

TOURISM WESTERN AUSTRALIA

USA DREAM WA
ROADSHOW 2025
PROSPECTUS

WESTERN
AUSTRALIA

WALKING ON A DREAM

♀ EL QUESTRO, THE KIMBERLEY

EVENT OVERVIEW

Tourism Western Australia (Tourism WA) invites tourism businesses (Operators) based in Western Australia (WA) to participate in the USA Dream Western Australia Roadshow (USA Dream WA Roadshow). This event will take place from Tuesday 9 September to Saturday 13 September 2025 in New York City (NYC) and Philadelphia, prior to Tourism Australia’s North America Marketplace from 15 to 17 September 2025.

The USA Dream WA Roadshow will provide an opportunity for Operators to 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 in the USA. This includes retail travel agency owners, managers and consultants from key USA travel agencies and consortia such as SmartFlyer, Virtuoso, Global Travel Collection as well as connect with buyers from Goway Travel, Swain Destinations, and ANZCRO, just to name a few.

Attendance at Tourism Australia’s North America Marketplace is a requirement to be considered.

EVENT ITINERARY

- Tuesday 9 September 2025 - Arrive in NYC, welcome dinner and market briefing
- Wednesday 10 September to Friday 12 September 2025 - USA Dream WA Roadshow events in NYC and Philadelphia
- Saturday 13 September 2025 - Travel Philadelphia to Los Angeles
- Sunday 14 September 2025 - Day at leisure with optional group activity
- Monday 15 to Wednesday 17 September 2025 - Tourism Australia’s North America Marketplace

EVENT OBJECTIVES

- Establish and grow business opportunities for WA tourism operators with new and existing trade partners in the North American market;
- Create opportunities for WA tourism operators to contract with ITOs (onsites), 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.

MARKET OVERVIEW

The USA is a key target market for Tourism WA, with tens of thousands of American visitors travelling to WA each year. To grow visitor numbers from this important market, Tourism WA focuses on marketing Western Australia as a world-class destination with unmatched nature and wildlife experiences.

- In the year ending December 2024, the USA is WA's sixth largest international market by volume of visitors and visitor spend.
- USA visitation to WA has recovered to 81% of the 2019 volume.
- WA received 46,500 visitors from the USA who spent \$100 million in the state. On average, each visitor from the USA spent \$2,145 in WA in YE Dec 2024.

Find out more about the USA Market from [Tourism WA's USA Market Factsheet](#).

Source: Tourism Research Australia, International Visitor Survey, YE Dec 2024



TARGET AUDIENCE

Within the USA market, Tourism WA is focused on driving visitation from High Yielding Travellers (HYTs), those who are motivated to experience pristine aquatic and coastal adventures, as well as premium food and wine offerings and have the propensity to travel long haul.

USA HYTs represent above average trip expenditure, and a higher likelihood to stay longer and disperse further. WA tends to be included on a second or third time visit to Australia for North Americans who are most likely to travel to Sydney, Queensland (the Great Barrier Reef) and the Northern Territory (Uluru).

In addition to returning travellers, our USA team has seen strong interest from advisors representing high yield clients who are seeking unique, off-the-beaten-path experiences for their first time experience in Australia. We've built solid momentum in the USA market and are now focused on expanding and elevating this growth.

Tourism WA's marketing and trade engagement efforts are focused on California, New York tri-state area, Texas, Florida and Massachusetts.

♀ NINGALOO REEF | NYINGGULU

ELIGIBILITY

It is anticipated that the USA 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 limited number of places available, preference will be given to WA tourism businesses who most closely meet the eligibility criteria. Businesses must also have been successful in being accepted to attend Tourism Australia's North America Marketplace.

EVENT FORMAT

The USA Dream WA Roadshow is scheduled to be held across five (5) days in NYC including a welcome dinner for the WA delegation on arrival with a market update and briefing from our USA team and a range of trade and media events along with agency store visits.

Due to sensitivities of 11 September in New York City, this will be a lighter touch event day focused on media engagements. Also, New York Fashion Week takes place from 12 to 14 September, so the group will travel to Los Angeles over the weekend, ahead of Tourism Australia's North America Marketplace.

♀ MARGARET RIVER REGION

SUPPORT PACKAGE

Tourism WA understands the costs associated with travelling to and doing business with the USA market. To support WA tourism businesses in their efforts within the USA market, Tourism WA is offering an incentive package to assist with attendance at Tourism Australia's North America Marketplace, and the USA Dream WA Roadshow.

The total support package available is outlined below.

