
2022/2023 Annual Report

DESTINATION
PERTH



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.



Brand Values



Share our
knowledge,
connecting,
collaborating
& supporting.



Act with
integrity,
respecting our
people, place
& partners.



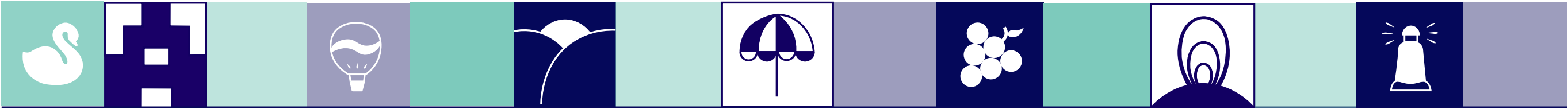
Create a
culture of
**passion &
optimism.**



Explore
through
creative thinking
& **innovation.**

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Chairperson Report

MESSAGE FROM OUR CHAIR 2022/2023

The twelve-month period 1 July 2022 to 30 June 2023 was again another challenging year for the tourism industry generally as we moved beyond The Covid Years and started to regain some sort of normality in the industry. However, it was pleasing to see that for the three years 2020 to 2022, the number of overnight visitors and spend both increased significantly with the total overnight spend almost reaching the pre pandemic levels from 2019. This coincided with Forbes (www.forbes.com) naming Perth as 9th in the 23 Best Places to Travel in 2023.

To ensure that we capitalised on this we ran several promotional campaigns throughout the year including *Fun on a Fifty* (July); the *Wildflowers* Digital Campaign (August, in association with AGO & ACC); the *#SeePerth Summer Your Way* campaign (December to February) and *Destination Perth Wrapped Up* targeted to Christmas.

In September we saw the launch of the new Walking on a Dream Brand by Tourism WA which has been highly successful around the world as well as our Board Member, Jamie Van Jones (Salt & Bush Ecotours), achieving Australia's Top Tour Guide Award at Parliament House in Canberra. That month Tracey Cinavas Prosser, our Chief Executive Officer of the previous five years, handed in her resignation.

Following the resignation of Tracey Cinavas Prosser as our Chief Executive Officer in October 2022, we appointed Sonja Mitchell to that position. Sonja brought a wealth of experience to us from her many years in business and government including terms as

a Board Member of Tourism Western Australia, Australia's North West and Australia's Coral Coast. Since taking up her position with us she has moved our organisation forward by connecting us with the major Local Government Associations, Councils and tourism businesses big and small.

Earlier this year, in January, the digital edition of our Holiday Planner went live and in February we supported the Sunset Coast and Wanneroo digital campaigns. We also launched our Member Mingles, a member marketing opportunity in which members showcase their tourism businesses to the wider membership. During the year they were held at Swan Valley Station, together with a dozen Swan Valley businesses, (April), Walyalup Civic Centre showcasing Fremantle, Emily Taylor Restaurant food and Republic of Fremantle gin cocktails, (May) and the InterContinental Perth City, (June).

In March we saw the appointment of a new Minister of Tourism in Hon. Rita Saffiotti. Since then, we have met with her and been impressed with her rapid grasp of the portfolio and desire to deliver outcomes for tourism. In April we co-opted Leycester Cory (General Manager, Sealink WA) and Meg McGuire (Managing Director, Go Cultural Aboriginal Tours & Experiences) as two new Appointed Board Members.

Our staff are exceptional, and supporting our CEO throughout the year were Jade Brown (Marketing Manager), Laura Anderson (Business Development Manager), Jill Barton (Administration and Membership Support (June – December 2022) and Tamsin Furr (Membership and Marketing Manager). Jacqui Roberts (Marketing Manager) left the organisation in December after several years and Rachel McGerr (Website Content & Membership Manager) rejoined us in February following a period of Maternity Leave. There were several Board Membership changes during the year.

