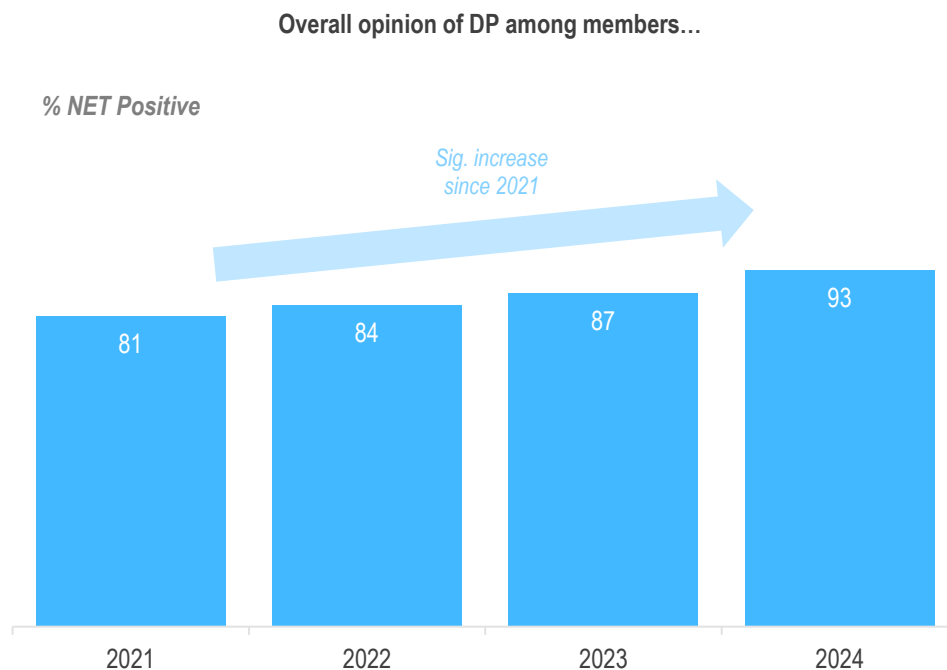


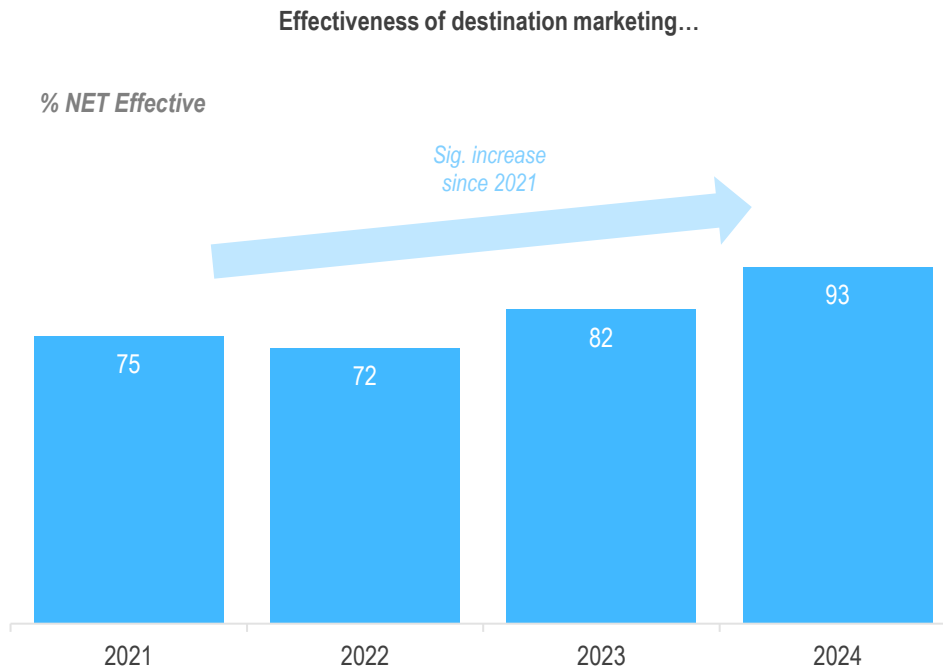
Since 2021, an increasing proportion of DP members feel positively about their RTO...

