

DESTINATION **PERTH**

2023/24 Member Guide

HOW TO BE AN ENGAGED & ACTIVE MEMBER OF DESTINATION PERTH



About Destination Perth

As one of WA's five government funded Regional Tourism Organisations (RTOs), Destination Perth is responsible for promoting Perth and surrounds as a desirable leisure destination, with the goal of driving growth in visitation and spend for our regions' tourism destinations, products and experiences.

Our dedicated team of marketing professionals work on a program of strategic marketing activities in the intrastate market, whilst supporting Tourism WA in the domestic and key international markets.

This includes information on how to be an engaged and active member to maximise your membership with us and increase your ROI.

[Read our Membership Prospectus](#) to find out more about us and what we do.



Who's Who in Tourism?

We work closely with the following government agencies and industry bodies to drive tourism in Perth.

- **National** | Tourism Australia
- **State** | Tourism WA, Tourism Council WA, Australian Hotels Association WA, WA Indigenous Tourism Operators Council, Australian Tourism Export Council WA, Caravan Industry Association WA, WA Visitor Centre.
- **Regional** | Regional Tourism Organisations, Business Events Perth, Study Perth.
- **Local** | Visit Centres, Local Government Authorities, Local Tourism Organisations, Tourism Operators.

TOURISM AUSTRALIA



TOURISM AUSTRALIA

[Tourism Australia](#) is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The agency is active in around 15 key markets and activities includes advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

[Click here](#) to find out you can work with **Tourism Australia**.



TOURISM WESTERN AUSTRALIA

[Tourism WA](#) is responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

[Click here](#) to find out how you can work with **Tourism WA**.

BUSINESS EVENTS PERTH

[Business Events Perth](#), funded by Tourism WA, is responsible for securing large, high yield business events to the State. It also markets WA nationally and internationally as a business tourism destination.

- Bid and event support funding
- Hosted site inspections
- Bid preparation and promotional help
- Connections with more than 200 industry suppliers
- Pre and post touring advice for Perth and regional WA

[Click here](#) to find out more about membership with **Business Events Perth**.

**BUSINESS
EVENTS
PERTH**

REGIONAL TOURISM ORGANISATIONS

Tourism WA provides funding to five **Regional Tourism Organisations (RTOs)** including Destination Perth. **Destination Perth** is responsible for promoting the city and surrounds as a desirable leisure destination, complementing Tourism WA's marketing direction. If your business extends outside of the Perth Region, you may be eligible for membership with another RTO. *Click on the logos below to find out more about each RTO.*

**DESTINATION
PERTH**



**AUSTRALIA'S
Coral Coast**

**AUSTRALIA'S
South West**

**AUSTRALIA'S
Golden Outback**
Road Trip Country

STUDY PERTH

In collaboration with governments, educational institutions and stakeholders, [Study Perth](#) provides a leadership role in building the profile of international education in WA and overseas. It is also the first point of contact for anyone wishing to obtain information on studying and living in Perth.

STUDY Perth
AUSTRALIA

[Click here](#) to view Tourism WA's Who's Who in Tourism video.

[Click here](#) to find out more about the agencies we work with.

Membership Inclusions

Our membership structure consists of three levels;

SILVER

GOLD

PLATINUM

| 2023-2024 MEMBERSHIP BENEFITS | PLATINUM MEMBERSHIP \$995 + GST (Limited supply available) | GOLD MEMBERSHIP \$495 + GST | SILVER MEMBERSHIP \$295 + GST |
|---|---|-----------------------------------|-------------------------------------|
| Business Listing on the Destination Perth website with direct link to your website. <i>Includes:</i> - Images (up to 5) - Description (Minimum 150 words) - Contact Details - Enquiry and Book Now Buttons - Social Media Links | ✓ | ✓ | ✓ |
| AGM Voting rights & Nominations for Board | ✓ | ✓ | ✓ |
| Invitations to DP Member Mingles (2 guests) | ✓ | ✓ | ✓ |
| Listing of events on What's On calendar | ✓ | ✓ | ✓ |
| Opportunity to advertise in the annual Holiday Planner | ✓ | ✓ | ✓ |
| Consumer/ Media/ Trade enquiry referrals & leads | First Priority | Second | Third |
| Consideration for Trade & Media famils | First Priority | Second | Third |
| Inclusion in industry & consumer product updates, e-newsletters & blog content. | First Priority | Second | Third |
| Inclusion in marketing campaign activity (costs/criteria may apply) | First Priority | Second | Third |

Membership Inclusions

*Corporate packages are also available for local government partners and large-scale tourism operations.

