

DESTINATION PERTH

ANNUAL REPORT 2024/25



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.



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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, the Swan Valley, the Avon Valley, Rottnest Island, Rockingham, Mandurah, the 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	14km	25min	35min	25km	47km	1hr	55min	1hr 10min	96km	1hr 30min						
BUILDUP	33km	20km	45min	14km	25km	35min	65km	86km	72km	81km	83km	103km	103km	134km	126km	1hr 30min
FREMANTLE	43km	20min	45min	31km	45min	35min	75km	64km	120km	120km	122km	103km	103km	146km	126km	1hr 30min
KALAMUNDA	58km	1hr	1hr 15min	81km	1hr 15min	1hr	83km	83km	83km	83km	86km	93km	93km	153km	126km	1hr 30min
ROCKINGHAM	100km	1hr 40min	1hr 20min	100km	1hr 40min	1hr 20min	138km	138km	138km	138km	138km	161km	161km	170km	126km	1hr 30min
YANCHEP	124km	2hr 15min	1hr 15min	124km	2hr 15min	1hr 15min	145km	145km	145km	145km	145km	161km	161km	170km	126km	1hr 30min
MANDURAH	161km	2hr 5min	1hr 5min	161km	2hr 5min	1hr 5min	176km	176km	176km	176km	176km	195km	195km	195km	126km	1hr 30min
NORTHAM	35km	30min	2hr 15min	35km	30min	2hr 15min	42km	42km	42km	42km	42km	42km	42km	42km	126km	1hr 30min
YORK	176km	2hr 20min	1hr 15min	176km	2hr 20min	1hr 15min	220km	220km	220km	220km	220km	232km	232km	232km	126km	1hr 30min
DWELLINGUP	232km	3hr	2hr 30min	232km	3hr	2hr 30min	232km	232km	232km	232km	232km	232km	232km	232km	126km	1hr 30min
LANCELIN																1hr 30min

Message from the Chair

On behalf of the Board of Directors, I am pleased to present the Annual Report for Destination Perth for the 2024/25 financial year. The twelve-month period 1 July 2024 to 30 June 2025 was a great year of achievement for Destination Perth as we moved beyond the challenges of the previous years.

Perth was singled out by TIME, BBC Travel and the New York Times in their respective best places to travel in 2025 lists. Consequently, we have experienced a year defined by record growth, innovation, and collaboration, showcasing the power of a united tourism industry working towards a shared vision. Our achievements reflect not only the dedication of our team and members but also the resilience of Perth's tourism sector, adapting to challenges and seizing opportunities in a rapidly evolving global market.



The Board's focus this year has been on strategic alignment and governance excellence.

1. We supported the CEO and management team through the implementation of a Trade Engagement Strategy and bold marketing initiatives,
2. Two new operational roles were created to strengthen service delivery and member engagement, and
3. Ongoing governance updates ensured we remain compliant and agile, with the CEO's completion of the AICD Company Directors Course enhancing leadership capacity.

Financial stewardship remained a priority, allowing us to reinvest surplus revenue into member services, marketing campaigns, and destination development.

This year we achieved a historic milestone with 404 active financial members, the highest in our history. With 44 new members it demonstrates the value and relevance of our services. In addition, our partnerships expanded significantly, with 31 Local Government Area (LGA) partner members, including four tourism alliances covering 15 LGAs.

This growth was driven by a targeted member acquisition campaign combined with offering exclusive benefits for gold and platinum members. This included complimentary workshops and premium

marketing opportunities. The Board commends the team for building a thriving membership base that truly represents Perth's diverse tourism ecosystem.

This year we ran a number of highly successful campaigns across our region. These included bespoke campaigns, which generated \$70,000 in new revenue for high-profile partners such as the City of Rockingham, the Town of Claremont, the State Buildings, and the Art Gallery of Western Australia. Seasonal campaigns included our *Winter Wake Up*, *Lock Into Summer* and *Wildflowers*.

The Board is particularly proud of the year's achievements in Trade Engagement where 165 trade-ready members connected with international and domestic buyers. We successfully participated in major events including the Australian Tourism Exchange in Brisbane, Tourism Australia Marketplaces in Japan and South Korea, the Vietnam Mission supported by Tourism Australia, and the Australian Tourism Export Council (ATEC) Meeting Place on the Gold Coast, all of which enhanced Perth's global profile.

These efforts are critical in ensuring our region remains competitive in the global tourism marketplace.

