

An aerial photograph of a vibrant pink lake. A narrow, light-colored dirt path runs diagonally across the upper half of the image. Two small figures of people are standing on the path, looking out over the water. The water's surface shows subtle ripples and a gradient of pink hues.

HOW TO WORK WITH TOURISM WESTERN AUSTRALIA

WESTERN
AUSTRALIA

WALKING ON A DREAM

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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, I am delighted to share this guide, which presents a comprehensive range of resources and opportunities available to help and enhance your business and region.

This guide is designed to be a holistic and easily accessible tool, offering insights on how to share the beauty of our State with the world, tips on promoting your own story, and information on collaborating with Tourism WA and other industry stakeholders.

Growing the tourism industry and positioning Western Australia as a dream holiday destination is at the forefront of what we do. Our State's unique and wondrous qualities appeal to visitors with an adventurous spirit, seeking experiences beyond the expected, and fuelled by a desire to get away from the well-known and well-trodden.

WA's global tourism brand, Walking On A Dream, is emotive, inspirational and aspirational. Western Australia is vast and otherworldly, and we encourage visitors to embrace the time, space, connection, and freedom that it offers.

I am excited for what the future holds and look forward to working closely with our valued industry partners, tourism operators and stakeholders to achieve a thriving and sustainable tourism sector.

Thank you for working with us to showcase WA the Dream State.

Yours sincerely,



Anneke Brown
Managing Director | Tourism Western Australia



📍 PURNULULU NATIONAL PARK, THE KIMBERLEY

WESTERN AUSTRALIA VISITOR ECONOMY STRATEGY 2033 (WAVES 2033)

WAVES 2033 is a 10-year strategy to sustainably grow the Western Australia visitor economy to achieve \$25 billion visitor spend by 2033. It builds on the WA Government's vision for a more diversified economy, and a tourism industry that is recognised as world-class, immersing people in Western Australia's unique cultures, communities and environment. The Strategy's key focus is attracting international and interstate High Yield Travellers, whilst simultaneously supporting intrastate demand and community interests.

Delivery will be aligned with the Strategy's guiding principles to be sustainable, inclusive, collaborative, and innovative. Six goal areas with accompanying initiatives have been identified to achieve the growth.

Further detail is available in the WAVES 2033 document, publicly available on the Tourism WA's corporate website (tourism.wa.gov.au).

'THE DREAM DECADE'

Western Australia is recognised as a world-class destination, immersing people in our unique cultures, communities and environment.

Increase the size of the visitor economy to \$25 billion by 2033.

SUSTAINABLE

INCLUSIVE

COLLABORATIVE

INNOVATIVE



AVIATION



ACCOMMODATION &
ATTRACTIONS



EVENTS



ABORIGINAL TOURISM



DESTINATION BRAND



HIGH PERFORMING
INDUSTRY

PRIORITY MARKETS

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.