[Read our Membership Prospectus](#) to find out more about us and what we do.

| 2023-2024 MEMBERSHIP BENEFITS | PLATINUM MEMBERSHIP \$995 + GST (Limited supply available) | GOLD MEMBERSHIP \$495 + GST | SILVER MEMBERSHIP \$295 + GST |
|--|---|-----------------------------------|-------------------------------------|
| Opportunity to attend educational workshops | Discounted Rate | Discounted Rate | Discounted Rate |
| Letters of Support (advocacy, funding etc) | ✓ | ✓ | Cost Applied (\$150) |
| Access to Localis Data Platform | ✓ | ✓ | Cost Applied (\$150) |
| Opportunity to be included in the annual Trade & Media Kit. Market ready businesses. | ✓ | ✓ | |
| Opportunity to be present at quarterly Tourism WA Product Update Session. | ✓ | ✓ | |
| Additional Business Listing (Note, this is only available for internal business offerings in the same location i.e., a restaurant within a hotel.) | 2 Additional | 1 Additional | |
| 1x guaranteed Customer EDM Feature (Valued at \$250) | ✓ | | |
| 1x product feature on the Destination Perth homepage for a duration of 2 weeks. (Valued at \$200) | ✓ | | |
| 1x guaranteed organic social media post. Option to boost this out at own cost. (Valued at \$250) | ✓ | | |
| Evergreen blog feature supported by paid social media. (Valued at \$150) | ✓ | | |

How To Be An Engaged Member

Being a member of Destination Perth is like being a member of a gym; the more active and engaged you are, the more return you will receive on your membership investment.

Members are encourage to remain active by:

- Updating their account, contact and business listing information.
- Participating in our marketing campaigns and activities.
- Advertising in our annual Perth Holiday Planner.
- Participating in trade and media opportunities.
- Keeping us up-to-date with new products and services.
- Reading our monthly Member EDM.
- Attending our networking events and training workshops.
- Meeting with our Marketing Team.



Member Extranet Portal

The **Member Extranet Portal** is the central hub for our members to register to participate in marketing campaigns and attend networking events; update their account and business listing information; submit events and holiday offers for featuring on our website; view media leads; access their member benefit summary and find important industry news.

Please see details below on key elements of the portal and [CLICK HERE](#) to view the Member Extranet User Guide.

- **MARKETPLACE** | Marketing activities and campaigns for members to participate in and networking and training events to register to attend, are listed under **MARKETPLACE**.
- **PARTNER BULLETIN AND POST BOARD** | Important member information and industry opportunities are shared on the extranet dashboard. Members are able to post their own notices to the Post Board. For more information about this please email marketing@destinationperth.com.au.
- **ACCOUNT AND CONTACT DETAILS** | Members are required to maintain their account details and contact information. Important updates, details of marketing activities and invitations to attend our events are sent to your nominated primary contact via our Simpleview CRM and Mailchimp Database. It is important the contact information is correct so that you don't miss out on these important member communications. For assistance, [view this tutorial](#) or email marketing@destinationperth.com.au.
- **BUSINESS LISTINGS** | Traffic is directed to your business listing from relevant content pages on our website, holiday offers, event listings, blogs, EDMs, social media and other digital activities. Please continually update your business listing to ensure we are providing visitors to our site the correct information. For assistance, view the [Member Portal User Guide](#) or email marketing@destinationperth.com.au.
- **HOLIDAY OFFERS AND EVENTS** | Members are able to submit holiday offers and events for listing on our website via the Member Extranet Portal. You can associate your offers and events with your account which displays them on your business listing and adds a business listing to the event or offer page. For assistance, view the [Member Portal User Guide](#) or email marketing@destinationperth.com.au.
- **MEMBER BENEFIT SUMMARY** | Members can access an overview of their membership benefits including business listing views, member events they have been invited to and attended, a list of advertising activities they have participated in, a list of mentions in EDMs and blogs and PR & media leads.

View the [Member Extranet Portal User Guide](#) for more information.



**HOT TIP:
BOOKMARK THE
MEMBER EXTRANET
PORTAL TO YOUR
BROWSER**



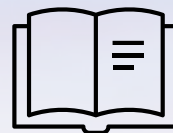
Key Member Activities & Opportunities

Below are the primary opportunities for members to stay engaged and active within Destination Perth. Click on the icons to access additional information.

