

A man and a woman are seated at a table covered with a white tablecloth in a vineyard. The man, on the left, is wearing a light-colored shirt and holding a bottle of wine. The woman, on the right, is wearing a red patterned top. They are both looking up at a sky filled with many green leaves falling from above. The background shows rows of grapevines and a clear blue sky with some clouds.

TOURISM WESTERN AUSTRALIA

AUSTRALIA AND
NEW ZEALAND
DREAM WA ROADSHOW
2027 PROSPECTUS

WESTERN
AUSTRALIA

WALKING ON A DREAM

♀ MARGARET RIVER REGION

EVENT OVERVIEW

Tourism Western Australia (Tourism WA) invites tourism businesses (Operators) based in Western Australia (WA) to participate in the Australia and New Zealand Dream WA Roadshow (AU & NZ Dream WA Roadshow). This event will take place from Wednesday 10 to Wednesday 17 March 2027 across Auckland, Christchurch, Sydney, Melbourne and Brisbane. This is the first time the AU & NZ Dream WA Roadshow will visit Christchurch, with two new direct services due to take off between Christchurch and Perth with Jetstar and Air New Zealand generating increased visitor demand.

The AU & NZ Dream WA Roadshow will provide an opportunity for Operators to once again travel in-market, showcasing their business, products and/or services to inbound tour operators (ITOs), frontline travel agents, product managers, wholesale reservation teams and retail marketing managers on the east coast of Australia and in New Zealand.

This includes retail travel agency owners, managers and consultants from Helloworld Travel Limited, Flight Centre Travel Group, Magellan, House of Travel, My Travel Group, Travellers Choice, ANZCRO, Express Travel Group, and home-based agents including consortia such as Virtuoso, MTA, Travel Managers, NZ Travel Brokers and more.

EVENT ITINERARY

- Wednesday 10 March 2027 – Arrive in Auckland, welcome lunch and market briefing, evening Roadshow event
- Thursday 11 March 2027 – Travel to Christchurch, evening Roadshow event
- Friday 12 March 2027 – Day at leisure / own expense
- Saturday 13 March 2027 – Day at leisure / own expense
- Sunday 14 March 2027 – Day at leisure / own expense
- Monday 15 March 2027 – Travel to Sydney, media lunch for selected operators and evening Roadshow event
- Tuesday 16 March 2027 – Travel to Melbourne, evening Roadshow event
- Wednesday 17 March 2027 – Travel to Brisbane, evening Roadshow event

MARKET OVERVIEW

Interstate:

- The interstate market is WA's largest out-of-state source of visitors with the largest markets being NSW, VIC and QLD.
- In the year ending June 2026, WA welcomed 1.2 million interstate visitors to the state, spending \$2.1 billion¹ with an average trip spend per person of \$1,742.

New Zealand:

- In the year ending June 2026, New Zealand is WA's third largest international market by volume of visitors, and seventh largest international market by visitor spend. WA received 76,500 visitors from New Zealand who spent \$136 million in the State.¹
- On average, each visitor from New Zealand spent \$1,782 in WA in YE June 2026.¹

1. Tourism Research Australia, International Visitor Survey, YE June 2026



TARGET AUDIENCE

Tourism WA is focused on driving visitation from High Yielding Travellers (HYTs) and Visiting Friends and Relatives (VFRs).

HYTs have a strong desire to get away from the well-known and well-trodden. They pride themselves on being travellers, not just tourists. They have an adventurous spirit; they want to take the road less travelled, and they seek opportunities to create memories that stand out from any other.

They choose holiday destinations based on safety; world-class nature and wildlife; good food, wine, local cuisine and produce; world-class coastlines, beaches and marine life; and friendly and open local hospitality.

Many New Zealander HYTs have travelled to the east coast of Australia before, but not yet to WA.

VFRs want to reconnect with their loved ones in WA. Tourism WA's strategy for this audience is to extract yield from an audience segment that does not traditionally spend on accommodation, tours or experiences. To capture those who have already chosen WA as their choice of destination by providing them with opportunities and reasons to engage more with tourism experiences, travel further afield and stay longer.