As we move into the year ahead our priorities will include:

1. Deepening collaboration with local governments to support regional dispersal

2. Continuing to grow membership and partnership opportunities
3. Enhancing our digital marketing and analytics capabilities
4. Elevating Perth's position on the international stage through trade and marketing innovation.

Sonja Mitchell, our Chief Executive Officer, has now been in the position for three years and has elevated our standing and recognition in the industry and with government. Her introduction of our monthly Member Mingles through the Region has resulted in greater recognition of members and their products and also generated new business partnerships.

We had a number of staff leave earlier in 2024, but I am pleased to say that they have been replaced, and all are doing excellent work. Our CEO will acknowledge them further in her report.

Thank you also to our members, partners, and stakeholders for their ongoing support and collaboration. Together, we have achieved a record-breaking year and built a strong foundation for the future of tourism in Perth and its surrounds.

At our Annual General Meeting last year, we welcomed new Board Members **Natasha Atkinson** – Director, Wheatbelt Luxury Escapes (*representing the Avon Valley Precinct*); **Dawn Gleeson** Director of Marketing & Sales, Joondalup Resort (*Sunset Coast*), and **Chrissie Maus** – CEO Fremantle Chamber of Commerce & Industry (*Fremantle and Rottneest*). In April, Appointed Member **Meg McGuire** – Director, Go Cultural Tours, ended her two-year term and **Dawn Gleeson** resigned as she moved out of the Sunset Coast Precinct to take up the position of Director of Sales & Marketing at Residence on Langley Park. I wish to thank both members for their contributions to the Board. Dawn was replaced in April by **Caroline Buck** – Economic Development Advisor, City of Wanneroo. In June we extended the appointment of **Leycester Cory**, General Manager, SeaLink WA, for a further two years and in August we extended the appointment of **Michelle Reynolds**, CEO, City of Perth, also for a further two years.

Other elected Board Members include **Jon Jessop** – Director, Swan Valley Station (*Swan*

Valley and Darling Range Precinct); **Anita Kane** – General Manager, Visit Mandurah (*Peel & Rockingham*); and **Stephanie Juszkiewicz** (*Senior Vice President, Aviation Business, Perth Airport (Perth)*). Our final Appointed Member is **Dario Orsini**, General Manager, The Ritz-Carlton, Perth. Thus, we have a very strong Board.

I especially wish to thank my two Office Bearers, **Stephanie Juszkiewicz** (Deputy Chair) and **Leycester Cory** (Treasurer) for the extra work they undertake on behalf of Destination Perth. This is much appreciated.

Christine Ross-Davies – Director, Partnerships and Industry, Tourism Western Australia, is an ex-officio member of our Board. I wish to thank her for her ongoing support throughout the year. Tourism Western Australia is our major sponsor, and we work very closely with their team. I wish to thank them for their continued support, especially **Di Bain** (Board Chair) and **Anneke Brown** (Managing Director).

While outside this reporting period, at the end of 2025 I will step down as Chair after six years. An appointment process was held in August to find a suitable successor. This process was led by **Stephanie Juszkiewicz**, Deputy Chair, with members being **Leycester Cory** (DP Treasurer), **Karen Priest** – Owner, Smart Talent, who conducted the search, and **Anneke Brown** – Managing Director, Tourism WA. I am pleased to say that the position attracted a lot of interest. 39 people applied, five were interviewed, and the successful applicant was our own **Chrissie Maus**. A huge congratulations to her as she takes up the position on 1 January 2026. Her professionalism, boundless enthusiasm, and widespread connections will auger well in taking us to the next level. I wish her every success as she takes Destination Perth forward.

Finally, most of all I want to thank you as our members for supporting Destination Perth as we in turn, support your businesses and organisations. As we move towards the close of 2025 and the start of a new calendar year, I look forward to the future of tourism in Perth with much confidence as I am sure we will have even better times ahead.

EMERITUS PROFESSOR ROSS DOWLING AM

Chair

Governing Board

The Governing Board is consists of up to five industry representatives appointed for their skills and six elected representatives from tourism precincts.



