

An aerial photograph of a beach with waves crashing onto the shore. The sand is a deep reddish-brown color, and there are several sets of parallel tire tracks running horizontally across the middle of the image. The water is a mix of green and blue, with white foam from the waves visible at the shoreline.

TOURISM WESTERN AUSTRALIA

TRADE READY INTRODUCTION
PROGRAM 2026



ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West 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.

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PROGRAM DESCRIPTION

Tourism Western Australia invites expressions of interest from tourism operators for the annual intake of the Tourism WA Trade Ready Introduction Program (TRIP). **Applications are open year-round, with the cut-off date for the 2026 program intake set for Tuesday, 30 September 2025.**

TRIP was established in 2024 with the aim to assist operators who are ready to expand their business into interstate and international markets through the facilitation of B2B trade engagement opportunities as they work to grow contracting relationships with buyers.

Involvement in the program spans a three-year period and will include opportunities* such as:

- Attendance at the annual Australian Tourism Exchange (ATE);
- Attendance at other in-market tourism trade events (such as Tourism Australia Marketplace, ATEC Meeting Place, G'Day Australia, etc);
- Attendance at Tourism WA Roadshows (either domestically or internationally) and other Tourism WA trade events;
- Trade and industry networking opportunities;
- Inclusion in WA destination showcases and familiarisation tours (where applicable)

*Note, trade event opportunities are dependent on being accepted by the event organiser and prior approval from Tourism WA is required to access TRIP financial support.

PROGRAM BENEFITS

YEAR 1

100% CONTRIBUTION

In the first year of participating in the program, participants will be awarded financial support of up to \$6,700, covering 100% of registration costs to attend trade events such as the annual Australian Tourism Exchange (under a shared registration), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting Place) a Tourism WA Roadshow, and/or a Tourism Australia Marketplace event.

YEAR 2

75% CO-CONTRIBUTION

In the second year of participating in the program, participants will be awarded financial support of up to \$5,025, covering 75% of registration costs to attend trade events such as the annual Australian Tourism Exchange (under a shared registration with the option to apply for a full registration at own expense), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting Place) a Tourism WA Roadshow and/or a Tourism Australia Marketplace event.

YEAR 3

50% CO-CONTRIBUTION

In the third and final year of participating in the program, participants will be awarded financial support of up to \$3,350, covering 50% of registration costs to attend trade events such as the annual Australian Tourism Exchange (under a shared registration with the option to apply for a full registration at own expense), attendance at select industry conferences that have an appointment stream (such as ATEC Meeting Place) a Tourism WA Roadshow and/or a Tourism Australia Marketplace event.

Forming part of the Trade Ready Introduction Program, Tourism WA is proposing to host a WA Trade Expo every three years to showcase trade ready product to global buyers. Buyers will be invited to visit Western Australia for B2B meetings with selected sellers and to experience pre and post familiarisation tours. Operators that participate in TRIP will be given priority to participate in the WA Trade Expo.

Terms and Conditions apply. Tourism WA will work with successful applicants to develop a program budget identifying the appropriate program benefits relevant to their business.

ELIGIBILITY REQUIREMENTS

Applicants will be assessed on their capability to meet the below eligibility requirements and by meeting key deadlines:

- Be a West Australian owned and operated tourism business, with headquarters in Western Australia (WA).
- Be able to provide evidence of holding public liability insurance to a minimum of \$10 million. Please submit a copy of current certificate with your application.
- Be able to demonstrate Tourism as the primary focus of your business operations.
- Have product that is suitable for the domestic and/or international markets that will contribute to driving visitation to Western Australia.
- Have had limited or no face-to-face engagement with trade via industry events and have not previously received funding support from Tourism WA to attend trade events.
- Be able to demonstrate marketing activities in the intrastate market (this can include association and activity with your relevant RTO/Visitor Centre). Please submit a copy of your current marketing plan with your application.
- Have a business listing with the [Australian Tourism Data Warehouse](#) (ATDW)
- Presence and engagement through social media platforms.
- Have an existing website with a secure online booking platform.
- Have product with scheduled availability and have an existing, or be willing to develop, a rate sheet for trade, with a minimum commission structure of 25% for Wholesalers and Tourism WA's Key Distribution Partners. Rates can be negotiable for smaller Online Travel Agents and Retailers.
- Be able to clearly demonstrate long-term commitment and operational stability to selling in the domestic and international markets. Operators will be assessed on their ability to demonstrate being in-market beyond the TRIP program.
- Be available to commit to the program for the duration of three years. Commitment includes financial contribution including travel expenses, time to travel to attend trade events, meetings and presentations relating to TRIP and reporting on outcomes from the program.