Cooperative Campaigns
& Advertising



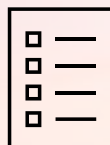
Perth Holiday Planner



Destination Perth
Insights Hub



Marketing Menu



Website Activities



Social Media Marketing



Trade, Media & PR



Networking Events &
Training Workshops



Destination Perth
Design Hub



Opportunities are communicated to members via email to nominated contacts and the Member Extranet Portal.
Please [contact us](#) if you are not receiving any emails or do not have access to the portal.

Cooperative Campaigns & Advertising

CAMPAIGNS & PROMOTIONS

Destination Perth implement a series of advertising campaigns and promotional activities, with buy-in opportunities with members, to drive awareness and demand for destinations and member product within the Perth region. Many of these campaigns highlight key seasonal experiences, destinations, places to stay, member offers, and events. We also support Tourism WA in their major campaign activities, as well as partner with key media groups, such as Seven West Media, Perth is Ok! and So Perth, on ad hoc campaigns throughout the year.

#SeePerth FACEBOOK CAMPAIGN

#SeePerth is a dedicated paid Facebook advertising campaign promoting a member's offer, deal or event to a Western Australian audience, with a dedicated landing page on destinationperth.com.au for four weeks and a two-week promotion through social media. Campaigns run monthly from July to June, with 1 space available per month.

OFFER ME PERTH

Offer Me Perth is a four-week campaign that includes a solus EDM to the Destination Perth consumer database, dedicated landing page on destinationperth.com.au and an organic social post, which can be boosted financially at the members discretion. The Offer Me Perth campaign runs monthly from July to June, with 1 space available per month for Members to book to promote their offer or event to the Destination Perth consumer audiences.

CONSUMER EDMS

Our regular electronic direct mail (EDM) to our engaged consumer and industry audiences domestically and internationally, support our in-market campaigns and promotions. EDMs include platinum member features, holiday offers, events, blogs and seasonal activities with the purpose of driving traffic to our website and member business listings.

HOW TO BE INVOLVED COOPERATIVE CAMPAIGNS & ADVERTISING

- Participate in the buy-in opportunities provided through our campaigns with the purpose of driving direct bookings to you.
- Book your spot in a #SeePerth and/or Offer Me Perth campaign. Advertising opens in the lead up to the new FY for the year ahead.
- Opportunities listed on the Member Extranet Portal and communicated to members via direct email and our monthly Member EDM sent to the primary and secondary contacts associated with your membership.



Perth Holiday Planner

The Destination Perth Holiday Planner is Western Australia's premier publication promoting the destination of Perth to domestic and international consumers and travel trade. Through this publication, we aim to showcase new and updated content on the region, featuring day trip itineraries and bucket lists for each sub-region, as well as new hero imagery throughout.

In addition to a national and global distribution of 70K copies throughout the year, our team have maximised distribution across WA with placements at Perth Airport T1 and T3 and the East Perth Railway Terminal. We also promote the digital version of the planner in a paid social media advertising strategy that forms part of our always-on activities.



HOW TO BE INVOLVED IN THE HOLIDAY PLANNER:

- Book advertising space in the holiday planner – the prospectus is distributed in June/July each year.

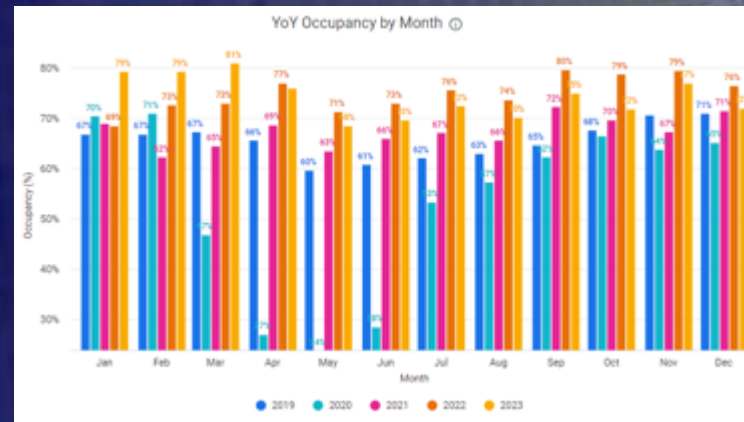
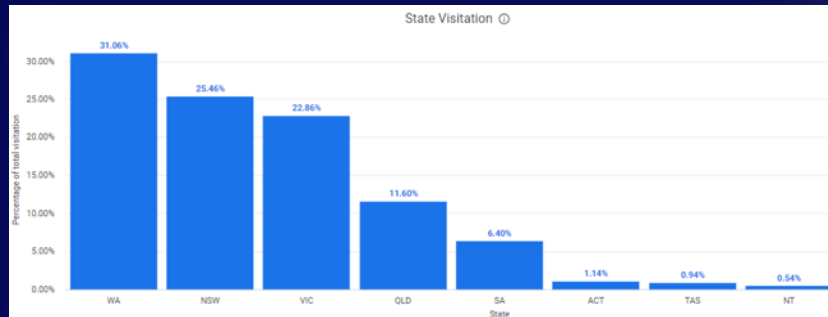


