

**'BUNDLING' GALTA MEMBERS VIA CO-OPERATIVE MARKETING WITH RTAS AND STOS TO BUILD THE RAINBOW CORRIDOR FROM ADELAIDE TO DARWIN AND THE RAINBOW TRIANGLE BETWEEN ADELAIDE, BROOME & CAIRNS. ALICE SPRINGS IS IN THE MIDDLE OF BOTH!!**

**Phil Walcott, Managing Director, The Rainbow Connection**

**Abstract**

'Bundling' is a concept developed by Tourism Australia that links various tourism related businesses in a region with each other and their local Regional Tourism Authority and respective State Tourism Offices. Via the conduit of the Gay & Lesbian Tourism Australia (GALTA) membership, members are encouraged to seek co-operative marketing opportunities by 'bundling' together with other members in their regions to work with their local RTA and STOs. This concept not only helps to strengthen the profile of a particular destination but it also minimises the cost of investment with print / radio / television / internet marketing campaigns. Regional Australians are required to spend more on their marketing practices than their urban cohorts so it makes good, sustainable economic sense to 'bundle' together whenever and wherever possible.

**Biography**

Phil Walcott created the first gay & lesbian specific accommodation (The Rainbow Connection) in Alice Springs over 10 years ago. He is concurrently the NT Regional Director for Gay & Lesbian Tourism Australia (GALTA) and sits on the Tourism Central Australia Executive. He works professionally as a psychologist in private practice in Alice Springs & Tennant Creek in the magnificent Northern Territory.