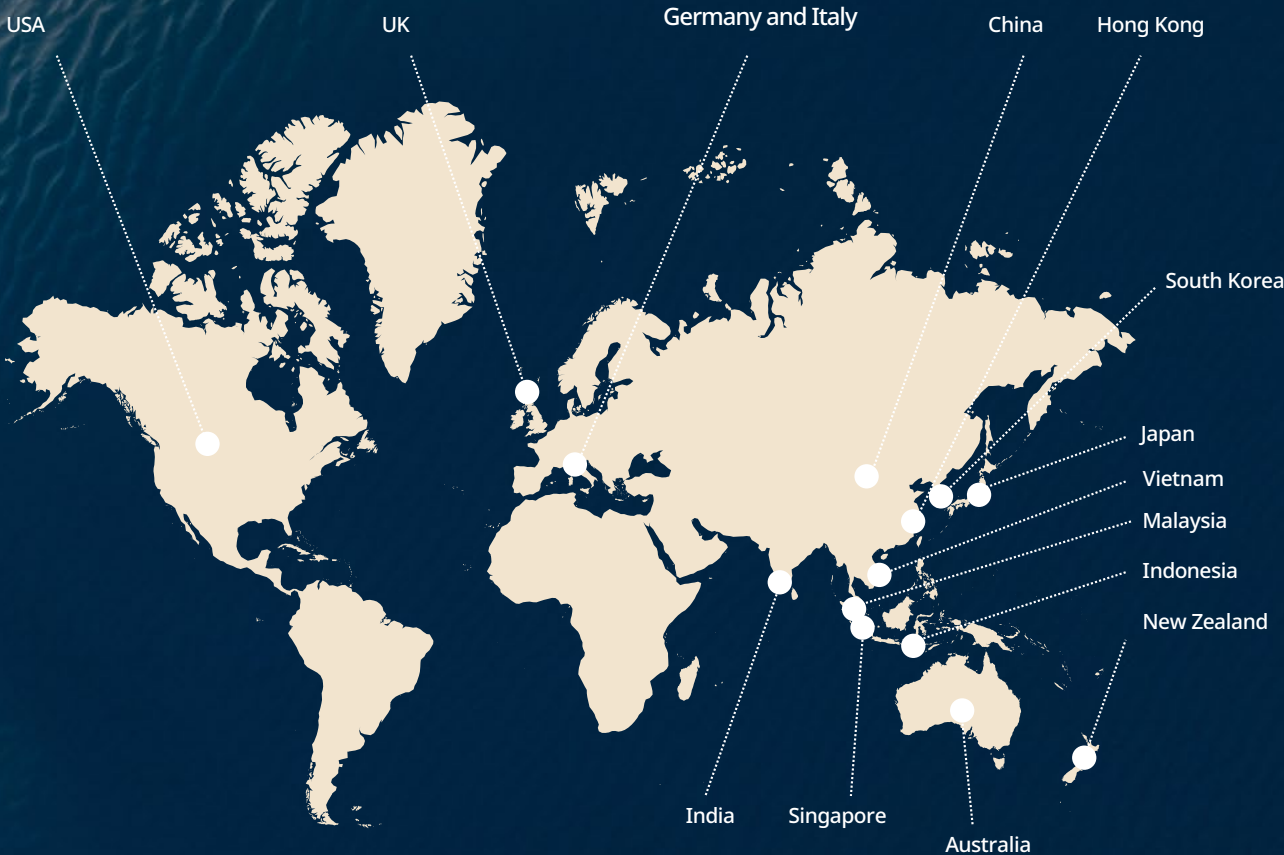
AUSTRALIA

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 key and emerging international markets including the United Kingdom, Germany, Italy, France, the United States of America, New Zealand, Japan, China, Hong Kong, Singapore, Malaysia, Indonesia and India.

We have international market managers strategically located around the world whose role is to lead the promotion of Western Australia while connecting us with our priority markets. They form an integral part of our international marketing efforts and are highly valued for their local insights, combined with the strong in-market relationships they develop on our behalf.



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 Yield 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 Yield 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?

♀ NINGALOO REEF | NYINGGULU

WALKING ON A DREAM

An active invitation to
explore Western Australia.

Feeling the sand, earth and water
beneath your toes. Ground yourself, recon-
nect with the land.

A journey of connection and discovery.

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.

A man and a woman are standing in a dense forest of tall, slender trees with light-colored bark. The man, on the left, is wearing a light green shirt and khaki pants, and is gesturing with his hands. The woman, on the right, is wearing a red long-sleeved top and a white skirt, and is also gesturing with her hands. The forest floor is covered with green ferns and other low-lying plants. The lighting is soft and natural, suggesting a sunny day with some shade.

LEVERAGING OUR 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

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

Threads – @WesternAustralia

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

@waitoc | #ancienttracks #aboriginalexperienceswa



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 Yield 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.

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.



📍 PURNULULU NATIONAL PARK, THE KIMBERLEY



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.



PROMOTING YOUR PRODUCT OR EVENT ONLINE

WESTERNAUSTRALIA.COM

Tourism WA's consumer website receives more than three million visits each year and is available in six languages. It is the primary call to action for our consumer marketing campaigns. To benefit from this traffic, we recommend you regularly review and update your Australian Tourism Data Warehouse (ATDW) profile to ensure the content and images are fresh, up-to-date and enticing to visitors. It is FREE to create a profile on ATDW and it's a great way to gain online exposure and commission-free leads for your tourism product or event. If you would like to create a profile or need help to update your information contact: support@atdw.com.au

WHAT'S ON IN WA

Tourism WA promotes a wide range of events through its What's On in WA monthly Instagram and Facebook posts, monthly e-Newsletters and daily what's on posts on X (formerly known as Twitter). Please ensure your tourism event has a profile on westernaustralia.com through ATDW to be considered for our What's On segments.

SUBMIT A HOLIDAY DEAL

Holiday deals are featured on westernaustralia.com to entice travellers to visit Western Australia. We encourage tourism operators to submit up to three holiday deals through ATDW for inclusion on our holiday deals page. Deals should be compelling, unique and attractive to the target audience and include one of the following:

- 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 experience.
- Value-add – offer something extra to your customers, such as 'stay four nights and get one free'.
- Experiences – offer something new that you have not done before such as a private tour with a 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' with an appetite to establish interstate and international trade relationships 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 and are announced via Talking Tourism.