SELECTION CRITERIA

To be considered as a participant for the program, applicants must demonstrate how they meet the selection criteria and provide the necessary information by the key dates specified. All applications will be considered on a case-by-case basis. Applicants will need to address the following questions as part of the application process:

- Please explain and demonstrate how your business meets the eligibility criteria. (Please include a copy of your current marketing plan with your application).
- Why do you want your business to be involved in this program? Please explain what you hope to achieve by being involved with the Trade Ready Introduction Program.
- What is your current understanding of trade distribution and working in the domestic and international markets? Please identify if you have any previously established trade relationships.
- As a three-year joint funding commitment is required, please provide details of your ability to commit to this program financially and operationally. (Please include a copy of your current business plan with your application).

Considerations:

- We recognise that many tourism operators deliver big results with small teams. Please consider the impact on your business if you will be attending a trade event for up to 5 days and outline your plan to continue operation during a period where you may be away from your business for several days. We also ask for consideration of the co-contribution amounts required and evidence that this has been accounted for in your budget.
- Current association memberships and accreditations with an industry body (e.g. BE Perth, ATEC, TCWA, WAITOC, RTOs) will be highly regarded. Please ensure you highlight this in your application.
- Participants accepted into the program must have completed by 31 December 2025 a sustainable tourism accreditation and an accessible tourism online assessment, if not already completed.

SELECTION PROCESS

- The expression of interest application process is competitive, and applicants will be evaluated by a selection panel, appointed by and including, representatives from Tourism Western Australia.
- Applicants will be assessed on the following:
 - Meeting the selection criteria and eligibility requirements
 - Product demand in the domestic and international markets
 - Ability to demonstrate their commitment to participate in the program over the three years
- All applicants will receive a notification of the outcome of their application.
- Intake into the program is limited and on an annual basis. Operators who have previously applied but were unsuccessful are welcome to apply again. To be considered for intake into the program for 2026, applications must be received by EOD Tuesday 30 September 2025.



PROGRAM COMMITMENTS

Participants of the program will be required to commit to the following activities, including but not limited to:

- Initial 1:1 meeting (online or in-person) with Tourism WA to discuss goals of the program and trade event opportunities for the calendar year – Jan/Feb
- Pre-scheduling ATE briefing - Feb/Mar
- Presentation to Tourism WA staff of trade product offerings – Mar/Apr
- Annual attendance at the Australian Tourism Exchange (ATE) – May*
- Completion of a post ATE survey - May
- Completion of an end of year program results survey – Nov/Dec

