

2017/18 PERTH REGION TOURISM ORGANISATION INC MARKETING ACTIVITIES & OPPORTUNITIES



	ACTIVITY	DATE	TARGET MARKET	MEMBER CO-OPERATIVE OPPORTUNITIES
MARKET				
Intrastate	Advertising			
	Winter campaign - tactical & brand press, TV, digital, social media	May - Aug	Consumers	Tactical press & digital
	Summer campaign - tactical & brand press, TV, digital, social media	Nov - Feb	Consumers	Tactical press & digital
	Easter tactical press campaign supported by digital activities	Easter 2018	Consumers	Tactical press & digital
	Media/Trade Public Relations			
	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
Interstate	Trade and Consumer Events			
	Flight Centre - Sydney Holiday and Travel Expo	Feb	Consumers	Member brochure distribution
	Flight Centre - Melbourne Holiday and Travel Expo	Feb	Consumers	Member brochure distribution
	Adelaide Caravan and Camping Show	Feb	Consumers	EP Holiday Planner distribution
	Melbourne Caravan and Camping Show	Feb	Consumers	EP Holiday Planner distribution
	Sydney Caravan and Camping Show	Mar	Consumers	EP Holiday Planner distribution
	Brisbane Caravan and Camping Show	Mar	Consumers	EP Holiday Planner distribution
	East Coast Roadshow	May TBC	Trade	EP Holiday Planner distribution
	Advertising			
	Digital campaign with domestic, wholesale and OTA's	Date TBC	Consumers	Provide product deals
	Media/Trade Public Relations			
	Facilitate national media famils in the region	Ongoing	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 and media	Quarterly	Trade & Media	Inclusion of new product information
	Holiday Planner distribution - wholesale and retail trade, VC's and consumers	Ongoing	Trade and Consumers	Product advertisements

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International	Trade and Consumer Events			
	Cruise Exchange	27 Jul	Shore Excursion Planners	Future opp. inclusion - cruise packages
	NZ Wholesale Sales Training Mission	30 Jul – 4 Aug	Trade	EP Trade & Media Guide distribution
	NATAS – Singapore	11-13 Aug	Singapore Consumers	Member brochure distribution
	MATTA – Kuala Lumpur	8-10 Sep	Malaysian Consumers	Member brochure distribution
	PATA - Macau	13-15 Sep	Global Trade	Product Profile on Trade USB
	TA Corroboree West	9 – 14 Oct	Global Trade	Not applicable
	WA Greater China Mission	22 – 25 Oct	Chinese Trade	Not applicable
	NZ - TWA / RTO Roadshow	26 Sep - 7 Oct	NZ Trade	Product profile on Trade USB
	ATEC Meeting Place	20 – 23 Nov	ITO's	EP Trade & Media Guide distribution
	TA Walkabout Japan	TBC	Japanese Trade	EP Japanese Holiday Planner distribution
	Auckland Flight Centre Expo	Feb TBC	NZ Consumers	Member brochure distribution
	Trav Media International Marketplace	Feb TBC	Global Media	EP Trade & Media Guide distribution
	TA USA Marketplace and TWA US Roadshow	Feb TBC	US Trade	Product profile on trade USB
	TWA Ni Hao	Feb TBC	Chinese & Hong Kong Trade	Not applicable
	NATAS	Feb TBC	Singapore Consumers	Member brochure distribution
	MATTA	Mar TBC	Malaysian Consumers	Member brochure distribution
	WATEX	Mar TBC	SE Asia Trade	Not applicable
	UK Wholesale Sales Training Mission	Mar TBC	UK Trade	Product profile on trade USB
	ATE Media Program	14 Apr	Global Media	Product profile on trade USB
	TA Australian Tourism Exchange	16 – 19 Apr	Global Trade	Product profile on trade USB
	SEA Asia – TWA Roadshow	May TBC	SE Asia Trade	Product profile on trade USB
	Advertising			
	Digital consumer campaign targeted at the Singapore short break market	Feb	Singapore Consumers	Advertising & product offers
	NZ Co-op Campaign with in market wholesalers	Mar TBC	NZ Consumers	Advertising & product offers
	Marketing Activities with UK wholesalers	Oct - Mar	UK Trade & Consumers	Advertising & product offers
	Media/Trade Public Relations			
	Facilitate international media famils in the region	Ongoing	Media	Hosting opportunities for members

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	Assist TA and TWA in facilitating international trade famils in the region	Ongoing	Trade	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 - Global	Ongoing	Consumer, Trade, Media	Product advertising
	Trade & Media Guide	Ongoing	Trade	Product advertising
COLLATERAL & CONTENT				
	New Membership Prospectus	Jul	Industry/Members	Not applicable
	Connect with us, EP cooperative marketing brochure	Jul	Industry/Members	Not applicable
	Production of the 2018 Perth and Surrounds Holiday Planner	Aug - Nov	Trade and Consumers	Product advertising
	Production of 2018 Sunset Coast Holiday Planner	Sep - Dec	Consumers	Product advertising
	New Cruise brochure	TBC	Cruise Passengers	Product advertising
	Trade and Media Guide	Jan	Trade	Product advertising
	New trade/holiday expo display gear	Jan	Trade	Not applicable
	Develop a suite of destination promotional video for global distribution	Jul - Aug	Global Consumers, Trade & Media	Local area & product opportunities
	Photo shoot - upgrade image library for campaigns and general purposes	Oct - Jan	Internal	Hosting opportunities for members
DIGITAL ACTIVITIES				
	Paid search advertising	Ongoing	Consumers	Not applicable
	Digital display advertising - via Google Display Network and others	Ongoing	Consumers	Not applicable
	Remarketing/Retargeting - automation	Ongoing	Consumers	(Member opportunities in development)
	EP Website - continual update of seasonal promotions, events and content	Ongoing	Consumers	Listings, offers & banner advertising
	Launch EP website and migration of current content	Aug	Consumers	Not applicable
	Major digital launch campaign of Destination Perth Video guides	Sep	Global Consumers, Trade & Media	Not applicable
	Banner advertising on experienceperth.com	Ongoing	Consumers	Member product promotion
	Develop new organisation website with member/industry info	Sep - Nov	Industry/Members	Not applicable
	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

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	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
ORGANISATIONAL ACTIVITIES				
	Develop new organisational structure for PRTO t/a Destination Perth	Jul - Dec	Internal	
	Engage new design studio and rebrand all PRTO collateral/logo etc	Jul - Dec	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