

# 2016/17 PERTH REGION TOURISM ORGANISATION INC MARKETING ACTIVITIES & OPPORTUNITIES



	ACTIVITY	DATE	TARGET MARKET	MEMBER CO-OPERATIVE OPPORTUNITIES
<b>MARKET</b>				
<b>Intrastate</b>	<b>Advertising</b>			
	Winter campaign - tactical & brand press, digital, outdoor, TV, social media	May - Aug	Consumers	Tactical press & digital
	Summer campaign - tactical & brand press, digital, outdoor, TV, social media	Nov - Feb	Consumers	Tactical press & digital
	Easter tactical press campaign supported by digital activities	Easter 2017	Consumers	Tactical press & digital
	<b>Media/Trade Public Relations</b>			
	Facilitate local media famils in the region	Ongoing	Media	Hosting opportunities for members
	Distribute press releases and E newsletters to local media and trade	Ongoing	Media	Provide product information
	Consumer E newsletters promoting deals, seasonal activities and promotions	Fortnightly	Consumers	Provide offers/product information
	Holiday Planner distribution to VC's, travel agents, hotels, car hire & Tourism Bureaux	Ongoing	Consumers	Product advertisements
<b>Interstate</b>	<b>Trade and Consumer Events</b>			
	Flight Centre - Sydney Holiday and Travel Expo	Feb	Consumers	Member brochure distribution
	Melbourne Caravan and Camping Show	Feb	Consumers	EP Holiday Planner distribution
	Flight Centre Melbourne Holiday and Travel Expo	Feb	Consumers	Member brochure distribution
	Flight Centre Brisbane Holiday and Travel Expo	Feb	Consumers	Member brochure distribution
	Sydney Caravan and Camping Show	Mar	Consumers	EP Holiday Planner distribution
	Brisbane Caravan and Camping Show	Mar	Consumers	EP Holiday Planner distribution
	<b>Advertising</b>			
	Digital campaign	Date TBC	Consumers	Provide product deals
	<b>Media/Trade Public Relations</b>			
	Coordinate national trade and media famils in the region	Ongoing	Trade and Media	Hosting opportunities for members
	Distribute press release and regional information to national media and trade	Ongoing	Trade and Media	Provide product information
	Distribution of consumer EDM promoting deals and events	Fortnightly	Consumers	Provide offers/product information
	Quarterly E newsletter to interstate trade	Quarterly	Trade	Inclusion of new product information
	Holiday Planner distribution - wholesale and retail trade, VC's and consumers	Ongoing	Trade and Consumers	Product advertisements
<b>International</b>	<b>Trade and Consumer Events</b>			
	EP Roadshow to Singapore and KL	18 - 21 Jul	Malaysian & Singapore Trade	

