



# HOW TO WORK WITH TOURISM WESTERN AUSTRALIA

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

# CONTENTS

Welcome from the Managing Director	Page 4
Tourism WA strategy and priority markets	Page 6
New global tourism brand	Page 10
Leveraging our tourism brand	Page 16
Sharing Western Australia with the world	Page 18
Promoting your product or event online	Page 26
Working with trade	Page 28
Participating in media and trade famils	Page 32
Developing your tourism business	Page 34
Aboriginal tourism	Page 36
Cruise tourism	Page 38
Workforce development	Page 40
Supporting events	Page 42
Tourism insights	Page 44
Our valued partners	Page 46
Stay connected	Page 50
Useful information	Page 52
Tourism acronyms and glossary	Page 54
How to work with Tourism WA checklist	Page 56

# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pays our respects to Elders past and present. We celebrate the diversity of Aboriginal Western Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

# WELCOME

Kaya!

On behalf of Tourism Western Australia (Tourism WA), I am delighted to share this guide which outlines the wide range of resources and opportunities available to help your business and region.

It is designed to be a holistic and easily accessible tool with guidance on how to share our incredible State with the world, tips on promoting your story, and information about how to work with Tourism WA and other industry stakeholders.

We are fully committed to growing our tourism industry and positioning Western Australia as a holiday destination of choice, one that appeals to visitors with an adventurous spirit who seek experiences beyond the expected, fuelled by a desire to get away from the well-known and well-trodden.

Our new global tourism brand—Walking On A Dream—is emotive, inspirational and aspirational. It was designed to resonate in this new, post-pandemic world and encourages visitors to embrace time, space, connection and freedom.

We are excited for the years ahead and look forward to continuing to work closely with our valued industry partners, tourism operators and stakeholders.

Journey with us as Western Australia welcomes the world.

Yours sincerely,

*Carolyn*

Carolyn Turnbull  
Managing Director | Tourism Western Australia



# TOURISM WESTERN AUSTRALIA RESET STRATEGY 2022 – 2024

The tourism industry in Western Australia accounted for almost 100,000 jobs and \$13.5 billion in visitor spend to the State's economy prior to COVID – 19. The impact of COVID – 19 around the world has resulted in a 'new normal'. This provides an opportune time for the Western Australian tourism sector to RESET by developing Australia's first destination brand that unites people to conserve culture, community and environment. We will achieve this by building a sustainable benchmark, which successfully balances our obligations to people, the planet and the economy.

## VISION

To make Western Australia the most desirable choice for domestic and international visitors.



## GOAL

For the visitor economy to become the second largest sector in Western Australia by 2032, generating \$20 billion and more than 200,000 jobs.

## RESET PILLARS

### MOTIVATE VISITATION

Giving visitors a compelling reason to come.

### RESTORE ACCESS

Ensuring access into and around our State.

### ENHANCE EXPERIENCE

Delivering an exceptional visitor experience.

## ENABLING FACTORS

Engaged and supportive partners and stakeholders

Agile resourcing

Motivated staff

Insights driven strategies and decision – making

Flexible financial management and robust governance

Clear and up – to – date information for visitors

# MOTIVATE VISITATION

## THROUGH OUR MESSAGING, MARKETING AND EXPERIENCE DEVELOPMENT

- Delivery of a new world – class tourism brand that will set the State up for long – term success and significantly increase the contribution of tourism to the economy.
- Scale up immediate interstate and international conversion across trade and consumer channels.
- Conduct trade missions to reconnect WA tourism operators with key distribution partners across priority international markets.
- Develop a strategic program and support the return of business events back into Perth.
- Support the return of blockbuster stadium fixtures, mass participation events and the attraction of blockbuster exhibitions, including a thriving arts and culture program.

# RESTORE ACCESS

## INTO AND AROUND THE STATE

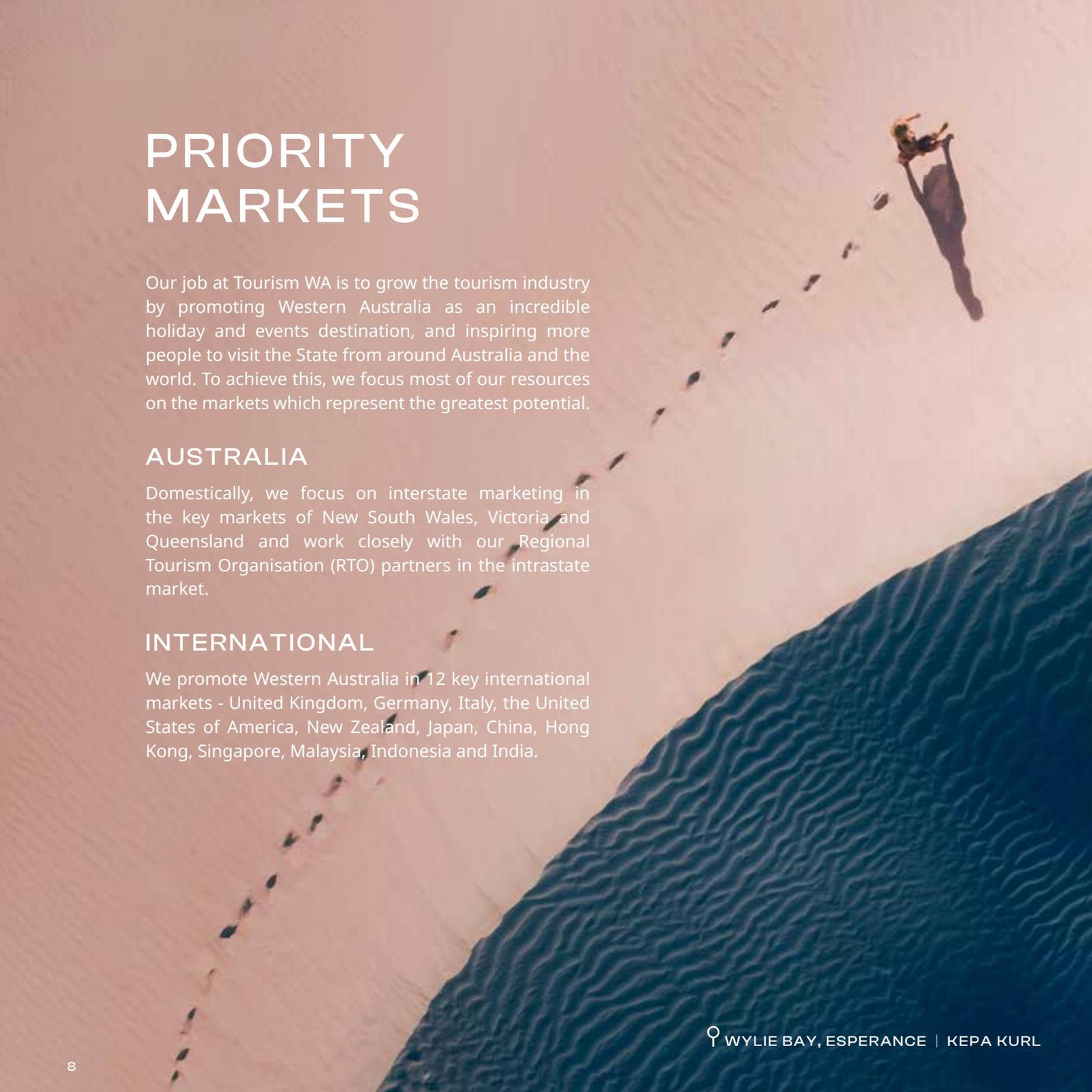
- Re – establish the western gateway by incentivising domestic and international airlines to recover and grow flights to Perth to stimulate economic growth.
- Deliver affordable airfares that improve the connectivity within WA, stimulating regional dispersal and providing economic and social growth for the regions.