ELIGIBILITY

It is anticipated that the AU & NZ Dream WA Roadshow will attract strong interest from WA tourism businesses. To be eligible and accepted as a participant, you must demonstrate how you meet the selection criteria and provide the

necessary information by the key dates specified. With a maximum of 25 places available, preference will be given to WA tourism businesses who most closely meet the eligibility criteria.

EVENT OBJECTIVES

- Establish and grow business opportunities for WA tourism operators with new and existing trade partners in the interstate and New Zealand markets;
- Create opportunities for WA tourism operators to contract with relevant leisure wholesalers, retailers and online travel agents;
- Educate and update WA industry operators on the latest travel and market trends; and
- Increase awareness of WA as a destination of choice for leisure High Yielding Travellers, and raise the profile of WA products and operators.

EVENT FORMAT

The AU & NZ Dream WA Roadshow is scheduled to be held across eight (8) days with travel agent training events in each city, plus a welcome lunch and market briefing from the New Zealand team on the day of arrival in Auckland.

The travel agent events will be held after business hours due to the busy travel trade environment and unlikely ability to secure attendance during the day.

The travel agent events will include three (3) hours of information sharing and require tourism operators to keep their appointments interesting and engaging. Bring your energy!

PARTICIPATION PACKAGE

A participation fee of \$4,500 AUD ex GST per Operator is required to attend the AU & NZ Dream WA Roadshow. This fee includes attendance for one delegate per business to attend. Up to one additional delegate may attend, at a fee of \$3,500 AUD ex GST.

INCLUSIONS:

- Internal flights within the formal roadshow format, including:
 - Flight from Auckland to Christchurch
 - Flight from Sydney to Melbourne
 - Flight from Melbourne to Brisbane
- Five (5) nights' accommodation, including:
 - One (1) night in Auckland
 - One (1) night in Christchurch
 - One (1) night in Sydney
 - One (1) night in Melbourne
 - One (1) night in Brisbane
- Airport transfers to/from accommodation for the above flights;
- WA tourism operator's welcome lunch;
- Five (5) evening events of group appointments with buyers in Auckland, Christchurch, Sydney, Melbourne and Brisbane;
- Networking opportunities within these events;
- Media lunch for selected operators;
- Buyer's guide with Operator's information including profile and contact details; and
- Breakfast at the above accommodation, and meals at the welcome lunch and all five (5) trade events.

EXCLUSIONS:

- Flights from Perth to Auckland, Christchurch to Sydney and Brisbane to Perth;
- 3 nights' accommodation between Christchurch and Sydney (12-15 March);
- Personal travel expenses including incidental expenses such as mini bar, room service, telephone, laundry and others;
- Meals not included in the itinerary;
- Collateral, laptops or other business equipment required to conduct the business appointments; and
- Travel insurance, public liability insurance, local taxes, application fees (if applicable), shipment and delivery of presentation materials.

