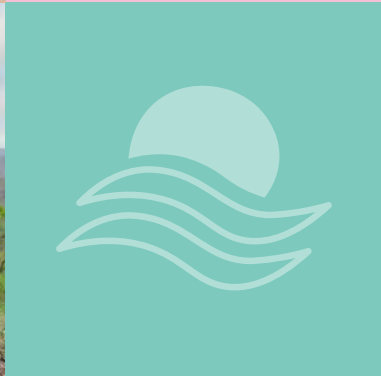
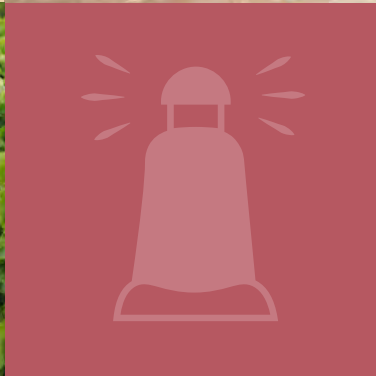
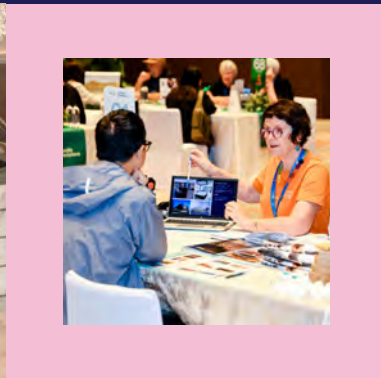


DESTINATION PERTH

INTERNATIONAL MARKETS ENGAGEMENT PROGRAM PROSPECTUS 2026



Perth / Boorloo and surrounds is effortlessly Australian, the most relaxed and naturally adventurous capital city in the world.

From the CEO

Western Australia's international recovery is no longer a forecast – it is a fact.

In the past year alone, more than one million international visitors chose WA, with Destination Perth contributing to this resurgence through sustained trade engagement, strong partnerships and a clear, confident destination story.

Our International Markets Engagement Program is delivering results: qualified buyer introductions and recommendations leading to conversion and growing member confidence in our international activity. In 2025, Destination Perth facilitated 820+ product recommendations and direct buyer introductions through 475 international buyer meetings. Visits to our online Trade Hub resulted in an 82% download rate of our Trade Guide.

As the trusted conduit between global buyers and trade-ready businesses, Destination Perth brings industry in Perth & Surrounds together through collective representation and sustained, in-market presence.

If your goal is for greater exposure, stronger distribution and real international opportunity, now is the time to join us and help grow Perth's identity on the world stage.

Sonja Mitchell
Chief Executive Officer



Destination Perth acknowledges the Whadjuk Noongar people as the Traditional Owners of the lands and waters of our region and pay our respect to Elders past and present.



International Markets Engagement Program

Destination Perth's International Markets Engagement Program is a stand alone, not-for-profit initiative designed to connect Perth & Surrounds with the world. The program includes:

- Always on promotional activity including our Trade Guide and online Trade Hub, regular newsletters to buyers and publishing content on Tourism Australia's AUS365 platform for the Aussie Specialist program.
- Attending multi day B2B trade events, in Australia and overseas, meeting with qualified travel agencies and tour operators from our key international markets.

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 is delivered in addition to our intrastate marketing commitments for Tourism Western Australia and provides a critical, industry-supported mechanism for maintaining Perth & Surrounds' visibility with global buyers.

All program funding is fully reinvested into international trade engagement activity—ensuring members benefit from a collective, cost-effective presence in priority international markets.

Destination Perth is recognised by industry and international buyers as a trusted knowledge authority on Perth & Surrounds. We connect buyers and trade-ready operators, supporting itinerary

development and qualified introductions leading to real commercial outcomes.

Destination Perth works 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 environment¹. Through this program, we position Perth & Surrounds as the relaxed and naturally adventurous capital city region of Western Australia².

The program provides an effective avenue for members seeking to engage internationally, whether it be:

- An entry point — particularly businesses who may not yet have the resources to attend overseas trade events
- Businesses seeking greater visibility for Perth product
- Attractions and destinations wanting to engage international visitors, or
- Business launching new product to international markets.

Places are limited and early commitment is encouraged. To discuss participation, packages or suitability for your business contact our International Markets Engagement Lead.

