

An aerial photograph of a beach with turquoise water. In the foreground, three surfers are sitting on their boards in the water. The middle surfer is on a red board, while the two on either side are on yellow boards. The background shows a sandy beach with some buildings and trees under a clear blue sky.

DESTINATION PERTH

OPERATOR MEMBERSHIP
PROSPECTUS 2026/2027

About Destination Perth


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, Northern Valleys, Rottnest Island, Perth Hills, Mandurah & Peel, Rockingham, and the Avon Valley.

Destination Perth is a not-for-profit organisation funded by Tourism Western Australia through a Marketing Strategies and Services Agreement (MSSA) to deliver regionally focused intrastate marketing campaigns. In addition to this partnership, Destination Perth works collaboratively with industry and government to deliver a range of marketing, destination development and strategic initiatives.

This is supported through cooperative marketing activities, member contributions, corporate partnerships, grant funding, and targeted programs including intrastate and international marketing initiatives.

As a membership-based organisation, we work closely with tourism operators, local governments and industry partners to position Perth as a leading leisure tourism destination. Our focus is on increasing destination awareness, driving visitor dispersal, length of stay and spend, and supporting the growth of tourism product across the region.



95% Member satisfaction
Destination Perth 2025
Member Survey



How Membership Supports Your Business

As a member, your business benefits from year-round exposure through Destination Perth's marketing activities, with opportunities to be featured across digital, social and traditional media channels. Membership also connects your business to a network of tourism operators, local governments and industry partners working together to grow Perth's tourism offering.

By remaining active, membership can add significant value to your business and ensure you are part of a powerful local tourism network. 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 drives positive outcomes for the whole region.

As part of your membership, you also have a voice in the organisation, including participation in the Annual General Meeting and eligibility to nominate for board positions.

Consumer Marketing

- Visibility on destinationperth.com.au – a leading platform for showcasing Perth's tourism experiences.
- Participation in multi-channel seasonal marketing campaigns.
- Access to discounted digital and print advertising rates.

Industry, Trade & Business Support

- Representation in international and domestic trade markets.
- Industry connections and partnerships.
- Business support and training.
- Industry, trade and media referrals.

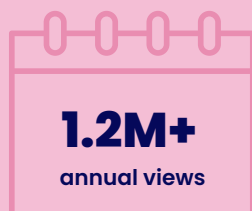
Our Audience

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

Our Team



Sonja Mitchell – CEO, **Wendy O’Shaughnessy** – Tourism Trade & Development Lead, **Tabetha Beggs** – Tourism Experiences Lead, **Shannon Oliver** – Membership & Administration Officer, **Rachel McGerr** – Industry & Website Lead, **Kate Naglan** – Marketing & Partnerships Lead, **Raani Glink** – Campaign Executive, **Georgia Clark** – Marketing Executive, **Chrissie Maus** – Chair.

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

Tourism Trade & Development Lead

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 content and CRM management, with over 18 years’ experience in the Western Australian tourism industry, including extensive experience at Destination Perth supporting membership engagement and digital platforms.

Tabetha Beggs

Tourism Experiences Lead

Experienced tourism leader across marketing, stakeholder engagement, and product development in roles at Tourism WA, City of Perth, Kalamunda CCI and City of Armadale.

Raani Glink

Campaign Executive

Results-driven marketing specialist with expertise in developing digital strategies, creating engaging content, and leading successful events and campaigns.

Georgia Clark

Marketing Executive

Dynamic marketing expert, with extensive tourism experience including roles in the public relations and events marketing team at Tourism Western Australia.

Shannon Oliver

Membership & Administration Officer

Experienced tourism professional with an operator background and prior collaboration with Destination Perth, bringing strong industry knowledge and understanding of Perth’s tourism product.

Brianna Wiese

Content Coordinator

Passionate content specialist, with diverse experience working with leading media brands, such as Perth is OK!, as well as iconic hospitality operator, NightOwl Entertainment.