# ENHANCE EXPERIENCE

## TO MEET AND EXCEED VISITOR EXPECTATION

- Dedicated campaigns in working holiday maker markets to address the supply and demand gap in both the short and long – term.
- Develop meaningful pathways into hospitality and tourism careers by securing an alliance with a world – class hospitality school to attract a new generation of tourism workers.
- In collaboration with Department of Biodiversity, Conservation and Attractions (DBCA), attract private sector investment to develop world – class luxury lodges in strategic regional locations.
- Continue to support the development and promotion of authentic Aboriginal tourism product.
- Support and enable new tourism infrastructure and attractions to turbo charge Western Australia's regional visitor experience.
- Create a Tourism Experience Incubation Program to incentivise investment into refreshing, enhancing and improving tourism experiences.
- Re – activate the cruise sector with a focus on expedition vessels.
- Support the development of accessible tourism product.

# PRIORITY MARKETS

A person is seen from behind, climbing a large sand dune. The person is wearing a yellow shirt and dark shorts, and is carrying a backpack. They are leaving a trail of footprints behind them as they ascend. The sky is a warm, golden color, suggesting sunset or sunrise. The sand dune in the foreground is dark blue, with a textured, rippled surface. The overall scene is one of adventure and exploration.

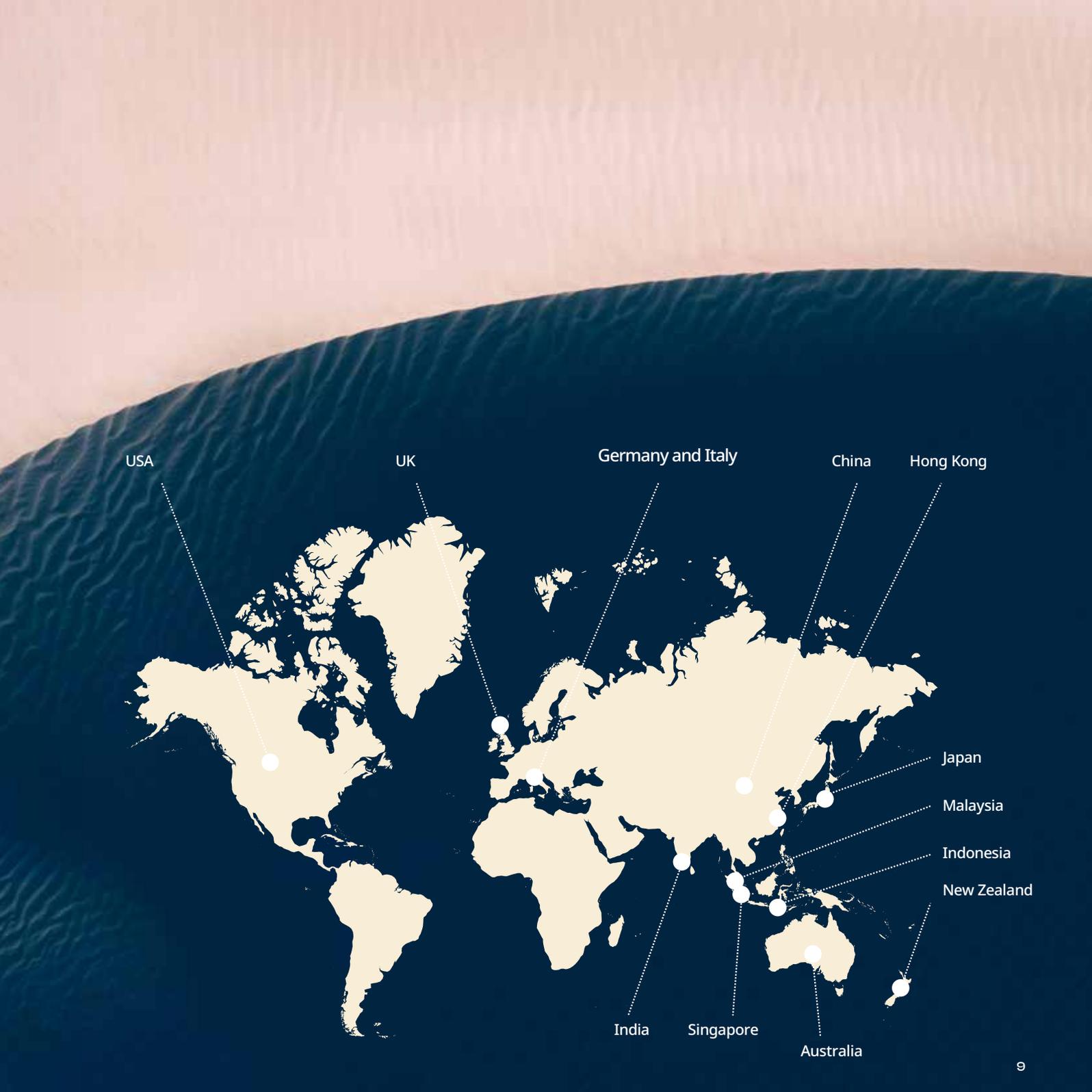
Our job at Tourism WA is to grow the tourism industry by promoting Western Australia as an incredible holiday and events destination, and inspiring more people to visit the State from around Australia and the world. To achieve this, we focus most of our resources on the markets which represent the greatest potential.

