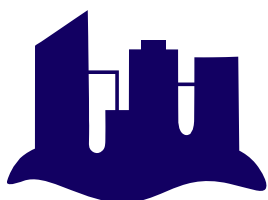
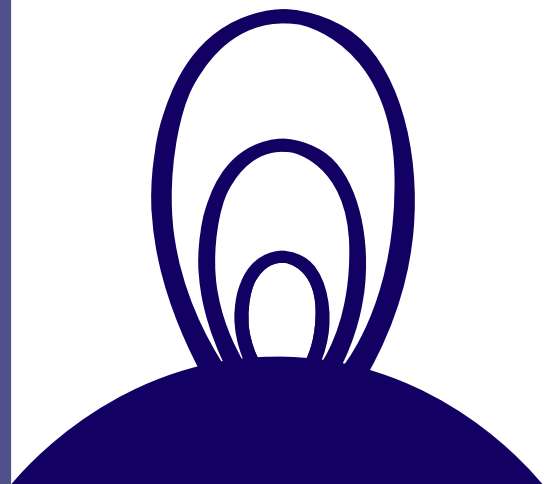


DESTINATION PERTH

Membership Prospectus

2023/2024 FY



About Us

PERTH REGION TOURISM ORGANISATION TA / DESTINATION PERTH

Perth Region Tourism Organisation Inc. (PRTO) is the region's peak destination marketing organisation responsible for promoting Perth and surrounds as a desirable leisure destination.

We represent a membership base of close to 400 tourism operators including local government associations, accommodation and entertainment venues, attractions, transport providers, tour and cruise operators and restaurants located across the region.

Our key business goals focus on building destination awareness within the intrastate market through a range of marketing initiatives, as well as key interstate and international markets through trade and media, and ad hoc activities with Tourism Western Australia.

PRTO is a not-for-profit membership-based tourism marketing organisation managed by its CEO and staff and overseen by a skill-based board consisting of representatives from the tourism industry.

The region consists of the following six tourism precincts:

- Perth City
- Fremantle and Rottnest Island
- Sunset Coast
- Peel and Rockingham
- Swan Valley and Darling Range
- Avon Valley

As one of Western Australia's five government funded, regional tourism organisations, our role is to achieve growth in leisure visitation and spend for our region's tourism experiences and product. We work both independently and in partnership with Tourism Western Australia, the tourism industry, local government associations and key local stakeholders to achieve this objective.



What We Do

PRT0 is active across multiple distribution channels and has a dedicated team of marketing professionals who work on a program of strategic marketing activities in the intrastate market, whilst supporting Tourism WA in the domestic and key international markets.

Our hands-on approach and diverse marketing programs develop strong influential messages targeted direct to consumers, strengthen industry-bound business relationships and form key partnerships with trade and media.

Our annual marketing plan includes a schedule of advertising campaigns integrated across various media platforms with a strong digital focus to target consumers who seek inspiration for travel online.

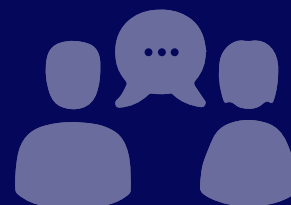
SEE OUR RESULTS FROM THE PAST FINANCIAL YEAR BELOW:



Ongoing communication with a comprehensive database, made up of consumers, trade, media and industry stakeholders



Delivered **60+** cooperative marketing activities and large scale campaigns



Conducted **1000+** face to face meetings with trade representatives, from our key markets and hosted **7** member engagement and networking events

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 Perth Holiday Planner	Cost Applied	Cost Applied	Cost Applied
Consumer, media, trade enquiry referrals & leads	First Priority	Second Priority	Third Priority
Consideration for trade & media famils	First Priority	Second Priority	Third Priority
Inclusion in industry & consumer product updates, e-newsletters & blog content	First Priority	Second Priority	Third Priority
Opportunity to participate in subsidised marketing campaigns & activities	First Priority	Second Priority	Third Priority
Opportunity to attend educational workshops	Discounted Rate	Discounted Rate	Discounted Rate
Letters of support (advocacy, funding etc)	✓	✓	Cost Applied
Access to Localis Data Platform	✓	✓	Cost Applied
Opportunity to be included in the annual Trade & Media Kit	✓	✓	
Opportunity to present at a 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 Consumer EDM Feature (Valued at \$250)	✓		
1x product feature on the Destination Perth homepage for a duration of 2 weeks (Valued at \$200)	✓		
1x boosted social media post (Valued at \$300)	✓		
Evergreen blog feature supported by paid social media (Valued at \$150)	✓		

What We Can Do For You

Membership with our organisation is a mutually beneficial relationship and suits all businesses that are stakeholders of Perth's tourism industry. Membership provides the opportunity to promote your business through various marketing activities throughout the year across digital, social, and traditional media platforms. By remaining active, membership can add value to your business and ensure you are part of a powerful local tourism network.

Our membership structure consists of three levels;

SILVER

GOLD

PLATINUM

- ✓ Expose your business via our most powerful asset; our website destinationperth.com.au
- ✓ Take advantage of subsidised advertising rates in our marketing campaigns
- ✓ Participate in cooperative marketing opportunities developed for our members
- ✓ Promote your business via our annual holiday planner
- ✓ Attend Destination Perth events and educational workshops at a subsidised cost
- ✓ Meet one-on-one with our marketing team to discuss business opportunities
- ✓ Participate in trade and media opportunities

MEET OUR TEAM

FROM LEFT TO RIGHT:

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

Marketing Menu

For businesses that wish to extend their reach within the intrastate market, and to customise additional marketing promotions throughout the year, Destination Perth offers access to our Marketing Menu.

*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.

PRODUCT	MEMBER PRICE	NON-MEMBER PRICE
Organic Social Post Boost optional, media spend set by member and invoiced accordingly.	\$250	\$300
EDM Feature Includes image, 60-word description and direct URL.	\$250	\$300
Website Feature 4 week duration. Includes image, 60 word description and direct URL.	\$295 Seasonal \$395 Campaign	\$355 \$475
Solus EDM To consumer and/or industry audience.	\$1,000	\$1,200
Blog Approx 800 words and evergreen content on the Destination Perth website.	\$750	\$900
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.	\$350	\$420
1 Month of Website Banner Advertising Or buy 6 months and receive one month free.	\$275	\$330
TikTok Video	\$250	\$300
Website Landing Page	Price on application	Price on application



Next Steps

BECOME A MEMBER TODAY

Complete the Membership Application Form and Declaration and return to Destination Perth by:

Email: marketing@destinationperth.com.au

Post: PO Box 7239, Cloisters Square, WA 6850

For further enquiries about membership, please contact the Destination Perth team. We welcome the opportunity to meet with you to discuss how you can best leverage membership with Destination Perth to maximise the return on investment for your business.

117/418 Murray Street, Perth, WA 6000
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DESTINATION PERTH