Destination Perth Insights Hub

We have teamed up with [Localis](#) to provide affordable detailed insights about our region, conveniently organised into four categories: Accommodation, Mobility, Flight and Spend. **Gold and Platinum members have access to the basic level data** included in their membership fee, and can select more granular data by selecting a higher level of data access at a greatly reduced fee. Silver members can gain access to a basic account for \$150 per year. View the [Perth Insights Hub FAQs](#) for further information.

WHERE DOES THE DATA COME FROM?

By using a combination of 1st, 2nd and 3rd party data, Localis is able to reveal incredibly deep and granular insights into your target audience, your destination, and your competitors quickly and cost effectively. Data is gathered from various sources including voluntarily shared and anonymized device locations, leading online booking platforms, Skyscanner and their affiliated partners and Visa.



ACCESSING THE INSIGHTS HUB

- Create a login [Perth Insights Hub](#) to access the Basic Membership – FREE for Gold and Platinum Members. Click here to view the [Perth Insights Hub Onboarding Procedure](#).
- From the dashboard, members have the option to upgrade to a higher level of membership at an additional cost. Payment is made directly to Localis and you may cancel the additional level at any time.
- Tutorial videos, FAQ page and a chat function are available for users requiring assistance in navigating the portal. If you have any further queries, please email team@localis.co, stating you are a member of Destination Perth in your communication.



Marketing Menu

The Marketing Menu is designed for members who would like to promote their products, offers or events through our digital channels outside of our regular campaigns. We recommend a combination of these marketing features to create your own tailored advertising package.

- **Organic Social Post:** Boost optional, media spend set by member and invoiced accordingly.
- **EDM Feature:** Includes image, 60-word description and direct URL in a consumer EDM.
- **Website Feature:** 4-week duration. Includes image, 60-word description and direct URL.
- **Solus EDM:** Dedicated EDM to our consumer and/or industry audience.
- **Blog:** Approx 800 words and published as evergreen content on our website.
- **Website Competition:** Includes a dedicated landing page, an organic social post and an Instagram story. All entrants who opt-in to join the EDM database will be sent to the advertiser as a CSV file.
- **TikTok Video**
- **Website Landing Page:** Promoting an event, special offer or promotion.

HOW TO BE INVOLVED IN THE MARKETING MENU

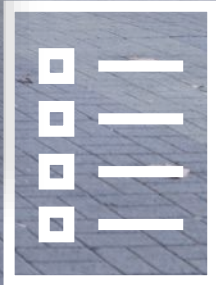
- Download the [Marketing Menu](#) and email info@destinationperth.com.au to make a booking.

DESTINATION PERTH

| Product | Member Price | Non-Member Price |
|---|--|------------------------------|
| Organic Social Post <small>Boost optional, media spend set by member and invoiced accordingly.</small> | \$250 | \$300 |
| EDM Feature <small>Includes image, 60-word description and direct URL.</small> | \$250 | \$300 |
| Website Feature <small>4 week duration. Includes image, 60 word description and direct URL.</small> | \$295 Seasonal \$395 Campaign | \$355 \$475 |
| Solus EDM <small>To consumer and/or industry audience.</small> | \$1,000 | \$1,200 |
| Blog <small>Approx 800 words and evergreen content on the Destination Perth website.</small> | \$750 | \$900 |
| Website Competition <small>Includes a dedicated landing page, an organic social post and an Instagram story, all entrants who opt in to join the EDM database will be sent to the advertiser as a CSV file.</small> | \$350 | \$420 |
| 1 Month of Website Banner Advertising <small>Or buy 6 months and receive one month free.</small> | \$275 | \$330 |
| TikTok Video | \$250 | \$300 |
| Website Landing Page | Price on application | Price on application |

* All prices exclusive of GST. We recommend a combination of these marketing features to create your own tailored advertising package. Non-member requests are assessed on a case by case basis and are only available to businesses where a standard membership is not suitable.