INCLUSIONS:

- \$5,000 AUD for Tourism Australia's North America Marketplace Registration (proof of registration purchase will be required). Note: National businesses (ie with tourism products outside of WA) are not eligible for this element of the support package;
- Domestic flight from Philadelphia to Los Angeles;
- Three (3) nights' accommodation in New York City (9 to 11 September);
- One (1) night accommodation in Philadelphia (12 September);
- Airport transfers to and from accommodation for the above flight, as well as relevant events;
- Transport from NYC to Philadelphia;
- WA Operator's welcome dinner and USA market briefing;
- Events in New York City and Philadelphia, including:
 - B2B trade event;
 - Travel agency store visits/ training sessions;
 - Media engagements;
 - Networking opportunities within these events.
- Buyer's guide with Operator's information including profile and contact details; and
- Breakfast at the accommodation, and meals at the welcome dinner and included trade events.

EXCLUSIONS:

- Flights from Perth (or nearest airport) to New York City and from Los Angeles to Perth (or nearest airport);
- 5 nights' accommodation in Los Angeles prior to and during Tourism Australia's North America Marketplace (13-17 September)

- 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.

ITINERARY:

* Indicative itinerary below. Note this is subject to change

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8 Sept	9 Sept	10 Sept	11 Sept	12 Sept	13 Sept	14 Sept
	NYC	NYC	NYC	PHILADELPHIA	LA	LA
	WA businesses arrive in NYC by mid afternoon, per own travel arrangements WA delegation welcome dinner and USA market briefing	USA Dream WA Roadshow Day 1 B2B trade event/ store visits	USA Dream WA Roadshow Day 2 Media engagements	USA Dream WA Roadshow Day 3 Transfer from NYC to Philadelphia Trade engagements	Travel PHL - LAX Group flight booking (included in package)	Day in LA at leisure Optional team touring activity (at Operator's own expense, but will be booked by Tourism WA)
	4 nights' accommodation included				Accommodation in LA not included (at own expense/ arrangements)	
15 Sept	16 Sept	17 Sept	18 Sept	19 Sept	20 Sept	21 Sept
LA	LA	LA				
Tourism Australia's North America Marketplace			Travel home per own arrangements			
Accommodation not included (at own expense/ arrangements)						

TO NOTE:

- Operators must attend Tourism Australia's North America Marketplace and all events.
- A maximum of one (1) delegate per business is eligible to receive the support package.
- Operators are responsible for arranging any necessary USA VISA entry requirements (ESTA etc).

♀ KARIJINI NATIONAL PARK, THE PILBARA

SELECTION CRITERIA

- Accepted to attend Tourism Australia's North America Marketplace (Note: acceptances are at Tourism Australia's discretion);
- 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 USA market and capable of catering to the needs of high value leisure visitors;
- Must have export ready products and experiences that pay appropriate commissions, a relevant distribution system employed and bookable in the USA market;
- Must have products that are included, or have the potential to be included, in trade programs in the USA market;
- Demonstrated USA 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 USA market;
- Evidence of your product in the USA market through participation in:
 - Previous trade events (e.g. ATE, G'Day Australia, ATEC Meeting Place);
 - Involvement in Tourism WA or Tourism Australia's 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 accreditations (e.g. ATEC, TCWA, RTOs) will be highly regarded; and
- Agreement that requested business information and collateral for the event are submitted by the deadlines.

♀ JACKS CREEK, THE KIMBERLEY

SELECTION PROCESS

Submission of an application does not guarantee participation in the USA 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 USA leisure market needs are presented to ensure buyers' satisfaction;
- Category and geographic limits to ensure balanced representation;
- Aboriginal tourism operators;
- Level of demonstrated experience and understanding in international trade distribution and handling of visitors from the USA; and
- Operators who most strongly align with the selection criteria.

📍 ROTTNEST ISLAND | WADJEMUP



REGISTRATION

Registrations for participation in Tourism Australia's North America Marketplace are open until **20 June 2025** with acceptances confirmed from **7 to 18 July 2025**. [Find more information here.](#)

Registrations for the USA Dream WA Roadshow are open until **5:00pm AWST, Friday 27 June 2025**.

All applications will be assessed by an internal Tourism WA selection panel. Pending confirmation of attendance at Tourism Australia's North America Marketplace, Operators will be notified by email by **5:00pm AWST, Tuesday 22 July 2025**.

All successful applicants will receive further details on the USA Dream WA Roadshow, including event and travel details.

