DESTINATION PERTH

ANNUAL REPORT 2025/2026



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Acknowledgement of Country

Destination Perth acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

ROTTNEST ISLAND / WADJEMUP

About Destination Perth

A naturally adventurous capital city region rooted in ancient Aboriginal culture, Destination Perth is embraced by the huge Derbal Yerrigan (Swan River) flowing from the golden farms in the Avon Valley through the historical wineries of the Swan Valley, circling the city of Perth and flowing into the Indian Ocean at our old town, Fremantle.

Destination Perth is the peak tourism body representing Perth and surrounds, encompassing Perth City, Fremantle, Perth Hills, Swan Valley, the Avon Valley, Northern Valleys, Rottnest Island, Rockingham, Mandurah & Peel, Sunset Coast.

Working collaboratively with Tourism Western Australia, regional partners, and our network of passionate tourism operators, our role in destination management is to drive growth of the visitor economy through innovative marketing, sustainable destination development and industry engagement.

Our key objectives are to increase destination awareness, grow visitor dispersal, length of stay and spend, supporting the growth of tourism product and density in our region.

OUR VISION

Is to establish the Perth region as Australia's West Coast destination, an international gateway to Australia and a must-visit, experientially diverse destination.

Perth City

Fremantle

Rottnest Island

Sunset Coast

Rockingham

Mandurah & Peel

Swan Valley

Avon Valley

Perth Hills

Northern Valleys

ROTTNEST ISLAND
FERRY SERVICES

- ..... From Perth - 90 mins
- ..... From Fremantle – 30 mins
- ..... From Hillarys – 45 mins



DESTINATION PERTH

TO AUSTRALIA'S CORAL COAST

LANCELIN

Moore River National Park

MOORE RIVER

NEW NORCIA

GINGIN

CHITTERING

BROCKMAN RIVER

Yanchep National Park

YANCHEP

Neerabup National Park

JOONDALUP

SCARBOROUGH

Whiteman Park

GUILDFORD

PERTH

SWAN RIVER

ROTTNEST ISLAND

FREMANTLE

ARMADALE

COCKBURN

ROCKINGHAM

KALAMUNDA

Kalamunda National Park

MUNDARING RESERVOIR

MUNDARING

Mundaring State Forest

HELENA RIVER

Walyunga National Park

Swan Valley

Avon Valley National Park

AVON RIVER

TOODYAY

MORTLOCK RIVER

GOOMALLING

NORTHAM

YORK

RIVER

BEVERLEY

BROOKTON

HUNDA TRAIL

BIBBULMUN TRACK

Jarrahdale State Forest

CANNING RIVER

JARRAHDALE

Serpentine National Park

SERPENTINE DAM

SERPENTINE RIVER

Youralling State Forest

MANDURAH

PINJARRA

MURRAY RIVER

Dwellingup State Forest

DWELLINGUP

WANDERING

Yalgorup National Park

WAROONA

Lane Poole Reserve

BODDINGTON

John Forrest National Park

TO AUSTRALIA'S GOLDEN OUTBACK

TO AUSTRALIA'S SOUTH WEST



Message from the Chair

CHRISSIE MAUS, FAIM GAICD

It is an incredible privilege to present my first Annual Report as Chair of Destination Perth.

Stepping into the role of Chair, I did so with enormous respect for the organisation that has been built, and an equally strong belief in what Destination Perth can become.

My first six months as Chair have been focused on one central ambition: bringing the very best out of the people around me and working closely with our CEO, Sonja Mitchell, to ensure Destination Perth is positioned to lead with confidence, grow with purpose and deliver even greater value to our members, partners and stakeholders.

Because ultimately, everything we do comes back to them.

Our members and clients are the reason we get out of bed in the morning. They are the businesses, operators and people who bring our destination to life. Our responsibility is to ensure they are supported by an organisation that is ambitious, contemporary, well governed and relentlessly focused on creating opportunities for our visitor economy.

This year, Destination Perth has achieved a significant milestone, reaching the highest membership in our organisation's history. This is more than a number. It is a powerful vote of confidence in our organisation and a reflection of the value our team continues to create for industry.

It also gives us an extraordinary platform from which to build.

Setting the Business Up for Growth

This has been a year of looking forward.

Working alongside Sonja and the Board, we have taken the opportunity to look deeply at the organisation, our business model and the foundations that will support Destination Perth through its next era of growth.