Marketing Menu



Website Activities

Our website attracts on average 2M visitors each year with over 3M page views, showcasing information on what to do and where to stay in Perth and surrounds. Our digital activities drive traffic to our website, and our member business listings with the aim of encouraging bookings directly with operators. In 2023 we launched a NEW website with improved functionality for members and opportunities for members to promote their businesses to our audience.

BUSINESS LISTINGS

All Destination Perth members receive a business listing on our website, with the option of additional listings for onsite services/products for partner, platinum and gold members. Visitors to our website are directed to business listings from relevant content pages across the site, and we will link to them from event listings, holiday offers, blogs, EDMs and social media posts.

NEW in 2023, is a dedicated BOOK NOW button that links directly to the booking or enquiry page on your website.

Visitors can also view a list of submitted events and offers directly connected to that business. This seamless integration provides users with convenient access to relevant information about upcoming activities and promotions, enhancing their overall experience and encouraging engagement with the business.

Business listing page views are available via the [Member Extranet Portal](#) or you can contact our team for further insights.

PERTH HOLIDAY OFFERS

Our [Perth Holiday Offers](#) landing page is an always-on activity, that is promoted through our seasonal campaigns and promotions, consumer EDMs and social media. Members can submit their offers, packages, discounts, special menus or tours at any time. Offers are created as dedicated pages on the website with an image, offer title, business listing link, redemption dates, description and 'BOOK NOW' button. Consumer can access the offer pages from a thumbnail on the [Perth Holiday Offers](#) page and the associated member's business listing.

EVENT LISTINGS

The What's On section of our website receives extremely high traffic, and the [Perth Events Calendar](#) lists hundreds of leisure focused events including festivals, art exhibitions, concerts and performances, sporting events, dining events, festivals, school holiday events, weekend markets and more. Event listings are featured on relevant campaign landing pages, region pages and content pages and member events appear as a feature tile on their business listing. Member events are also considered for further promotion via our EDMs, blogs and social media platforms. Member events



Website Activities

DTN PAID CONTENT DISPLAY ADVERTISING

Exciting new display advertising opportunities will soon debut on our website through the DTN – Destination Travel Network. DTN Paid Content presents a unique chance to expand your audience reach and drive traffic directly to your website. Options will include run-of-site and page-specific placements with a goal of driving bookings as well as high quality leads.

We are currently in the process of developing this initiative – stay tuned for the official launch coming soon to our valued members.

HOW TO BE INVOLVED IN DIGITAL ACTIVITIES:

- Regularly review and update your business listing so that the information presented to website visitors is correct and accurate. [Member Portal User Guide](#) for instructions or email marketing@destinationperth.com.au for further assistance.
- If you have a Partner, Platinum or Gold Membership, take advantage of the additional business listings available to promote onsite services or products such as F&B offerings.
- Submit your holiday offers, deals and specials for featuring on your listing and the Perth Holiday Offers page via the [Member Extranet Portal](#). If you need further assistance please email marketing@destinationperth.com.au.
- Submit your events for featuring on your listing and the Perth Events Calendar via the [Member Extranet Portal](#). If you need further assistance please email marketing@destinationperth.com.au.
- Actively engage in our cooperative campaigns that include opportunities to advertise on landing pages and blogs to drive visitation to your business listing and maximise its exposure through our channels.
- Purchase additional digital activities such as dedicated blogs, landing pages and competitions off the [Marketing Menu](#).
- Send an expression of interest for DTN to marketing@destinationperth.com.au.



Social Media Marketing

Our social media activity creates destination awareness and engagement and is an important channel in our marketing strategy. Destination Perth has a strong social media presence with a following of 275K+ on Facebook, Instagram, and TikTok. We also have dedicated YouTube channel.

We use our channels to educate consumers on the Destination Perth region by promoting campaigns, product features and mentions, events and destination related information, with the aim of sharing engaging and inspiring content with our followers.

HOW TO BE INVOLVED IN SOCIAL MEDIA MARKETING:

- Connect with us on social media – you can find us [@DestinationPerth](#) on [Facebook](#) and [Instagram](#), [@DestinationPerthOfficial](#) on [TikTok](#) and [/DestinationPerth](#) on [YouTube](#).
- Tag us and use our hashtag **#seepertth** in your own social posts to extend reach. This will assist us in viewing your posts and potentially featuring your business on our own social platforms.
- Share content with us, such as videos that can feature on our YouTube channel and reels that we can share on our Facebook, Instagram and TikTok.
- Purchase a guaranteed organic social post off the [Marketing Menu](#), which can be boosted with ad spend to defined social audience.



