

AUSTRALIA'S SOUTH WEST MARKETING CALENDAR 2018/19

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
ALL MARKETS												
Ongoing Social Media - Instagram, Facebook, Twitter, Youtube, Pinterest, Spotify												
EDMs - Fortnightly Member/stakeholder, Monthly Media, Quarterly Trade & Consumer												
Ongoing Trade and Media Famils									ATE Famils			
Regional Map				Holiday Planner								
INTRASTATE												
Winter Down South Campaign		WA Tourism Conference	Southern Forests & Valleys Campaign	Walk Through WA (Perth Royal Show)		Summer Campaign			Perth Caravan Show	Winter Down South Campaign		
		Great Southern Campaign									Bunbury Geographe Campaign	
Weddings, Conferences and Events Campaign												
Six Seasons Aboriginal Campaign												
INTERSTATE												
East Coast Campaign							VIC & SA Caravan Shows		NSW Caravan Show	East Coast Roadshow	QLD Caravan Show	
INTERNATIONAL												
Corroboree Asia		China Mission	Margaret River Region in Singapore	ATEC Meeting Place			Australian Marketplace USA (TBC)	Walkabout Japan (TBC)	MATTA (Malaysia Consumer Show)	Australian Tourism Exchange	UK/Europe Training (TBC)	
MATTA (Malaysia Consumer Show)		South East Asia Roadshow (TBC)	Corroboree West									



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Note this document is subject to change. If you have any queries, please don't hesitate to contact us at admin@australiassouthwest.com.



MARKETING OPPORTUNITIES 2018/19

PRINT AND DIGITAL

Social Media Mentions	Free for Ultimate members, and available to other members, 2 x mentions on one of our three social media channels (Facebook, Instagram or Twitter). These posts are created in partnership with our team to ensure you get the best result possible.	\$155
Boost Your Post	We'll help your social media mention go further by boosting your post.	\$50
Special News Blast	Have a specific product launch, event or promotion relevant to our members? We'll cater a specific EDM and distribute it to our membership database. Limited spaces available.	From \$50
Regional Map Listing	Free for Premium and Ultimate Members, and available to Essential members, this user-friendly map is distributed to visitor centres throughout WA, and to interstate and international core markets.	\$160
Holiday Planner	The ASW Holiday Planner provides tourists with travel inspo, tips, advice, must-sees and must-dos. Purchase an advert to be showcased within this essential annual publication. *Cost is dependant on membership level (savings from 5-20%) and unit size.	From \$530*
One Year Website Advert	Have your business feature on the ASW website, which receives more than 35,000 hits per month. ASW will design your digital advert and showcase it on the homepage for one year.	\$1000

CAMPAIGNS

Sub-regional Campaigns	ASW promote each sub-region through detailed campaigns that harness digital marketing via social media advertising, Google Adwords and Outbrain; traditional radio with an online competition; newspaper editorial in the Sunday Times Escape Magazine; member discounted advertising opportunities; as well as print advertorial and famil/PR opportunities.	From \$200
Summer Campaign	ASW have developed a highly targeted digital campaign to assist with visitation during Summer's shoulder months, along with the promotion of our annual Holiday Planner.	From \$150
Winter Campaign	Our biggest campaign of the year, aimed at increasing visitation to the South West during winter. This campaign is targeted at the Intrastate and Singapore markets and promotes South West businesses through traditional and digital marketing.	From \$350
Weddings, Conferences and Events Campaign	This multi-tiered campaign features a dedicated Weddings, Conferences and Events webpage on the australiasouthwest.com website, member listings and ongoing digital advertising through Facebook, Google Adwords and Outbrain.	From \$295

INTERSTATE

East Coast Roadshow	A consumer event aimed at increasing awareness of the region.	TBC
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INTERNATIONAL

MATTA	A consumer show held in partnership with Tourism WA in Kuala Lumpur. Have your brochures presented direct to the consumer at this international event, held twice a year. Price is per event.	\$320
Corroboree Asia and Corroboree West	More than 300 frontline travel sellers from Asia will attend this Tourism Australia training event for qualified Aussie Specialists. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	\$400
China Mission	ASW partners with Tourism WA to travel to China, representing you through one-on-one appointments with trade delegates. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	\$500
Japan Walkabout	An ASW team member travels with Tourism WA and Tourism Australia to Japan, representing you in a multi-city roadshow through presentations and one-on-one appointments with trade delegates. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	\$500
UK/Europe Training (TBC)	An ASW team member travels with Tourism WA to the UK and Europe, representing you in a multi-city roadshow through presentations and one-on-one appointments with trade delegates. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	\$500
Australian Marketplace USA (TBC)	An ASW team member travels with Tourism WA and Tourism Australia to the US, representing you a multi-city roadshow through presentations and one-on-one appointments with trade delegates. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	\$500
ATE	Tourism Australia's largest travel trade show comes to Perth in April! Allow us to promote your business through one-on-one appointments with trade delegates. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	\$800
South East Asia Roadshow (TBC)	An ASW team member travels with Tourism WA to Singapore, Malaysia and Indonesia, and invites you to join us on the road for one-to-one appointments with trade delegates, agent training and media networking. A follow up email featuring your product profile will be sent, plus database supplied to you for your own marketing purposes.	Roadshow fee TBC