

2016/17 PERTH REGION TOURISM ORGANISATION INC COOPERATIVE MARKETING CALENDAR



EVENT/ACTIVITY	DATE	MARKET		LOCATION	MEMBER OPPORTUNITY	COST (INC GST)
INTERSTATE TRADE & CONSUMER EVENTS						
Flight Centre Expo - Sydney	Feb	NSW Consumers	Consumer Expo	Sydney	Brochure distribution	\$330*
Flight Centre Expo - Melbourne	Feb	VIC Consumers	Consumer Expo	Melbourne	Brochure distribution	\$330*
Flight Centre Expo - Brisbane	Feb	QLD Consumers	Consumer Expo	Brisbane	Brochure distribution	\$330*
INTERNATIONAL TRADE & CONSUMER EVENTS						
Travel Revolution Fair	19 - 21 Aug	Singaporean Consumers	Consumer Expo	Singapore	Brochure Distribution	\$360*
Tourism WA UK/Europe Roadshow	26 Sep- 7 Oct	UK & European Trade	Trade Event	Various cities UK & Europe	Trade USB Profile	\$200*
NZ Flight Centre Expo	11 - 12 Feb	New Zealand Consumers	Consumer Expo	Auckland	Brochure Distribution	\$360*
WA Consumer Event - Singapore	Mar	Singaporean Consumers	Consumer Expo	Singapore	Brochure Distribution	\$360*
MATTA	Mar	Malaysian Consumers	Consumer Expo	Kuala Lumpur	Brochure Distribution	\$360*
TA USA Marketplace & TWA USA Roadshow	Mar	USA Trade	Trade Event	Various cities W.C. USA	Trade USB Profile	\$200*
Australian Tourism Exchange (ATE)	14 - 18 May	Global Trade	Trade Event	Sydney	Trade USB Profile	\$275*
*Please note – brochure distribution price applies to 500 DL size brochures or single sheet A4 Flyers - all others on request						
ADVERTISING & CAMPAIGNS						
Summer Campaign	Nov - Feb	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$150/unit
Easter Campaign	April	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$150/unit
Winter Campaign	May - Aug	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$150/unit
Other Local Campaigns	Ongoing	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$150/unit
EDM & E-NEWSLETTERS						
Consumer Exclusive Offer EDMs & Online	Monthly	Consumers	E Newsletter	Tactical Advertising	Product Advertising	TBA
Consumer Tactical & Seasonal EDMs	Ongoing	Consumers	E Newsletter	Seasonal Activities	Product Promotion	N/A
Member EDMs	Monthly	Industry & Members	E Newsletter	Product Updates	Product Promotion	N/A
Media EDMs & Press Releases	Ongoing	Media	E Newsletter	Product Updates	Product Promotion	N/A
Trade EDM's	Quarterly	Wholesale Trade & Media	E Newsletter	Product Updates	Product Promotion	N/A
WEBSITE PROMOTION						
Seasonal Website Features	Ongoing	Consumers	Online	Seasonal Activities	Product Promotion	N/A
Website Banner Advertising	Ongoing	Consumers	Online	Banner Advertising	Product Advertising	From \$250/month

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MARKETING COLLATORAL						
Experience Perth Holiday Planner	Jan	All markets	Multi Page Brochure		Product Advertising	From \$975
Sunset Coast Holiday Planner	Jan	All markets	Multi Page Brochure		Product Advertising	From \$330
Experience Perth Trade Brochure	Jan	Global Trade	Multi Page Brochure		Product Advertising	TBA
Experience Perth Cruise Brochure	TBA	Cruise Trade & Consumers	Multi Page Brochure		Product Advertising	TBA
MEMBERSHIP						
Gold Membership						\$360/year
Silver Membership						\$220/year