EMERITUS PROFESSOR ROSS DOWLING AM

Chairperson | Skills based Independent Appointed Member



STEPHANIE JUSZKIEWICZ

Deputy Chair | Senior Vice President, Aviation Business Development, Perth Airport | Elected Member for Perth Precinct



LEYCESTER CORY

Treasurer | General Manager Western Australia, SeaLink WA | Skills based Appointed Member



MICHELLE REYNOLDS

CEO | City of Perth | Skills based Appointed Member



MARGARET (MEG) MCGUIRE

Director | Go Cultural Aboriginal Tours and Experiences | Skills based Appointed Member



DARIO ORSINI

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



CHRISSIE MAUS

CEO | Fremantle Chamber of Commerce & Industry | Elected Member for Fremantle & Rottnest Island Precinct



JON JESSOP

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



NATASHA ATKINSON

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



CAROLINE BUCK

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



ANITA KANE

General Manager | Visit Mandurah | Elected Member for Peel and Rockingham Precinct

Message from the CEO

The 2024/25 financial year has been a highly productive period for Destination Perth. Guided by our mission to drive visitation, support our members, and strengthen our region's profile, we achieved record-breaking membership levels, innovative marketing initiatives, and meaningful partnerships that have delivered tangible results.

Our focus this year was on increasing membership, delivering exceptional value for members through marketing exposure and networking events, and enhancing collaboration with Local Government Authorities (LGAs) and stakeholders to position Perth and surrounds as a leading tourism destination.



MEMBERSHIP GROWTH:

- Destination Perth reached 404 active financial members, the highest in our history, representing a 12% growth over the year.
- This was achieved by strategic recruitment, targeted campaigns, and member referrals, our local government partner members reached 31.

MARKETING INNOVATION:

- Launched bespoke marketing campaigns generating approximately \$70,000 in cooperative revenue.
- Rolled out new tactical campaigns including Valentine's Day and Mother's Day, as well as major seasonal campaigns; Winter Wake Up and Lock Into Summer.
- Delivered record-breaking results, including:
 - Winter Wake Up: 833,000 website views – double the prior year.
 - Lock Into Summer: 28,000 views and 11,000 interactive clicks with 400,000 social media reach.
 - Destination Perth Wrapped Up (with NOVA 93.7): 73,000 direct website visits with 71% new visitors.

TRADE ENGAGEMENT:

- Developed a Trade Engagement Strategy to connect our 165 trade-ready members with international tourism holiday buyers.
- Attended major trade events including Australian Tourism Exchange (ATE) in collaboration with the City of Perth and City of Fremantle, Tourism Australia Marketplaces (Japan & South Korea), The Vietnam Mission, G'Day Australia and ATEC Meeting Place.

OUR TEAM:

- The results you see here are delivered by our dedicated and highly skilled team of tourism and marketing professionals. We are a tight team that supports each other to get the job done and are always striving to do the best we can for the industry. Thank you to my fabulous team members.
- In the second half of the year, 2 new roles were created: Tourism Trade & Special Projects and Membership & Administration Officer, providing much needed capacity to deliver member services for our increased membership.

KEY OUTCOMES:

- **Record Website Performance:**
 - 4.67 million page views – 22.8% increase YoY.
 - Website leads/referrals to members increased by 72.7%, reaching 135,044.
 - Engagement rate improved by 6.2%, reflecting a more connected audience
- **Social Media Expansion:**
 - TikTok following grew by 45%, reaching 1.9 million total views.
 - Instagram reach increased by 172%, with a growing base of over 115,000 followers.
 - Combined social media following now surpasses 310,000, providing a powerful platform to amplify member stories.
- **Member Services and Networking:**
 - Together with our incredible host venues, we held nine Member Mingle events across the region with an average attendance of 80 at each. These events showcased the region's experiences and products whilst members developed new products and strengthened their contacts in the industry.
 - Two new structured networking and learning forums were introduced in Perth CBD and York.
 - The Insights Hub delivered local data, welcomed by our LGA members.
 - All events enhanced industry knowledge and encouraged collaboration across sectors.
- **Destination Development:**
 - Supported members with access to the TWA Trade Ready Introduction Program (TRIP) and Dream Collective programs.
 - Conducted a Tourism Think Tank with six LGAs to develop collaborative tourism strategies.

FINANCIAL PERFORMANCE

We achieved a strong financial outcome driven by membership growth and marketing innovation with our independent financial contribution reaching over \$840,000, almost matching our TWA funds. These results enabled reinvestment into marketing, tourism trade activities, and operational enhancements, ensuring sustainable growth for the future.