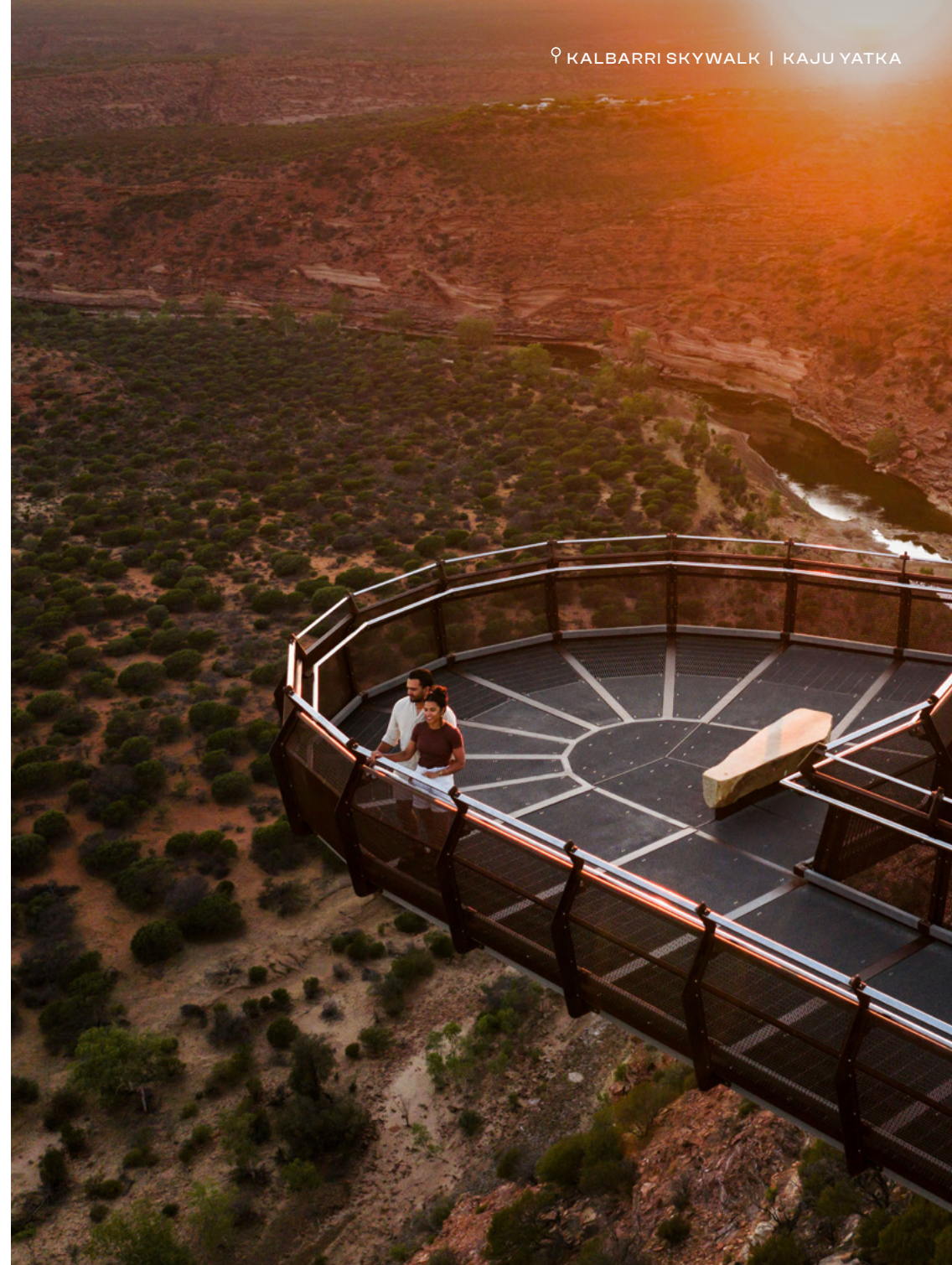
Wednesday 10 March 2027	Arrive by this morning in Auckland	Flight not included in participation fee. Operators to make their own way to Auckland
	One (1) night accommodation in Auckland	
Thursday 11 March 2027	Flight to Christchurch One (1) night accommodation in Christchurch	Included in participation fee
Friday 12 March 2027	Accommodation per your own expense / arrangements	Flight and accommodation not included in participation fee
Saturday 13 March 2027	Flight from Christchurch to Sydney not included	Operators to make their own way to Sydney
Sunday 14 March 2027		
Monday 15 March 2027	One (1) night accommodation in Sydney	Included in participation fee
Tuesday 16 March 2027	Flight from Sydney to Melbourne One (1) night accommodation in Melbourne	
Wednesday 17 March 2027	Flight from Melbourne to Brisbane One (1) night accommodation in Brisbane	
Thursday 17 March 2027	Flight from Brisbane to Perth not included	Flight not included in participation fee

NOTES:

- Operators must attend all cities, including Auckland and Christchurch;
- No Roadshow events have been planned Friday 12 March to Sunday 14 March due to lack of trade attendance on for a Friday event or the weekend. These dates have intentionally been left to the Operator's own arrangements to allow freedom on extension in New Zealand, or earlier arrival in Sydney per Operators' preference and discretion;
- One (1) delegate per Operator is recommended. A maximum of one (1) additional delegate may be allowed to attend, at a fee of \$3,500; and
- Operators are responsible for arranging any necessary New Zealand VISA entry requirements if not travelling on an Australian passport.