## AUSTRALIA

Domestically, we focus on interstate marketing in the key markets of New South Wales, Victoria and Queensland and work closely with our Regional Tourism Organisation (RTO) partners in the intrastate market.

## INTERNATIONAL

We promote Western Australia in 12 key international markets - United Kingdom, Germany, Italy, the United States of America, New Zealand, Japan, China, Hong Kong, Singapore, Malaysia, Indonesia and India.



USA

UK

Germany and Italy

China

Hong Kong

Japan

Malaysia

Indonesia

New Zealand

India

Singapore

Australia

# BRAND FOUNDATION OUR STORY: THE SPIRIT OF ADVENTURE

## OUR STORY PILLARS

### TIME

60,000 years of stories, shared by the world's oldest living culture on earth.

Stories that bring otherworldly landscapes to life. Traditions that have been handed down across generations and experiences across the State and the seasons.



Bush food, rock art, adventure tours, dreamtime stories, culinary experiences, Camping with Custodians and inspiring journeys that will leave you transformed.

### SPACE

Otherworldly phenomena, majestic landscapes and big sky country.

Supernatural contrasts of colour, sheer scale and spaciousness. Quiet, powerful, soulful.



Pink lakes, horizontal waterfalls, Australia's whitest beach, a staircase to the moon, wildflowers, sweeping outback plains, and ancient gorges.

The journey to our new global tourism brand started in 2019-20, when Tourism WA developed and launched a unique tourism strategy for the State. Our Story: The Spirit of Adventure was created in consultation with more than 500 tourism industry business owners and leaders from across the State. On our Corporate website you can find the insights gathered from the extensive consultation and also 35 new positioning statements highlighting the unique tourism offerings across the State.

## CONNECTION

Full of characters and rich with culture.

A special place, where connecting with the land helps you reconnect with yourself.

Locals with a warm, welcoming and generous spirit, who share our culture, lands and our way of life.

Local characters who will take you on an adventure to discover the historic streets of Fremantle, hike the spectacular Cape to Cape track and explore a lake so big it feels like an ocean.

## FREEDOM

Brimming with special and rare experiences, for those seeking the freedom to set out on new adventures.

Luxury, but not as you know it. One-of-a-kind experiences, set on nature's doorstep.

Relaxed and down to earth. The freedom to embark on every kind of unforgettable adventure.

Luxury stays set in the dunes of Ningaloo Reef, helicopter flights over Purnululu National Park, fine wines and incredible food in the Margaret River Region.

# WESTERN AUSTRALIA WALKING ON A DREAM

Western Australia is not just another State in Australia. It is one of the greatest places on the planet. Brimming with natural riches and world class experiences, many that you can't find anywhere else.

High Value Travellers seek unique and authentic experiences. They are looking to experience world class nature and wildlife, premium food and wine, world class coastlines, beaches and marine life, and friendly hospitality. They have a strong desire to get away from the well-known and well-trodden. Western Australia is a story of adventure, brimming with every type of adventure that High Value Travellers seek.

Our new global brand campaign has taken inspiration from Aboriginal culture and how every part of the natural world is interconnected. The people, the animals, the plants and even the landforms are seen as interconnected bodies in constant conversation with each other. The awakening of a deeper connection with oneself, with each other and with the land upon which we walk.

Western Australia is dreamlike. Otherworldly. It's a place of natural wonders, pink lakes and horizontal waterfalls.

We are showcasing Western Australia in the form of a dream. A metaphor for the natural connection felt by those who come here. And just like a dream, sometimes everything is quite real, sometimes quite otherworldly.



The world's oldest living culture.  
Rock art that's been carbon dated 60,000 years.  
Ancient rock formations.  
The sunniest capital city in Australia.  
The most awarded fine wine region in Australia.  
The largest fringing reef in Australia spanning 300km.  
One of the world's largest collections of wildflowers.  
The whitest beach in Australia.  
The pink lakes.

**ARE YOU READY TO STEP INTO A DREAM?**

# WALKING ON



An active invitation to  
explore Western Australia.

Feeling the sand, earth and water  
beneath your toes. Ground yourself,  
reconnect with the land.

A journey of connection and discovery.

# A DREAM

A couple is walking away from the camera through a vineyard at sunset. The sky is a clear, bright blue, and numerous purple tomatoes are floating in the air, some large and some small, creating a dreamlike atmosphere. The couple consists of a man in a light-colored shirt and a woman in a white dress. The vineyard is filled with green and yellowing leaves, and the overall scene is bathed in the warm, golden light of the setting sun.

Otherworldly.

An evocative, bold claim of wonder...that's actually true.

The people, the animals, the plants and even the landforms, interconnected in a dream like place.

Blurring of the lines between reality and dreamscape.



