

PROMOTION FACT SHEET

THE PINNACLES, NAMBUNG NATIONAL PARK

Effective marketing is at the heart of every successful business. Now that you have defined your product experience, identified your target audience, established a pricing structure and distribution channel, it is important to plan your marketing to make sure you're reaching the right people, in the right way, at the right time.

Sales and marketing channels

There are many ways you can promote your product to an international audience. Some common sales and marketing channels are listed below.

Digital marketing

- High quality, user-friendly website (it is often the first point of customer contact)
- Online advertising
- Search Engine Marketing (SEM) and Optimisation (SEO)
- Email
- Videos
- Social media
- Review sites e.g. TripAdvisor

Traditional advertising

- Print, TV, radio, out-of-home (such as billboards)

Trade distribution

- Wholesalers/retail travel agents (e.g. Flight Centre, Helloworld)
- Inbound tour operators (e.g. AOT, ATS Pacific, Southern World)
- Online travel agents (e.g. Expedia, Ctrip, Wotif, Booking.com)

Note: All trade partners support sales through various ways of marketing, including their websites, promotional campaigns and activities, brochures and trade shows. At times, they may request specials from you to support localised marketing activity.

Tourism WA has developed a full list of trade distribution partners in each market. Visit Markets and research at tourism.wa.gov.au.

Who can help promote your product

There are many organisations that provide information, guidance and opportunities to help promote your tourism product.

Tourism organisations

Tourism.WA

- Participate in trade and media familiarisations.
- Participate in trade shows, roadshows and online training of travel agents.
- Leverage Tourism WA's social media channels to promote your business.

tourism.wa.gov.au

[Regional Tourism Organisations \(RTOs\)](#)

- RTOs promote their respective regions and complement Tourism WA's marketing activities.
- Membership benefits, participation in industry events/networking and marketing.

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

Tourism Australia

- List your business for free on the Australian Tourism Data Warehouse.
- Participate in trade events such as the Australian Tourism Exchange, Corroboree and Marketplace.
- Load your experience and videos onto the Aussie Specialist Program websites.

tourism.australia.com

Australian Tourism Export Council (ATEC)

- Peak industry body representing Australia's tourism export sector.
- Participate in networking events and trade shows.

atec.net.au

Tourism Council Western Australia (TCWA)

- Gain accreditation from TCWA as it signifies quality assurance in your business and experience delivery.
- Participate in networking events.

tourismcouncilwa.com.au

Local tourism organisations (LTOs)

- Local tourism organisations support local tourism businesses by liaising with regional tourism authorities and state bodies on behalf of operators.
- Access membership benefits.
- Participate in industry events.

Local visitor centres

- Visitor centres provide information on destinations, accommodation, attractions, activities and tours.
- Access membership benefits, participate in industry events, booking systems and display of brochures.

visitorcentreswa.com.au

Western Australian Indigenous Tourism Operators Council (WAITOC)

- WAITOC is the peak representative organisation for Aboriginal tours and experiences in Western Australia, promoting authentic cultural experiences.
- Advice, marketing and representation at industry events.

waitoc.com

Australian Hotels Association WA (AHA WA)

- Represents the interests of the hospitality industry in WA.
- Workshops, campaigns and industry news and representation.

ahawa.asn.au

Business Events Perth

- Responsible for securing large, high yield business events to the State.
- Markets a variety of tourism experiences and venues nationally and internationally.

businesseventspertth.com

Forum Advocating Cultural and Eco Tourism Inc (FACET)

- WA-based network and information resource for people with an interest in cultural, nature-based and ecotourism.
- Runs a number of events to develop and promote the industry in WA.

facet.asn.au

Industry

- Hotel concierges are often used as an information/reference point for many tourists wanting to know what to do and where to go. By promoting your experience through concierges, it will keep your product top of mind for front of house staff when asked for a recommendation.
- Establish partnerships with other tourism operators in the region by bundling like or complementary products.

Media

- Develop a media kit to showcase your product.
- Invite media to participate in a familiarisation to experience the product.