

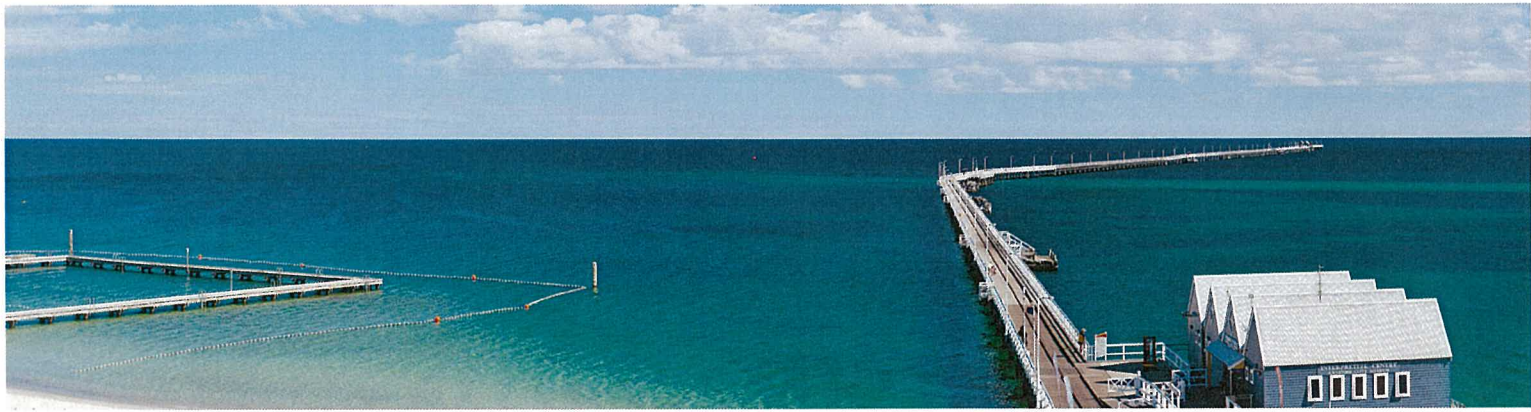


WELCOMING JETSTAR

INDUSTRY Opportunities

How you can get involved

1. Start meeting with trade and get your product or business in front of them! We can help you make these connections.
2. Make sure your tour or product is listed on the Australian Tourism Data Warehouse (ATDW). Tourism WA draws its consumer website content from ATDW so you need to be listed in order appear on **westernaustralia.com**. If you are already listed, make sure your product information and links are up to date.
3. Visit atdw-online.com.au and register today.
4. Follow us on Facebook, Instagram and Twitter. We have incredibly passionate followers who are always commenting and asking about what there is to do in the region. As experts on all things in this region, we encourage you to join in the conversation on social media.
5. Use the hashtags **#thisisWA** **#AustraliasSouthWest** and any other relevant destination hashtags. The more relevant hashtags you use, the greater your social reach will be! We can only repost if you @mention us and include our hashtag.
6. Tourism Western Australia has thousands of images available to download for free from the image gallery. Visit **imagegallery.tourism.wa.gov.au** and register your business to access.
7. Have you got a new product offering you think Tourism WA should know about? Contact us if you would like to do a product briefing to Tourism WA staff.
8. Add **media@westernaustralia.com** to any of your email news databases so you can update us on new products or services



TRAVEL DISTRIBUTION Partner Contacts

Tourism Western Australia works with a range of domestic travel distribution partners such as Wholesalers, Incentive houses, Online Travel Agents (OTA's) and the more than 3700 retail travel agents who all have the ability to sell a wide range of Western Australian tourism products.

These partners play an important role in the sourcing, development and promotion of your product to the consumer (B2B2C) which not only adds to the mix of business that keeps your product top of mind year round, but acts as an extension of your marketing activities across Australia.

On an annual basis, Tourism WA invests more than \$2million into domestic cooperative marketing campaigns to market WA holiday destinations based on events, seasonality and other commercial considerations.

Tourism WA's owned and earned channels support our Cooperative campaigns including holiday deals on **westernaustralia.com** and through our regular newsletters to trade, media and our social networks

Jetstar	Accommodation and packages contracted through Qantas Hotels	Matthew Barnes matthew.barnes@qantashotels.com
Qantas	Accommodation and packages contracted through Qantas Hotels	Matthew Barnes matthew.barnes@qantashotels.com
Virgin Australia Holidays	Accommodation drawn from Expedia.com	vah.product@virginaustralia.com
Helloworld Magellan Travel Mobile Travel Agents My Travel Group	Wholesale: Viva Holidays, Sunlover Holidays	aus.contracting@helloworld.com.au
Flight Centre Group	Infinity Holidays, Travel Associates	Andy Reid - Product Manager GPN andy_reid@flightcentre.com
Ignite Travel Group	7 Travel Flight Centre RACQ RAA Flybuys	James Munro Product Development Director James.Munro@ignitetravel.com
Broome Kimberly and Beyond		product@broomekimberley.com
Expedia / Wotif		Perth ACC & ANW: Kerry Gouwes kgouwes@expediagroup.com Perth & ASW: Xavier Sala Busquets xsalabusquets@expediagroup.com
Webjet.com	Accommodation pulls through Expedia Packaging: Webjet Exclusive Accommodation	Brendan.sawyer@webjet.com.au

For more information on the Domestic Market please contact:

Head Office:
Verity Collis
verity.collis@westernaustralia.com

Sydney Office:
Pat Monneron
pat.monneron@westernaustralia.com

Tourism
WESTERN AUSTRALIA