Trade, Media & PR

Destination Perth engages with trade and media, across Australia and internationally, to promote Perth as a desirable leisure destination.

TRADE & MEDIA EVENTS

We attend a range of domestic and international trade and media events hosted by Tourism Australia. At these events we meet and present to domestic and international buyers including travel wholesalers, front line travel agents, inbound tour operators (ITO's) and OTA's (online travel agents) and media representatives.

The purpose of these events is to educate buyers and media about the Perth region, represent our trade ready products and experiences, connect buyers with our member suppliers, foster relationships with trade and media and inspire stories about travel in Perth and surrounds.

TRADE & MEDIA COLLATERAL

We produce a range of collateral as supporting educational material that we distribute to our trade and media contacts.

- **Trade and Media Kit** – updated annually, the Trade and Media Kit includes an overview of our key destinations, access and important travel information, a list of trade ready member products and our contact details.
- **New Product Update** – updated bi-monthly, the New Product Update gives an overview of the new product available in our region.
- **Tourism Business Product Profiles** – updated annually, members are invited to purchase a Product Profile that is presented to trade delegates at ATE and other trade events.
- **Trade and Media EDM** – distributed quarterly, the Trade and Media EDM includes key experiences for the upcoming season, new products and featured stories.
- **Image Gallery** – image gallery of owned and third party approved images to help showcase the range of experiences and destinations on offer in Perth.



Trade, Media & PR

FAMILS

Tourism Australia and Tourism WA coordinate trade and media familiarisations, hosting groups and individuals from both domestic and international markets. Familiarisations are coordinated with the experiences relevant to the particular market in mind, and often prove valuable in educating trade, showcasing new products and precinct developments.

Destination Perth supports these familiarisations by providing destination information, suggestions of destinations and products to include in itineraries, and hosting where required. We ensure that the visiting trade and media are exposed to the most enriching experiences.

PUBLIC RELATIONS

We engage with local and domestic media, by providing ideas and inspiration for stories about Perth and surrounds. We are often asked for ideas on specific products or to provide imagery.

We are also in regular contact with the PR teams at Tourism Australia and Tourism WA, providing them with regular updates on new products in our region, interesting news, key seasonal experiences and major events. Member products have been featured in Tourism Australia's Hot List and Essentials EDM and Tourism WA's This is WA EDM.

HOW TO BE INVOLVED IN TRADE, MEDIA & PR:

- Stay connected with our team and invite us to experience your products so that we can provide correct and up-to-date information when meeting with trade and media.
- Trade ready products are encouraged to purchase a Product Profile for inclusion in our trade collateral for ATE and other trade events attended throughout the year.
- Members who are interested in working in the tourism export market, can contact us for guidance and resources on becoming trade ready.
- If you're interested in being involved in trade and media famils, let us know so we can recommend you to the organisers.
- Keep us updated with new products, new services, refurbishments and redevelopments that we can share with trade, media, Tourism WA and Tourism Australia.
- Send us your 3rd party approved images that we can add to our image gallery and provide to media where required.



Networking Events & Training Workshops

MEMBER MINGLES

Introduced in 2023, our Member Mingle events are held in different locations around the region and are a chance for members to meet, mingle and network with operators, our staff, board members. We hope that at these events members foster relationships with their fellow members, creating B2B opportunities to promote their products and the region.

Hosting a Member Mingle is a marketing opportunity for members to showcase their tourism product to the wider industry as well as a time for members to meet, mingle and network with each other and our team.

TRAINING WORKSHOPS

Throughout the year we host various educational workshops and webinars, developed to provide members with further information and training in tourism marketing, digital advertising or content development.

INDUSTRY EVENTS

Many of our industry partners including Tourism WA, Tourism Council of WA (TCWA) and Australian Tourism Export Council (ATEC), run various workshops, forums, webinars, industry updates for operators throughout the year. DP staff will attend some of these events, representing our members. Note that some events may only be available to members of the organisation hosting.

HOW TO BE INVOLVED IN NETWORKING EVENTS & TRAINING WORKSHOPS:

- Attend our Member Mingles to meet our staff, Board and fellow members.
- Register to participate in our training workshops to expand your marketing knowledge – you may learn something new!
- Attend relevant industry events to learn more about the industry and develop your business.
- Read our monthly Member EDM for any upcoming industry events and workshops.