# LEVERAGING OUR NEW TOURISM BRAND

Walking On A Dream (WOAD) belongs to all businesses and tourism operators in Western Australia. An inspiring and unified destination brand is essential to our success. If we all build the dream in our own way, then we can harness the collective power of our industry. Here are some ways you can leverage the new brand:

- Weave WOAD into your communications to showcase Western Australia as a wondrous, otherworldly and dreamlike place to explore.
- Weave-in dreamlike language to highlight Western Australia as a wondrous and otherworldly place to explore.
- Inspire travellers by using hero imagery from our five tourism regions which can be accessed through our Image Library.
- Use #WAtheDreamState on your social channels and share the campaign creative.
- Invite travellers to the Walking On A Dream campaign landing page: [westernaustralia.com/walkingonadream](https://westernaustralia.com/walkingonadream)

# SHARING WESTERN AUSTRALIA WITH THE WORLD

Our social media calendar focuses on harnessing the power of local, interstate and global advocates to share the State's adventures in an authentic way. This provokes engaging conversations across key platforms including Instagram, Facebook, Twitter, TikTok and YouTube, reaching millions of potential visitors globally each week.

By primarily posting user-generated content from these advocates in line with relevant seasonal experiences, our online community of fans is encouraged to continue to share their own stories – in turn building desire for a Western Australian holiday, educating visitors and influencing travel decisions.

The following pages contain tips on how you can access our audience and promote your business to potential visitors.

## JOIN THE CONVERSATION AND SHARE

The best way to get noticed is to join the conversation. If you see a post relevant to your product or region, make sure you comment, like and share, to extend your story to the world. Visit our Western Australia YouTube channel to watch videos from all around Western Australia and make sure you subscribe to get notified each time we add new content. You can share these videos on your own social media channels and embed them in your website.





## FOLLOW TOURISM WESTERN AUSTRALIA

Twitter – @WestAustralia

Instagram – @WesternAustralia

Facebook – @ExtraordinaryWesternAustralia

TikTok – @WesternAustralia

YouTube – @WesternAustralia

## USE OUR HASHTAGS

When posting your photos and videos use hashtag #WAtheDreamState so we can spot your posts and consider re – posting your content on Tourism WA social media channels, with a credit driving leads to your business.

## REFERENCE RELEVANT ACCOUNTS

Make sure you @ mention Tourism WA's handles and other relevant accounts, such as your Regional Tourism Organisation and Tourism Australia:

@australia | #seeaustralia

@destinationperth | #seeperth

@australias\_southwest | #australiassouthwest

@australiascoralcoast | #coralcoasthighway

@australiasgoldenoutback | #goldenoutback

@australiasnorthwest | #magickimberley #epicpilbara





📍 PENTECOST RIVER CROSSING, THE KIMBERLEY

## SHARING YOUR STORIES

Inspire consumers, media and trade with your Western Australian adventures. Whether you're organising an event, launching a new product, have undergone a refurbishment, or captured an incredible video, we want to know your news to ensure we keep refreshing the State's offering for consumers and media.

Our Public Relations team is always on the lookout for new experiences to pitch to travel and lifestyle media outlets that are read or viewed by high value travellers in key target markets. So please share the latest news and updates about your product or event with our team by emailing details, media releases and images to [media@westernaustralia.com](mailto:media@westernaustralia.com).

Our team then use all this information to produce two monthly e-newsletters:

- The Westerley – designed for consumers
- This is WA – targeted at travel media

## IMPORTANCE OF IMAGERY AND VIDEO

Great marketing starts with great imagery. You can write several pages about how amazing your tours are or how good your event is going to be, but the description itself rarely evokes strong emotion. A photo or video can. Your images and video should support and showcase your story and help bring to life what is to be discovered about your product, event or destination.

## TOP TIPS

- Tell your story through imagery.
- Show people experiencing your product or event, especially their emotional connection.
- Use a mix of portrait and landscape photographs to ensure they work in different media spaces.







## ACCESS WA IMAGES AND VIDEOS

Take advantage of Tourism WA's free image and video library to help supplement your marketing activity and promote Western Australia as an incredible holiday destination. The Tourism WA Library houses thousands of images, videos and stock footage showcasing destinations and tourism experiences across the State. It also contains logos, graphics and other branding tools.

To access the Library, you need to register on our corporate website. The registration process takes approximately two business days. Copyright restrictions may apply, and users of the Library must agree with the Tourism WA Library terms and conditions.

If you need assistance email [imagelibrary@westernaustralia.com](mailto:imagelibrary@westernaustralia.com).



📍 HAMELIN BAY, MARGARET RIVER REGION

# PROMOTING YOUR PRODUCT OR EVENT ONLINE

## WESTERNAUSTRALIA.COM

Our consumer website receives millions of unique visits each year and is the primary call to action for our consumer marketing campaigns. To ensure you maximise this traffic we recommend you regularly review and update your Australian Tourism Data Warehouse (ATDW) listing to ensure it is providing fresh, up-to-date and appealing content (including images). It is FREE to get an ATDW listing and is a perfect way to gain online exposure and commission-free leads for your product or event. If you don't have a listing, or are unsure how to update your information, contact our team on [atdw@westernaustralia.com](mailto:atdw@westernaustralia.com)

## WHAT'S ON IN WA

Tourism WA promotes a wide range of events through its What's on in WA monthly Instagram posts. Different events around the State are considered for the stories each month – to be considered for an event listing, please ensure your event is listed on [westernaustralia.com](http://westernaustralia.com) through ATDW.

## SUBMIT A HOLIDAY DEAL

Our campaign paid media drives traffic to a landing page/s on [westernaustralia.com](http://westernaustralia.com), we encourage tourism operators to submit a deal for inclusion. Deals should be compelling, unique and attractive to the target audience. Think outside the box and draw your consumers in with a deal they can't resist! Types of deals include:

- Discount – Offer a percentage or value off your product.
- Packages – Package together several elements to offer a great deal, this could include accommodation and a tour, or a tour and dining combination. Team up with other local operators and get creative!
- Value-add – Offer something extra to your customers, this could include stay four nights and get one free.
- Experiences – Offer something new that you have not done before, this could be a private tour with your local wine maker.



