

Other Benefits of Joining IATG



Benefits include:

- Direct links to your website from our web page
- An e-subscription to our regular "Welcome" newsletter, distributed to guides and other tourism stakeholders as well as your logo in the website and an introduction to your business or organisation
- Regular newsletters and emails on current tourism events, enabling you to gear your business to take advantage of them
- Goodwill associated with being an IATG member including use of the official logo on your correspondence and website, demonstrating commitment to guiding excellence
- Invitations to functions to personally meet guides and fellow corporates in a relaxed social setting

We invite you to join IATG as a corporate member now.

Join IATG today to promote the human face of tourism and to enhance your industry. For details please contact:

Susie Pilkington

PO Box 14 Willoughby NSW 2068

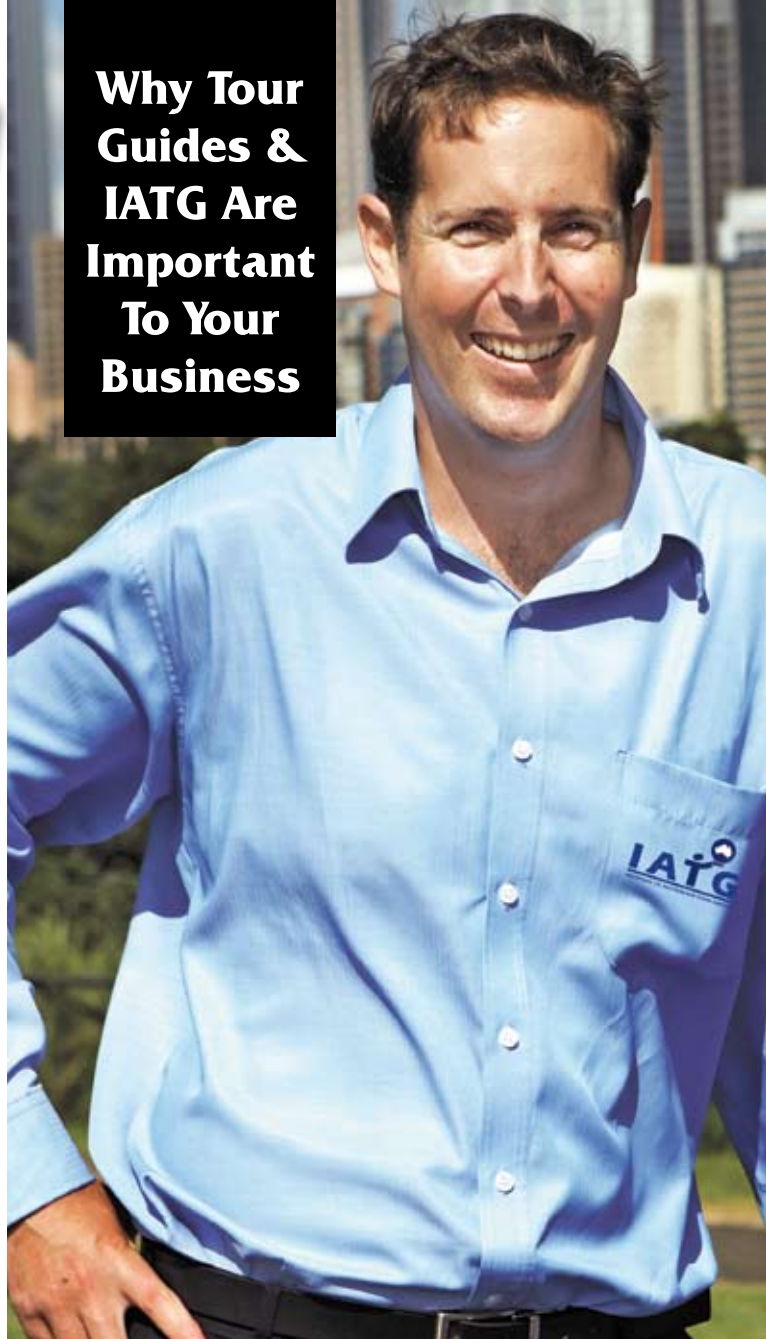
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Why Tour Guides & IATG Are Important To Your Business



Tourism is becoming an increasingly important cornerstone of the Australian economy. It's the reason we're all in it.

As it continues to grow the need for professionalism at every level becomes crucial to our industry.

Tourists travel to see and learn things. And they want to be guided in this by people who know where to go and what they are talking about.

Because of this, the tour guide may be the most interesting person a tourist will meet, ensuring their trip becomes a once in a lifetime event. It could be the reason they will want to return and to recommend your organisation to their fellow travellers.

The Institute of Australian Tour Guides is the focal point for the supply of proven, trained, experienced tour guides in Australia. Members of IATG have the requisite qualifications to enhance the tourism experience and add value to your organisation's tourism endeavours.

When you need tour guides you can depend on the dedicated professionals from IATG.

There are also benefits in becoming a corporate member of IATG, working with us and our tour guide members to continually raise the standards of the tourism experience (see opposite page.)



You can help by joining IATG as a corporate member

Tour guides are the human face of tourism. To add your support to them is to support the very reputation and future of Australian tourism as well as providing direct benefits to your organisation.

As a corporate member of IATG you will join dedicated tourism professionals, including Tourist Attractions, Retailers, Hotels, Venues, Transport and other companies associated with the tourism sector.

It will benefit you by introducing your business to new markets, enabling you to network with fellow corporate members.

You can open your business to familiarisation tours and educationals among our tour guide members, adding to their knowledge and giving them new ideas in developing itineraries for tour groups. If you need tour guides you have priority access through your membership in IATG.

As a corporate member you also become an integral part of our rapidly growing social network. Join IATG now!