Destination Perth Design Hub

Our Design Hub provides graphic design services at a subsidised cost for members. This service allows us to elevate our members' marketing presence through high quality, professional and eye-catching design solutions.

Working seamlessly alongside our skilled marketing team, we are able to infuse our longstanding knowledge of the tourism industry to ensure that each design solution remains relevant and distinct.

Some examples of design services available include:

- Brand Collateral (Business Cards, Document Design, Presentations)
- Social Media Templates
- Digital Assets (Digital Posters, Display Banners .etc.)
- Leaflet/ Flyer/ Brochure Design
- Signage (Pull Up Banners, Window Decals, POS Collateral .etc)
- Event Stationary (Invitations, Promotional Graphics .etc.)
- Branding Packages

Please see a link to our [Design Hub Services Guide](#) for more information.

HOW TO BE INVOLVED IN THE DESIGN HUB:

- For more information or to make a booking, please email design@destinationperth.com.au. Bookings are subject to availability so please ensure that you allow enough time for where print/production deadlines may apply



Connect With Us

DESTINATION PERTH

Phone Number: +61 8 9321 9120
Address: 418 Murray Street, Perth, Western Australia 6000
Postal: PO Box 7239, Cloisters Square, WA 6850

Sonja Mitchell, CEO
Strategy, Operations, Partnerships, Industry Support
ceo@destinationperth.com.au

Jade Brown, Marketing Manager
Marketing, Campaigns, PR & Media
tourism@destinationperth.com.au

Laura Anderson, Business Development Manager
Partnerships, Trade Engagement, Networking Events
bdm@destinationperth.com.au

Rachel McGerr, Web Content and Membership Manager
Operator Membership, Website Content, New Product Update
marketing@destinationperth.com.au

Tamsin Furr, Marketing Executive
Marketing, Platinum Member Benefits, Social Media, Holiday Planner
info@destinationperth.com.au

Lauren Furr, Graphic Designer
Graphic Design
design@destinationperth.com.au

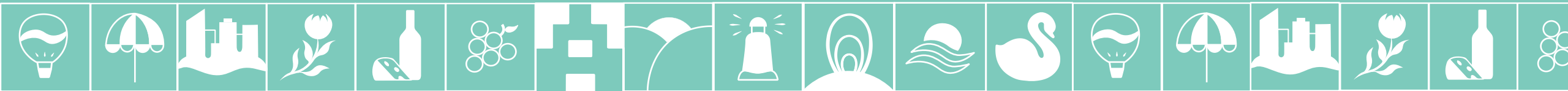
MEMBER EDM

All primary contacts are added to our member mailing list to receive the monthly Member EDM, which includes current marketing opportunities, overview of our recent activities, member news and industry news.

Additional staff can [subscribe here](#) or email marketing@destinationperth.com.au to be added to the mailing list.

FOLLOW US ON LINKED IN

We share our activities and updates on our events through our LinkedIn profile – so [follow us on LinkedIn](#).



Additional Resources

DESTINATION PERTH

INDUSTRY BODIES, AGENCIES & ASSOCIATIONS

Tourism Council WA (TCWA)

Tourism Council WA is the peak body representing tourism businesses, industries and regions in Western Australia. The Council promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of its members.

How they help

- Provides a range of training, networking and development opportunities for tourism businesses
- Helps you achieve better business practices through accreditation
- Provides regular industry updates
- Delivers an annual tourism conference and the WA Tourism Awards

[Click here](#) to find out about membership with TCWA.

[Click here](#) to see their upcoming training events and industry workshops.

Australian Tourism Export Council (ATEC)

ATEC represents the international tourism industry in Australia and brings together buyers and sellers to grow the tourism export sector. ATEC provide training and development opportunities, facilitate business to business workshops and events and provide educational opportunities through 'Export Ready' resources.

[Click here](#) to find out about membership with ATEC.

[Click here](#) to find out about ATEC's Trade Ready program.

WA Indigenous Tourism Operators Council (WAITOC)

WAITOC is the peak representative for Aboriginal tours and experiences in Western Australia and promotes authentic cultural experiences at a state, national and international level.

How they can help

- Advocate on behalf of industry sector
- One-on-one mentoring and support program
- Business and product development
- Networking and collaboration opportunities
- Helps promote export ready and market ready tourism businesses
- Keeps you informed of industry news and updates.

[Click here](#) to find out about membership with WAITOC.

Small Business Development Organisation

A State Government agency dedicated to fostering small businesses in Western Australia, offering advice and affordable services. Their extensive resources, tools, and workshops cater to various business needs, providing essential insights and practical tips to aid business development across diverse topics.