We have explored new and powerful partnerships and new business opportunities that can strengthen our organisation, diversify our reach and create greater value for our members and stakeholders.

We have also begun the important work of reviewing our Constitution. With a framework that has its origins more than 20 years ago, it is appropriate that we ask whether it remains contemporary and fit for purpose for the organisation we are today and, importantly, the organisation we intend to become.

Strong organisations do not wait until something is broken before they evolve. Great governance means continually asking whether our structures, systems and decision making are enabling us to perform at our best.

Our ambition is to set the benchmark for governance within destination marketing. That means having a high performing Board working in genuine partnership with a high performing CEO and team, united by a clear strategy and a shared commitment to delivering meaningful outcomes.

Leading Destination Marketing

We have also commenced the development of a new strategy for Destination Perth, one that reflects both the opportunities before us and our ambition to lead.

At the heart of this work is a renewed focus on Destination Marketing.

We have an extraordinary destination and an extraordinary story to tell. Our role is to ensure we are driving that story with clarity, creativity and confidence.

Destination Perth has an important leadership role to play in how our region is positioned and promoted. We want to be recognised not simply as participants in destination marketing but as leaders in it, bringing industry together, building powerful partnerships and creating campaigns and opportunities that strengthen the visitor economy across our entire region.

The work underway now is about ensuring our strategy, structure and resources are aligned to that ambition.

Leadership Is About Bringing Out the Best in People

For me, leadership has never been about being the loudest voice in the room. It is about creating an environment where talented people can do their very best work.

To challenge when we should challenge. To support when support is needed. To encourage bigger thinking and to create the conditions where good ideas can become great outcomes.

I am incredibly proud of the way our Board has embraced this next chapter and of the calibre, commitment and passion of the people around our Board table.

Equally, I want to acknowledge our exceptional Destination Perth team.

Great organisations are built by great people and the energy, professionalism and commitment of our team continue to drive this organisation forward.

An Outstanding Year of Leadership

I particularly want to recognise our CEO, Sonja Mitchell. Sonja has delivered what I believe has been her best 12 months yet.

Her steady and sensational leadership has been central to the momentum Destination Perth has built this year. She has led the organisation with commitment, intelligence and an unwavering focus on our members and industry.

The relationship between a Chair and CEO is critical to the performance of any organisation. I am immensely proud of the partnership we have built and of the way we are working together to shape the business for its next chapter.

I look forward to continuing to work alongside her as we turn our emerging strategy and ambitions into action.

The Next Chapter

I believe Destination Perth is entering an incredibly exciting period.

We have more members than ever before. We are building new partnerships. We are exploring new business opportunities. We are reviewing the foundations of our organisation, and we are developing a strategy designed to position Destination Perth as a leader in destination marketing.

There is significant work ahead and that excites me.

My commitment as Chair is that we will continue to be ambitious about what Destination Perth can achieve while remaining absolutely focused on why we exist.

To support our members. To champion our industry. To create opportunity. To strengthen our destination. And to lead.

To every member, partner and stakeholder who has placed their trust in Destination Perth, thank you. Your success is our purpose and your ambition fuels ours.

To my fellow Directors, thank you for your leadership, contribution and commitment.

To Sonja and the entire Destination Perth team, thank you for the energy and excellence you bring to this organisation every day.

I could not be more excited about what lies ahead.

We have strong foundations, extraordinary people and a destination with an incredible story to tell.

Now is our opportunity to think bigger, lead boldly and ensure Destination Perth sets the benchmark for what a modern, high performing and truly member focused destination marketing organisation can be.

The next chapter is ours to shape and I have every confidence it will be our most exciting yet.

Board of Directors



EMERITUS PROFESSOR ROSS DOWLING AM
Chair, 1 July 2025 - 31 December 2025



CHRISSIE MAUS FAIM GAICD
Chair, 1 January to 30 June 2026



NATASHA ATKINSON
Managing Director | Wheatbelt Luxury Escapes
Elected Member for Avon Valley Precinct



MATTHEW HAMMOND
Director, City Business | City of Fremantle
Elected Member for Fremantle & Rottnest Island Precinct



STEPHANIE JUSZKIEWICZ
Deputy Chair | Director | Ailevon Pacific Aviation Consulting
Elected Member for Perth Precinct