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.



TOURISM WA TRADE READY INTRODUCTION PROGRAM

The WA Trade Ready Introduction Program (TRIP) has been developed to assist operators who are ready to expand their business into interstate and international markets. The program provides operators financial assistance over a three-year trade engagement program, facilitating opportunities to establish in-market relationships through attendance at out-of-state trade events, strengthening WA's market presence. Intake for TRIP is yearly through a formal expression of interest, with limited places available. For more information about the program you can contact the Tourism WA Partnerships and Industry team at industry@westernaustralia.com.

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 and New Zealand 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, including road trips events and cruising, 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 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?

Famils can be a cost effective marketing tool for your business with the potential to provide a return on investment. However, it's important to be mindful that famil participation does not always guarantee media exposure or sales, and should be viewed as a long term investment. By participating in a famil, your support contributes to showcasing the variety of dream like experiences our state has to offer and enables your business to be top of mind with media and trade buyers on a global scale.



THE DREAM COLLECTIVE WESTERN AUSTRALIA

The Dream Collective Western Australia, is an industry recognition program that celebrates the state's leading tourism operators and experiences. The initiative provides a platform to promote and showcase WA's best tourism products and aims to support and encourage advancements in business quality, with a special focus on sustainable and inclusive visitor experiences.

To be included in The Dream Collective, operators need to meet strict eligibility requirements and be successful in annual evaluations across a set of criteria covering customer reviews, website and online platforms, marketing and social media activity, training, accreditation and awards.

The recognition program runs on an annual basis and operators will be required to apply for evaluation each year. For more information about the program, visit the Tourism WA corporate website.



DEVELOPING YOUR TOURISM BUSINESS

Tourism WA has a network of in-region Tourism Experience Development Managers who are delivering part of the National Park Tourism Experience Development Program which aims to achieve density and diversity of high quality, environmentally conscious and culturally sensitive tourism products in and around protected areas. They can provide the following assistance:

- Facilitating support to develop new destination driving accommodation, attractions, and experiences
- Undertake demand and feasibility assessments, land assembly works
- Assist with business case development, progression of approval and community consultation
- Assist private sector operators through the various stages of planning and development of new tourism products activating national parks

For more information or to connect with the Team, please visit the Tourism WA corporate website [here](#) or email experiences@westernaustralia.com.



INVESTING IN WESTERN AUSTRALIA'S TOURISM SECTOR

Tourism WA's Investment Attraction and Planning Team works to position the state as an attractive investment proposition. The team:

- Conducts studies to determine the demand for new short stay accommodation in key tourism locations
- Collates and regularly updates a database of statewide tourism investment opportunities
- Prepares collateral to promote the range of tourism investment opportunities throughout the state, including the [WA Tourism Investment Opportunities Booklet](#)
- Works directly with investors to facilitate new short stay accommodation development

For the range of investment opportunities on offer in WA, or to share an opportunity to be promoted by Tourism WA, contact invest@westernaustralia.com.



ABORIGINAL TOURISM

Aboriginal tourism is the beating heart of Western Australia's tourism industry. Western Australia is privileged to have a rich diversity of Aboriginal cultures and tourism is an ideal way to engage, learn, celebrate, and honour the oldest living culture on earth.

There is growing interest from visitors across the world to experience Aboriginal tours, and culture and learn from Aboriginal people. We are committed to position Western Australia as the premier destination for Aboriginal tourism. Not only does this provide a unique point of difference over other holiday destinations, but it also ensures the growth of a sector that provides economic and social benefits for Aboriginal people in Western Australia.

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 government partners to support the development of 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.

Tourism WA, in partnership with WAITOC, has released four **Aboriginal Cultural Inclusion Guides**, an educational resource designed to assist non-Aboriginal tourism operators to engage and work respectfully with Aboriginal people and Aboriginal tourism businesses.



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 WA Working Group instead of Cruise Western Australia Committee.

We have developed a Cruise Tourism Handy Reference 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.

More information relating to the value of cruise to the Western Australian economy is available on our website or email cruise@westernaustralia.com.