SELECTION CRITERIA

- Must be an Australian registered company paying applicable taxes in Australia;
- Must be selling WA products / destinations;
- Must have public liability insurance to a minimum of \$10 million;
- Tourism must be the main focus of your business;
- Must have export ready products that are suitable for the interstate and New Zealand markets and capable of catering to the needs of leisure visitors;
- Must have export ready products and experiences that pay appropriate commissions, a relevant distribution system employed and bookable in the interstate and New Zealand markets;
- Must have products that are included, or have the potential to be included, in trade programs in the interstate and New Zealand markets;
- Demonstrated interstate and/or New Zealand marketing activities including advertising in relevant leisure and/or consumer promotions or participation in previous in-market initiatives;
- Ability to demonstrate long-term commitment and operational stability in selling to the interstate and New Zealand markets;
- Evidence of your product in the interstate and New Zealand markets through participation in:
 - Previous trade events (e.g. ATE, G'Day Australia, ATEC Meeting Place);
 - Involvement in Tourism WA or Tourism Australia's domestic and international hosting programs and famils;
 - Evidence of international marketing either via individual initiatives or via offshore wholesalers;
 - Availability of relevant wholesale and retail rates for your product or service available by the start of the trade event; and
 - Presence and engagement through social media platforms such as Facebook and Instagram.
- Current association memberships, accreditations and programs (e.g. ATEC, TCWA, RTOs) will be highly regarded; and
- Agreement to ensure payment of invoices and requested collateral for the event are submitted by the deadlines.



SELECTION PROCESS

Submission of an application does not guarantee participation in the AU & NZ Dream WA Roadshow. All applications will be individually assessed by a Tourism WA selection panel based on the selection criteria.

In order to showcase the depth and diversity of tourism products and to maintain and stimulate interest in the destination, Tourism WA reserves the right to determine final participation. In addition to meeting the selection criteria, consideration will be given to the following important factors during the selection / assessment process of products and services:

- A good mix of products covering the leisure market needs are presented to ensure buyers' satisfaction;
- Category and geographic limits to ensure balanced representation;
- Businesses within the Trade Ready Introduction Program (TRIP);
- Aboriginal tourism operators;
- Level of demonstrated experience and understanding in international trade distribution and visitors from interstate and New Zealand;
- New operators who have not attended a roadshow or trade mission previously; and
- Operators who most strongly align with the selection criteria.

COLLATERAL

All attendees will receive a buyer's guide at the beginning of the event. For sustainability, we encourage electronic brochures and flyers which Tourism WA will share with attendees after the event via a portal. Due to space limitations, table top banners may be used, however pull up banners and other signage will not be accepted due to space constraints at the event venues.

APPLICATIONS

Applications for participation will open on Thursday 8 October 2026 and will close at 5:00pm AWST on Sunday 1 November 2026. All applications will be assessed by a Tourism WA panel.

Operators will be notified by email by Wednesday 18 November 2026 about the outcome of their application. All successful applicants will receive further details on the AU & NZ Dream WA Roadshow, including flight times, accommodation and travel details.

By registering for the AU & NZ Dream WA Roadshow, Operators agree to the terms and conditions of this event. Successful Operators will be required to sign these terms and conditions.

[APPLY HERE](#)

KEY DATES

Applications Open – Thursday 8 October 2026

Applications Close – 5:00pm AWST, Sunday 1 November 2026

Outcome Advised – Wednesday 18 November 2026

Delegate Details Confirmed – Friday 27 November 2026

PRIZES

Participants are encouraged to donate prizes as a drawcard for agents to attend the events. Ideally, five (5) prizes will be provided per Operator to cover events in all locations. Where appropriate, Tourism WA will bundle prizes together, i.e. accommodation and a tourism experience.

