

Dear Valued Member of Denmark Tourism

RETAIL SPACE EXPRESSION OF INTEREST OPEN TO DTI MEMBERS CLOSING 15 APRIL AT 5PM

On 24 March 2011 a document outlining proposed changes to the Denmark Visitor Centre (DVC) was sent to members. As the document outlined these changes aim to;

1. Increase member benefits
2. Improve income streams
3. Allow the DVC to become more visible in the community, and
4. Improve weak spots.

DTI is always striving to meet its objective to promote, encourage and assist the development of sustainable tourism as an integral part of future development within Denmark. The changes outlined in the aforementioned document will work towards achieving this objective and others outlined in our Constitution.

The majority of submissions received were very positive and supportive of DTI moving forward to achieve the objectives of the Denmark tourism industry. Three submissions were received outlining concerns associated with the proposal for change. We have taken all submissions seriously and in light of this input the Board of DTI resolved to call for Expressions of Interest from members to occupy the DVC's retail space.

The DVC has operated a retail space since its inception but given the real rate of loss it is now a necessity to offer the space to a private enterprise that is business savvy with both retail and tourism experience.

Those members that are interested in submitting should do so with the following in mind:

1. The business and its product will need to synergise with the operation of the DVC and enhance the visitor experience
2. That a minimum commercial rent will apply
3. The occupant will need to manage a tour desk with commission back to the DVC.
4. The business will need to maintain opening hours in line with the DVC. Open every day (except for Christmas day) from 9am to 5pm.

With this change the staff of the DVC will be able to focus on their core role, which is to:

1. Provide a free information service driving visitors into local businesses and attractions; and
2. Generate business for members through accommodation bookings.

I look forward to receiving Expressions of Interest from interested parties that are members of DTI. Please email the Expression of Interest to ceo@denmark.com.au before 5PM, 15 APRIL 2011.

Expressions of Interest will **not** be considered after the closing date (5PM, 15 APRIL 2011). If you require more information please do not hesitate to contact me on 9848 2055 or at the above email address.

Kind Regards,

Justine Nagorski
Chief Executive Officer
DENMARK TOURISM INCORPORATED
Incorporating



DENMARK VISITOR CENTRE
&
GREAT SOUTHERN TOURISM EVENTS

73 South Coast Highway, Denmark WA 6333

Mob: 0400 741 332

Tel: +61 8 9848 2055

Email: ceo@denmark.com.au

Web: www.denmark.com.au



