

# DESTINATION PERTH

LOCAL GOVERNMENT  
AND LOCAL TOURISM  
ORGANISATION MEMBERSHIP



# About Destination Perth

Destination Perth (DP) is the peak destination marketing and management organisation for Perth and its surrounding region. We promote the area as a distinctive Australian leisure tourism destination.

Our key objectives are to increase destination awareness, encourage greater visitor dispersal, and grow visitor length of stay and spend. We also support the development of tourism product and experience density across the region.

As a not-for-profit organisation, DP is funded by Tourism Western Australia to deliver a program of regionally focused intrastate marketing activities as the Perth Regional Tourism Organisation.

Additional independent revenue is generated through commercial marketing initiatives, tourism planning and strategy consultancy, federal government grants, corporate partnerships, and member contributions.

These independent funds enable us to provide services that address industry gaps, while remaining strongly aligned with the organisation's strategic objectives.



**95%** Member satisfaction

*Destination Perth 2025 Member Survey*

# How Destination Perth Supports You

Destination Perth supports local governments and local tourism organisations by driving visitation to your region, using our tourism expertise, industry knowledge and established marketing channels with extensive reach.

We work alongside you by promoting your destination through coordinated marketing activity designed to increase visibility and attract visitors. This includes promotion across our channels, campaign support, and showcasing your destination through engaging content and storytelling. Through your membership, we can include non-DP members in your campaigns and social media activity, allowing you to highlight the full range of tourism experiences within your region.

We also support destination development by providing access to valuable tourism insights and data through our Perth Insights Hub, delivered in partnership with Localis and available to all LGA and LTO members. Premium members receive an annual Localis event report, a marketing bundle, and the option to upgrade to a full Localis subscription at a discounted member rate, providing access to a broader suite of tools, datasets and analytical capabilities.

In addition to the above, we provide:

- industry collaboration
- advocacy between industry and local government
- stakeholder engagement
- international tourism trade connections
- practical business support and advice

Further information on fee-for-service activities can be found on the following pages.

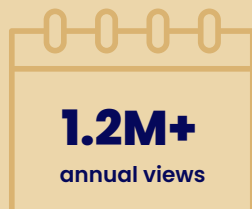
## Our Audience

### WEBSITE



12-month period  
ending March 2026

### PERTH EVENTS CALENDAR



The leading events  
calendar for the  
Perth region

### SOCIAL MEDIA



Across Facebook,  
Instagram & TikTok

### EDM



Across consumer,  
industry and  
trade audiences

# LGA/LTO Membership Levels

Destination Perth offers two membership levels for local governments and local tourism organisations - Premium and Essential - designed to support destination marketing, industry engagement and tourism development.

LEVEL	PREMIUM	ESSENTIAL
ANNUAL FEE	<b>\$5,000 + GST</b>	<b>\$1,750 + GST</b>
SUITABLE FOR	Ideal for LGAs and LTOs seeking enhanced marketing support and tourism insights, including access to discounted Localis subscription rates, an annual Localis event report, and additional promotional inclusions.	Ideal for LGAs and LTOs seeking exposure and visibility for their destination, experiences and products across Destination Perth's marketing channels.

# Membership Benefits

	PREMIUM	ESSENTIAL
Dedicated account manager providing regular engagement and strategic marketing advice	✓	-
Marketing Bundle (valued at \$1,460) including: <ul style="list-style-type: none"> <li>• One dedicated Facebook post</li> <li>• One 3-month website display advert (spotlight run of site)</li> </ul>	✓	-
One tailored Localis Event Report (valued at \$2,500)	✓	-
Access to discounted Localis subscription rates (saving of over \$10,000 annually)	✓	-
Access to the Perth Insights Hub powered by Localis	✓	✓
Representation across the consumer website with region and destination content, itineraries, blogs & interactive maps	✓	✓
Primary product listing on the consumer website for the LGA/LTO's Visitor Centre or Tourism Hub	✓	✓
Product listings on the consumer website for LGA/LTO-owned tourism products and public assets (e.g. museums, parks and trails)	✓ Up to 10	✓ Up to 5
Access to social media video content, promotion and EDM inclusions	✓ 1st Priority	✓ 2nd Priority
Opportunity to support hosting of Member Mingle networking events	✓	✓
Ability to submit destination-led offers, promotions and events for promotion on the consumer website	✓	✓
Access to subsidised advertising across our digital channels (see Media Kit) and in the Perth Holiday Planner	✓	✓
Promotion of product updates & news across our corporate channels including corporate site, LinkedIn & industry EDMs	✓	✓
Opportunity to participate in the International Markets Engagement Program (cost applies)	✓	✓
AGM voting rights & board nomination eligibility	✓	✓

## Perth Insights Hub

The Perth Insights Hub is an exclusive online platform available to Destination Perth LGA and LTO members, providing access to valuable tourism data and visitor insights to support destination planning, marketing strategies, investment decisions and funding applications. Powered by Localis, the platform brings together key tourism and visitor economy indicators to help members better understand visitor behaviour, market trends and tourism performance across the Perth region.

