

2017/18 PERTH REGION TOURISM ORGANISATION INC COOPERATIVE MARKETING CALENDAR



EVENT/ACTIVITY	DATE	MARKET		LOCATION	MEMBER OPPORTUNITY	COST (INC GST)
INTERSTATE TRADE & CONSUMER EVENTS						
Flight Centre Expo - Sydney	Feb	NSW Consumers	Consumer Expo	Sydney	Brochure distribution	\$360*
Flight Centre Expo - Melbourne	Feb	VIC Consumers	Consumer Expo	Melbourne	Brochure distribution	\$360*
Flight Centre Expo - Adelaide	Feb	SA Consumers	Consumer Expo	Adelaide	Brochure distribution	\$360*
INTERNATIONAL TRADE & CONSUMER EVENTS						
NATAS	Aug	Singaporean Consumers	Consumer Expo	Singapore	Brochure Distribution	\$390*
MATTA	Sep	Malaysian Consumers	Consumer Expo	Kuala Lumpur	Brochure Distribution	\$390*
PATA	13-15 Sep	Global Trade	Trade Event	Macau	Trade USB Profile	\$275*
NZ - TWA / RTO Roadshow	26 Sep-7 Oct	NZ Trade	Trade Event	New Zealand	Trade USB Profile	\$275*
NZ Flight Centre Expo	Feb	New Zealand Consumers	Consumer Expo	Auckland	Brochure Distribution	\$390*
TA USA Marketplace & TWA USA Roadshow	Feb	USA Trade	Trade Event	Various cities W.C. USA	Trade USB Profile	\$275*
NATAS	Feb	Singaporean Consumers	Consumer Expo	Singapore	Brochure Distribution	\$390*
MATTA	Mar	Malaysian Consumers	Consumer Expo	Kuala Lumpur	Brochure Distribution	\$390*
WA Consumer Event - Singapore	Mar	Singaporean Consumers	Consumer Expo	Singapore	Brochure Distribution	\$390*
UK Wholesale Sales Training Mission	Mar TBC	UK Trade	Trade Event	UK	Trade USB Profile	\$275*
ATE Media Program	14 Apr	Global Media	Trade Event	Adelaide	Trade USB Profile	\$275*
Australian Tourism Exchange (ATE)	16 – 19 Apr	Global Trade	Trade Event	Adelaide	Trade USB Profile	\$275*
SE Asia – TWA Roadshow	May TBC	SE Asia Trade	Trade Event	SE Asia	Trade USB Profile	\$275*
*Please note – brochure distribution price applies to 500 DL size brochures or single sheet A4 Flyers - all others on request						
ADVERTISING & CAMPAIGNS						
Summer Campaign	Nov - Feb	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$200/unit
Easter Campaign	April	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$200/unit
Winter Campaign	May - Aug	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$200/unit
Other Local Campaigns	Ongoing	WA Consumers	Integrated Campaign	Tactical Press & Digital	Product Advertising	From \$200/unit

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EDM & E-NEWSLETTERS						
Consumer Exclusive Offer EDMs & Online	Monthly	Consumers	E Newsletter	Tactical Advertising	Product Advertising	TBA
Consumer Tactical & Seasonal EDMs	Ongoing	Consumers	E Newsletter	Seasonal Activities	Product Promotion	N/A
Member EDMs	Monthly	Industry & Members	E Newsletter	Product Updates	Product Promotion	N/A
Media EDMs & Press Releases	Ongoing	Media	E Newsletter	Product Updates	Product Promotion	N/A
Trade EDM's	Quarterly	Wholesale Trade & Media	E Newsletter	Product Updates	Product Promotion	N/A
WEBSITE PROMOTION						
Seasonal Website Features	Ongoing	Consumers	Online	Seasonal Activities	Product Promotion	N/A
Website Banner Advertising	Ongoing	Consumers	Online	Banner Advertising	Product Advertising	From \$275/month
MARKETING COLLATORAL						
Experience Perth Holiday Planner	Jan	All markets	Multi Page Brochure		Product Advertising	From \$975
Sunset Coast Holiday Planner	Jan	All markets	Multi Page Brochure		Product Advertising	From \$330
Experience Perth Trade Brochure	Jan	Global Trade	Multi Page Brochure		Product Advertising	TBA
Experience Perth Cruise Brochure	TBA	Cruise Trade & Consumers	Multi Page Brochure		Product Advertising	TBA
MEMBERSHIP						
Gold Membership						\$360/year
Silver Membership						\$220/year