MICHELLE REYNOLDS
CEO | City of Perth
Skills based Appointed Member



CAROLINE BUCK
Economic Development Advisor | City of Wanneroo
Elected Member for Sunset Coast Precinct



SCOTT ALDERSON
Director of Commercial | Pan Pacific Perth
Skills based Appointed Member from June 2026



JON JESSOP
Treasurer | Managing Director | Swan Valley Station
Elected Member for Swan Valley & Darling Range Precinct



DARIO ORSINI
General Manager | The Ritz-Carlton Perth
Skills based Appointed Member



ANITA KANE
General Manager | Visit Mandurah
Elected Member for Peel & Rockingham Precinct



LEYCESTER CORY
General Manager Red Sands Campers
Skills based Appointed Member



Message from the CEO

SONJA MITCHELL GAICD, CHIEF EXECUTIVE OFFICER

As I reflect on the past year, I am incredibly proud of what Destination Perth has achieved. In a rapidly evolving tourism environment, our team has remained focused on our purpose: inspiring people to discover Perth and its surrounds while creating lasting economic benefits for our members, our communities and Western Australia.

At the 2026 Annual General Meeting, I will have completed four years as CEO of Destination Perth. When I commenced, my priority was to listen, observe and understand the organisation, our industry and the opportunities ahead. From there, we established a strategy focused on strengthening our foundations — investing in our digital capability, our brand and, most importantly, our people.

My career has centred on building businesses and developing tourism products across regional Australia, with much of my early experience in aviation tourism as a pilot, operations and general manager. The planning, logistics and decision-making required in that environment, together with my experience as a Non-Executive Director, have shaped the way I approach leadership and strategy.

Four years on, the results of that foundational work are increasingly evident. Destination Perth is a stronger, more capable and more influential organisation, and I am confident we are well positioned to continue leading, supporting and creating opportunities for the tourism industry across our region.

Tourism is about far more than attracting visitors. It creates vibrant places to live, supports local businesses, generates employment and strengthens community pride. Every visitor who chooses Perth contributes to our economy while helping sustain the experiences, hospitality, attractions and communities that make our region such a remarkable place to live and visit.

Throughout the year, Destination Perth continued to strengthen its position as Perth's leading destination marketing organisation. Our campaigns reached millions of potential visitors, our travel trade program expanded Perth's presence in key international markets, and our partnerships with Tourism Western Australia, Perth Airport, industry and members delivered meaningful outcomes.

A significant milestone in the evolution of our destination storytelling was the **People of Perth** video series. Featuring authentic local voices from each of our ten tourism regions, the series celebrates the people, places and experiences that give Perth and its surrounds their distinctive character.

The campaign achieved outstanding results, generating more than **2 million views across Facebook and Instagram, 1.4 million views on 7plus and a further 590,000 views on YouTube.** More importantly, it demonstrated the power of telling Perth's story through the people who know and love it best. This authentic, people-led approach will continue to play an important role in our destination marketing.

Another highlight has been the continued growth of our membership and stakeholder relationships. More organisations are recognising the value of working collectively to build a stronger destination brand. Our role extends beyond promoting individual businesses: we build demand for Perth and its surrounding regions as a complete destination, encouraging visitors to stay longer, explore further and experience more of what our region has to offer.

That diversity remains one of Perth's greatest competitive strengths.

Few destinations can offer urban sophistication, world-class dining, internationally recognised beaches, island escapes, wildlife encounters, hiking trails, premium wine regions, heritage towns and authentic rural experiences — all within easy reach of one another.

During the year, we completed a significant review of our consumer-facing tourism regions. This resulted in the introduction of the **Northern Valleys as our tenth tourism subregion**, together with refinements to the boundaries of the Sunset Coast, Swan Valley and Avon Valley.

The realignment better reflects the way visitors naturally explore Perth and its surrounds, while creating clearer regional identities and stronger opportunities for destination storytelling across our website, marketing campaigns, visitor information and other consumer channels.

From Perth City, Rottnest Island and Fremantle to the Swan Valley, Perth Hills, Avon Valley, Northern Valleys, Rockingham, Mandurah and Peel, and the Sunset Coast, each region adds a distinctive dimension to Perth's identity as a unique West Coast Australian destination.

In September 2025, Destination Perth partnered with Experience Perth Hills, with funding from the Department of Creative Industries, Sport and Tourism, to deliver **WanderFest**, a four-day festival showcasing the diversity of trail experiences across the Perth Hills.