Operator Membership Levels

TYPE	OPERATOR MEMBERSHIP			SERVICE MEMBERSHIP
LEVEL	PLATINUM	GOLD	SILVER	BUSINESS SERVICES
ANNUAL FEE	\$995 + GST	\$495 + GST	\$295 + GST	\$695 + GST
SUITABLE FOR	Designed for leisure tourism operators wanting priority access, premium exposure and maximum return from their membership.	Ideal for leisure tourism operators seeking increased visibility and more opportunities for promotion and industry engagement.	Best suited for leisure tourism operators looking to establish a presence and connect with the Perth tourism network.	Suitable for businesses that support the tourism industry, including service providers, associations and media partners.



Operator Membership Benefits













	PLATINUM	GOLD	SILVER
AGM voting rights & board nomination eligibility	✓	✓	✓
Primary business listing on the consumer website with book now button	✓	✓	✓
Ability to submit offers and events for promotion across the consumer website	✓	✓	✓
Opportunity to participate in seasonal marketing campaigns & activities	✓	✓	✓
Access to subsidised digital advertising rates via the Media Kit and Perth Holiday Planner	✓	✓	✓
Promotion of product updates across corporate channels, with distribution to Tourism WA and Tourism Australia	✓	✓	✓
Inclusion in the Perth Trade Guide (for trade-ready operators) and access to Trade Engagement Program (additional cost applies)	✓	✓	✓
Invitation for 2 guests to Member Mingle networking events & opportunity to host	✓	✓	✓
Access to subsidised training & business development workshops	✓	✓	✓
Letters of support for advocacy, funding & grant applications	✓	✓	✓
Access to social media video content creation & EDM feature opportunities (subject to availability)	✓ 1st Priority	✓ 2nd Priority	✓ 3rd Priority
Consumer, industry, media and trade enquiry referrals	✓ 1st Priority	✓ 2nd Priority	✓ 3rd Priority
Opportunities to present at industry partner events & initiatives	✓ 1st Priority	✓ 2nd Priority	✓ 3rd Priority
Additional business listings for onsite services (such as F&B in a hotel)	✓ Unlimited additional	✓ One additional	-
Complimentary access to the Perth Insight Hub, powered by Localis	✓	✓	-
Access to exclusive collaborative marketing campaign opportunities with leading media brands	✓	-	-
Platinum Marketing Bundle (value \$1,700), including: <ul style="list-style-type: none"> • 1x dedicated Facebook post • 12-month featured placement on a relevant directory page, including 'featured' branding & a direct link to your website 	✓	-	-

Business Services Membership Benefits

BENEFITS	BUSINESS SERVICE
AGM voting rights & board nomination eligibility	✓
INDUSTRY CONNECTION & BUSINESS VISIBILITY	
Business profile on the corporate website	✓
Opportunity to promote events & services to members	✓
Invitations for 2 guests to Destination Perth Member Mingle networking events	✓
Access to subsidised training & business development workshops	✓
Connect with tourism operators & industry partners	✓
Letters of support for advocacy, funding & grant applications	✓
CONSUMER & TRADE PROMOTION OPPORTUNITIES Applicable to businesses with a consumer-facing product or experience	
Access to subsidised advertising rates in the annual Perth Holiday Planner	✓
Opportunity to participate in the Trade Engagement Program (additional cost applies)	✓
Ability to submit leisure events for listing on the Perth Events Calendar page	✓
Leisure business listing on the consumer website	✓
Complimentary access to the Perth Insight Hub, powered by Localis	✓



Rate Card

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

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

International Markets Engagement Program

Destination Perth's international program promotes Perth globally, supported by funding and partners, while offering members opportunities to build exposure and grow in key international markets. All Destination Perth members with commissionable, trade ready product receive a free listing in our Trade Guide and online Trade Hub.

Pricing

PRODUCT	MEMBER PRICE*
Full page profile in Trade Guide	\$750
Perth Pulse newsletter feature	\$300 (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		✓	
Full feature slide in presentation deck	✓	✓	✓
Priority inclusion for itineraries, introductions & recommendations	✓	✓	✓
Site visit & advice	✓ 1-2 hours	✓ 1-2 hours	✓ 1 day
Regional itinerary creation & inclusion in the Trade Guide			✓

*Prices subject to change. All prices are exclusive of GST.

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.