... with more than 9 in 10 feeling positive this year!

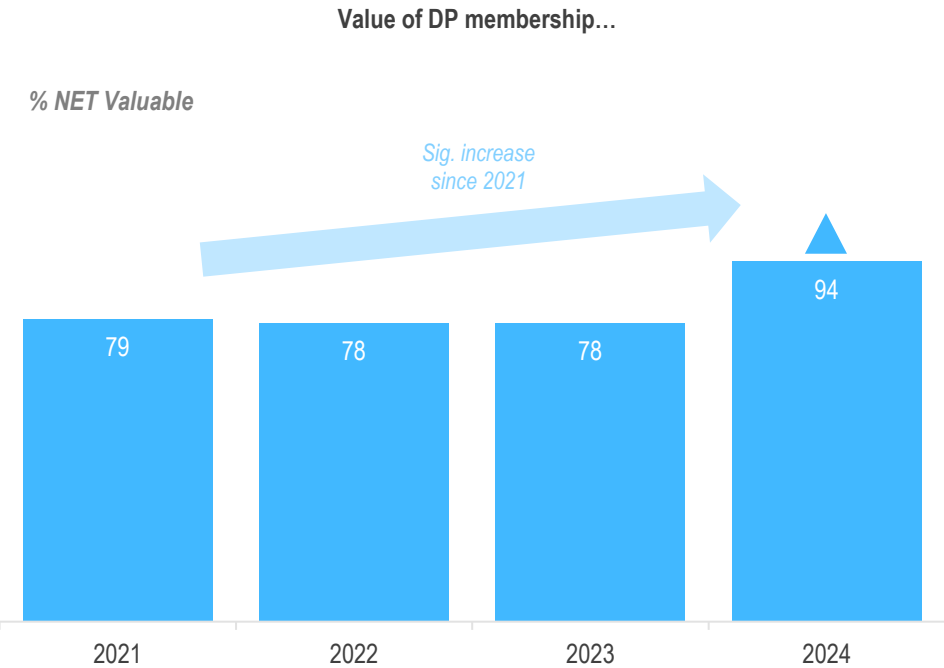


Perceived effectiveness of destination marketing improved for the second year in a row...

This has resulted in significantly more DP members that feel the destination marketing of their RTO is effective compared to 2021/22.



Along with member sentiment and marketing effectiveness, membership value has also increased this year.



Q17a. Within the last 12 months, how valuable do you consider your membership with your RTO to have been? Base: 'DP Members' 2021 (n=72), 2022 (n=76); 2023 (n=65) and 2024 (n=76).

And what other services would DP members like to see in the future...

-  **Marketing, Advertising & Promotion Support** ● ● ● ● ●
Respondents seek stronger marketing campaigns, fairer advertising distribution, and targeted promotional efforts.
-  **Destination & Product Development** ● ● ● ● ●
Members want assistance in developing tourism products, attracting investment, and supporting smaller regions.
-  **Training & Business Development** ● ● ● ●
Respondents want more training workshops, social media education, and business development initiatives.
-  **Networking & Industry Collaboration** ● ● ● ●
Members express interest in more structured networking events, industry meet-ups, and collaboration opportunities.
-  **Industry Advocacy & Government Engagement** ● ● ●
Respondents want stronger advocacy efforts to ensure tourism representation in government decisions and funding allocations.
-  **Digital & Content Creation Support** ● ● ●
Respondents want digital marketing support, access to content creators, and improved online visibility.
-  **Regional Equity & Fair Resource Distribution** ● ●
Some members feel that specific regions do not receive equal representation in marketing and development efforts.