

2020-2021

MEMBERSHIP INCLUSIONS

	GOLD MEMBERSHIP	SILVER MEMBERSHIP
GENERAL BENEFITS	*Upgrade for \$150 normally \$395 per annum	*FREE normally \$245 per annum
Voting entitlements at the Annual General Meeting	✓	✓
Invitations to select industry functions	✓	✓
Subscription to Destination Perth eNews and member updates	✓	✓
BUSINESS SUPPORT BENEFITS		
Meet with PRTO staff to discuss business opportunities - on request	✓	✓
Consumer and trade enquiry referrals and leads	✓	✓
DIGITAL/WEBSITE EXPOSURE		
Company/business listing on Destination Perth website	✓	✓
Description	300 word limit	150 word limit
Images and Logo	4 + header & logo	2 + header & logo
Contact Details	✓	✓
Live URL link to your business website	✓	✓
Live URL link to your social media pages - maximum of four links	✓	✓
Live Enquiry button	✓	✓
Live Book Now button	✓	✗
Live URL link to an online brochure	✓	✗
Live Video Embedded URL - maximum of one video	✓	✗
Social Media Post - on request & subject to content approval	✓	✗
One additional live URL link in body copy	✓	✗
CONSUMER MARKETING AND PROMOTION		
Opportunities to participate in seasonal and tactical marketing campaigns	✓	✓
Opportunities to participate in cooperative marketing activities <small>Priority to Gold members where space is limited</small>	✓	✓
Free upload of events to the 'What's On' calendar	✓	✓
Priority participation in the annual Destination Perth Holiday Planner	✓	✓
Free supply of annual 2020 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 <small>Priority to Gold members where space is limited</small>	✓	✓
Member product updates in trade and media eNewsletters	✓	✓
Inclusion in the trade and media kit	✓	✓
Consideration for trade and media familiarisation hosting	✓	✓

* Application for free membership valid to 31.03.21

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

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DESTINATION Perth