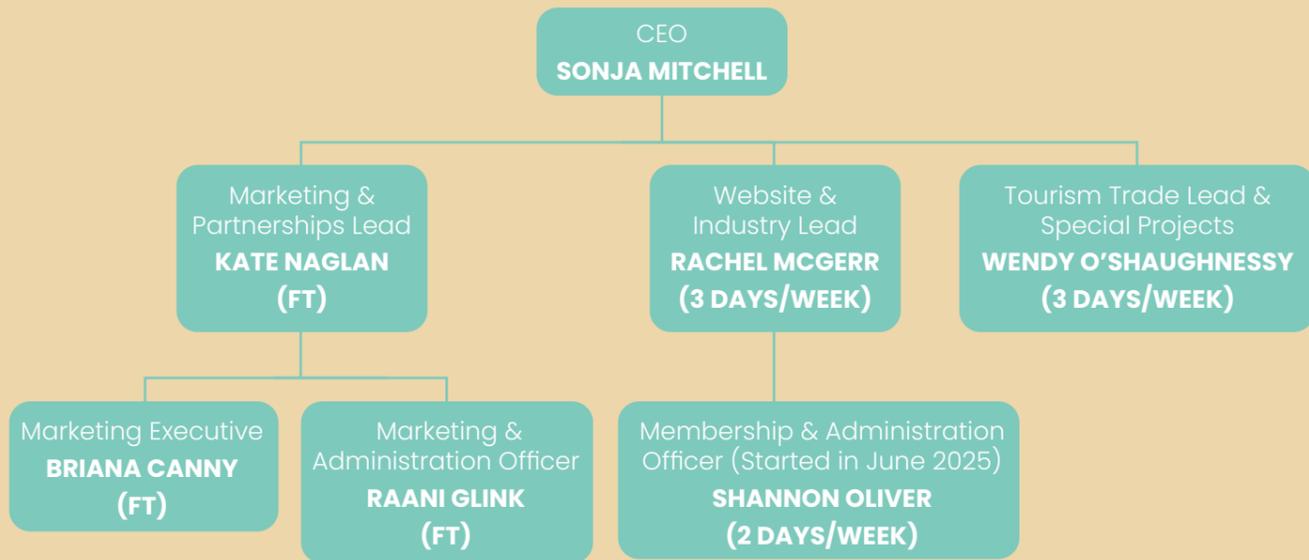
I would like to thank our outgoing Chairperson, Emeritus Professor Ross Dowling AM for his service as Chairperson over the past six years culminating in January 2026. His knowledge and expertise have been valuable in shaping the organisation's direction. He has provided steady leadership to help guide Destination Perth through a period of growth and change.

With a strong foundation, a supportive board and committed team, Destination Perth is well positioned to continue the valuable work we do for the tourism industry in Perth and surrounds.

SONJA MITCHELL

Chief Executive Officer

Our Team



From L-R: Raani Glink, Rachel McGerr, Kate Naglan, Sonja Mitchell, Wendy O'Shaughnessy, Briana Canny.

Strategy on a Page



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 stakeholders 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 3: Intra-state Visitation and Spend
KPI 5: Marketing Outcomes

KPI 2: Industry Financial Contribution
KPI 4: Industry Survey
KPI 6: Growth of Independent Revenue

VALUES

Leadership | Collaboration | Creativity | Growth

Visitation Statistics

Overnight Visitor Summary 2024 – Destination Perth

This data in this factsheet refers to visitors who have spent at least one night in Destination Perth.

Overnight Visitor (000)

Intrastate Interstate International

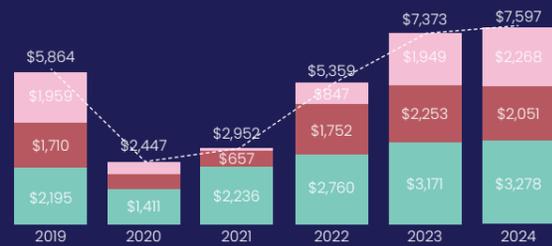
----- Total Overnight Visitors



Overnight Visitor (000)

Intrastate Interstate International

----- Total Overnight Visitors



Overnight Visitors (000)
5,262
2024

Total Visitor Nights (000)
40,864
2024

Total Spend (\$ million)
\$7,597
2024

Share of Overnight Visitors – change vs. pre-COVID

Intrastate Interstate International



Overnight Visitor Metrics 2024

	Average Trip Length	Average Trip Spend	Average Daily Spend
Intrastate	2.6 Days	\$1,075	\$412
Interstate	5.1 Days	\$1,464	\$286
International	31.7 Days	\$2,790	\$88
TOTAL Domestic + International	7.8 Days	\$1,444	\$186

