

**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 over 500 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.

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 travel fairs and travel trade events
- Facilitate and coordinate visiting journalist and media familiarisations in line with Tourism Western Australia and Tourism Australia
- 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 over 254,000 across Facebook, Instagram and Twitter



**A global visitation of nearly 2 million** received annually to our website



**Ongoing communication** with a comprehensive database of over 65,000 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](http://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

# 2020-2021 MEMBERSHIP INCLUSIONS

	<b>GOLD MEMBERSHIP</b> *UPGRADE FOR \$150 NORMALLY \$395 PER ANNUM	<b>SILVER MEMBERSHIP</b> *FREE NORMALLY \$245 PER ANNUM
<b>GENERAL BENEFITS</b>		
Voting entitlements at the Annual General Meeting	✓	✓
Invitations to select industry functions	✓	✓
Subscription to Destination Perth eNews and member updates	✓	✓
<b>BUSINESS SUPPORT BENEFITS</b>		
Meet with PRTO staff to discuss business opportunities - on request	✓	✓
Consumer and trade enquiry referrals and leads	✓	✓
<b>DIGITAL/WEBSITE EXPOSURE</b>		
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	✓	✗
One additional live URL link in body copy	✓	✗
<b>CONSUMER MARKETING AND PROMOTION</b>		
Opportunities to participate in seasonal and tactical marketing campaigns	✓	✓
Opportunities to participate in cooperative marketing activities. Priority to Gold members where space is limited	✓	✓
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
<b>TRADE AND MEDIA MARKETING AND PROMOTION</b>		
Story and press release submission for media pitch consideration	✓	✓
Promotion through gift/merchandise contributions	✓	✓
Cooperative stakeholder marketing campaigns. Priority to Gold members where space is limited	✓	✓
Member product updates in trade and media eNewsletters	✓	✓
Inclusion in the trade and media kit	✓	✓
Consideration for trade and media familiarisation hosting	✓	✓

## 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](mailto:info@experienceperth.com)