# WORKING WITH TRADE

When it comes to selling your tourism product, there are multiple ways to reach consumers. Either directly through your own advertising and marketing channels, or indirectly through a travel distributor such as a retail travel agent, wholesale agent, inbound tour operator, or online travel agent.

It is important to understand the role of travel distribution, including identifying key trade partners, understanding your customers motivations, travel styles, language, cultural and culinary requirements, and pricing your product to support the commission levels required by your partners. Our corporate website has a wide range of trade resources under the heading of 'Get market ready', including fact sheets, product guide, and links to external resources and training.

## TRADE EVENTS

Tourism WA and Tourism Australia regularly travel to key domestic and international markets on trade missions. Tourism operators who are 'export ready' are invited to submit expressions of interest to attend events that align with their target markets. Details of upcoming events can be found on our corporate website.

## KEY DISTRIBUTION PARTNERS (KDPs)

As part of your sales and marketing strategy, you can choose the types of domestic and international distribution partners to work with, based on the needs of your business. Tourism WA works with many KDPs, such as airlines, wholesalers, retail travel chains, inbound tour operators and online travel agents who can sell a wide range of Western Australian tourism products to generate bookings. This includes partnering on cooperative marketing campaigns across a range of paid media and partner-owned channels, to drive bookings to Western Australia, along with training and trade engagement opportunities. Our current list of KDPs can be found on our corporate website.





## INTERNATIONAL TEAMS

We have international market managers located around the world whose role is to help us promote Western Australia in their markets. All our in – market teams have produced videos to provide you with insights into their market objectives, plans, current market climate and tips on how to better engage with visitors from their countries.

## TRADE TRAINING MODULES

Being trade ready and working with our KDPs gives your tourism business the opportunity to be featured in the following training modules:

- West Aussie All Stars

Tourism WA's interactive online training program is designed to provide Australian based travel advisors with a greater understanding of Western Australia to enable them to build inspiring itineraries for clients to tick off their adventure bucket list. The program showcases the five tourism regions through a series of engaging through a series of engaging and interactive modules. The content within the program is updated regularly so please share any new product developments, news or events.

- Aussie Specialist Program (ASP)

Tourism Australia's global online training program is shared by all eight State and Territory tourism partners and designed to provide frontline travel sellers from around the globe with the knowledge and skills to best sell Australia. Tourism Australia has seen an increase in interest from frontline travel sellers for short and sharp on – demand training videos. With ASP agents having access to the Australia 365 On Demand platform, be sure to upload a short training video (around 5 minutes in length) to the 'documents and resources' section of your listing with Tourism Australia.





📍 D'ENTRECASTEAUX NATIONAL PARK, PEMBERTON



# PARTICIPATING IN MEDIA & TRADE FAMILS

A familiarisation (famil) brings key travel trade and media from around Australia and the world to experience products that make Western Australia an incredible destination.

Media famils showcase the State's destinations, products and experiences. They encourage media to report on Western Australia's attractions to inspire people to visit the State from our key markets. For trade famils, we work with a number of travel distributors including retailers, wholesalers, airlines and inbound operators, to educate them about key Western Australian products and provide destination information. We also work with Tourism Australia on its International Media Hosting Program to bring key partners to the State.

## WHY PARTICIPATE?

This can be a cost effective marketing tool for your business. Famils can provide a return on investment, however, they shouldn't be the only way that your business is promoted. It's important to be mindful there is no guarantee of media exposure or sales resulting from a famil. Your support, however, does provide positive coverage of a famil destination as a whole.





# DEVELOPING YOUR TOURISM BUSINESS

Tourism WA has a network of in-region Tourism Experience Development Managers who can work with and assist your business to grow and diversify your tourism offering. They focus on experience development in and around National Parks and provide the following assistance:

- Business coaching and one – on – one support to develop new experiences
- Product and experience development workshops
- Assistance with the development of business cases and feasibilities
- Assistance with community and Traditional Owner consultation
- Connection to distribution networks and bundling of experiences

Developing tourism products, attractions and infrastructure – whether big or small – may require market advice, and a variety of government approvals and regulatory requirements. Our Tourism Attraction Facilitation team can help with advice on how to navigate some of these processes or direct you to other government agencies that can provide assistance.





# ABORIGINAL TOURISM

Western Australia is a State rich in a diversity of Aboriginal cultures and tourism is an ideal way to engage, celebrate, honour and ensure these oldest living cultures continue to thrive. Visitors to Western Australia have long been fascinated with our rich Aboriginal history and keen to take part in Aboriginal tourism activities.

We are committed to making Western Australia the nation's leading holiday destination for authentic Aboriginal cultural tourism experiences and to make our State the destination of choice for visitors who want to immerse themselves in our First Australians' cultures to learn about their traditions, language, history and customs. Tourism WA has strengthened this commitment through the development of the Jina: Western Australian Aboriginal Tourism Action Plan 2021 – 2025 (Jina Plan).

- We are working to position Western Australia as the premier Aboriginal tourism destination
- We are building capacity for Aboriginal people to enter the tourism sector
- We are working with Aboriginal tourism operators, groups and regulatory authorities to facilitate the development of authentic Aboriginal cultural experiences

The Western Australian Indigenous Tourism Operators Council (WAITOC) is the key point of contact for Aboriginal tourism businesses and those aspiring to develop Aboriginal tourism ventures, partnerships and alliances. WAITOC provides marketing and business development services on behalf of Tourism WA and works closely with the eight government departments and agencies aligned with the Jina Plan.





# CRUISE TOURISM

Cruise tourism helps visitors to experience different regions of the State and showcases Western Australia's unique onshore attractions that are accessible from our 10 port destinations. The State's Mediterranean climate in the south and tropical climate in the north also means Western Australia can support cruise vessel visits year-round. At Tourism WA, we help promote the State's port destinations to international cruise lines and work closely with the Cruise Western Australia Committee to help grow the sector.

We have developed a handy Cruise Shipping Guide to help you make the most of cruise vessel visits in your region. The guide includes information on meeting cruise line/passenger expectations, how cruise lines work in regard to shore excursions and the benefits of cruise vessel visits for your business and community.





