

TOURISM WESTERN AUSTRALIA

AUSTRALIA AND
NEW ZEALAND
DREAM WA ROADSHOW
PROSPECTUS 2025

WESTERN
AUSTRALIA
WALKING ON A DREAM

♀ PURNULULU NATIONAL PARK, THE KIMBERLEY

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 Sunday 18 May to Thursday 22 May 2025 across Sydney, Brisbane, Melbourne and Auckland.

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 Travel Managers, NZ Travel Brokers and more.

EVENT ITINERARY

- Sunday 18 May 2025 – Travel to Sydney, welcome dinner
- Monday 19 May 2025 – Sydney ITO event and evening travel agent event
- Tuesday 20 May 2025 – Brisbane evening travel agent event
- Wednesday 21 May 2025 – Melbourne evening travel agent event
- Thursday 22 May 2025 – Auckland evening travel agent event
- Friday 23 May 2025 – Travel to Perth

MARKET OVERVIEW

Interstate:

- The interstate market is WA's largest source of visitors with the largest markets being NSW, VIC and QLD.
- In the year ending September 2024, WA welcomed 1.7 million interstate visitors to the state, spending \$3.2 billion¹ with an average trip spend per person of \$1,882.
- WA is sitting 8% above 2019 and is ahead of the national trend for interstate leisure travel visitation.¹

New Zealand:

- In the year ending September 2024, New Zealand is WA's third largest international market by volume of visitors, and fourth largest international market by visitor spend.
- WA received 80,300 visitors from New Zealand who spent \$138 million in the state.¹
- New Zealand visitation to WA has fully recovered and is 108% of the 2019 volume.¹
- On average, each visitor from New Zealand spent \$1,718 in WA in the year ending September 2024.¹

¹ | Tourism Research Australia, International Visitor Survey, YE September 2024



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; spectacular 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. 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 five (5) days with a welcome dinner for the WA delegation on the first evening, an ITO event in Sydney, along with travel agent training events in each city.

The ITO event will take place during the day with the travel agent events being 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 four (4) hours of information sharing and require tourism operators to keep their appointments interesting and engaging. Bring your energy!

PARTICIPATION PACKAGE

A participation fee of \$4,000 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.

INCLUSIONS:

- Internal flights within the formal roadshow schedule, including:
 - Flight from Sydney to Brisbane
 - Flight from Brisbane to Melbourne
 - Flight from Melbourne to Auckland
- Five (5) nights' accommodation, including:
 - Two (2) nights in Sydney
 - One (1) night in Brisbane
 - One (1) night in Melbourne
 - One (1) night in Auckland
- Airport transfers to accommodation for the above flights;
- WA tourism Operator's welcome dinner;
- One (1) daytime ITO event in Sydney;
- Four (4) evening events of group appointments with buyers in Sydney, Brisbane, Melbourne and Auckland;
- Networking opportunities within these events;
- Buyer's guide with Operator's information including profile and contact details;
- Breakfast at the accommodation or on flights (between Melbourne and Auckland only), and meals at the welcome dinner and all five (5) trade events; and
- All included travel arrangements managed by Tourism WA.

EXCLUSIONS:

- Flights from Perth to Sydney and from Auckland to Perth;
- 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.

Sunday 18 May 2025	Flight from Perth to Sydney	Not included in participation fee. Operators to make their own way to Sydney.
Sunday 18 to Monday 19 May 2025	Two (2) nights' accommodation in Sydney	Included in participation fee
Tuesday 20 May 2025	Flight from Sydney to Brisbane	
	One (1) night in Brisbane	
Wednesday 21 May 2025	Flight from Brisbane to Melbourne	
	One (1) night accommodation in Melbourne	
Thursday 22 May 2025	Flight from Melbourne to Auckland	
	One (1) night accommodation in Auckland	
Friday 23 May 2025	Flight from Auckland to Perth	Not included in participation fee. Operators to make their own way to Perth.

NOTES:

- Operators must attend all cities, including Auckland;
- One (1) delegate per Operator is recommended. A maximum of one (1) additional delegate may be allowed to attend, at a fee of \$3,000 AUD ex GST.
- 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 and accreditation (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.

REGISTRATION

Registrations for participation will open on **Monday 13 January 2025** and will close at **5:00pm AWST, Friday 14 February 2025**. All applications will be assessed by an internal Tourism WA panel.

Operators will be notified by email by **Tuesday 4 March 2025** about the outcome of your application. If you do not hear from Tourism WA by this date, please contact us immediately.

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.

[REGISTER HERE](#)

KEY DATES AND TIMELINE

Applications Open - Monday 13 January 2025

Applications Close - 5:00pm AWST, Friday 14 February 2025

Outcome Advised - Tuesday 4 March 2025

Delegate Details Confirmed - Friday 14 March 2025

PRIZES

Participants are encouraged to donate prizes as a drawcard for agents to attend the events. Ideally, 4 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 Jobs, Tourism, Science and Innovation.

Event means the Australia and New Zealand Dream WA Roadshow 2025.

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 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. Applicants may cancel their registration up to 5:00pm Australia Western Standard Time (AWST) on 10 April 2025. 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 10 April 2025.

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.

TOURISM WA CONTACT

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