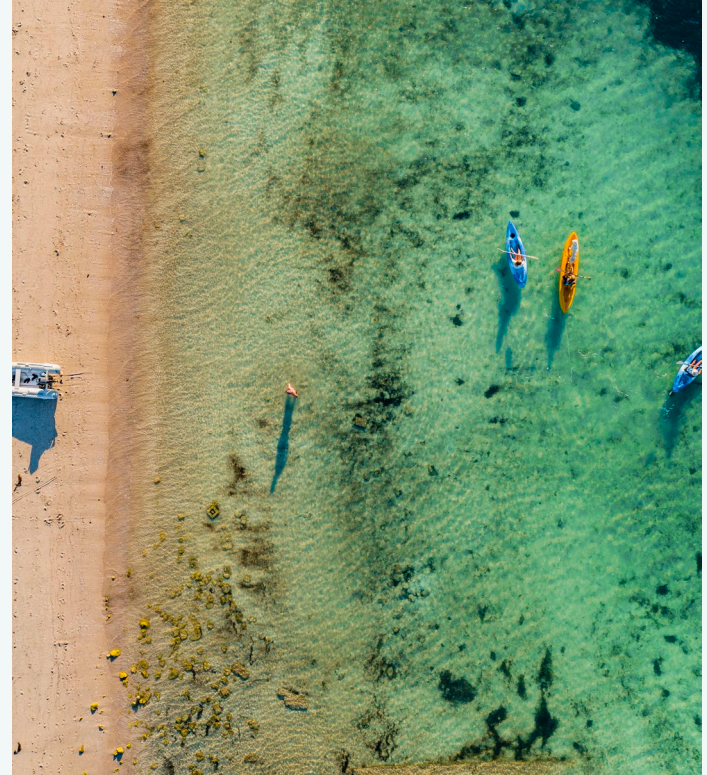
* It is compulsory for TRIP operators to attend ATE each year they're in the program. This is the minimum participation requirement.



REPORTING REQUIREMENTS

Participants of the program will be required to report and provide feedback on the program, including but not limited to:

- Results from attendance at trade events, for example:
 - Media exposure
 - Value of resulted bookings
 - Formed partnerships
- Financial acquittal of Tourism WA contributed funds
 - Evidence of payment for event registrations, etc.
- Completion of a post ATE survey
- Completion of an end of year survey





KEY DATES

Applications Open:

Always-open

Applications Close for 2026 intake:

Tuesday 30 September 2025

Outcomes advised by:

Friday 5 December 2025

HOW TO APPLY

Eligible tourism businesses are invited to submit an Expression of Interest (EOI) application electronically by completing the **online application form**. To be considered for intake into the program for 2026, applications need to be submitted by EOD Tuesday 30 September 2025. Applications submitted after this date will roll into the following year.

Your application should include the documents/evidence requested as part of the selection criteria.

Should you have any questions regarding the application process, please contact the Partnerships and Industry Team at Tourism Western Australia by emailing industry@westernaustralia.com

[APPLY NOW](#)

FREQUENTLY ASKED QUESTIONS

1. How will it be determined which trade events my business can attend?

Successful applicants will meet with Tourism WA to determine the market segmentation of their product. A budget and plan will be developed, identifying the appropriate trade events the operator can register to attend. If the operator isn't accepted to attend a trade event, another relevant event will be identified.

2. Can I use the funds to attend conferences or training?

No, the funds can only be used to cover the registration costs of trade events and roadshows agreed upon with Tourism WA.

3. Do I need to commit to all three years of the program?

Yes, it is a requirement to commit to the entire duration of the program. Applicants will need to demonstrate how they plan to commit to the three-years, supporting this by providing a copy of their business plan.

4. Can I use the funds for travel expenses?

No, funds cannot be used for travel expenses. If the program participant applies to attend a Tourism WA roadshow, a travel subsidy might be provided as part of the roadshow program at the discretion of Tourism WA.

5. Can I transfer the funds to another business?

No, funds must be used for and by the business accepted into the program. The operator will be required to acquit the funds and provide evidence of spent Tourism WA monies.

6. Can I still apply if I have previously attended an interstate or international trade event?

Yes, you can still apply, however applicants must have had limited in person engagement with trade and have not received previous funding from Tourism WA to attend a trade event. Depending on an applicants' level of experience in market, operators may be accepted into the program in years 2 or 3, at Tourism WA's discretion.

7. Can I apply for this program if I am already receiving funding through another Tourism WA business support program?

No, an operator must not be receiving funds from Tourism WA as part of another business support program.

8. Can I apply for the program even if I have previously applied but was not successful?

Yes, operators who have previously applied are encouraged to apply again. The program is competitive with limited intake so unfortunately not all applicants will be successful but may be successful in future years.

9. How is it decided who is accepted into the program?

A selection panel assesses every application on a case-by-case basis, considering how their business meets the eligibility and selection criteria, how the applicant has demonstrated their commitment to the three-year program and if their product is in demand in domestic and international markets. Tourism WA global market managers also provide feedback on this. Tourism WA may also consult with its funded partners (RTOs, etc) to provide input where appropriate.