WanderFest strengthened the Perth Hills' position as an accessible, year-round trails destination while encouraging visitation and regional dispersal. A comprehensive multi-channel campaign achieved **a reach of 3.2 million, more than 135,800 engagements and over 7,200 link clicks,** demonstrating strong consumer interest in nature-based and active experiences close to the city.

Our contribution to the visitor economy also extends beyond marketing. Throughout the year, Destination Perth actively participated in broader industry discussions and destination development initiatives. This included the Australian Cruise Association Conference, Tourism Australia Round Table discussions and contributing to WALGA's tourism paper, The Role of Local Government in Tourism.

We also provided destination development support to the York Business Association, Avon Valley Alliance, the Cities of Rockingham and Belmont, and the Shire of Serpentine Jarrahdale. Familiarisation programs across the Sunset Coast, Swan Valley and Avon Valley showcased existing visitor experiences while helping identify opportunities for new tourism product development.

Developing the capability of our future tourism workforce is equally important. I am proud to serve on Edith Cowan University's Tourism and Hospitality Consultative Committee. Through this relationship, Destination Perth partnered with ECU on its inaugural Destination Marketing Unit in early 2026, connecting students with local governments to tackle real-world destination marketing challenges.

We helped shape assignment topics, facilitated access to key local government contacts and participated in an industry panel providing practical feedback and advice. This partnership enabled us to share industry knowledge while helping emerging tourism and marketing professionals build the practical skills and understanding they will need to contribute to the future of our visitor economy.

Thank you to my team

None of these achievements would be possible without an exceptional team. Every member of Destination Perth brings passion, creativity and professionalism to their work. Their commitment to our members, partners and region is reflected in everything we have achieved this year, and I sincerely thank them for their dedication.

I also acknowledge our Board and our Chairs, **Ross Dowling**, who served from 1 July to 31 December 2025, and **Chrissie Maus**, who served from 1 January to 30 June 2026, for their governance, counsel and strategic leadership throughout the year.

To our members, partners and industry colleagues, thank you for your continued trust and collaboration. Destination marketing is never the work of one organisation. Our success comes from hundreds of businesses, communities and organisations working collectively with a shared belief in the potential of Perth and its surrounds.

The foundations we have built over the past four years give me great confidence in what comes next.

Together, we are not simply promoting a destination — we are shaping its future.

Our Team



Sonja Mitchell – CEO, **Wendy O'Shaughnessy** - Tourism Trade & Development Lead, **Tabetha Beggs** - Tourism Experiences Lead, **Shannon Oliver** - Membership & Administration Officer, **Rachel McGerr** - Industry & Website Lead, **Kate Naglan** - Marketing & Partnerships Lead, **Raani Glink** - Campaign Manager, **Georgia Clark** - Marketing Executive, **Chrissie Maus** – Chair.

Sonja Mitchell GAICD
Chief Executive Officer

Career developed expertise in managing large multi award winning tourism businesses, developing strategy, planning, cross regional product development, plus destination marketing and management.

Wendy O'Shaughnessy
Tourism Trade & Development Lead

Award winning tourism, destination development and marketing specialist with a portfolio career across creative industries, small business, local government and tourism sectors.

Kate Naglan
Marketing & Partnerships Lead

Leading brand and marketing specialist, with extensive experience implementing results-driven strategies for world-class tourism destinations and iconic leisure brands.

Rachel McGerr
Industry & Website Lead

Specialist in website content and CRM management, with over 18 years' experience in the Western Australian tourism industry, including extensive experience at Destination Perth supporting membership engagement and digital platforms.

Tabetha Beggs
Tourism Experiences Lead

Experienced tourism leader across marketing, stakeholder engagement, and product development in roles at Tourism WA, City of Perth, Kalamunda CCI and City of Armadale.

Raani Glink
Campaign Manager

Results-driven marketing specialist with expertise in leading strategic marketing campaigns, developing innovative marketing solutions and delivering successful events.

Georgia Clark
Marketing Executive

Dynamic marketing expert, with extensive tourism experience including roles in the public relations and events marketing team at Tourism Western Australia.

Shannon Oliver
Membership & Administration Officer

Experienced tourism professional with an operator background and prior collaboration with Destination Perth, bringing strong industry knowledge and understanding of Perth's tourism product.