WORKFORCE DEVELOPMENT

Tourism WA's Tourism Workforce Development Program (the Program) delivers short-term initiatives to address labour shortages and longer-term initiatives to develop a pipeline of talent to ensure a sustainable workforce for the WA visitor economy. The Program is aligned with WAVES 2033, to develop and grow a skilled tourism and hospitality workforce delivering service excellence in WA. The Program is delivered over 4 key pillars:

- Local jobs for local people
- Leveraging international students and inbound workers
- Profiling tourism and hospitality as rewarding career choice through our in-school programs and participation at key career expos.
- Supporting workforce attraction and retention with initiatives such as the westernaustralia.jobs portal, Careers Guide, Employer Toolkit, and inspiring career vignettes featuring local industry operators.

WHY CONNECT?

Tourism and hospitality employers are invited to register on westernaustralia.jobs, Western Australia's industry specific dedicated jobs and careers portal, to advertise vacancies at no cost and connect with a growing pool of job seekers. Registered employers also receive the free Employer Toolkit and industry-specific newsletters. Since its launch in May 2022, the site has seen over 13,766 job seekers register and more than 5,209 job applications submitted.

Tourism WA's Workforce Development team is continually seeking passionate industry professionals to feature in our initiatives, including operators for our work experience/work placement list, Careers Guide, blog posts and career vignettes. If you'd like to spotlight your career journey or business and help shape the future of WA's visitor economy, contact workforce@westernaustralia.com.



SUPPORTING EVENTS

Tourism WA develops, sponsors and promotes a variety of events in metro Perth and regional Western Australia. The vision is for Perth and Western Australia to be the fastest growing events destination in the South East Asian region. Events contribute to the local economy by creating jobs, driving dollars into the local economy, filling hotel rooms and generating bookings. For the community, they add to the vibrancy of Perth and Western Australia, and supercharge the State's reputation as a fantastic place to live, work, study and play.

MAJOR EVENTS

Tourism WA sponsors a range of major events across sports, arts and culture, and culinary to develop a diverse and balanced calendar of events. These events 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.



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
- Australia's South West – australiassouthwest.com
- Australia's Golden Outback – australiasgoldenoutback.com
- Australia's Coral Coast – australiascoralcoast.com
- Australia's North West – australiasnorthwest.com



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

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

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

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

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. We work closely with the team at the WAVC to maximise industry opportunities and showcase regions to visitors – 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 program and quarterly AHA Concierge Update events – 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

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

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. Click [here](#) to subscribe.

SOCIAL CHANNELS

-  Facebook:
facebook.com/extraordinarywesternaustralia
-  YouTube:
youtube.com/westernaustralia
-  Instagram:
Instagram.com/westernaustralia
-  Threads:
threads.com/@westernaustralia
-  TikTok:
tiktok.com/@westernaustralia

OUR WEBSITES

- Corporate website: tourism.wa.gov.au
- Consumer website: westernaustralia.com



USEFUL INFORMATION

CONTACTS

General industry contact: industry@westernaustralia.com

Insights and Planning team: research@westernaustralia.com

Media and PR: media@westernaustralia.com

Destination Development: destinationdevelopment@westernaustralia.com

Events team: events@westernaustralia.com

Image Library: imagelibrary@westernaustralia.com

Tourism WA reception: Phone +61 8 9262 1700 and info@westernaustralia.com

WEB LINKS

[WA Visitor Economy Strategy 2033 \(WAVES 2033\)](#)

[Brand Guidelines](#)

[Brand Industry Toolkit](#)

[ADTW login in](#)

[Tourism WA Image Library](#)

[West Aussie All Stars](#)

[Aussie Specialist Program](#)

[Jina Plan](#)

[Tourism and Hospitality Jobs Website](#)

[Resources for event holders](#)

[Tourism WA research](#)

[Cruise Tourism Strategic Plan](#)



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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	TRIP	Trade Ready Introduction Program
FAMIL	Familiarisation (educational) visit for trade and media	TTF	Tourism and Transport Forum
FIT	Free Independent Traveller	USP	Unique Selling Proposition
FOC	Free of Charge	VC	Visitor Centre
GALTA	Gay and Lesbian Travel Association	VFR	Visiting Friends and Relatives
GDS	Global Distribution System	WAITOC	WA Indigenous Tourism Operators Council
GIT	Group Inclusive Traveller	WOAD	Walking On A Dream
GSA	General Sales Agent	WTM	World Travel Market
IATA	International Air Transport Association	WTO	World Tourism Organization



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](https://www.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.
- ☐ Connect with the Investment Attraction and Planning team to help identify available tourism investment opportunities or promote your opportunity to local and international investors.
- ☐ Familiarise yourself with our Cruise Tourism Handy Reference Guide.
- ☐ Post your tourism and hospitality jobs on [westernaustralia.jobs](https://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.



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