

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 travellers.

We represent a membership base of nearly 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 5.7 million visitors per year for our region and around \$4.7 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 million 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.



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 activities in domestic and 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 consumer holiday expos and travel fairs and travel trade events
- Facilitate and coordinate visiting journalist and media familiarisations
- 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 nearly 200,000 across Facebook, Twitter and Instagram



A global visitation of 1.7 million received annually to our website



Ongoing communication with a comprehensive database of nearly 80,000 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 a schedule of activities outlined in our marketing plan 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 two levels – Silver and Gold, offering support, marketing opportunities and promotion through various channels of business.

As part of your 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
- Meet one-on-one with our marketing team to discuss business opportunities

MEMBERSHIP INCLUSIONS	GOLD MEMBERSHIP	SILVER MEMBERSHIP
GENERAL BENEFITS		
Voting entitlements at the Annual General Meeting	✓	✓
Invitations to select industry functions	✓	✓
Subscription to Destination Perth eNews and member updates	✓	✓
BUSINESS SUPPORT BENEFITS		
One on one meetings with PRTO staff to discuss business opportunities	✓	✓
Consumer and trade enquiry referrals and leads	✓	✓
DIGITAL/WEBSITE EXPOSURE		
Company/business listing on experienceperth.com	✓	✓
Description	300 word limit	150 word limit
Images	4 + header	2 + header
Contact Details	✓	✓
Logo	✓	✓
Live URL link to your business website	✓	✗
Live URL links to your social media pages	✓	✗
Live Enquiry and Book Now buttons	✓	✗
Live URL link to an online brochure	✓	✗
Additional product listings*	50% discount	25% discount
CONSUMER MARKETING AND PROMOTION		
Opportunities to participate in seasonal and tactical marketing campaigns	✓	✓
Opportunities to participate in cooperative marketing activities	✓	✓
Free upload of events to the 'What's On' calendar	✓	✓
Member profile in a member eNewsletter	✓	✗
Member product highlight in a consumer eNewsletter**	✓	✗
Priority participation in the annual Destination Perth Holiday Planner	✓	✓
Free supply of annual Destination Perth Holiday Planner	up to 1000 per month	up to 250 per month
TRADE AND MEDIA MARKETING AND PROMOTION		
Story and press release submission for media pitch consideration	✓	✓
Promotion through gift/merchandise contributions	✓	✓
Cooperative stakeholder marketing campaigns	✓	✗
Member product updates in trade and media eNewsletters	✓	✗
Inclusion in to the trade and media kit	✓	✗
Consideration for trade and media familiarisation hosting	✓	✗

*must be directly associated with main product membership and is at the discretion of the PRTO

** Subject to availability and at the discretion of the PRTO

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

Ground Floor, 33 Colin Street, West Perth, WA 6005

PO Box 1198, West Perth, WA 6872

T 08 9321 9120 E info@experienceperth.com

W experienceperth.com

DESTINATION Perth