📍 KING GEORGE FALLS, THE KIMBERLEY

# WORKFORCE DEVELOPMENT

Tourism WA is working in partnership with industry and training providers to help address the current workforce challenges facing the industry and aligns to the State Training Board's WA Tourism and Hospitality Skills Strategy. Tourism WA's Workforce Development Plan initiatives focus on four key pillars:

- Attraction and retention
- Local jobs for local people
- Leveraging Working Holiday Makers (WHM) and international students
- Raising the profile of the industry as a career choice

For more information email our team  
[destinationdevelopment@westernaustralia.com](mailto:destinationdevelopment@westernaustralia.com)





# SUPPORTING EVENTS

Tourism WA develops, sponsors and promotes a variety of events in metro Perth and regional Western Australia, with the objective of giving visitors a time specific reason to visit the State. Tourism WA endeavours to support a range of events across sports, arts and culture, and culinary to develop a diverse and balanced calendar of events that attracts intrastate visitors to the regions, and interstate and international audiences to Perth.

## MAJOR EVENTS

Tourism WA sponsors a range of major events that attract interstate and international visitors to Western Australia and have the potential to generate significant broadcast and media coverage around Australia and the world.

## REGIONAL EVENTS

We support a diverse range of sporting, arts, cultural and culinary events throughout regional Western Australia. Regional events are important because they draw more people to the region, add extra tourism dollars and vibrancy to the local community, attract media attention which helps promote the region and position Western Australia as an exciting destination to live and visit. Tourism WA has two funding programs available to support a range of regional events across Western Australia:

- Regional Events Program: for major regional events requesting funding of \$40,000 or more.
- Regional Events Scheme: an annual funding round which supports smaller, developing regional events, providing funding of between \$5,000 and \$40,000.





# TOURISM INSIGHTS

Tourism WA collects, collates and analyses tourism data, and undertakes ad hoc consumer research to identify and uncover new trends and opportunities. The majority of the information is readily available on our corporate website under Markets and Research and includes:

- Visitor Statistics – Find out the latest visitor numbers and economic contribution of tourism to Western Australia.
- Market Insights – Gather useful insights into our key domestic and international markets.
- Destination Insights – Uncover insights into visitors – who they are, where they come from and what they like to do.
- Specialised Research Reports – Access a range of tourism related research reports, including dark skies, cycling, glamping, agri-tourism and wildflowers.

To make this data even more engaging and insightful we have developed an online Power BI dashboard, so that you can ‘self-serve’, rather than ‘get what you are given’. However, we know that the information we share on our website doesn't always answer every question and sometimes data needs to be joined together in creative ways to provide insight.

If you need assistance or have questions please contact our Insights and Planning team on [research@westernaustralia.com](mailto:research@westernaustralia.com).





# OUR VALUED PARTNERS

## REGIONAL TOURISM ORGANISATIONS (RTO)

Western Australia is divided into five tourism regions, each with its own RTO, which is the peak marketing and management body for that particular region. We provide funding to the RTOs so they can deliver region-focused intrastate campaigns and support our interstate and international marketing. The RTOs are our eyes and ears on the ground and an important link between us and the local industry.

- Destination Perth – [destinationperth.com.au](https://destinationperth.com.au)
- Australia's South West – [australiassouthwest.com](https://australiassouthwest.com)
- Australia's Golden Outback – [australiasgoldenoutback.com](https://australiasgoldenoutback.com)
- Australia's Coral Coast – [australiascoralcoast.com](https://australiascoralcoast.com)
- Australia's North West – [australiasnorthwest.com](https://australiasnorthwest.com)





📍 RED BLUFF, KALBARRI | WURDIMARLU

## **WA INDIGENOUS TOURISM OPERATORS COUNCIL (WAITOC)**

WAITOC is the peak representative for Aboriginal tours and experiences in Western Australia and promotes authentic cultural experiences at a State, national and international level. Its membership includes more than 200 businesses across Western Australia. We provide funding to WAITOC to support its governance, marketing and business support activities – [waitoc.com](http://waitoc.com)

## **BUSINESS EVENTS PERTH (BE PERTH)**

Business Events Perth markets Western Australia nationally and internationally as a destination for conventions, exhibitions and incentive travel groups. We provide funding to the organisation to attract business events for Perth and Western Australia and to market the State as a business events destination – [businesseventspertth.com](http://businesseventspertth.com)

