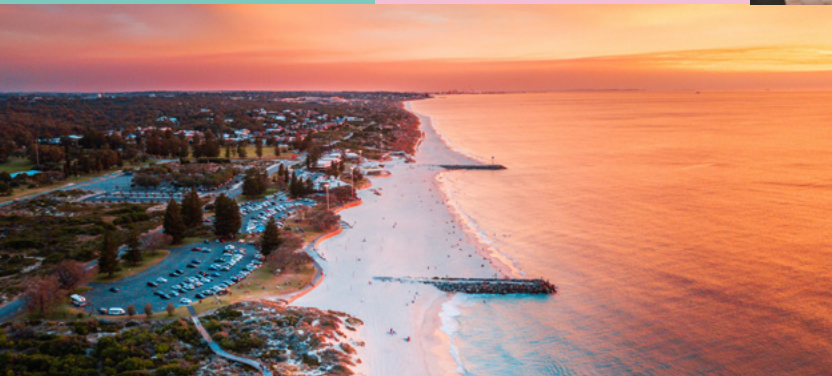




DESTINATION PERTH

OPERATOR MEMBERSHIP
PROSPECTUS 2025/2026



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

About us

Destination Perth is the peak Destination Marketing and Management Organisation for the Perth region, promoting the destination as a unique Australian leisure tourism offering to the intrastate market and international tourism trade.

The region encompasses Perth City, Fremantle, Swan Valley, Sunset Coast, Rottnest Island, Perth Hills, Mandurah & Peel, Rockingham, and the Avon Valley.

Destination Perth is one of five not-for-profit Regional Tourism Organisations (RTO) funded by Tourism Western Australia through a Marketing Strategies and Services Agreement (MSSA) to deliver a program of region focused intrastate campaigns.

Additional independent funds are earned through commercial marketing activities, tourism planning and strategy development, grants, corporate partnerships and member contributions.

Our key objectives are to increase destination awareness, grow visitor dispersal, length of stay and spend and support the growth of tourism product and density in our region.

What we can do for you

Membership with our organisation is a mutually beneficial relationship and suits all businesses 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. We provide FREE networking events and training across the region.

With over 100 years of combined experience across our team, we are here as supporting partners. We believe that supporting individual businesses and local governments will drive gains for the whole region.

Marketing services:

- Bespoke marketing campaigns leveraging our powerful channels – see Marketing Menu
- Marketing strategy development
- Digital and social media content & management
- Asset (content) production
- Region and LGA specific data – Insights Hub
- Graphic design hub

Destination development services:

- International trade markets representation
- Cross-region destination development alliances
- Facilitation, tourism planning
- Tourism strategy development
- Training and coaching

Our audience



A global website visitation of

1.5 million

annually, with nearly

4.7 million

page views



872,700
views p/a

Perth's top ranking
What's On events calendar

A social media following across
Facebook, Instagram and TikTok of over

300 000

As of April 2025



48,000

engaged subscribers



FROM LEFT TO RIGHT: Raani Glink – Campaign Executive, Rachel McGerr – Industry & Website Lead, Kate Naglan – Marketing & Partnerships Lead, Sonja Mitchell – CEO, Wendy O'Shaughnessy – Trade & Special Projects, Briana Sammut – Marketing Executive.

The membership of Destination Perth has grown by 21% since 2022, with the organisation achieving a 93%-member satisfaction result in the 2024 Tourism Western Australia survey, an increase of 15%. The team is passionate about supporting the tourism industry and developing the destination. Tourism services provided by Destination Perth aim to support members and grow the visitor economy across our region, delivering benefits to members and the consumers we all serve.

Sonja Mitchell GAICD

Chief Executive Officer

Career developed expertise in managing large multi award winning tourism businesses, developing strategy, planning, cross regional product development, plus destination marketing and management.

Wendy O'Shaughnessy

Trade & Special Projects

Award winning tourism, destination development and marketing specialist with a portfolio career across creative industries, small business, local government and tourism sectors.