TRAVEL REQUIREMENTS

Operators must ensure that the following criteria are fully met, failing which the inability to travel will automatically render the application void:

- Must be in possession of a valid passport with at least six (6) months validity from the date of return travel and any relevant visas for your passport;
- Must be in possession of a smartphone usable and contactable via WhatsApp; and
- Must be willing to comply with any and all other requirements as specified by the relevant authorities in Australia and New Zealand as may change from time to time.

TERMS AND CONDITIONS

Please read and accept the following conditions before submitting your expression of interest for the Australia and New Zealand Dream WA Roadshow.

1. Definitions

In these Terms and Conditions unless the context otherwise requires:

Department means the Department of Creative Industries, Tourism and Sport.

Event means the Australia and New Zealand Dream WA Roadshow 2027.

Tourism WA means Tourism Western Australia.

State means the State of Western Australia.

2. Acknowledgements

- a. Applications for the Australia and New Zealand Dream WA Roadshow are open to tourism businesses/operators currently operating in Western Australia (Operator).
- b. By registering and submitting an application to participate in the Event, the Operator has read and understood the event prospectus and agrees to abide by these Terms and Conditions.
- c. Submitting an expression of interest application does not guarantee a place in the Event.
- d. Tourism WA reserves its right and absolute discretion to select applicants for the Event.
- e. You acknowledge that, if successful, your participation in the Event may expose you to the risk of damage, loss or harm. You will not hold the State, the Department and Tourism WA responsible for any damage,

loss or harm that occurs as a consequence of participation in the Event.

3. No legal relationship

- a. Nothing in these Terms and Conditions shall imply the creation of any legal relationship between the Operator, the Department and Tourism WA.
- b. No party has the authority to make any representation or warrant or incur any obligation or liability on behalf of the other party, no indemnity, nor shall they make any representation to any third party.
- c. The State, the Department and Tourism WA shall not have any responsibility or liability for the success or otherwise of the Event. The State, the Department and Tourism WA shall not be liable for any losses suffered by an applicant in attending, or arising from, or in connection with the Event.

4. Operator obligations if the expression of interest is successful

- a. The Operator is responsible for the arrangements and costs of its own travel, including but not limited to airfares, visas, insurance, accommodation, transport, tours and meals (outside of the official program). Refer to the Event

inclusions provided by Tourism WA for a comprehensive list of the program's inclusions and exclusions. Tourism WA's travel insurance coverage does not extend to cover third parties including Sellers and Delegates.

- b. The Operator is responsible for familiarising with, and abiding by, all relevant laws and requirements in the host country.
- c. The Operator must attend a relevant briefing prior to the Activity, as notified by the Department and Tourism WA.
- d. The Operator must participate in all activities attached to the Event, unless discussed and agreed upon in advance with the relevant tourism contact.
- e. If requested by the Department and/or Tourism WA, all attendees agree to participate in a formal evaluation of the Event conducted by the Department and Tourism WA or its agents.
- f. The Operator must only promote Western Australia destinations and products, i.e. national operators or products representing destinations other than Western Australia are not to promote or sell products outside of Western Australia.
- g. The Operator must only represent the company that has applied and been accepted to participate at the Event in their own right. Product Representation Companies (PRC) and General Sales Agents (GSA) can only represent one product or destination or agreed collective at this Event.

- h. All delegates must be directly employed or contracted by the Operator to be accepted to participate at the Event. Tourism WA reserves the right to verify, by any means which Tourism WA considers necessary, evidence that the delegates are directly employed by the Operator to satisfy itself that the delegate has fulfilled this condition.
- i. Each Operator hereby warrants that the information supplied to Tourism WA is and will remain true, correct, reliable and current and neither misleading nor deceptive and that the publication of such information will not contravene any laws including the Competition and Consumer Act 2010 (Cth) and Fair Trading Act 2010 (WA).
- j. To the fullest extent permitted at law, the Operator releases Tourism WA from any and all liability (in negligence or howsoever) for costs, damages, expenses and losses which any Operator may suffer or incur as a result of Tourism WA's action or inaction arising out of or in connection with the Event.
- k. Without limiting clause 4(j), in no circumstances is Tourism WA liable to any Operator for any indirect or consequential losses, including but not limited to the loss of opportunity (including business opportunity), revenue or profit.
- l. Without limiting clause 4(j) and 4(k), Tourism WA is not liable (in negligence or howsoever) to the Operator for the acts or omissions of third parties (including any parties for whom Tourism WA is or may be vicariously liable).