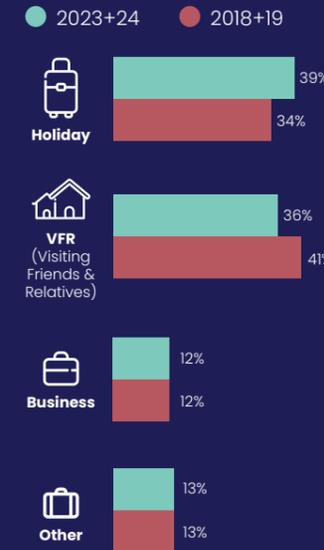
Intrastate Overnight Visitor Details – Destination Perth

2023+24 vs 2018+19

Overnight Visitors (000)
3,048
2024

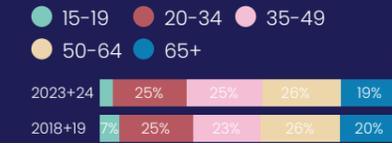
Total Visitor Nights (000)
7,956
2024

Purpose of Travel



Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

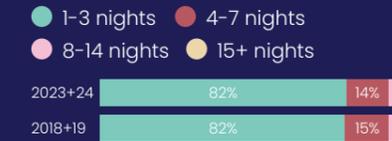
Age



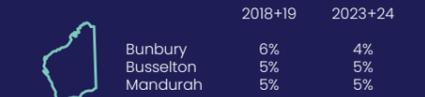
Travel Party



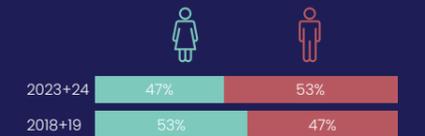
Length of Stay in Region



Top 3 Home Local Government Area (LGA)



Gender



Definition

Domestic Visitors (Intrastate): Western Australia residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Overnight Visitor Details – Destination Perth

2023+24 (2024 international) vs 2018+19

	2018+19	2023+24
Top 3 accommodation (% of nights) – Intrastate		
Friends or relatives property	57%	44%
Hotel/resort/motel or motor inn	14%	23%
Rented house/apartment/flat or unit	8%	7%
Top 3 accommodation (% of nights) – Interstate		
Friends or relatives property	43%	45%
Hotel/resort/motel or motor inn	37%	43%
Rented house/apartment/flat or unit	8%	6%
Top 3 accommodation (% of nights) – International		
Friends or relatives property	45%	37%
Rented house/apartment/flat or unit	27%	36%
Hotel/resort/motel or motor inn	9%	13%
Top 3 Activities – Intrastate		
Eat out/dine at a restaurant and/or cafe	54%	52%
Visit friends & relatives	56%	44%
Go to the beach	22%	19%
Top 3 Activities – Interstate		
Eat out/dine at a restaurant and/or cafe	78%	79%
Visit friends & relatives	38%	38%
Go to the beach	26%	30%
Top 3 Activities – International*		
Eat out/dine at a restaurant and/or cafe	93%	96%
Visit friends & relatives	81%	88%
Go to the beach	74%	86%
Top 3 Local Government Areas (LGA's) visited – Intrastate		
Perth	29%	36%
Fremantle	12%	13%
Swan	4%	5%
Top 3 Local Government Areas (LGA's) visited – Interstate		
Perth	70%	71%
Fremantle	7%	9%
Stirling	4%	3%
Top 3 Local Government Areas (LGA's) visited – International		
Perth	50%	50%
Fremantle	8%	8%
Stirling	6%	6%

Marketing Activity

MARKETING CAMPAIGNS

Our strategic year-round calendar of marketing campaigns delivered outstanding results and tangible value for our members, driving stronger engagement, reach and conversion across every season.

The **Winter Wake Up** campaign featured a dedicated digital marketplace, hosting a diverse collection of member offers and experiences. The campaign achieved remarkable growth, with website views for the winter campaign period (833K) more than doubling that of last year (415K).

The **Lock Into Summer** partnership campaign with Urban List Perth delivered brilliant results, with the highest-ever member campaign buy-in. The curated hub and accompanying social media roll-out reached an impressive 430K engaged users.