### Premium & Essential Members

Complimentary access to the Perth Insights Hub providing a focused view of key visitor economy indicators, including:

- Monthly accommodation insights across Tourism Region, State and LGA levels
- Flight-related insights to help understand aviation trends and visitor movement
- Visitation data to help identify how source markets are visiting the region and how those markets change month to month

### Premium Membership

Premium members receive enhanced Localis benefits designed to support their destination development and event planning.

- **One Tailored Localis Event Report – valued at \$2,500**

This report provides valuable insights into visitation, accommodation demand and visitor behaviour around a specific event to assist with:

- Event planning and evaluation
- Funding applications and acquittals
- Destination and marketing strategies

**Click here** to view an example of the included Localis event report.

- **Access to take up a Discounted Full Localis Subscription – saving over \$10,000 annually**













- DP member rate: \$10,800 + GST per year (Standard subscription: \$21,000 + GST per year)

The full subscription with Localis provides a more comprehensive set of tools, datasets and analytical capabilities for a broader view of the visitor economy, including:

- More granular accommodation data
- Mastercard spend insights including total spend, source markets, and local vs visitor spend
- Enhanced flight data to support a broader understanding of visitor movement and aviation trends
- Visitation insights across daily, weekly and monthly views
- Events module with insights across spend, visitation and occupancy
- Sentiment data by industry
- Compare module with tools to benchmark visitor spend, occupancy and other key metrics across regions and time periods.

# Opportunities available to purchase

## Media Kit

PRODUCT	AUDIENCE SIZE	PRICE*
 Organic Instagram post	134K	<b>\$500</b>
 Organic Facebook post	182K	<b>\$500</b>
 TikTok video	17.4K	<b>\$500</b>
 Instagram reel	132K	<b>\$1,000</b>
 Instagram competition	132K	<b>\$1,000</b>
 Website competition	4.7 million page views annually	<b>\$1,000</b>
 Website display advertising	4.7 million page views annually	<b>From \$200</b>
 Blog / article	4.7 million page views annually	<b>\$750</b>
 Interactive map	4.7 million page views annually	<b>From \$1,000</b>
 Bespoke landing page	4.7 million page views annually	<b>\$2,000</b>
 Consumer EDM feature	61K	<b>\$350</b>
 Dedicated consumer EDM	61K	<b>From \$1,500</b>

\*Prices subject to change. All prices are exclusive of GST. Please note that a 20% surcharge may apply for non-Destination Perth members.

# International Tourism Trade Engagement

Destination Perth’s International Tourism Trade Engagement program is a standalone, not-for-profit initiative designed to connect Perth & Surrounds with the world.

Funded through an Austrade Export Market Development Grant (EMDG), a strategic Perth Airport partnership, and member investment, the program exists for one purpose: to grow international awareness, visitation and yield for our capital city region and our members.

The program includes representation across multi-day B2B trade events, in Australia and overseas, meeting with qualified travel agencies and buyers from our key international markets, alongside an ‘always on’ program of promotional activity which includes a digital Trade Guide.

Destination Perth is recognised by industry and international buyers as a trusted knowledge authority, and we work collaboratively with Tourism Australia and Tourism Western Australia to support the shared ambition that Western Australia is recognised as a world-class destination, immersing people in our unique cultures, communities and environment.

Participation provides an effective avenue for Local Government Authorities, Local Tourism Organisations or Alliances seeking to increase awareness of destinations in key international markets.

Places are limited and early commitment is encouraged. To discuss participation, packages or suitability contact Wendy O’Shaughnessy.

## Pricing

PRODUCT	MEMBER PRICE*
Double page destination profile in trade guide	<b>\$1,500</b>
The destination profile unlocks access to the following:	
1. Double page multi day regional itinerary creation featured in the trade guide	<b>\$1,500</b>
2. Feature slide in presentation deck for trade events	<b>\$1,000</b>
3. Perth Pulse newsletter feature	<b>\$300</b>
4. Perth Pulse dedicated edition (a destination or product focus)	<b>\$1,000</b>
<b>Destination package</b> Inclusions: <ul style="list-style-type: none"> <li>• Double page destination profile in trade guide</li> <li>• Double page multi day regional itinerary creation featured in trade guide</li> <li>• Feature slide in presentation deck for trade events</li> <li>• Perth Pulse newsletter feature</li> <li>• Online Trade Hub destination listing</li> <li>• Site visit (if required)</li> <li>• Priority inclusion in all itineraries, webinars and trade activities for 2026</li> <li>• Optional map &amp; merchandise (if applicable)</li> </ul>	<b>\$5,000</b>

## Notes

- Profiles and itineraries are prepared in collaboration with Wendy O’Shaughnessy.
- The ‘destination’ refers to the place rather than the Local Government Authority.