At our last AGM in October 2022, Amy Stutt, our Deputy Chair was re-elected for a further two-year term for the Fremantle and Rottnest Island Precinct and Sandra Paskett was re-elected to the Avon Valley Precinct. We farewelled Board Member Nathan Baker who did not seek re-nomination as the representative of the Sunset Coast Precinct and welcomed Lisa Johns (Rendezvous Hotels). We also welcomed Christine Ross-Davies as our new Ex Officio Representative from Tourism Western Australia, and she has proved to be a valuable link for us with the agency.

I wish to thank my Board Colleagues for their support of our members, our staff and myself throughout the year. I especially wish to thank my two Office Bearers, Amy Stutt (Deputy Chair) and Kate Gibson (Treasurer) for the extra work they undertake on behalf of DP. I also thank the Chairs of our three Committees for their contributions – Sandra Paskett (Strategy), Nathan Frost (Membership, Nominations and Stakeholder Relations) and Amy Stutt (Governance, Risk & Audit). This is much appreciated.

Finally, most of all I want to thank you as our members for working with us to help keep tourism afloat in Perth as we came out of 'The Covid Years'. As we move towards the close of 2023 and the start of a new year, I look forward to the future of tourism in Perth with much confidence as I am sure we will have improved times ahead.

Emeritus Professor Ross Dowling AM

Chairperson

DESTINATION PERTH

CEO Report

MESSAGE FROM OUR CEO 2022/2023

Listening and learning, meeting members and stakeholders filled my initial months as CEO at Destination Perth and will continue to be an integral part of my role. Amongst many other things I learned that members desired more connection throughout our industry and therefore I have initiated strategies towards this outcome. 'Together, we are stronger' is the way we work.

With the reopening of WA's borders in March 2022, our region has seen the return of interstate and international markets whilst maintaining the strong intrastate market which grew through the pandemic. [Click here to see.](#)

KEY ACHIEVEMENTS 2022/23

DESTINATION MARKETING

The statistics below show the results of our digital marketing, showing greater growth than our KPIs. [Click here to see our Financial Year Overview.](#)

MARKETING ACTIVITIES

- Introduced a *Wildflower Campaign*, which was the best performing campaign of the year. As part of this we created a new '7-day Wildflower Road Trip Itinerary' with Australia's Coral Coast and Australia's Golden Outback.
- Introduced a digital *Holiday Planner Campaign* to drive awareness and downloads of the annual Holiday Planner.
- Multiple co-op campaigns, events, famils, brand and content development for our corporate members.
- *#SeePerth Summer* campaign, a consumer lead content campaign with prizes.
- *Winter Wandering*, a winter content campaign.
- *Fun on a \$50*, a tactical offer-based campaign to stimulate

the low pre-summer period with innovative Chatbot Marketing.

- *Awe-Inspiring Autumn*, an offer and discount-based campaign.
- *Destination Perth Wrapped Up*, a Christmas gift card campaign, broadcasting members who have gift card products.
- Well Traveller TV Campaign.
- WA Sporting Championships Offer Campaigns (Waterpolo Australia, UniSport National Games).
- Launch of tiktok platform.

REPRESENTING MEMBERS & THE DESTINATION TO TRADE

As international borders opened, we attended the following trade events to showcase Perth and Surrounds and bookable member products.

- Australian Tourism Export Commission (ATEC) Meeting Place - Cairns
- Marketplace - Japan
- Australian Tourism Exchange (ATE) - Gold Coast

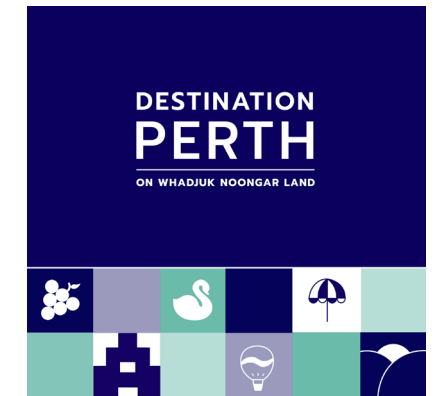
We supported Tourism Western Australia (TWA) with the FTI famil, NZ famil and conducted meetings with visiting agents and provided assistance to many.