Kate Naglan

Marketing & Partnerships Lead

Leading brand and marketing specialist, with extensive experience implementing results-driven strategies for world-class tourism destinations and iconic leisure brands.

Rachel McGerr

Industry & Website Lead

Specialist in website management and membership support, with over 15 years' experience at Destination Perth, as well as roles at Tourism WA and the WA Visitor Centre.

Briana Sammut

Marketing Executive

Digital marketing expert, with diverse agency experience delivering digital and content strategies for leading Australian brands.

Raani Glink

Campaign Executive

Highly skilled marketing specialist, with experience in CRM management, content creation, event management and digital strategy.

Operator membership

Note: A seperate prospectus is available to partners tailored to LGA/LTCs and Tourism Alliances	TOURISM OPERATORS			BUSINESS SERVICES
2025-2026 MEMBERSHIP BENEFITS	PLATINUM MEMBERSHIP \$995 + GST	GOLD MEMBERSHIP \$495 + GST	SILVER MEMBERSHIP \$295 + GST	ASSOCIATE MEMBERSHIP \$595 + GST
Business listing on the Destination Perth website including: - Image gallery - Amenities and facilities - Description - Website URL - Contact details - Book now button - Social media links - Event listing feature - Holiday offer feature	✓	✓	✓	✓ Listed on Destination Perth consumer and corporate websites
AGM voting rights & nominations for board	✓	✓	✓	✓
Invitations to DP Member Mingles (2 guests) and opportunity to host a Member Mingle	✓	✓	✓	✓
Invitation to attend subsidised educational workshops	✓	✓	✓	✓
Opportunity to advertise in the annual Perth Holiday Planner	✓	✓	✓	Where applicable
Listing of leisure tourism events on the Perth events calendar and promotion via digital channels	✓	✓	✓	✓
Listing of holiday offers on the Perth holiday offers page and promotion via digital channels	✓	✓	✓	Where applicable
Opportunity to be included in the annual trade guide (trade ready businesses only)	✓	✓	✓	Where applicable
Opportunity to present at Tourism Western Australia Product Update Sessions	✓	✓	✓	Where applicable
Letters of support (advocacy, funding etc)	✓	✓	✓	
Access to Localis Perth Insights Hub	✓	✓	Cost applied	✓
Opportunity to participate in subsidised marketing campaigns & activities	First priority	Second priority	Third priority	
Opportunity to be included in industry, consumer & trade product updates, EDMs & blogs	First priority	Second priority	Third priority	Industry/ member EDM feature
Consumer, media, trade enquiry referrals & leads	First priority	Second priority	Third priority	
Additional business listing* Note: this is not a membership and is only available for internal business offerings at the same location, such as an F&B venue at a hotel or tour within an attraction	Unlimited	1 additional		
Platinum Marketing Bundle valued at \$1,700, including: - 1x dedicated consumer EDM feature - 6-month featured business listing on a relevant business directory category page with direct website link	✓			

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.

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	\$250	\$300
Consumer EDM feature Includes image, 60-word description and direct URL.	\$350	\$420
Dedicated consumer EDM To intrastate and/or interstate audience.	\$1,000	\$1,200
Blog Approx 800 words and evergreen content on the Destination Perth website.	\$750	\$900
Competition We offer two competition formats. The first includes a dedicated landing page, an organic social media 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. Alternatively, a social media only competition can be run, where entry is based on actions such as following / liking / tagging / commenting on a dedicated post.	\$500	\$600
Social media video content piece Includes a video content piece to be shared across the Destination Perth Instagram and/or TikTok.	\$500	\$600
Website display advertising	From \$200	Price on application

*All prices are exclusive of GST.

Bespoke campaign offering

If you are looking to extend your reach, our newly introduced bespoke campaign offering harnesses a combination of our powerful Destination Perth channels to deliver measureable results.

*All prices are exclusive of GST.