## **TOURISM COUNCIL WA (TCWA)**

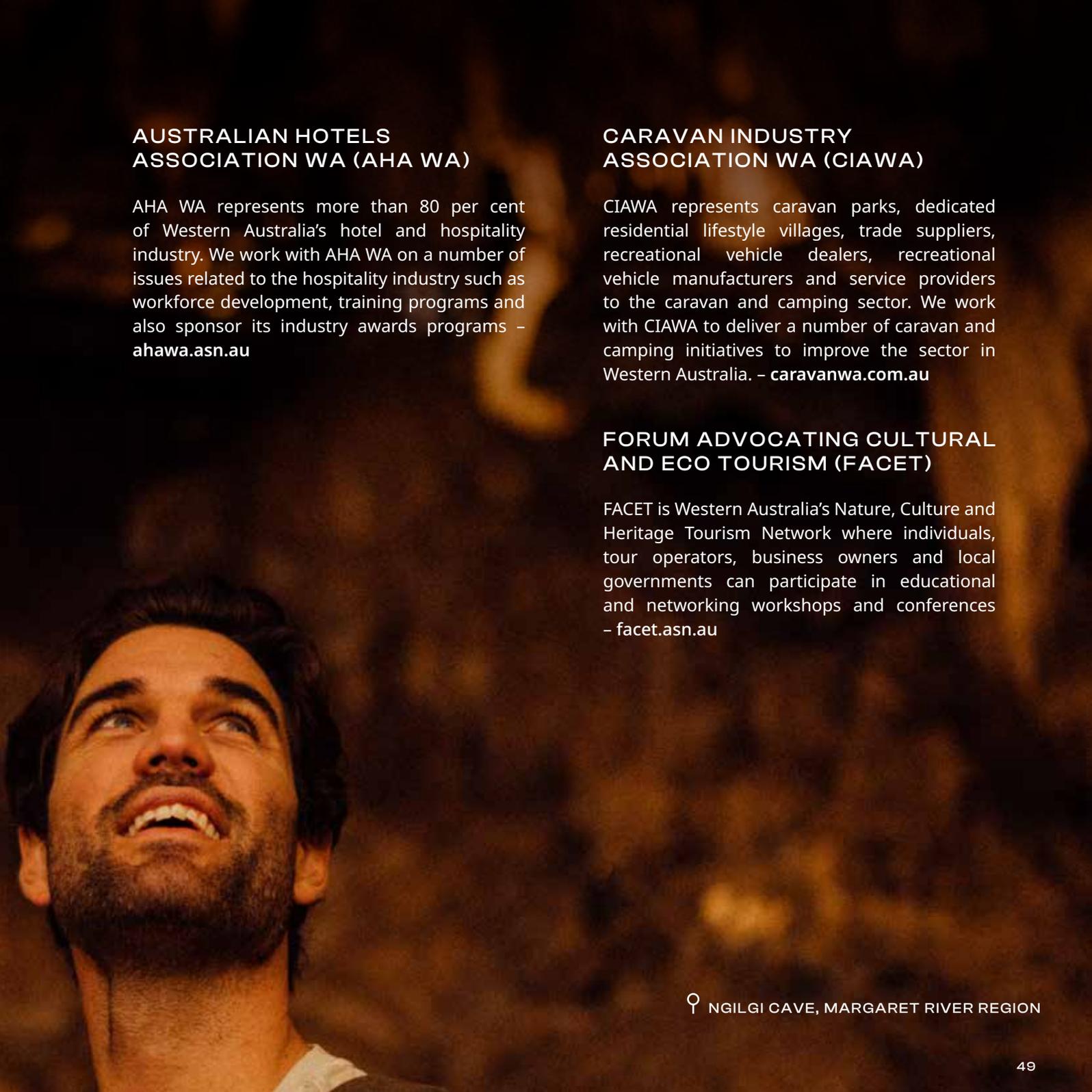
TCWA is the peak body representing tourism businesses, industries and regions in Western Australia. We provide funding to TCWA to deliver a number of industry capacity-building programs – [tourismcouncilwa.com.au](http://tourismcouncilwa.com.au)

## **AUSTRALIAN TOURISM EXPORT COUNCIL (ATEC)**

ATEC represents the international tourism industry in Australia and helps bring buyers and sellers together to grow the tourism export sector. We work closely with ATEC's Western Australian branch to help grow international opportunities and business capability – [atec.net.au](http://atec.net.au)

## **WESTERN AUSTRALIAN VISITOR CENTRE (WAVC)**

The WAVC is Tourism WA's retail shop front and the place for travellers to visit, explore, enquire and discover more about the must-see places on offer in Perth and throughout the State. Together with the RTOs, we work closely with the team at the WAVC to maximise industry opportunities and showcase regions to visitors – [wavisitorcentre.com.au](http://wavisitorcentre.com.au)



## AUSTRALIAN HOTELS ASSOCIATION WA (AHA WA)

AHA WA represents more than 80 per cent of Western Australia's hotel and hospitality industry. We work with AHA WA on a number of issues related to the hospitality industry such as workforce development, training programs and also sponsor its industry awards programs – [ahawa.asn.au](http://ahawa.asn.au)

## CARAVAN INDUSTRY ASSOCIATION WA (CIAWA)

CIAWA represents caravan parks, dedicated residential lifestyle villages, trade suppliers, recreational vehicle dealers, recreational vehicle manufacturers and service providers to the caravan and camping sector. We work with CIAWA to deliver a number of caravan and camping initiatives to improve the sector in Western Australia. – [caravanwa.com.au](http://caravanwa.com.au)

## FORUM ADVOCATING CULTURAL AND ECO TOURISM (FACET)

FACET is Western Australia's Nature, Culture and Heritage Tourism Network where individuals, tour operators, business owners and local governments can participate in educational and networking workshops and conferences – [facet.asn.au](http://facet.asn.au)

# STAY CONNECTED

To ensure you maximise all opportunities for your business, ensure you stay connected with Tourism WA and our valued industry partners.

## INDUSTRY UPDATES

Tourism WA hosts regular industry updates throughout the year, delivered both in-person and virtually. We also travel to the regions regularly to engage with tourism operators and stakeholders.

## TALKING TOURISM

Talking Tourism is a weekly e-newsletter which provides the latest information on our initiatives, events and tourism news of interest to industry and our stakeholders.

## SOCIAL CHANNELS

Follow our corporate Facebook page and subscribe to our You Tube channel.

## OUR WEBSITES

Corporate website: [tourism.wa.gov.au](http://tourism.wa.gov.au)

Consumer website: [westernaustralia.com](http://westernaustralia.com)





# USEFUL INFORMATION

## CONTACTS

General industry contact: [industry@westernaustralia.com](mailto:industry@westernaustralia.com)

Insights and Planning team: [research@westernaustralia.com](mailto:research@westernaustralia.com)

Media and PR: [media@westernaustralia.com](mailto:media@westernaustralia.com)

Destination Development: [destinationdevelopment@westernaustralia.com](mailto:destinationdevelopment@westernaustralia.com)

Events team: [events@westernaustralia.com](mailto:events@westernaustralia.com)

Image Library: [imagelibrary@westernaustralia.com](mailto:imagelibrary@westernaustralia.com)

Tourism WA reception: Phone +61 8 9262 1700 and [info@westernaustralia.com](mailto:info@westernaustralia.com)

## WEB LINKS

Brand Guidelines – [tourism.wa.gov.au/industry-support-and-events/campaigns-and-opportunities/Brand/Pages/Brand.aspx#/](http://tourism.wa.gov.au/industry-support-and-events/campaigns-and-opportunities/Brand/Pages/Brand.aspx#/)