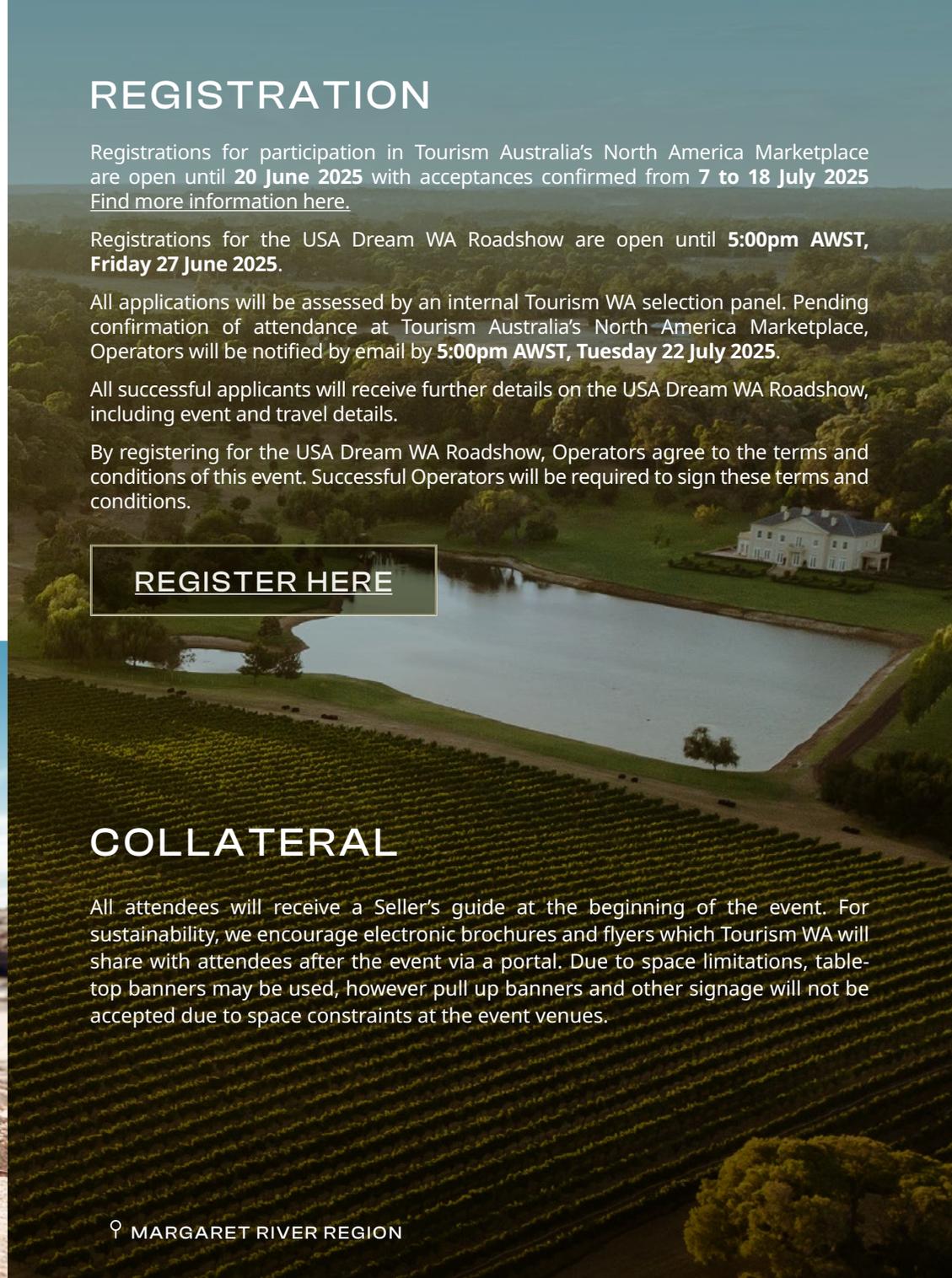
By registering for the USA Dream WA Roadshow, Operators agree to the terms and conditions of this event. Successful Operators will be required to sign these terms and conditions.

[REGISTER HERE](#)

COLLATERAL

All attendees will receive a Seller'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.

📍 MARGARET RIVER REGION





KEY DATES AND TIMELINE

Applications Open – Monday 9 June 2025

Applications Close – 5:00pm AWST, Friday 27 June 2025

Outcome Advised – 5:00pm AWST, Tuesday 22 July 2025

Delegate Details Confirmed – Friday 1 August 2025

📍 COTTESLOE BEACH, PERTH

PRIZES

Participants are encouraged to donate prizes as a drawcard for agents to attend the events. Ideally, a minimum of 2 prizes will be provided per Operator to cover the events. 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 USA, as may change from time to time.



📍 HUTT LAGOON, PORT GREGORY

TERMS AND CONDITIONS

Please read and accept the following conditions before submitting your expression of interest for the Event.

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 USA Dream WA Roadshow 2025.

Tourism WA means Tourism Western Australia.

State means the State of Western Australia.

2. Acknowledgements

- a. Applications for the USA 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 Event, 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. Applications may be cancelled up to 5:00pm Australia Western Standard Time (AWST) on 15 August 2025. In the event an accepted Operator is required to cancel their registration after this date, a cancellation fee of \$3,000 AUD (less than 50% of the support package) is required.
- 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 7:00pm (AWST) on 15 August 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

A group of hikers is seen from behind, walking along a rocky, dirt trail on a steep, reddish-brown cliffside. The hikers are wearing backpacks and hats. The landscape is a vast, deep canyon with layered rock formations and sparse green vegetation. In the distance, the ocean is visible under a soft, orange and blue sunset sky.

TOURISM WA CONTACT

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