NEW BRAND DEVELOPMENT

Using our skilled marketing team, we created and delivered a professional brand that we have full ownership of, and that displays the talents of our organisation.

Our brand encompasses our purpose, vision, core values, target market and positioning statement as well as the visual story connecting our nine sub-regions. Our brand was approved by TWA and rolled out in July 2023.

Surrounded by spectacular scenery, our brand shows that Destination Perth is more than a city; it is natural, it is relaxed, it is



Destination Perth Brand Refresh



Winter Wandering Campaign



Australia Marketplace

CEO Report

MESSAGE FROM OUR CEO 2022/2023



Destination Perth & Perth Inner City Alliance



June Member Mingle at InterContinental Perth City Centre

rural, it is urban, and it is connected. Our unique pattern connects our nine sub-regions together and showcases how abundant the Destination Perth experience can be. Our brand complements the TWA 'Walking On A Dream' brand.

DRIVING INDUSTRY ENGAGEMENT

- We held regular meetings and undertook cooperative marketing with Local Government Areas.
- We continued to work with our fellow Regional Tourism Operators (RTOs), Western Australian Indigenous Tourism Operators Council (WAITOC), Forum Advocating Cultural and Eco-Tourism (FACET), Tourism Council WA (TCWA), Caravan Industry Association Western Australia (CIAWA) towards common goals.
- We worked closely with key tourism alliances; Sunset Coast Alliance, Avon Valley Alliance, Perth Hills Alliance to pool funds and promote a consumer facing product.
- We conducted a minimum 20 meetings each month with either members/stakeholders or industry representatives.
- Our new Member Mingle events offered members the opportunity to showcase their tourism business whilst driving collaboration and business development through networking.
- We implemented marketing related training workshops for members.
- We encouraged and educated members on the benefits of the member portal.

WHAT DOES THE FUTURE LOOK LIKE?

Consolidation of the new initiatives undertaken in the past period is important, with testing of the outcomes to ensure we are on the right track to deliver returns for our members and stakeholders.

New member services in 2023/2024 include;

- The Localis Member Insights Hub, delivering real time marketing data, including mobility data, flight data,

accommodation data and occupancy data.

- Graphic Design Services for members through the DP Design Hub. Low rates for members with our tourism specialist team.

Our new website will launch in December 2023. As our largest asset and key marketing tool, our website needs to be the best we can provide to attract visitors to our Destination and our members. The new CMS will deliver better results and allow us to offer members better advertising opportunities.

A new partnership with the Perth Inner City Group, brings the 5 key local governments of Perth, South Perth, Subiaco, Victoria Park and Stirling into Destination Perth. This will see a destination narrative for this area developed and then rolled out in content across our digital and print media platforms.

Growing the visitor economy is our "Flag on the Hill". We will continue to grow our partnerships to build on the statement that "Together we are stronger".

BOARD

Our Board consists of 6 elected precinct members and 5 appointed members. At the October 2022 AGM, there was a change in the Sunset Coast precinct elected board member with **Lisa Johns** incoming. Two new appointed board members, **Meg McGuire** and **Leycester Cory** joined the board in the first half of 2023. [Click here to learn more about our Board Members.](#)

STAFF

We have 5 staff members, including the CEO. There are 3 x FTE and 2 x PTE plus 2 subcontractors; a graphic designer and a bookkeeper. The team has been consistent over the past 12 months. [Click here to see our team.](#)

Market Growth

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INTRASTATE VISITOR NUMBERS:

Total Visitation to WA by Tourism Region YE Jun 23

| | | YE Mar 19 | YE Mar 20 | YE Mar 21 | YE Mar 22 | YE Mar 23 | % Change | 3 year CAGR^ |
|-------------------|----------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------|--------------|
| Destination Perth | International Overnight Visitors | 924,600 | 718,900 | 11,300 | 91,600 | 653,400 | 613.3% | 660.4% |
| | Interstate Overnight Visitors | 1,465,000 | 1,167,000 | 455,000 | 471,000 | 1,370,000 | 190.9% | 73.5% |
| | Intrastate Overnight Visitors | 3,293,000 | 2,852,000 | 2,891,000 | 2,970,000 | 3,384,000 | 13.9% | 8.2% |
| | Total Overnight Visitors | 5,682,600 | 4,737,900 | 3,357,300 | 3,532,600 | 5,407,400 | 53.1% | 26.9% |
| | Daytrips Visitors* | 15,290,000 | 13,899,000 | 13,387,000 | 13,806,000 | 15,472,000 | 12.1% | 7.5% |
| | Total Visitors | 20,972,600 | 18,636,900 | 16,744,300 | 17,338,600 | 20,879,400 | 20.4% | 11.7% |

Total Spend by Tourism Region (\$M)

| | | YE Mar 19 | YE Mar 20 | YE Mar 21 | YE Mar 22 | YE Mar 23 | % Change | 3 year CAGR^ |
|-------------------|----------------------------------|----------------|----------------|----------------|----------------|----------------|---------------|--------------|
| Destination Perth | International Overnight Visitors | \$1,837 | \$1,448 | \$51 | \$246 | \$1,672 | 580.2% | 472.6% |
| | Interstate Overnight Visitors | \$1,557 | \$1,396 | \$588 | \$778 | \$2,113 | 171.6% | 89.6% |
| | Intrastate Overnight Visitors | \$2,249 | \$1,738 | \$1,784 | \$2,356 | \$3,062 | 30.0% | 31.0% |
| | Total Overnight Visitors | \$5,643 | \$4,582 | \$2,423 | \$3,380 | \$6,847 | 102.6% | 68.1% |
| | Daytrips Visitors* | \$1,428 | \$1,342 | \$1,496 | \$1,405 | \$2,063 | 46.8% | 17.4% |
| | Total Visitors | \$7,071 | \$5,924 | \$3,919 | \$4,785 | \$8,910 | 86.2% | 50.8% |

Leisure Visitation to WA by Tourism

| | | YE Mar 19 | YE Mar 20 | YE Mar 21 | YE Mar 22 | YE Mar 23 | % Change | 3 year CAGR^ |
|-------------------|----------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------|--------------|
| Destination Perth | International Overnight Visitors | 765,700 | 599,200 | 5,000 | 71,700 | 524,300 | 631.2% | 924.0% |
| | Interstate Overnight Visitors | 727,000 | 597,000 | 299,000 | 292,000 | 796,000 | 172.6% | 63.2% |
| | Intrastate Overnight Visitors | 2,458,000 | 2,079,000 | 2,189,000 | 2,243,000 | 2,586,000 | 15.3% | 8.7% |
| | Total Overnight Visitors | 3,950,700 | 3,275,200 | 2,493,000 | 2,606,700 | 3,906,300 | 49.9% | 25.2% |
| | Daytrips Visitors* | 11,757,000 | 10,554,000 | 9,950,000 | 10,378,000 | 11,710,000 | 12.8% | 8.5% |
| | Total Visitors | 15,707,700 | 13,829,200 | 12,443,000 | 12,984,700 | 15,616,300 | 20.3% | 12.0% |

^CAGR= compound annual growth rate

* Daytrip visitors defined as: travel a round trip distance of at least 50km, are away for home for at least 4 hours, and do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Intraregional travel is included.

Source: Tourism Research Australia - International and National Visitor Surveys

Year Overview (Destination Marketing)

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WEBSITE:

● Current FY (22/23) ● Past FY (21/22)



Total Page Views:

2,347,263 | 2,015,717

(^ 16.45%, KPI was 10%)



Average Time on Site:

1.53mins | 1.55 mins

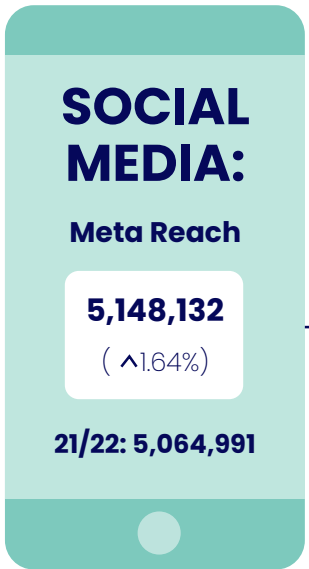


New Users:

1,354,690 | 1,186,013

Visitors:

New: 92.5% | 93.3%
Return: 7.5% | 6.7%



SOCIAL MEDIA AUDIENCE BREAKDOWN

| f | ig | tk |
|---|---|--|
| AUS: 70.1% MALAY: 10.2% UK: 3.3% SING: 2.4% US: 1.5% NZ: 0.8% INDIA: 0.7% INDO: 0.7% GERM: 0.6% | AUS: 53.2% UK: 4.5% US: 4.1% SING: 3.3% MALAY: 2.4% | AUS: 94.6% UK: 2% NZ: 1% SING: 1% US: 1% |

WEBSITE AUDIENCE BREAKDOWN

| 21/22 FY | 22/23 FY |
|--|--|
| Australia: 91.82% Singapore: 2.58% United States: 1.14% United Kingdom: 0.95% New Zealand: 0.50% Malaysia: 0.26% Ireland: 0.24% Canada: 0.23% | Australia: 86.7% Singapore: 3.94% United Kingdom: 1.48% United States: 1.21% New Zealand: 0.96% Malaysia: 0.82% Indonesia: 0.43% India: 0.42% |



EMAIL MARKETING

WA Audience Only

Email Sent:

750,082

(^ 26%)

Open Rate:

30%

(^ 10%)

Unsubscribe Rate

0.18%

(v 19%)

Organisation Structure

PRTO BOARD

CHAIRPERSON – Ross Dowling – appointed

DEPUTY CHAIR – Amy Stutt – elected

TREASURER – Kate Gibson – elected

Nathan Frost – elected

Lisa Johns – elected

Jamie Van Jones – elected

Sandra Plaskett – elected

Michelle Reynolds – appointed

Deborah Carr – appointed

Meg McGuire – appointed

Leycester Cory – appointed

CHIEF EXECUTIVE OFFICER

Sonja Mitchell

SUBCONTRACTORS

Lauren Furr – Graphic Designer

Dean Beaven – Bookkeeper

BUSINESS DEVELOPMENT MANAGER

Laura Anderson

MARKETING MANAGER

Jade Brown

WEB CONTENT & MEMBERSHIP MANAGER

Rachel McGerr

MARKETING EXECUTIVE

Tamsin Furr

Destination Perth Staff

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FROM LEFT TO RIGHT:

Rachel McGerr – Web Content & Membership Manager, **Sonja Mitchell** – CEO, **Jade Brown** – Marketing Manager,
Tamsin Furr – Marketing Executive, **Laura Anderson** – Business Development Manager

Destination Perth Board

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CHAIRPERSON

Ross Dowling – Appointed

Ross Dowling AM is Emeritus Professor of Tourism at Edith Cowan University. He is Chair, Australian Geoparks Network; Chair, Cruise Western Australia; Chair, Ambassador's Committee, WA Parks Foundation; Council Member, Royal Automobile Club; and Ambassador, The Bell Tower, Perth. He is a Sir David Brand Medallist and is passionate about marketing and promoting Perth.



DEPUTY CHAIR

Amy Stutt – Elected

Amy is the Owner & Sales Manager at Skydive Geronimo, with a long term personal and financial commitment to tourism on Rottnest Island. An MBA graduate of Murdoch University School of Business & Governance, Amy brings advanced business, governance and marketing skills to the board.



TREASURER

Kate Gibson – Elected

Kate is the Owner & Founder of award winning hiking tour business, The Hike Collective; speaker, presenter & nature enthusiast. Kate's experience in diverse industries delivers a broad perspective to the board mix.



JAMIE VAN JONES – Elected

Owner of Salt and Bush Eco Tours and winner of Australia's Best Tour Guide 2022. A degree in Sustainable Development and a career in the Environmental conservation sector cement Jamie's belief that each individual can make the Earth a better place.