Brianna Wiese
Content Coordinator

Passionate content specialist, with diverse experience working with leading media brands, such as Perth is OK!, as well as iconic hospitality operator, NightOwl Entertainment.

The Wins

ROCKINGHAM / MOORIBOORDAP

63.3K
engaged newsletter subscribers

95%
member satisfaction rating

32
LGA members

165
trade ready members

social media reach over **9.6 MILLION**

4.8M
website page views

12%
Member growth

OVER 900
attendees at 7 Member Mingle events

Strategic Plan

EFFICIENT AND EFFECTIVE MARKETING & PROMOTION

ACCESS TO THE REGION & REGIONAL DISPERSAL

DESTINATION DEVELOPMENT

DRIVING INDUSTRY ENGAGEMENT

PILLARS

We will promote and drive desire for our region with a relevant marketing strategy and competent use of our marketing spend.

We will support and work with Tourism Western Australia to grow accessibility into our region and develop strategies and initiatives to encourage dispersal around our region.

We will support TWA and other stakeholders/ partners with their development priorities to drive visitation and spend in our region. We will also enable growth in capacity and capability.

We will work collaboratively with our stakeholders to build a resilient tourism industry and a cohesive region and perform a conduit role between Tourism Western Australia and industry.

OUR PURPOSE

To work collaboratively with stakeholders to develop and facilitate cohesive destination marketing activities to increase visitation resulting in economic benefit.

ENABLING FACTORS

High-performing Regional Tourism Organisation | Collaboration with key stake holders and Tourism Western Australia | Build sustainable income sources | Deliver strong governance | Maintain and grow capability.

MEASURES OF SUCCESS

KPI 1: Direct Leads to Operators
KPI 2: Industry Financial Contribution
KPI 3: Intrastate Visitation and Spend
KPI 4: Industry Survey
KPI 5: Marketing Outcomes
KPI 6: Growth of Independent Revenue

VALUES

Leadership | Collaboration | Creativity | Growth

Testimonials

The Perth Hills Tourism Alliance (PHTA) has worked with Destination Perth across multiple campaigns, building genuine recognition for the Perth Hills as a destination in its own right. This extends beyond PHTA to the Perth Hills Armadale Visitor Centre, with campaigns such as Spring Into Armadale campaign spotlighting Araluen Tulip Festival and the Kelmscott Show. Destination Perth's team has consistently combined creative energy with genuine collaboration — it's a partnership that's helping put the Perth Hills firmly on the map for visitors

Perth Hills Tourism Alliance

Working with Destination Perth has enabled us to bring our destination stories to life through engaging campaigns that achieve strong results. Their market expertise, responsiveness and collaborative approach give us confidence in every campaign, while their ability to deliver compelling content across their channels has extended the reach and impact of our marketing efforts. Beyond the campaigns themselves, the relationships we've been able to build through the Destination Perth networking events continues to add value to our membership.

City of Stirling

Working with Destination Perth has been an extremely valuable partnership for us. Their support has helped amplify and elevate our campaigns, promoting Claremont as a destination to visitors to Perth. Their collaborative approach and ongoing support have made a meaningful impact, successfully increasing brand awareness and contributing to strong campaign outcomes.

Town of Claremont

What I really value about Destination Perth is the people. The team is friendly, professional and genuinely approachable, always willing to listen to new ideas, offer advice and go the extra mile to help us make the most of opportunities. It's great to know there's such a supportive team behind our local tourism industry. Their knowledge, connections and genuine commitment to supporting tourism businesses make them a wonderful organisation to be part of.

