

**PERTH REGION TOURISM
ORGANISATION INC.
T/A DESTINATION PERTH
MEMBERSHIP PROSPECTUS**



ABOUT PERTH REGION TOURISM ORGANISATION INC.

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 for domestic and international travelers.

We represent a membership base of over 600 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 Australia and key international markets through a program of marketing initiatives that grow sustainable tourism for the region.

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

industry. It was established in 2004 to act as the primary body for the marketing of Perth and surrounds to domestic and international consumers, travel trade and media.

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.



HERE'S WHAT WE DO

PRTO 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 domestic market whilst supporting Tourism WA in 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. As part of the plan, we:

- Develop and implement cooperative marketing programs partnering with members and industry stakeholders
- Implement a communications schedule to our consumer, trade and media databases
- Produce and distribute an annual destination holiday planner distributed worldwide
- Develop a suite of destination marketing collateral customised for trade and media audiences
- Attend travel trade events
- Facilitate and coordinate visiting journalist and media familiarisations in line with Tourism Western Australia and Tourism Australia
- Provide hosting opportunities for visiting trade and media
- Facilitate product development and opportunities with inbound tour operators, travel wholesalers and retail agents



A social media following
of over 270,000
across Facebook,
Instagram and Twitter



A global visitation
of nearly 2 million
received annually to
our website with more
than 2.5M page views

**For every \$1
generated through
Membership fees,
we invest \$8 in
marketing activities**
to promote Members
tourism businesses and
drive visitation



**Ongoing
communication**
with a comprehensive
database of over 65,000
subscribers made up
of consumers, trade,
media and industry
stakeholders



HERE'S 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. As a member, your support helps us to promote the destination worldwide, building a stronger visitor economy for Perth and surrounds and ultimately driving visitors to your door.

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.

Any entity that owns a tourism business or a tourism service within the Perth and surrounds region is eligible to become a member of PRTO. Our membership structure consists of three financial levels – Silver, Gold and Platinum, a new level being introduced for the 21/22 financial year.

Following the 20/21 financial year in which free membership was introduced, we will continue to offer a free business listing on our website, however this does not come with any membership entitlements.

As part of your financial membership, you can:

- Expose your business via our most powerful asset – our website experienceperth.com
- Take advantage of subsidised advertising rates in our marketing campaigns
- Participate in cooperative marketing opportunities developed for our members
- Promote your business in our annual holiday planner
- Attend Destination Perth events at a subsidised cost
- Meet one-on-one with our marketing team to discuss business opportunities
- Participate in other opportunities as they arise

2021-2022 MEMBERSHIP INCLUSIONS	PLATINUM MEMBERSHIP \$695 PA	GOLD MEMBERSHIP \$395 PA	SILVER MEMBERSHIP \$245 PA	NON-FINANCIAL MEMBERSHIP FREE MUST BE TCWA ACCREDITED OR VISITOR CENTRE MEMBER
Business Listing on the Destination Perth Website	✓ <ul style="list-style-type: none">• One header image• Four additional images• Business Name• 400-word description• Logo• Contact details• Enquiry Button• Book Now Button• Inclusion of Social Media Links (max 4 links)• Inclusion of an embedded YouTube video	✓ <ul style="list-style-type: none">• One header image• Three additional images• Business Name• 300-word description• Logo• Contact details• Enquiry Button• Book Now Button• Inclusion of Social Media Links (max 3 links)	✓ <ul style="list-style-type: none">• One header image• Two additional images• Business Name• 200-word description• Logo• Contact details• Enquiry Button• Book Now Button• Inclusion of Social Media Links (max 2 links)	✓ <ul style="list-style-type: none">• One header image• Business Name• 150-word description• Logo• Contact details• Enquiry Button
Upload of events to the <i>What's On</i> Calendar on the Destination Perth Website	✓	✓	✓	✓
Opportunity to attend industry networking and educational events	✓ Discounted rate	✓ Discounted rate	✓ Discounted rate	✓ Full price
Subscription to Destination Perth e-newsletter and Member updates	✓	✓	✓	✓
Consumer, Media and Trade enquiry referrals and leads	✓	✓	✓	Priority given to Financial Members where opportunity is limited
Opportunity to participate in Cooperative Marketing Campaigns and Activities	✓	✓	✓	Not included, however where take-up is low from Financial Members, then Non-financial members will be invited to participate and will be charged at a higher fee to Financial Members
Access to Member Portal via Simpleview. (Simpleview launch to Members in July 2021)	✓	✓	✓	Access only to business listing information
AGM Voting Rights	✓	✓	✓	
Consideration for trade and media familiarisation hosting	✓	✓	✓	
Opportunity to submit information for consideration to be included in product updates and e-newsletters	✓	✓	✓	
Membership Account ROI Report	✓ Quarterly	✓ Half-yearly	✓ Annually	
Opportunity to be included in the annual Trade and Media Kit	✓	✓	✓	
Opportunity to meet with PRTO staff to discuss opportunities (upon request)	✓	✓	✓	
Additional Business Listing for internal offerings with the benefits of a Gold business listing (e.g. A restaurant within a hotel)	✓ Two additional	✓ One additional		
Priority given for collaborative marketing opportunities where space is limited	✓ First round of EOI	✓ Second round of EOI		
2 x inclusions of a product feature in a Consumer EDM per year	✓			
1 x inclusion in a monthly product feature on experienceperth.com homepage	✓ Layout is at the discretion of DP. Feature will include one image, brief description, and link to the member's business listing.			
2 x dedicated organic social media posts per year	✓ Platform and delivery will be at the discretion of DP based on the content			
1 x inclusion Instagram story feature	✓			

NEXT STEPS – BECOME A MEMBER TODAY Complete the Membership Application Form and Declaration and return to Destination Perth by: Post: PO Box 1198, West Perth, Western Australia, 6872 Email: info@experienceperth.com