# Tourism Planning and Advisory Services

Destination Perth is proud to introduce a new suite of Tourism Planning and Advisory Services tailored specifically for Local Government Authorities.

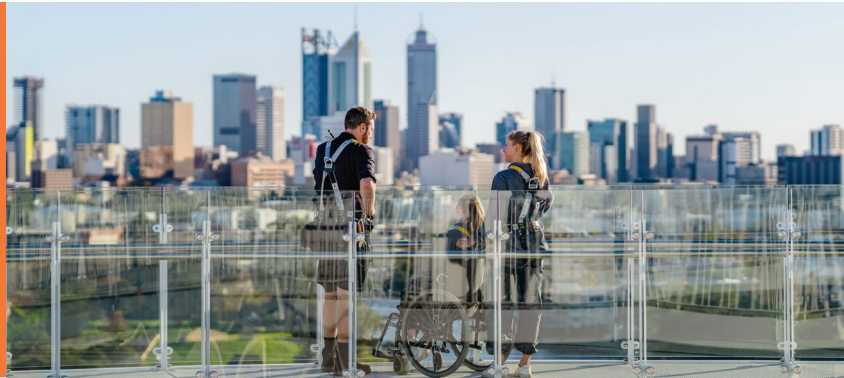
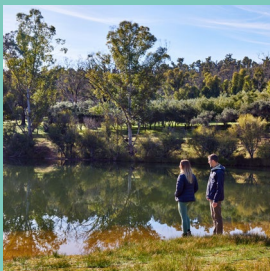
Drawing on Destination Perth's deep knowledge of the region, visitor economy and tourism industry, these services are designed to support local priorities through practical, place-based tourism planning, destination development and industry engagement initiatives that strengthen visitation, dispersal and economic outcomes across the region.

## Our planning and advisory services include:

- Brand, Positioning & Identity Development
- Tourism Strategy & Planning
- Visual & Content Production Management
- Industry Capability & Training
- Partnerships & Cluster Development
- Grant Funding & Investment Support
- Business & Experience Development

To discuss how Destination Perth can support your local tourism priorities, please contact Sonja Mitchell or Tabetha Beggs for a conversation or further information.

As a not-for-profit organisation, all funds generated through these services are reinvested back into Destination Perth for the benefit of members and the continued development of the region's visitor economy.



# Our Leadership Team

With over 150 years of combined experience, our leadership team provides specialist expertise across destination marketing and management, tourism strategy, industry engagement and product development. Acting as an extension of your team, we deliver tailored support aligned to your local priorities and strategies.



## **Sonja Mitchell GAICD**

Chief Executive Officer

Sonja has honed her tourism expertise through managing large, multi-award-winning tourism businesses and board director roles. With extensive experience in leadership roles, she has led strategic initiatives, facilitated cross-regional partnerships, and developed destination marketing programs. Sonja's focus is on delivering real economic benefits for members and promoting Perth and surrounds as Australia's west coast destination. She is also accessible for members to meet with and discuss industry opportunities and challenges.



## **Kate Naglan**

Marketing & Partnerships Lead

Kate is a leading brand and marketing specialist with extensive experience in developing strategies for world-class tourism destinations and iconic leisure brands. She will work one-on-one with your team to deliver bespoke, results-driven marketing campaigns that are tailored to your destination's goals.



## **Wendy O'Shaughnessy**

Tourism Trade & Development Lead

Wendy is an award-winning tourism, destination development and marketing specialist who achieved Tourism Council WA Hall of Fame for her tourism marketing success with the City of Fremantle. Wendy leads our International Tourism Trade Engagement program, which showcases your region to buyers and agents across the globe, to grow international awareness and visitation for your stakeholders.



## **Tabetha Beggs**

Tourism Experiences Lead

With experience as a tourism leader across marketing, stakeholder engagement, and product development in roles at Tourism WA and within local government, Tabetha leads our Tourism Planning and Advisory Services which can support and drive your destination development and industry engagement.



## **Rachel McGerr**

Industry & Website Lead

Rachel has over 18 years' experience in the Western Australian tourism industry and is a specialist in website content and CRM management. Rachel is your day-to-day contact for membership support and developing engaging destination content across our digital platforms.

# Next Steps

## **Become a member today**

Complete the member application form and declaration and return to Destination Perth.

# DESTINATION PERTH

**ON WHADJUK NOONGAR LAND**

Contact us

**Destination Perth**

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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 people across many generations in shaping Western Australia as a premier destination.