Liberty Balloon Flights



Visitation Statistics

JANUARY 2025 TO DECEMBER 2025

7.1 MILLION
Overnight visitors

$13.2 BILLION
Total visitor spend

24.6 MILLION
Daytrips

ECONOMIC VALUE OF TOURISM IN DP

$7,014 MILLION
Gross Value Added

2.2% of region's total GVA
2023-24

$8,169 MILLION
Gross Regional Product

2.5% of region's total GVA
2023-24

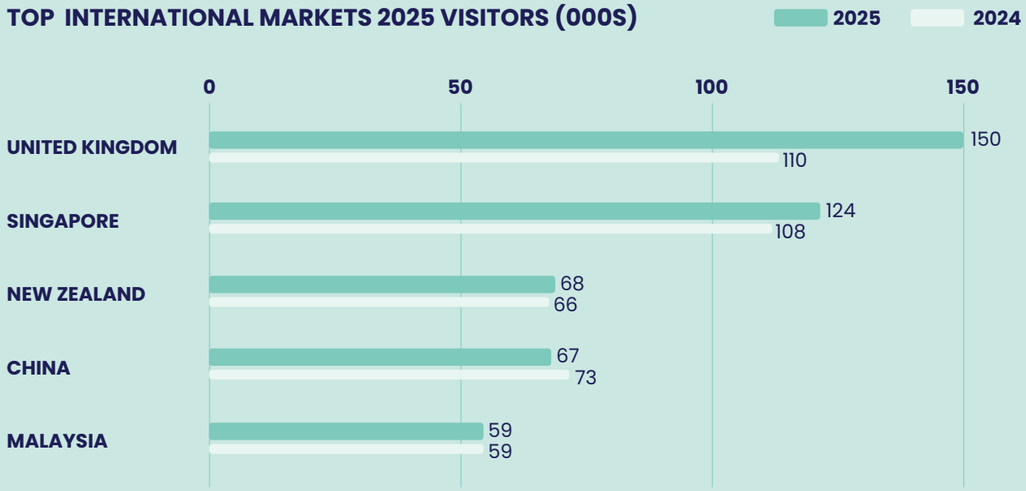
62,790
Tourism Filled Jobs

4.7% of total employment
2023-24

26,054
Tourism Businesses

June 2025

TOP INTERNATIONAL MARKETS 2025 VISITORS (000S)



Source: Tourism Research Australia, IVS and DoTS 2025.

Digital Platforms

WEBSITE

DESTINATIONPERTH.COM.AU

Annual Statistics

Total page views:
4,852,037
(2.7% increase)

Total users:
1,442,039
(6.5% increase)



DIGITAL AND SOCIAL MEDIA STRATEGY

A key strategic focus for the financial year was to elevate and evolve Destination Perth's always-on digital and social media presence, further positioning the brand as a trusted local inspiration hub.

This transformation was driven by the delivery of a high-impact organic video content strategy, focused on bringing curated itineraries and insider tips to life through engaging visual storytelling.

The dynamic social media evolution delivered the following key results:

Total social media reach increased by 52% to over 9.6 Million

Total clicks from social media increased by 85% to over 608K clicks

Total social media followers increased by 11% to over 345K

This was further supported by an enhanced EDM strategy, designed to nurture our growing consumer database, and drive greater conversion through tailored content based on interest targeting.

EDM

63.3K
Engaged subscribers
(31.7% increase)

Audience segments
Intrastate = 30K
Interstate = 18.5K
International = 11K
Members & industry = 3.8K

FACEBOOK

187K
Facebook followers
(8% increase)

Reach = 4.3 Million
Engagement = 128K
Link Clicks = 444.2K
(1 July 2025 – 30 June 2026)

INSTAGRAM

140K
Instagram followers
(14% increase)

Reach = 1.5 Million
Engagement = 312K
Link Clicks = 164.4K
(1 July 2025 – 30 June 2026)

TIK TOK

18K
TikTok followers
(11% increase)

Reach = 3.8 Million
Likes = 52.3K
(1 July 2025 – 30 June 2026)

Marketing Activity

SEASONAL MARKETING CAMPAIGNS

Destination Perth's year-round calendar of marketing campaigns delivered outstanding results and significant tangible value for members, driving strong traffic and conversion across every season.

The **Chill Seeker** winter campaign featured a dedicated digital hub showcasing a diverse collection of seasonal member offers, events and experiences. The campaign microsite generated more than 103K views in 2025, compared with 89K during the same period in 2024. Early results from the 2026 campaign indicate exceptional momentum, generating already more than 117K views from June 1–30, 2026.

Destination Perth's summer campaigns delivered exceptional results. Our summer landing page generated more than 67K views. This was complemented by the bespoke **Summer Sorted** campaign in partnership with Urban List Perth, which achieved more than 25K views and recorded over 33K interaction clicks (up from 11K interaction clicks in the previous year's campaign).

The Destination Perth Wrapped Up campaign also delivered excellent results. The festive landing pages generated more than 49K views, while 73% of all website visits came from new users, demonstrating the success of the targeted NOVA 93.7 gifting campaign in attracting new audiences.

