

A family of three is enjoying a day in a park. A man in a plaid shirt is sitting on the grass, holding a red kite string. A woman in a yellow top and white shorts is walking towards him, holding the hand of a young girl in a yellow dress and a floral hat. The background shows a city skyline with several tall buildings under a blue sky with some clouds. The scene is bright and sunny, suggesting a pleasant day outdoors.

PERTH REGION TOURISM ORGANISATION INC. T/A EXPERIENCE PERTH

Membership Prospectus

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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 travellers.

We represent a membership base of more than 300 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.

Tourism currently generates over 4.3 million visitors per year for our region and around \$5 million in revenue towards our economy. In partnership with Tourism Western Australia and other key stakeholders, we are working towards doubling the value of tourism expenditure in Perth, contributing to a revenue target of \$7.1 billion by 2020.

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 and key local stakeholders to achieve this objective.



OUR ROLE IN DESTINATION MARKETING

PRTO is active across multiple distribution channels and has a dedicated team of marketing professionals who work on a program of strategic activities in domestic and key international markets.

Our hands-on approach and diverse marketing programs strengthen industry-bound business relationships, form key partnerships with trade and develop strong influential messages targeted direct to consumers.

Our marketing strategies include a schedule of brand and tactical advertising campaigns, integrated across various media platforms with a strong digital focus to target consumers who seek inspiration for travel online.

Our social media activity creates destination awareness and engagement and is an important channel in our marketing strategy.

Other activities include:

- Coordination of an annual communications program to a database of consumers, trade, media and industry stakeholders
- Annual production and global distribution of destination marketing collateral including a holiday planner and travel trade guide
- Exhibiting at consumer holiday expos, travel fairs and travel trade events
- Ongoing support and product development for inbound tour operators, travel wholesalers and retail agents
- Hosting and coordination of educational familiarisations for visiting domestic and international travel trade
- Supporting visiting journalists and media through hosting and coordinating familiarisations

For further information on marketing activities undertaken by Experience Perth visit:

experienceperth.com/about-us/marketing-activities



A global visitation of 1.4 million received annually to our website



Ongoing communication with a comprehensive database of consumers, trade, media and industry stakeholders



A social media following of nearly 112,000 across Facebook, Twitter and Instagram



MEMBERSHIP WITH PRTO

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 via our digital, social and traditional media campaigns, advertise in our publications and participate in our cooperative trade and consumer activities. 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 two levels – Gold and Silver giving you the option of standard or premium promotion through our various marketing channels. Depending on your level of membership you can:

- Expose your business via our most powerful asset – our website **experienceperth.com**
- Participate in our cooperative marketing opportunities
- Receive member only advertising rates in Experience Perth advertising campaigns
- Advertise your business in our annual holiday planner
- Meet one-on-one with our marketing team to promote your product and discuss business opportunities.

MEMBERSHIP INCLUSIONS

GOLD MEMBERSHIP

- A Gold listing on experienceperth.com including:
 - 300 word description of your product
 - Contact details
 - 3 images
 - Logo upload to listing
 - A link to your business website
 - A live enquiry and brochure button
- A new member profile feature in an Experience Perth member eNewsletter
- A new member product highlight in an Experience Perth consumer eNewsletter
- Priority participation in PRTO consumer, trade and media marketing opportunities
- Eligibility to provide events and special offers for features on campaign web pages and in consumer eNewsletters
- Eligibility to provide product updates to both domestic and international trade via Experience Perth trade eNewsletters
- Eligibility for participation in Experience Perth trade and media familiarisations
- Subscription to our regular eNewsletter and member updates

SILVER MEMBERSHIP

- A Silver listing on experienceperth.com including:
 - 150 word description of your product
 - Contact details
 - 1 image
 - Logo upload to listing
- Participation in PRTO consumer, trade and media marketing opportunities
- Eligibility to provide events and special offers for features on campaign web pages and in consumer eNewsletters
- Subscription to our regular eNewsletter and member updates

Both Gold and Silver members gain membership rights as prescribed under the Associations Incorporations Act and the organisation's Rules, including eligibility for nomination and voting for membership of the Perth Region Tourism Organisation Inc. board and attend AGMs.

TO BECOME A MEMBER

Complete the Membership Application Form and Declaration and return to Experience Perth by:

Post: PO Box 1198, West Perth, Western Australia 6872

Email: communications@experienceperth.com

For further information regarding membership with PRTO, please contact us on 08 9321 9120. We welcome the opportunity to meet with you to discuss how you can best leverage your membership with PRTO for your business.