Brand Industry Toolkit – [tourism.wa.gov.au/industry-support-and-events/campaigns-and-opportunities/Brand/Pages/Brand.aspx#/](http://tourism.wa.gov.au/industry-support-and-events/campaigns-and-opportunities/Brand/Pages/Brand.aspx#/)

ADTW login in – [ATDW-Online.com.au](http://ATDW-Online.com.au)

Tourism WA Image Library – [imagegallery.tourism.wa.gov.au](http://imagegallery.tourism.wa.gov.au)

West Aussie All Stars – [tourism.wa.gov.au/industry-support-and-events/resources-for-businesses-and-operators/Pages/Trade-Training.aspx#/](http://tourism.wa.gov.au/industry-support-and-events/resources-for-businesses-and-operators/Pages/Trade-Training.aspx#/)

Aussie Specialist Program – [aussiespecialist.com](http://aussiespecialist.com)

Jina Plan – [tourism.wa.gov.au/About-us/Strategies-plans-reports/Pages/Jina-WA-Aboriginal-Tourism-Action-Plan-2021-2025.aspx#/](http://tourism.wa.gov.au/About-us/Strategies-plans-reports/Pages/Jina-WA-Aboriginal-Tourism-Action-Plan-2021-2025.aspx#/)

Tourism and Hospitality Jobs Website – [westernaustralia.jobs](http://westernaustralia.jobs)

Resources for event holders – [tourism.wa.gov.au/industry-support-and-events/resources-for-event-holders/Pages/Resources-for-event-holders.aspx#/](http://tourism.wa.gov.au/industry-support-and-events/resources-for-event-holders/Pages/Resources-for-event-holders.aspx#/)

Tourism WA research - [www.tourism.wa.gov.au/Markets-and-research/Pages/Markets-and-research.aspx#/](http://www.tourism.wa.gov.au/Markets-and-research/Pages/Markets-and-research.aspx#/)





# TOURISM ACRONYMS & GLOSSARY

With so many acronyms the tourism industry can be very confusing at times. The list below is a quick reference guide to some of the most common abbreviations:

ABS	Australian Bureau of Statistics	IMHP	International Media Hosting Program
ACC	Australia's Coral Coast (RTO)	IMR	International Media Relations
ADS	Approved Destination Status (China)	ITB	International Tourism Bourse
AFTA	Australian Federation of Travel Agents	ITO	Inbound Tour Operator
AGO	Australia's Golden Outback (RTO)	IVS	International Visitor Survey
ANW	Australia's North West (RTO)	KDP	Key Distribution Partner
ASP	Aussie Specialist Program	LTO	Local Tourism Organisation
ASW	Australia's South West (RTO)	MIAA	Meetings Industry Association of Australia
ATDW	Australian Tourism Data Warehouse	MICE	Meetings, Incentives, Conventions and Exhibitions
ATE	Australian Tourism Exchange	NTO	National Tourism Office
ATEC	Australian Tourism Export Council	NVS	National Visitor Survey
BE Perth	Business Events Perth	OTA	Online Travel Agent
BT	Business Tourism (MICE)	PATA	Pacific Asia Travel Association
CRS	Computerised Reservations System	PAX	Passengers
CVB	Convention and Visitors Bureau	PR	Public Relations
DAMA	Destination Australia Marketing Alliance	RTO	Regional Tourism Organisation
DFAT	Department of Foreign Affairs and Trade	STO	State (or Territory) Tourism Organisation
DMC	Destination Management Company	TA	Tourism Australia
DP	Destination Perth (RTO)	TCWA	Tourism Council WA
EA	Ecotourism Australia	TRA	Tourism Research Australia
EMDG	Export Market Development Grant	TTF	Tourism and Transport Forum
FAMIL	Familiarisation (educational) visit for trade and media	USP	Unique Selling Proposition
FIT	Free Independent Traveller	VC	Visitor Centre
FOC	Free of Charge	VFR	Visiting Friends and Relatives
GALTA	Gay and Lesbian Travel Association	WAITOC	WA Indigenous Tourism Operators Council
GDS	Global Distribution System	WOAD	Walking On A Dream
GIT	Group Inclusive Traveller	WTM	World Travel Market
GSA	General Sales Agent	WTO	World Tourism Organization
IATA	International Air Transport Association		



# HOW TO WORK WITH TOURISM WA CHECKLIST

- Visit our corporate website for all the latest visitor research and contact our Insights and Planning team if you have any questions.
- Visit our corporate website to download the Walking On A Dream Brand Guidelines and Industry Toolkit.
- Use our new hashtag – #WAtheDreamState – in your social media channels.
- Ensure your ATDW product or event listing is up to date.
- Submit a holiday deal on [westernaustralia.com](http://westernaustralia.com).
- Follow Tourism WA's social handles.
- Join in the social conversation by liking, commenting and sharing, and don't forget to use all relevant hashtags.
- Share your news and stories with our PR team and RTOs.
- Take advantage of Tourism WA's free image and video library.
- Stay informed of upcoming trade events that might suit your business.
- Check out our current list of domestic and international KDPs on our corporate website.
- Discover insights into each of our 12 core markets by watching informative videos from our Market Managers.
- Be sure to access our training resources if you are looking to engage with trade.
- Consider trade and media famils in your marketing mix.
- Learn more about our Aboriginal tourism plans by downloading the Jina Plan.
- Touch base with our in-region Tourism Experience Development Managers to learn more about developing your tourism experience.
- Seek assistance from our Tourism Attraction Facilitation team about market advice, government approvals and regulatory requirements.
- Familiarise yourself with our handy Cruise Shipping Guide.
- Post your tourism and hospitality jobs on [www.westernaustralia.jobs](http://www.westernaustralia.jobs)
- Visit our corporate website to learn more about event sponsorship opportunities.
- Subscribe to our Talking Tourism e-newsletter, register for any industry events we host, and stay connected with our valued industry partners.



WESTERN  
AUSTRALIA