LISA JOHNS – Elected

Lisa Johns is an experienced leader across the Events & Hospitality sector spanning over 25 years. Lisa has had notable achievements in multiple roles, including Accor, EVT, IHG Hotels and Melbourne leading venues Convention Centre, Melbourne Racing and Tennis Australia. Lisa is proud to be back in WA and particularly the Sunset Coast, where Lisa started her Hospitality career.



NATHAN FROST – Elected

Portfolio General Manager for Accor in Western Australia & responsible for the management of 11 properties from Bunker Bay to Karratha. A graduate of the Blue Mountains International Hotel Management School & AccorHotels National Management Trainee-ship, Nathan has held senior management roles with Accor in Australia & New Zealand.

Destination Perth Board

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SANDRA PASKETT - Elected

Owner of Laurelville Manor in York & CEO of Change Warriors, Sandra has a wealth of expertise in areas including contract management and capability development, strategy and tourism business.



MICHELLE REYNOLDS - Appointed

Michelle is an accomplished Chief Executive Officer with extensive experience in governance and administration. Chief Executive Officer of the City of Perth since August 2020. Prior to this, held the positions of Executive Director at Rottnest Island Authority and Chief Executive Officer at WorkCover WA.



DEBORAH CARR - Appointed

Deborah is a tourism industry professional with over 30 years experience. Highly functioning Senior Executive professional with a business and career record of delivering outstanding results. She is the ATEC regional manager WA/VIC/TAS.



MEG MCGUIRE - Appointed

Co-owner of Go Cultural Aboriginal Tours, Meg's distinctive skillset reflects a long-held belief in the ability of culture to heal and empower Indigenous communities whilst positively impacting non-indigenous experience on country.



LEYCESTER CORY - Appointed

A confident and disciplined business leader with a proven track record in business management, development, and improvement strategies. Extensive experience in corporate management with a focus on developing positive team structures that enable strategic growth and development.

Board Attendance Report

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| PERTH REGION TOURISM ORGANISATION INC BOARD as at May 2023 | | | | ATTENDANCE RECORD Y= YES N= NO N/A= NOT APPLICABLE | | | | | |
|--|--------------------------------------|--------------------------------|---|--|--------|--------|--------|--------|--------|
| Name | Position | Precinct | Organisation | Aug 22 | Oct 22 | Dec 22 | Feb 23 | Apr 23 | Jun 23 |
| Ross Dowling | Chairperson Appointed Member | N/A | Edith Cowan University – Emiritus Professor of Tourism | y | y | y | N | y | y |
| Amy Stutt | Deputy Chairperson Elected Member | Fremantle & Rottnest Island | Skydive Geronimo– Owner | y | y | y | y | y | y |
| Kate Gibson | Treasurer Elected Member | Swan Valley & Darling Range | The Hike Collective – Owner | y | y | y | y | y | y |
| Nathan Frost | Elected Member | Perth CBD | Accor – Area General Manager Operations WA Novotel Murray Street – General Manager | y | y | N | y | N | N |
| Jamie Van Jones | Elected Member | Peel & Rockingham | Salt and Bush Eco Tours – Owner | N | y | N | y | y | N |
| Sandra Paskett | Elected Member | Avon Valley | Laurelville Manor – Owner | y | y | y | y | y | y |
| Lisa Johns | Elected Member | Sunset Coast | Rendezvous Hotel, Perth, Scarborough – Director of Sales MICE | N/A | N/A | y | y | y | y |
| Deb Carr | Appointed Member | N/A | Australian Tourism Export Council – Regional Manager – WA/VIC/TAS | y | N | y | y | y | y |
| Michelle Reynolds | Appointed Member | N/A | City of Perth – CEO | y | y | N | N | y | y |
| Leycester Cory | Appointed Member | N/A | Sealink WA – General Manager | N/A | N/A | N/A | N/A | N/A | y |
| Margaret (Meg) McGuire | Appointed Member | N/A | Go Cultural Tours – Owner | N/A | N/A | N/A | N/A | N/A | y |

The Chairperson's Honorarium is \$30,000 per annum.