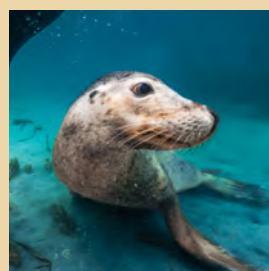
Wendy O'Shaughnessy

T: 08 9321 9120

E: wendy@destinationperth.com.au

¹Western Australian Visitor Economy Strategy 2033

²Perth Metropolitan Regional Tourism Development Strategy 2023–2033



2025 Results



Reached
16
International
markets



475
Buyer meetings



Attended
5
international
trade events

823
Introductions /
recommendations



425
Trade Guide
downloads



513
Trade Hub
views



2,500
Industry
Subscribers



ATEC MEETING PLACE



IMAGE CREDIT - CHAD GERBER



2026 Program

In 2026, Destination Perth will again represent members across priority and emerging markets including Southeast Asia, Japan, Korea, the UK & Europe at trade events such as Australian Tourism Exchange (ATE) and Tourism Australia Marketplaces. Additional opportunities to engage with our markets often arise throughout the year and Destination Perth will assess each to maximise the return for participating members.

Eligibility

The International Markets Engagement Program is primarily for businesses, tours, experiences and destinations seeking to work with travel agencies and tour operators to attract international visitors. If you are unsure about your eligibility or would like to learn more contact wendy@destinationperth.com.au

The table below outlines the onshore and offshore events which is supported by 'always on' promotional activity.

Participation ensures your business, experience or destination is actively promoted to buyers shaping international itineraries.



ACTIVITY	Q1 (JAN-MAR)	Q2 (APR-JUN)	Q3 (JUL-SEP)	Q4 (OCT-DEC)
'ALWAYS ON' PROMOTION				
Trade Guide (including Chinese translation)	ALWAYS ON			
Trade Hub				
Tourism Australia AUS365 Platform				
Perth Pulse Trade Newsletter				
Webinars (new)				
ON SHORE EVENTS				
Sydney Grand Prix ITO, Australian Tourism Connections	10-13 Mar			
Australian Tourism Exchange, Adelaide		10-14 May		
OFFSHORE EVENTS				
Southeast Asia - Tourism Australia Marketplace			22-24 Jul	
Japan & Korea - Tourism Australia Marketplace			2-4 Sep	
Vietnam & Cambodia Sales Mission - Australian Tourism Connections			8-11 Sep	
United Kingdom & Europe - Tourism Australia Marketplace				16-18 Nov

*The above dates and events are correct at the time of publishing and may be subject to change.

2026 Pricing

All Destination Perth members with commissionable, trade ready product receive a FREE listing in our Trade Guide and online Trade Hub.

PRODUCT	MEMBER PRICE*
Full page profile in Trade Guide	\$750
Perth Pulse newsletter feature	\$300 (only for profile advertisers)
Webinar series (new)	\$350 (only for profile advertisers)

Packages

PRODUCT	OPERATOR \$2,500	NEW PRODUCT \$3,500	DESTINATIONS \$5,000
Listing in the Trade Guide and online Trade Hub (commissionable products)	✓	✓	
List multiple tour product under a main directory listing	✓	✓	
Online Trade Hub business listing	✓	✓	✓
Full page Trade Guide profile	✓	✓	✓
Double page Trade Guide profile			✓
Perth Pulse newsletter feature story	✓	✓	
Perth Pulse dedicated newsletter		✓	
Webinar spotlight (to buyers)	✓	✓	✓
Feature slide in buyer meetings		✓	✓
Priority inclusion for itineraries, presentation deck, introductions & recommendations	✓	✓	✓
Site visit & advice	✓ 1-2 hours	✓ 1-2 hours	✓ 1 day
Regional itinerary creation & inclusion in the Trade Guide			✓

*All prices are exclusive of GST.



Testimonials

"It's very good to have a 'one stop shop' for possible suppliers to use, [with] itineraries, destination information etc."

Sharon Walker, Inbound Tour Specialist, Quadrant Australia (November 2024)

"For us as a smaller operator we often don't have the resources to send a staff member on these roadshows. The ability to have someone like Destination Perth present on our behalf opens doors we could not easily access cost effectively ourselves through other means."

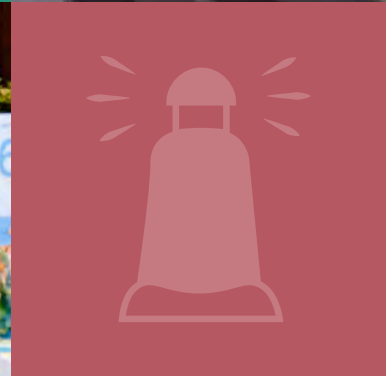
Martin Anderson, Owner, Quokka Adventure Tours (January 2026)

"On behalf of Ewen and the entire d'Vine Tours team, thank you for introducing us to Shorex Australia. It was a pleasure hosting the tours on January 17th and 18th and being part of the guests' experience in Perth."

Trish Cuizon, d'Vine Tours (January 2026)



AUSTRALIAN TOURISM EXCHANGE, BRISBANE



**DESTINATION
PERTH**



AUSTRALIA

Perth Airport

Contact us

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Destination Perth receives grant funding for our international markets engagement from the Australian Government through Austrade's Export Market Development Grant (EMDG) program.

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#SEEPERTH    