



# DESTINATION PERTH

PARTNER 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.

## Tourism Destination Management Plan

In 2024, after a significant consultation with the tourism industry and local governments, Tourism Western Australia launched **Tourism Destination Management Plan (TDMP)** to establish a vision for the region, supported by goals and priorities designed to drive tourism at all levels.

The key priorities reflect product development trends and stakeholder insights and are supported by abridged Regional Tourism Development Strategies (RTDS) to address supply, demand and capability gaps ensuring a holistic approach to tourism for the next 10 years.

There are significant economic benefits from working collaboratively across regional and local

government boundaries for both emerging and mature destinations.

Our team of marketing, destination and tourism professionals work with our partners to deliver bespoke projects aimed at building capacity, supporting product development, and dispersal aspirations outlined in the TDMP.

I invite you to get in touch to discuss these opportunities and explore how we can work with your organisation to achieve better tourism outcomes for your region.

**Sonja Mitchell**  
CEO





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.

# Tourism expertise – we're here to help

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. We offer various tourism services and can be seen as an extension of your team at times when extra expertise is required. We are independent of government and can be nimble to execute projects for you. Our associates are also brought in at times to provide extra skills.

## 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

# Partner membership benefits

	Local Government (LGA) or Local Tourism Organisation (LTO) corporate partner membership		
2025-2026 CORPORATE PARTNERSHIP BENEFITS	TIER 1 Tourism Alliance Benefits/ Cost by negotiation	TIER 2 \$5000 + GST	TIER 3 \$1500 + GST For emerging destinations
Dedicated account manager	✓	✓	
Voting rights for our board & the opportunity to stand for election.	✓	✓	✓
Access to LGA data on the DP Insights Hub	✓	✓	✓
Dedicated destination content on the Destination Perth website (This includes SEO-optimised website editorial, a range of images, video (if available), links to business and event listings within the destination, and any additional information approved at Destination Perth's discretion.)	✓	✓	✓
Business listing on the Destination Perth website with direct link to your website. - Images (up to 5) - Description (Minimum 150 words) - Contact details - Book now button - Social media links - Event feature - Holiday offer feature <small>*For LGA partners, the primary listing must be the Visitor Centre (if LGA-owned).</small>	Plus additional listings for LGA owned attractions (unlimited), approved at Destination Perth's discretion	Plus additional listings for LGA owned attractions (up to 8), approved at Destination Perth's discretion. <b>Value of \$100 per listing.</b>	Plus additional listings for LGA owned attractions (up to 5), approved at Destination Perth's discretion. <b>Value of \$100 per listing.</b>
A marketing bundle valued at \$670, including: one dedicated consumer EDM feature; one-month spotlight run of site advertisement.	✓	✓	
Holiday Planner editorial at Destination Perth's discretion	✓	✓	✓
Social media posts at Destination Perth's discretion	✓	✓	✓
Invitations to Destination Perth events	✓	✓	✓
Access to Destination Perth's Marketing Menu	✓	✓	✓

# 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
<b>Organic social post</b>	<b>\$250</b>	<b>\$300</b>
<b>Consumer EDM feature</b> Includes image, 60-word description and direct URL.	<b>\$350</b>	<b>\$420</b>
<b>Dedicated consumer EDM</b> To intrastate and/or interstate audience.	<b>\$1,000</b>	<b>\$1,200</b>
<b>Blog</b> Approx 800 words and evergreen content on the Destination Perth website.	<b>\$750</b>	<b>\$900</b>
<b>Competition</b> 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.	<b>\$500</b>	<b>\$600</b>
<b>Social media video content piece</b> Includes a video content piece to be shared across the Destination Perth Instagram and/or TikTok.	<b>\$500</b>	<b>\$600</b>
<b>Website display advertising</b>	<b>From \$200</b>	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
<b>Bespoke campaign #1</b>	<ul style="list-style-type: none"> <li>3-month premium run of site display advertisement</li> <li>Dedicated EDM to intrastate database</li> <li>Social media competition with \$50 boost budget</li> </ul>	<b>\$3,000</b>
<b>Bespoke campaign #2</b>	<ul style="list-style-type: none"> <li>3-month premium run of site display advertisement</li> <li>3-month premium page sponsor advertisement</li> <li>Dedicated EDM to intrastate database</li> <li>Social media competition with \$400 boost budget</li> </ul>	<b>\$5,000</b>
<b>Bespoke campaign #3</b>	<ul style="list-style-type: none"> <li>Bespoke landing page on Destination Perth website</li> <li>3-month premium run of site display advertisement</li> <li>3-month premium page sponsor advertisement</li> <li>3-month spotlight run of site display advertisement</li> <li>Dedicated EDM to intrastate database</li> <li>Dedicated EDM to interstate database</li> <li>Social media competition with \$500 boost budget</li> <li>Complimentary Instagram &amp; TikTok video content piece</li> </ul>	<b>\$10,000</b>
<b>Customised campaign</b>	To be negotiated	To be negotiated

\*Prices subject to change.



# Next steps

## **Become a member today**

Complete the member application form and declaration and return to Destination Perth.



**DESTINATION  
PERTH**  

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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.