10. What can I do to ensure my application is strong?

Ensure you address in your application how you meet the eligibility and selection criteria, clearly demonstrating your commitment to the program and by providing all supporting documents as requested by the application deadline. Applicants are welcome to submit any further supporting evidence to bolster their application such as customer reviews.

For further clarification on the conditions of the program, please contact industry@westernaustralia.com

WHAT THE 2025 TRIP COHORT HAD TO SAY POST ATE25

"Being part of TRIP has really elevated my business and provided me with opportunities I as a small operator may not have had otherwise. Being backed by Tourism WA in this program has really helped me to have a better understanding of the industry and become more connected with Industry."

"I found ATE25 and being part of the TRIP Program to be an amazing and humbling experience—truly invaluable. It gave me a deeper understanding of how the tourism industry operates and provided greater insight into promoting and selling my business. I've made connections and friendships that I'm confident will not only benefit my business and help promote travel to my region but will also last for many years to come. A big thank you to everyone involved at every level."

"We're feeling super lucky to be involved in TRIP and able to take advantage of the support, guidance and growth the programme provides"

"Thank you so much for all your support throughout the TRIP program and ATE25. The opportunity to be involved has meant a great deal to us."

"Being part of the Tourism WA TRIP program was such a reassuring and rewarding part of the ATE experience. Having familiar faces and support on the ground, no matter where you were, made a huge difference and created a real sense of community. The guidance, encouragement, and connection the program offered added so much value to the week. We would highly recommend it to anyone considering."

"The communication from Tourism WA and ability to coordinate new operators (or new to ATE) through this logistically complicated process was exceptional. The support and guidance is priceless enabling us to build relationships, create new business and grow opportunities through ATE. Tourism WA through the TRIP program created collaboration opportunities recognizing business opportunities between operators and facilitating those connections."

"Attending ATE for the first time and being part of the TRIP program was such an incredible experience. The TRIP program made it more accessible and less daunting, and now that we've experienced it, we can see just how valuable it is for our business. We'll definitely be attending ATE for many years to come."



2025 TRIP Cohort at the 2025 Australian Tourism Exchange in Brisbane

"ATE25 was an incredible experience, and we are so grateful to Tourism WA for selecting us to be part of the TRIP program. The event was exceptionally well organised, and being involved gave us invaluable exposure and the chance to grow our business through meaningful connections. The support from the Tourism WA team was outstanding every step of the way; special thanks to Jacqui. Your guidance and enthusiasm made everything so much easier, and we really appreciate everything you did behind the scenes."

TERMS AND CONDITIONS

By submitting and Expression of Interest (EOI) to participate in the Tourism WA Trade Ready Introduction Program, tourism operators agree to abide by these terms and conditions.

Definitions

In these T&Cs unless the context otherwise requires:

- Program refers to the Tourism WA Trade Ready Introduction Program (TRIP)
- Activity refers to any event or activity forming part of the TRIP program
- Department means the Department of Jobs, Tourism, Science and Innovation
- Tourism WA means Tourism Western Australia
- State means the State of Western Australia.

Acknowledgements

1. Submitting an expression of interest application does not guarantee a place in the program.
2. Tourism WA reserves its right and absolute discretion to select applicants for the program.
3. You acknowledge that, if successful, your participation in the program 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 because of participation in the program.

No legal relationship

1. Nothing in these T&Cs shall imply the creation of any legal relationship between you, the Department and Tourism WA.
2. 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.
3. The State, the Department and Tourism WA shall not have any responsibility or liability for the success or otherwise of the program. 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 program activities.

Privacy

1. By submitting an expression of interest, you agree to your personal information being collected by the Department and Tourism WA.
2. The Department and Tourism WA may also use or disclose your personal information for a purpose related to that for which it was collected, including communications about future programs of a similar nature.
3. The applicant consents to the collection and disclosure of their personal information by the department and any online platform use in connection with the program and declares that they are authorised to provide the personal information to third parties where applicable.
4. Your 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.