5. Changes or Cancellation

- a. Applications may be cancelled up to 5:00pm Australia Western Standard Time (AWST) on Friday 15 January 2027. In the event an accepted Operator is required to cancel their registration after this date, a cancellation fee of 50% applies.
- b. All cancellations and/or name change requests must be made in writing to Mel.Johnson@westernaustralia.com at Tourism WA.
- c. Any Operator name change request is subject to approval by Tourism WA and will not be accepted if received after 5:00pm (AWST) on Friday 15 January 2027.

6. Code of Conduct

The Operator must:

- a. Conduct itself in a professional manner having regard to the intent of the Event.
- b. Act ethically and within integrity when engaged in all activities associated with the Event.
- c. Maintain professional, respectful and positive behaviours and habits throughout the Event.
- d. Treat colleagues and the public with respect and courtesy.
- e. When overseas, maintain behaviour in accordance with local customs.
- f. At all times, give due regard to others considering the interests, rights, safety and welfare.
- g. Ensure its capacity to engage with the Event is not impaired by the use of alcohol or drugs.

7. Program changes (for Activities organised by the Department and Tourism WA)

- a. The Department and Tourism WA reserves the right, in its sole and absolute discretion to cancel, postpone or modify the Event program without any liability to the Department and Tourism WA.

8. Externally organised activities

- a. In the event of activities organised by entities that are not Tourism WA, the Operator acknowledges:
 - i. If successful, it is subject to the Terms and Conditions of the external organiser.
 - ii. Participation in externally organised activities is subject to the discretion of the external organiser.

9. Promotion and Acknowledgement

- a. The Department and Tourism WA reserves the right to publicise the outcomes as a result of the Operator participating in the Event.
- b. If requested by the Department and/or Tourism WA, the applicant must acknowledge the support provided by the Department and Tourism WA in any relevant publicity undertaken by the applicant.

10. Privacy

- a. By submitting an expression of interest, the Operator agrees to personal information being collected by the Department and Tourism WA and that the information supplied to Tourism WA is and will remain true, correct, reliable and current and neither

misleading nor deceptive and that the publication of such information will not contravene any laws including the Competition and Consumer Act 2010 (Cth) and Fair Trading Act 2010 (WA).

- b. The Department and Tourism WA may also use or disclose your personal information and/or photos captured at the Event for a purpose related to that for which it was collected, including communications about this or future events of a similar nature to the Event.
- c. The applicant consents to the collection and disclosure of their personal information by the department and any online platform use in connection with the Event, and declares that they are authorised to provide the personal information of third parties where applicable.
- d. Operator personal information will at all times be dealt with in accordance with the applicable legislation in Western Australia and consistent with any legal obligation, including legal obligations in the *Privacy Act 1988*, *Freedom of Information Act 1992*, and *Financial Management Act 2006*.
- e. The Operator may request to delete this information from Tourism WA's store at any time by contacting Mel.Johnson@westernaustralia.com.



A romantic couple is shown from the chest up, floating in a dark, calm pool. The man, with a beard and dark hair, is looking up and reaching out towards a large, ornate crystal chandelier hanging from the ceiling. The woman, with dark hair, is looking towards the camera. The pool is surrounded by lush tropical vegetation, including large palm fronds and other green plants. Several other crystal chandeliers of varying sizes are visible, hanging from the ceiling and reflecting light. The water in the pool is dark and still, with ripples from a recent splash visible in the foreground. The overall atmosphere is one of luxury and tropical elegance.

TOURISM WA CONTACT

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AUSTRALIA**

WALKING ON A DREAM

♀ EL QUESTRO, THE KIMBERLEY