



PERTH REGION TOURISM ORGANISATION INC. 2021-2022 MARKETING ACTIVITIES

Note: These are the planned marketing activities for the 21/22 financial year. Due to Covid-19, this plan is fluid and activities may be suspended or amended and will be reviewed on a case-by-case basis. Any changes or updates will be communicated with members via EDMs and the CRM.

PLANNED ACTIVITY	DATE	MARKET			AUDIENCE	COOPERATIVE OPPORTUNITIES	COST TO MEMBERS (INC GST)
		Intrastate	Interstate	International			
CAMPAIGNS							
Stay, Play and Save 2.0 inc. experiential vouchers	June - Aug	X			Consumers	Product advertising	Funded by TWA and DP
Spring Campaign	Aug - Oct	X			Consumers	Product advertising	From \$200 per feature / unit
Summer campaign	Nov - Jan	X			Consumers	Product advertising	From \$200 per feature / unit
Autumn campaign	Feb - Apr	X			Consumers	Product advertising	From \$200 per feature / unit
Ad-hoc campaigns		X	X			Product advertising	TBD
TRADE AND MEDIA PR							
Assist TA and TWA in facilitating trade and media familiarisations in the region	Ongoing upon request	X	X	X	Trade and Media	Hosting opportunities	Inclusion upon DP's request
Assist TA and TWA in facilitating media opportunities	Ongoing upon request	X	X	X	Media	Hosting/Content inclusion opportunities	Inclusion upon DP's request
TRADE AND CONSUMER EVENTS							
Caravan and Camping Show	TBC		X		Consumers	2020 Holiday Planner distribution	
ATEC Meeting Place	TBC		X		Trade and Media	21/22 Trade and Media Kit	
East Coast Road Show	TBC		X		Trade and Media	21/22 Trade and Media Kit	
Show me the WAY Roadshow	TBC		X	X	Trade and Media	21/22 Trade and Media Kit	
TWA/UK Sales Mission	TBC			X	Trade and Media	21/22 Trade and Media Kit	
Walkabout Japan	TBC			X	Trade and Media	21/22 Trade and Media Kit	
Nia Hao	TBC			X	Trade and Media	21/22 Trade and Media Kit	
TA Australian Tourism Exchange	TBC		X	X	Trade and Media	21/22 Trade and Media Kit	
COLLATERAL							
Destination Perth Holiday Planner 2022	Annually	X	X	X	Trade, Media and Consumers	Product advertising	From \$975
Trade and Media Kit	Annually		X	X	Trade and Media	Product profile advertising	From \$275 per profile
DIGITAL PROMOTIONS & ADVERTISING							
Social Media – promotions across channels	Ongoing	X	X	X	Consumers	Product features, mentions, events and destination related content	On Request at DP's discretion
Event promotion on the experienceperth.com website	Ongoing	X	X	X	Consumers	Event upload via webform on website	
E-newsletters promoting deals and offers, seasonal promotions, product updates	Monthly	X	X	TBD	Consumers and Industry	Product features and mentions	On Request at DP's discretion
Banner advertising on experienceperth.com	Ongoing	X	X	X	Consumers	Product advertising	From \$275/month
#SeePerth and Offer Me Perth Advertising	Monthly	X			Consumers	Product advertising	From \$350 per feature / unit