PEOPLE OF PERTH VIDEO CAMPAIGN

The People of Perth video series marked a significant milestone in Destination Perth's brand storytelling evolution. Showcasing authentic local voices from each of the ten sub-regions, the series celebrates the people, places and experiences that define our destination. The campaign achieved exceptional success, generating 1.4 million views on Australia's leading digital video platform, 7Plus, over 2 million views on Facebook and Instagram, and a further 590,000 views on YouTube. This multi-channel approach significantly increased traffic to our individual destination pages and encouraged greater exploration and dispersal across Perth's nine tourism regions.

HOLIDAY PLANNER

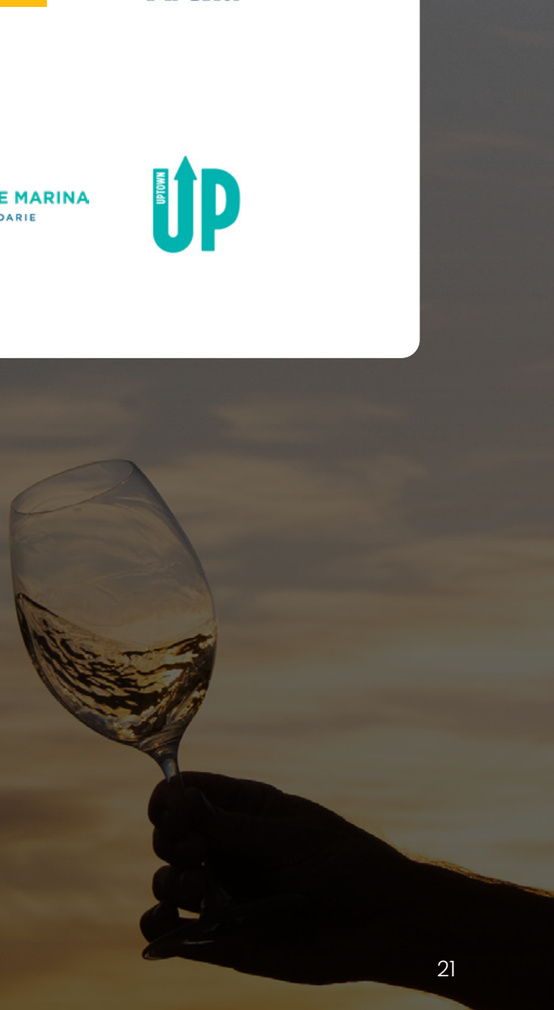
A key focus this financial year was to evolve the Destination Perth Holiday Planner into a contemporary, go-to guide for both locals and visitors. This transformation has delivered outstanding results, with annual downloads increasing by 178% to 6,929, alongside 8,064 page views. We also introduced a new interactive click-through function in the 2026 digital Holiday Planner, enabling readers to connect directly with advertisers' businesses. This enhanced feature has already generated 419 clicks in its first six months, delivering valuable additional exposure for our members.

NEW DESTINATION PERTH MEDIA KIT

This year, we proudly launched our new Media Kit, leveraging the strength of Destination Perth's highly engaged audience to deliver targeted, results-driven marketing campaigns for our tourism operator and local government members.

These fully customised campaigns provide members with powerful opportunities to reach new audiences, and deliver measurable outcomes through Destination Perth's established digital and social media platforms.

The launch of the Media Kit drove our highest-ever annual independent revenue, generating $482K compared with $369K in the previous financial year. A selection of our campaign partners is showcased on the next page.



Trade Events & Engagement

In 2025/26 we continue to deliver our Trade Engagement Strategy 2025-2028 to position Perth and surrounds as the 'relaxed and naturally adventurous capital city region of Western Australia', driving growth in visitation and spend for the regions' tourism destinations, products and experiences.

Destination Perth's international markets engagement program reached all key international markets in 25/26 through 'always on' promotional activity including publishing the annual trade guide, online trade hub, dedicated newsletter to a trade database and publishing content on Tourism Australia's Aus365 platform for the Aussie Specialist program.

Attending onshore and offshore trade events continues to be an important component of the program. We represent the Perth region and our trade ready members, building relationships with buyers to firmly position our region top of mind and Destination Perth as the one stop shop for buyers shaping new itineraries to Perth & Surrounds.

Securing an AUSTRADE Export Market Development Grant and with support from Perth Airport, Destination Perth attended six international trade events in 25/26, completing 545 one on one meetings with buyers, facilitating 92 direct introductions to members and 419 product recommendations for buyers. Additional outcomes including providing destination information, recommending multiday itineraries and on ground experiences including festivals, events and hospitality venues along with referrals to our partner RTOs.