Destination Perth Wrapped Up, in partnership with NOVA 93.7 unlocked a significant new audience, with 71% of visitors being new to the Destination Perth website during the campaign period.

DIGITAL AND SOCIAL MEDIA STRATEGY

A key strategic focus for the financial year was to elevate and evolve our always-on digital and social media presence, to position Destination Perth as a leading voice in the media landscape.

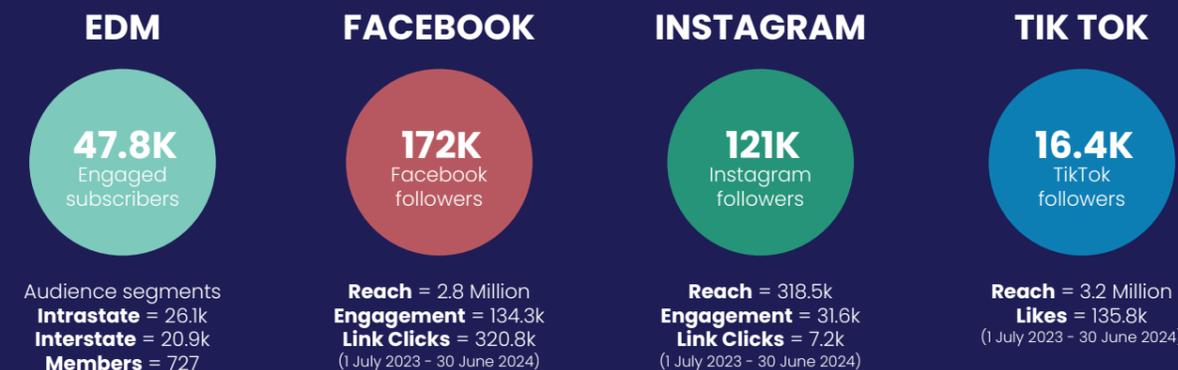
This transformation centred on the execution of a high-impact organic video content strategy, supported by targeted social media competitions, designed to drive follower growth and deepen engagement with our audiences.

The dynamic social media evolution delivered the following key results:



Our approach was complemented by a tailored EDM strategy, designed to nurture and drive conversion from our growing database of consumers.

Our highly-engaged social media community now exceeds 300K, providing an invaluable platform for members to amplify their stories and products.



WEBSITE

DESTINATIONPERTH.COM.AU

Annual Statistics

Total page views: **4,721,197**

Total users: **1,353,609**

Members page views: **254,289**

Perth Events Calendar views: **910,745**

Website display advertising launched in 2024 offering a suite of run of site and page sponsor advertising options for members to increase visibility of their business and click throughs to their website.



NEW CAMPAIGN INITIATIVES

We continue to deliver bold, innovative new initiatives that strengthen Destination Perth's brand presence and drive measurable outcomes for our members. This financial year saw the successful rollout of several new strategic directions, designed to showcase our region's diversity, and unlock new revenue opportunities for members:

- People of Perth**

The launch of our new documentary-style video series marked a major milestone in our brand storytelling approach. Featuring authentic voices from each of our nine sub-regions, the series celebrates the people who bring Perth to life. The campaign has been highly successful, generating over 500K views and driving significant new traffic to our region pages across the Destination Perth website.

- Micro campaigns**

Building on the success of our school holidays and wildflower season tactical campaigns, we introduced a suite of micro campaigns designed to create crucial revenue opportunities for members. These campaigns included Valentine's Day and Mother's Day, with additional campaigns to follow.

NEW BESPOKE CAMPAIGN OFFERING

This year, we proudly launched our new bespoke campaign offering, harnessing the strength of the highly engaged Destination Perth audience to deliver targeted, results-driven marketing campaigns for our members.

These fully customised campaigns provide members with powerful opportunities to amplify their brand stories, reach new audiences, and drive tangible business outcomes through Destination Perth's established digital and social media platforms.

A heartfelt thank you to our valued campaign clients for your trust and collaboration throughout the year. A selection of our client base is showcased below.



Trade Events & Engagement

Tourism Western Australia WA Cruise Exchange, Swan Valley, July 2024

15 appointments. Meeting cruise representatives and ground handlers to showcase the region and new product. They were most interested in pre-and-post cruise itineraries and short tours in Fremantle.

Australian Tourism Export Council WA event, August 2024

16 appointments. Meeting inbound tour operators to showcase new product and destinations to encourage broader dispersal. Wildflower itineraries and walking tours in the Perth Hills were a key area of interest.

