

# BECOME A VIP HOSTEL

Information prospectus for Australia/NZ & South Pacific hostels



AUSTRALIA NEW ZEALAND SOUTH PACIFIC

## VIP KIT INCLUDES:



## PLUS:



**RRP  
AUD \$37**

**RRP  
NZD \$39**

# Why become a VIP Hostel?

## The answer is simple

### EXPOSURE & INTERNATIONAL DISTRIBUTION

VIP holds the key to guaranteeing your hostel receives maximum exposure within the national and international backpacker market. Through continual advertising & marketing, distribution agreements with specialist youth, student & backpacker travel agencies worldwide; and participation in key backpacker & industry expos and events; we ensure VIP hostels are the first choice for backpackers.

We pride ourselves on representing the independent hostels and aim for your association with us to complement your business. Your hostels will have the benefit of belonging to a global network with collective advertising & promotional activities, privileged 'preferred supplier' agent relationships, and distribution rights through the VIP website and reservation system.

### INDEPENDENCE

VIP Backpackers Resorts International represents a global network of over 1,200 independently owned and operated accommodation providers. Our philosophy is 'Save Money & See More', our mission is to supply quality budget accommodation and substantial benefits to all our members. VIP is about the individual - the individual travellers journey & the individual personality and style of each independently owned & operated backpackers resorts & hostels.

### ACCOMMODATION GUIDEBOOK

The VIP Accommodation and Discount Guidebooks are comprehensive directories providing reliable, easy to use information for backpackers and agents about every VIP property. Backpackers can choose between the Worldwide Guidebook or the Australia, New Zealand & South Pacific Guidebook.

As a VIP affiliate your hostel is promoted in the Australia New Zealand & South Pacific Guidebook as well as a 1/4 page listing in the Worldwide Guidebook every year. Your listing includes your property's address & contact details, photograph & general hostel information. The Accommodation & Discount Guidebooks form an integral part of the VIP Backpackers Membership Kit.

### VIP MEMBERSHIP KITS

VIP Membership Kits come complete with guidebook, international discount card, international phone card & with over 60,000 kits sold each year the VIP membership card is the backpacker's passport to saving money. The VIP membership card ensures each backpacker receives 5% discount or \$1 per night at VIP hostels, tours, travel, transport and adventure activities worldwide, allowing them to **Save Money and See More**.

Preferential rates for VIP Hostels mean earning up to big commissions on VIP Membership Kit sales. Ask 'Do you have a VIP card' as part of your check-in procedure & earn extra income while strengthening the VIP referral network.

VIP Membership is the South Pacific's best value Discount Card at only AUD\$37 or NZ\$39 for use in 83 countries. Don't forget to ask 'are you a VIP member' and if the answer is no – it's an easy sale!

Preferential rates for VIP Hostels

**VIP**  
Backpackers.com

# Branding - Be a part of it

VIP backpackers took on a new look for 2009. Make the most of your affiliation and attract more travellers by displaying the VIP logo on your building, brochures, email signatures, website including the book a bed button, and advertisements – the lot. A comprehensive brand guide demonstrating how to make the most of your affiliation is available from: [info@vipbackpackers.com](mailto:info@vipbackpackers.com)

**VIP Hostel Plaque:** Placed at entrance (40cm x 40cm x 5mm perspex)

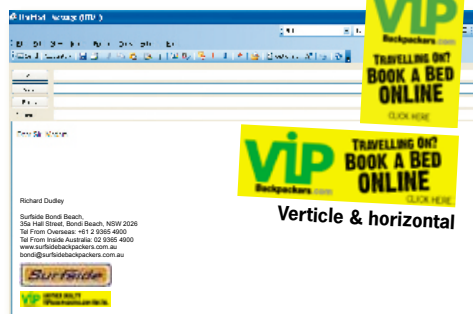


## Weblink

Include a 'Book A VIP' button on your website for guests to book their next bed. Our referral program & VIP Rewards encourages them to 'Think Ahead, Book A Bed' with the next VIP Backpackers hostel.



## Email signature:



Verticle & horizontal

## Sales Collateral



Stickers: 120 x 120  
210 x 148



Watch out for original VIP cards still in circulation. They're still the real deal so card holders are entitled to their VIP discount but they will not earn VIP rewards points at participating partners in Australia & New Zealand. Members can upgrade old cards for new, for a limited period.

To get your stickers, weblink or email signature simply email us on: [info@vipbackpackers.com](mailto:info@vipbackpackers.com)



# Reciprocal Business

Do your mates a favour and encourage international backpackers to shop locally and stay longer. Invite local businesses to join the VIP Discount Partner or Rewards Partner program and they'll enjoy promotion through the annual guidebooks and website. The more places in your local area where backpackers can use the card means the more they will save money and do more – and the longer they are likely to stay with you.



## VIP REWARDS PROGRAM

VIP Rewards drives business and delivers an important industry benefit by collecting hard data on the backpacker sector. It provides new commercial opportunities to promote Australian & NZ products of interest, and added value to international backpackers visiting Australia & NZ.

In an exclusive for the backpacking industry, VIP Rewards uses Smartvisit Solutions (SVS) award winning paperless measurement reporting and payment system that currently handles over 8 million tourism related transactions each year across a network of 3,500 businesses. VIP Rewards creates a sustainable competitive advantage for participating VIP Hostels and drives business by positioning VIP Rewards Partners as the preferred choice for VIP Members.

Promotional activity for VIP Rewards includes poster campaigns, backpacker newsletters, optional SMS campaigns, VIP Parties, onsite signage and 2009 annual Accommodation & Discount Guidebooks. VIP Rewards entitles easy, paperless ticketing for tailoring your own promotional offers to increase in-house spend and boost quiet times.

**NB:** a separate SVS marketing agreement applies to VIP rewards participants. VIP Rewards launched 2009 (Australia & New Zealand)

## TECHNOLOGY

We don't tell you what to do or how to do it but we have negotiated preferential pricing on a range of technology options.

### Reservations

The VIP reservation system 'Open Travel Market' is an easy to use booking system. VIP hostels have their own page within the VIP Backpackers website where travellers & agents book on a free sale basis. There are no booking fee's\* but an industry standard 10% commission applies. Balance is paid on arrival so no waiting for your money & no hassles.

### Property Management Software

VIP Hostels benefit from preferential rates on Ros2006, a popular choice in Australia and New Zealand providing the most advanced backpacker hostel specific grid based reservation management interface in the world to help you manage and streamline your daily tasks. The system accommodates multiple capacity units, cash deposits and advanced payment handling. Ros2006 provides extensive reporting, dormitory setup and batch printing and will interface with VIP's reservation system Open Travel Market and Siteminder channel management software. Visit [digitalrez.com.au](http://digitalrez.com.au) for more information.

### Siteminder

SiteMinder is an easy to use, low cost, web based solution that allows you to update your pricing and availability on [vipbackpackers.com](http://vipbackpackers.com) and a range of other sites from one screen. Reduce time spent updating sites, eliminate over bookings, manage online allocations and enjoy preferential rates for VIP Hostels. Visit [Siteminder.com.au](http://Siteminder.com.au) for more information.

For more information about joining the VIP Backpackers Network email: [info@vipbackpackers.com](mailto:info@vipbackpackers.com)