At the completion of the 2025 trade season we engaged directly with members to seek their feedback about the value of attending and representing the region and our members at these events. This anecdotal feedback was overwhelmingly positive and supportive.

In 2026, we introduced a Destination Perth Collective approach to strengthen our engagement with international markets. Featuring 26 operators and three iconic destinations, the Collective is showcased through buyer presentations, newsletters and our annual Trade Guide which is now widely recognised as the A–Z of Perth product.

Event	Markets	# of appts	Introductions	Recommendations
Tourism Australia Southeast Asia Marketplace (July 2025)	6	76	10	20
Tourism Australia India Marketplace (August 2025)	1	93	2	119
Tourism Australia China Marketplace (November 2025)	2	96	15	67
ATEC Meeting Place Perth (October 2025)	All	20	5	10
Grand Prix ITO Sydney (March 2026*)	4	80		33
ATE Adelaide (May 2026)	All	180	60	203
TOTAL		545	92	452

*Inbound Tour Operators working with South Korea, Japan, China and South East Asia markets

SUMMARY OF RESULTS

Activity	Results
Online Trade Hub	834 trade hub views
Trade Guide	146 trade guide downloads
Perth Pulse Newsletter	2,570 subscribers 33% average open rate 3,751 total clicks 2.80% average click through rate
Number of trade events attended	6
Number appointments	545
Introductions of	92
Recommendations	452


Australia Marketplace - China



Australia Marketplace India - Jaipur


Australia Marketplace - China


ATE (Australian Tourism Exchange) 2026

Membership Overview

Destination Perth ended FY25/26 with a total of 452 active memberships, comprising 33 Partner memberships, 20 Associate memberships and 399 Operator memberships across the Silver, Gold and Platinum tiers.

This represents 12% growth in active memberships compared with FY24/25. During the year, 72 new members joined Destination Perth, reflecting continued strong interest in membership and contributing to the continued growth of our membership base.

FY25/26 also marked the final year of the Partner and Associate membership categories, with a revised membership structure introduced from 1 July 2026 to better reflect the needs of our LGA/LTO partners and tourism industry service providers.

	Partnership	Associate	Platinum	Gold	Silver	Total
Avon Valley	6	0	1	3	11	21
Fremantle & Rottnest Island	3	2	11	12	27	55
Peel & Rockingham	6	0	2	9	31	48
Perth	9	18	30	54	91	202
Sunset Coast	4	0	7	11	36	58
Swan Valley & Darling Range	5	0	9	18	36	68
TOTAL	33	20	60	107	232	452

Membership Survey

More than 9 in 10 members express positive sentiment with 95% overall satisfaction with DP.

7 in 10 members feel extremely positive towards DP

The top reasons for joining were to gain greater exposure for my product or service and to support destination marketing of the region.

86% of members rate the destination marketing effective with 6 out of 10 rating it as extremely effective.

91% of DP members feel their membership is **extremely valuable.**

97% satisfaction with support and accessibility!

The intrastate market is consistently perceived as the most valuable market for DP members

Member Survey Comments

"The combination of reach, professionalism, and willingness to collaborate makes membership outstanding value."

"Regular networking opportunities, visible marketing campaigns, excellent support from the team when required."

"They give us the opportunity to promote the area, our projects and events to a larger audience then we can alone."

"DP have worked very hard to build the capacity of the team and work on very targeted activities."



Member Survey Key Take Outs

1

Exceptionally High Member Sentiment

Members express satisfaction with the support they receive from the Destination Perth team, appreciating their availability, responsiveness, and willingness to help. This is a core element of membership value for many.

2

Strong Marketing and Promotion Success

Marketing and exposure are key areas strengthening membership value. In particular, the collaborative marketing opportunities, the strong regional identity and promotion of local events / initiatives, as well as the wide network and diversity of channels.

3

High Value Placed on Networking

Networking and collaboration opportunities are key to member satisfaction.

4

Growing Demand for Digital Marketing Support

Members continue to want more opportunities for increased exposure, especially through digital campaigns, social media shares, and marketing for their products and businesses.

DESTINATION PERTH

WESTERN AUSTRALIA

WALKING ON A DREAM



FREMANTLE / WALYALUP