Tourism Western Australia Roadshow Japan, August 2024

56 appointments. Good connections made with past existing suppliers and lots of interest in Perth as a new market for those with just the East coast in their itineraries. Wildflowers, quokkas and Rottneest are well known and a good 'hook' to attract visitors. Golf itineraries were requested by several agents.

Tourism Western Australia Roadshow Korea, September 2024

44 appointments. A new market for Perth and WA. This market knows about Sydney and Melbourne and many were interested to learn about the West Coast. We concentrated on our adventure experiences for this market, who have interest in hiking, mountain biking and skydiving, wildflowers and fresh produce. Swan Valley wines and native animals are also a key drawcard.

Australian Tourism Connections, Vietnam, September 2024

90 appointments with a lot of interest in incentive tours wanting Perth. Our fauna excited the Vietnamese – especially our birds – they had not heard of black swans and were delighted, they loved cockatoos, kookaburras and galahs.

Tourism Australia G'Day Australia, October 2024

80 appointments. Focusing on Aussie Specialist Agents from retail outlets and key wholesalers/ tour operators from all of Tourism Australia's key markets. With very short appointments we focussed on our beautiful weather, stunning beaches and wildflowers.

ATEC Meeting Place, Gold Coast, October 2024

24 appointments with inbound tour operators with a good awareness of Western Australia and the role of the RTO as a conduit for trade. Particularly interested in all new products and experiences.

Tourism Australia Australian Tourism Exchange, Brisbane, May 2025

180 appointments were held with two appointment schedules. Launched new format trade guide with a positive response. Perth is viewed as a peaceful, clean, safe destination with plenty of space and less crowds than the East coast cities.



Membership Overview

We initiated a new tiered level of membership for our LGAs to differentiate the destination management work we do on their behalf from the marketing work we do for our operator members. We also brought in an Associate level of membership for tourism service providers such as media, legal, advertising.

Destination Perth ended 24/25FY with a total of 404 active memberships – this includes 31 partner memberships, 11 associate memberships and 362 operator memberships. We are pleased to report that this has been an increase of 44 new members since the previous period. This is the highest number of paid members the organisation has ever had.

	Partnership	Associate	Platinum	Gold	Silver	Total
Avon Valley	5	0	1	2	12	20
Fremantle & Rottnest Island	3	2	10	16	24	55
Peel & Rockingham	5	1	2	9	27	44
Perth	8	8	34	54	17	175
Sunset Coast	5	0	6	8	29	48
Swan Valley & Darling Range	5	0	8	17	32	62
TOTAL	31	11	61	106	195	404

Membership Survey



More than 9 in 10 members express positive sentiment with 93% overall satisfaction with DP.



No members feel negatively towards their RTO this year.



The top reasons for joining were to support destination marketing of the region and the networking opportunities.



More than 7 in 10 members, or 73% feel the destination marketing is **extremely effective** with 96% satisfied with the promotion of DP in WA.



94% of DP members feel their membership is **extremely valuable**.



98% satisfaction with member support and collaboration.



73% satisfaction for supporting destination development and business growth.



Member Survey Comments

"Being listed on the Destination Perth website directly boosts the SEO of the businesses I work with enabling them to rank on Google. The Member mingles have been pivotal for leads to new relationships and collaborations with WAITOC and mainstream businesses!"

"Destination Perth has helped increase inbound visitation through co-operative activities at an international, interstate and intrastate level. Destination Perth has also proactively reached out to members regularly and provided valuable industry data and statistics to help support marketing decisions and campaigns."

"The continued member mingles; communications and connections have been super valuable."

"Destination Perth actively engages with members, providing updates, opportunities, and tailored advice to help businesses maximise their involvement. Members have access to networking events that connect them with industry peers, local governments and other key stakeholders."

Member Survey Key Take Outs

1

Exceptionally High Member Sentiment

Over 90% of DP members feel positive, with no members expressing a negative view.

2

Strong Marketing and Promotion Success

Perceived effectiveness of DP's marketing efforts has improved for the second consecutive year.

3

High Value Placed on Networking

Networking and collaboration opportunities are key to member satisfaction.

4

Growing Demand for Digital Marketing Support

Members want more assistance with social media, content creation, and influencers collaborations.



DESTINATION
PERTH

WESTERN
AUSTRALIA
WALKING ON A DREAM