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	Cruise Exchange	28 Jul	Shore Excursion Planners	Future opp. inclusion - cruise packages
	TWA ETE New product Workshop	11 Aug	ITO's	EP Holiday and Trade Planner distribution
	TWA ETE B to B Workshop	12 Aug	ITO's	EP Holiday and Trade Planner distribution
	Travel Revolution Fair	19 - 21 Aug	Singapore Consumers	Member brochure distribution
	TA Corroboree Asia	6 - 9 Sep	Nth & Sth East Asian Trade	EP Holiday and Trade Planner distribution
	ExP ITO Event Sydney	Sep	ITO's	
	TWA UK/Europe Roadshow	26 Sep - 7 Oct	UK & European Trade	Product profile on Trade USB
	TWA Roadshow China	23 - 26 Oct	Chinese & Hong Kong Trade	
	ATEC Meeting Place	29 - 30 Dec	ITO's	EP Trade Planner distribution
	TA Walkabout Japan	22 -24 Feb	Japanese Trade	EP Japanese Holiday Planner distribution
	Auckland Flight Centre Expo	11 - 12 Feb	NZ Consumers	Member brochure distribution
	TWA Ni Hao	TBA	Chinese & Hong Kong Trade	
	MATTA	TBA	Malaysian Consumers	Member brochure distribution
	TA USA Marketplace and TWA US Roadshow	TBA	US Trade	Product profile on trade USB
	TWA/RTO Consumer event Singapore	Mar	Singapore Consumers	Member brochure distribution
	TA Australian Tourism Exchange	14 - 18 May	Global Trade	Product profile on trade USB
	<b>Advertising</b>			
	Major consumer event/campaign Singapore targeted at the short break market	Mar	Consumers	Advertising & product offers
	Co-op Campaign with international wholesalers - Air NZ	Nov/Dec	NZ Consumers	Advertising & product offers
	Digital campaign Singapore with Scoot Airlines	Apr - Jun	Consumers	Advertising & product offers
	<b>Media/Trade Public Relations</b>			
	Assist TA and TWA in facilitating international trade famils in the region	Ongoing	Trade	Hosting opportunities for members
	Coordinate international media famils in the region	Ongoing	Media	Hosting opportunities for members
	Assist International trade and media with destination and product information	Ongoing	Trade and Media	Provide product information
	Distribute press releases and media kits to international media	Ongoing	Media	Provide product information
	Quarterly E newsletter to international trade	Quarterly	Trade	Inclusion of new product information
	Holiday Planner distribution - wholesale and retail trade, ITO's	Ongoing	Trade	
	<b>COLLATERAL &amp; CONTENT</b>			
	New Membership Prospectus	Jul	Industry/Members	

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	Connect with us, EP/member brochure	Jul	Industry/Members	
	Production of the 2017 Perth and Surrounds Holiday Planner	Aug - Nov	Trade and Consumers	Product advertising
	Production of 2017 Sunset Coast Holiday Planner	Sep - Dec	Consumers	Product advertising
	New Cruise brochure	TBC	Cruise Passengers	Product advertising
	Trade brochure with USB insert	Jan	Trade	Product advertising
	New trade/holiday expo display gear	Jan	Trade	
	Develop a suite of destination promotional video for global distribution	Feb - Apr	Global Trade and Consumers	Local area & product opportunities
	Photo shoot - upgrade image library for campaigns and general purposes	Oct - Jan	Internal	Hosting opportunities for members
<b>DIGITAL ACTIVITIES</b>				
	Paid search advertising	Ongoing	Consumers	
	Digital display advertising - via Google Display Network or other	Ongoing	Consumers	
	Remarketing/Retargeting - tracking coding on to website pages	Ongoing	Consumers	(Member opportunities in development)
	EP Website - continual update of seasonal promotions, events, member product	Ongoing	Consumers	Listings, offers & banner advertising
	Total rebuild of EP website and migration of current content	Oct - Jan	Consumers	
	Banner advertising on experienceperth.com	Ongoing	Consumers	Member product promotion
	Develop new organisation website with member/industry info	Dec - Feb	Industry/Members	
	Social Media - ongoing promotions across all SM channels	Ongoing	Consumers	Member product offers & events
	Member EDM exclusive offer with website feature/ social media activity	Monthly	Consumers	Exclusive member monthly opportunity
	Monthly E newsletters to members and stakeholders	Monthly	Members and Stakeholders	Member product promotions
	Promotional and seasonal E newsletters to consumers/trade/media	Ongoing	Consumers/Trade/Media	Member product info, offers & events
<b>ORGANISATIONAL ACTIVITIES</b>				
	Develop new organisational structure for PRTO t/a Destination Perth	Sep - Jun	Internal	
	Engage new design studio and rebrand all PRTO collateral/logo etc	Sep - Jan	Internal	
	Develop major new partnerships with LGA's	Ongoing	Local Government	LGA opportunity for inclusion
	Identify key product/experiences per region - create trails, itineraries, packages	Ongoing	Local Government	LGA/Member opportunity for inclusion
	Develop new itineraries and packages in partnership with local industry	Ongoing	Industry	Member opportunity for inclusion