All bespoke campaigns are inclusive of a 20% Destination Perth management fee.

PRODUCT	INCLUSIONS	PRICE
Bespoke campaign #1	<ul style="list-style-type: none">• 3-month premium run of site display advertisement• Dedicated EDM to intrastate database• Social media competition with \$50 boost budget	\$3,000
Bespoke campaign #2	<ul style="list-style-type: none">• 3-month premium run of site display advertisement• 3-month premium page sponsor advertisement• Dedicated EDM to intrastate database• Social media competition with \$400 boost budget	\$5,000
Bespoke campaign #3	<ul style="list-style-type: none">• Bespoke landing page on Destination Perth website• 3-month premium run of site display advertisement• 3-month premium page sponsor advertisement• 3-month spotlight run of site display advertisement• Dedicated EDM to intrastate database• Dedicated EDM to interstate database• Social media competition with \$500 boost budget• Complimentary Instagram & TikTok video content piece	\$10,000
Customised campaign	To be negotiated	To be negotiated

*Prices subject to change.

International trade engagement

Trade Guide

Trade ready members have the opportunity to elevate their business exposure to international buyers through a product profile in the Destination Perth Trade Guide. The guide is launched each year at Australian Tourism Exchange and incorporates accommodation, attractions, tours and experiences along with a directory of members that are trade ready.

PRODUCT	MEMBER PRICE
Half page product profile	\$350
Full page product profile	\$525

2025 trade event calendar

DATE	EVENT*	KEY MARKET	EVENT ORGANISER	LOCATION
28 April – 1 May 2025	Australian Tourism Exchange (ATE)	All, focus on target markets	Tourism Australia (TA)	Brisbane, Australia
27 – 29 July 2025	Australia Marketplace – South East Asia	South East Asia	Tourism Australia	Jakarta, Indonesia
31 July – 2 August 2025	Australia Marketplace – India	India	Tourism Australia	Jaipur, India
15 – 17 September 2025	Australia Marketplace – USA	USA	Tourism Australia	Los Angeles, USA
27 – 29 October 2025	ATEC Meeting Place	Inbound tourism operators	Australian Tourism Export Council	Perth, Australia
10 – 13 November 2025	Australia Marketplace – China	China	Tourism Australia	China

*Trade representation takes place by calendar year commencing with Australian Tourism Exchange in April/ May and subject to acceptance by Tourism Australia. Events and dates are correct at time of publishing and may be subject to change.

Becoming trade ready

Not sure what trade ready means or how your business can become trade ready? Contact us to discuss your business goals or find more information through these recognised training programs and pathways:

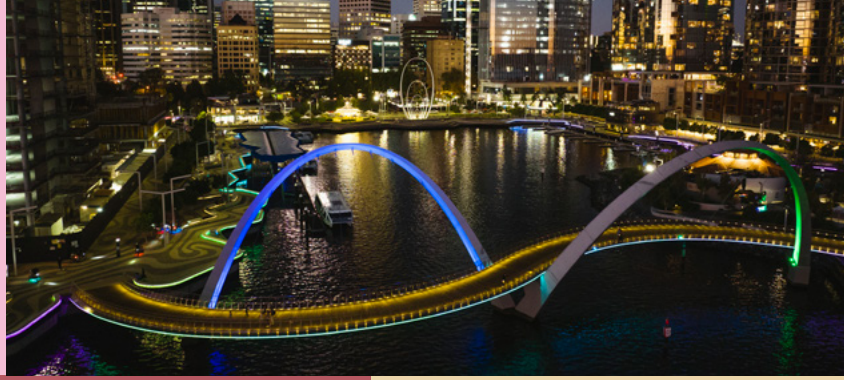
[Tourism Australia: Building your tourism business](#)

[Tourism Western Australia: Operator Resources](#)

[Australian Tourism Export Council: Australian Tourism Export Toolkit](#)

[Tourism Council of WA: Tourism Boost Program](#)





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.