[Click here](#) to find out more about available workshops.

Additional Resources

DESTINATION PERTH

INDUSTRY BODIES, AGENCIES & ASSOCIATIONS

Australian Hotels Association WA (AHA(WA))

AHA(WA) represents more than 80 per cent of WA's hotel and hospitality industry. We work with AHA WA on issues related to the hospitality industry such as workforce development, training programs and also sponsor its industry awards programs.

How they can help

- Provides training, mentoring and industry advice; industrial relations representation and employment law advice
- Assists with product development and liquor licensing regulation support
- Advocacy, networking and marketing opportunities
- Runs award programs

[Click here](#) to find out about membership with AHA(WA).

Caravan Industry Association WA (CIAWA)

CIAWA represents caravan parks, dedicated residential lifestyle villages, trade suppliers, recreational vehicle dealers, recreational vehicle manufacturers and service providers to the caravan and camping sector.

How they can help

- Promotes caravan and camping
- Represents members at interstate and local events
- Advocates on behalf of members
- Research to support the industry

[Click here](#) to find out more about membership with CIAWA.

Western Australia Visitor Centre (WAVC)

The WAVC is Tourism WA's retail shop front and the place for travellers to visit, explore, enquire and discover more about the must-see places on offer in Perth and throughout the State. Together with the RTOs, we work closely with the team at the WAVC to maximise industry opportunities and showcase regions to visitors. How can it help

- Promotes and sells tourism experiences and accommodation
- Retailers locally made products
- Distributes operator and destination brochures
- Organises product update sessions

To find out more about working with the WA Visitor Centre please contact: Troy De Souza, WA Visitor Business Development & Centre Manager
troy@wavisitorcentre.com.au.

Additional Resources

DESTINATION **PERTH**

INDUSTRY BODIES, AGENCIES & ASSOCIATIONS

Local Government Authority (LGAs)

Local government has an economic development function and many work closely with RTOs and LTOs to develop tourism in the region. They also directly manage or are closely involved with key tourism assets – such as visitor centres, caravan parks and reserves.

How they can help:

- Close interface with local businesses in small towns
- Develop and deliver infrastructure projects to support tourism

[Click here](#) for contact details of WA's Local Government Authorities.

Local Tourism Organisations (LTOs)

LTOs are usually membership-based bodies responsible for promoting their local area and its members. They also play a critical supporting role in tourism initiatives such as essential infrastructure, delivery of events, attractions and experiences, approvals of tourism development and policy and planning for a sustainable tourism future.

How can they help:

- Liaise with regional tourism authorities and state authorities on behalf of operators
- Provide opportunities to get involved in marketing campaigns

[Contact us](#) to find out if there is a LTO in your region.

Local Visitor Centres

Visitor centres provide tourist information to visitors to encourage them to stay longer, spend more money, experience more attractions and revisit a region.

How they can help:

- Help promote your product directly to visitors
- Sell tourism products

[Click here](#) to view a list of visitor centres across WA.

Many of the Perth region LGAs, LTOs and Visitor Centres support Destination Perth through a partnership or membership with us. We work closely with these bodies to promote their regions to our audiences and develop marketing campaigns and activities to extend their reach. As a result, our operator members receive promotion through the activities and opportunities to participate.

Additional Resources

INSIGHTS, TOOLKITS & PROGRAMS

DESTINATION PERTH

TOURISM INSIGHTS AND RESEARCH

The latest tourism statistics, market insights and research reports are available on Tourism WA's corporate website.

- [Visitor Statistics](#)
- [Economic Contribution of Tourism](#)
- [Domestic Market Insights](#)
- [International Market Insights](#)

INBOUND TOURISM

- [ATEC's Tourism Trade Ready Program](#)
- [ATEC's Australian Tourism Toolkit](#)

SUSTAINABILITY IN TOURISM

- [EcoStar Accreditation](#)

ACCESSIBLE TOURISM

- [Accessible Tourism Accreditation](#)

INDUSTRY RESOURCES & BUSINESS SUPPORT

- [Tourism Australia – Industry Resources](#)
- [Tourism WA – Resources for Businesses and Operators](#)
- [Small Business Development Organisation – Templates and Tools](#)
- [Tourism Council WA – Business Planning Advice](#)

DESTINATION PERTH

Contact Us:

Membership Manager – Rachel McGerr

E: marketing@destinationperth.com.au

P: 08 9321 9120