Promotion and acknowledgement

1. The Department and Tourism WA reserves the right to publicise the outcomes of the program and any feedback as a result of the applicant participating in the program.
2. If requested by the Department and Tourism WA, the applicant must acknowledge the support provided by the Department and Tourism WA in any relevant publicity undertaken by the applicant.

Code of Conduct

1. You must conduct yourself in a professional manner having regard to the intent of the program.
2. You must act ethically and within integrity when engaged in all activities associated with the program.
3. Maintain professional, respectful and positive behaviours and habits throughout the program.
4. When traveling under an activity forming part of the program, maintain behaviour in accordance with local customs, Treat colleagues and the public with respect and courtesy at all times.

TERMS AND CONDITIONS CONT.

Program requirements and applicant/participant obligations

1. To meet product demand in domestic and international markets, and to showcase the diversity of WA tourism product, Tourism WA reserves the right to assess all applications on a case-by-case basis, determining final operator participation for the program, with Tourism WA's decision being final.
2. The Department and Tourism WA reserves the right, in its sole and absolute discretion to cancel, postpone or modify activities within the program without any liability to the Department and Tourism WA.
3. Program participants can only represent the business that has applied and been accepted to participate in the program, unless approval is provided by Tourism WA.
4. Submission of an EOI application does not guarantee participation in the program. Where warranted, a business may be accepted into the program in year two, at Tourism WA's discretion.
5. Program participants agree to acquit funds upon Tourism WA's request in line with reporting requirements, producing copies of receipts/financial evidence as required.
6. Operators that are already receiving funds as part of a Tourism WA program or have previously received funds from Tourism WA to attend a trade event, will not be eligible to participate in the Trade Ready Introduction Program.
7. Participants must be able to commit to the three-year program, with the minimum commitment of attending the Australian Tourism Exchange on an annual basis whilst in the program. Should an operator's circumstances change that inhibits their participation for the duration of the agreement, notification must be given in writing to Tourism WA with supporting evidence for the reason they can no longer participate in the program.
8. Operators will be selected by a selection panel, appointed by and including, representatives from Tourism Western Australia. The panel may consult with Tourism WA's Regional Tourism Organisation (RTOs) and Tourism Council WA for feedback on applicants during the selection process.
9. Funds contributed by Tourism WA for attendance at a trade event cannot be attributed towards any travel costs, with the exception of Tourism WA Roadshows where travel is included in the total participation fee.

10. Tourism WA will work with successful applicants to develop a program budget identifying the appropriate program benefits relevant to their business. Benefits of the program are to be agreed upon by both parties, the operator and Tourism WA.
11. Participants accepted into the program must have completed by 31 December 2024 sustainable tourism accreditation and an accessible tourism online assessment, if not already completed.
12. Attendance at trade events will be based upon the approval of the event organisers, which may be out of the control of Tourism WA. If an operator is denied to attend a trade event, Tourism WA will work with the operator to identify a different, but applicable, opportunity.
13. Participants acknowledge that if successful in being accepted to attend a trade event organised by a third party, the participant will be subject to the Terms and Conditions of the external organiser.
14. Unless advised otherwise, participants are responsible for the arrangements and costs of their own travel, including but not limited to airfares, visas, insurance, accommodation, transport, tours and meals (outside of the official program).
15. Participants must attend all activities attached to the program as informed by Tourism WA, unless discussed and agreed upon in advance.
16. If requested by the Department and/or Tourism WA, all attendees agree to participate in a formal evaluation of the program conducted by the Department and Tourism WA or its agents.
17. Participants accepted into the program must abide by program schedules, meeting deadlines for applications, presentations, attendance at trade events, supplying promotional assets and meeting reporting requirements.
18. Each applicant 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).

These terms and conditions are governed by the laws of Western Australia irrespective of the place of residence of any operator/applicant/participant of the program.





CONTACT US

If you have any queries about the program
or the application process, please don't
hesitate to contact our team.

Tourism WA Partnerships and Industry
industry@westernaustralia.com