



**Destination Pilbara**  
POWERED BY NATURE

**PILBARA TOURISM  
ASSOCIATION  
MEMBERSHIP  
PROSPECTUS 2021/22**



# Pilbara Tourism Association



The Pilbara Tourism Association (PTA) is an incorporated not-for-profit membership-based organisation that promotes the Pilbara region of WA. Working collaboratively with local, regional, state, and national, tourism organisations, the PTA aims to:

1. Implement comprehensive marketing activities to promote the region and the Warlu Way Drive trail, its attractions and tourism product
2. Provide a point of contact and liaison between the Pilbara Tourism industry, LGA's and tourism organisations and the Pilbara's tourism businesses
3. Encourage a diverse range of stakeholders in the Pilbara communities to be actively engaged with tourism and the development of a sustainable industry
4. Develop and implement projects and marketing activities to enhance the Pilbara tourism businesses and the visitor experience and build the region's tourism profile



Image Courtesy of TWA





# Why join?

**Destination Pilbara**  
POWERED BY NATURE

Tourism is a key economic driver for the Pilbara with more than 900,000 visitors to the region every year, generating more than \$470 million in gross revenue annually. Most importantly, tourism businesses owned and operated within the region provides a high rate of return to the community and region from each dollar spent by tourists.

The increased cross-regional collaboration will deliver new opportunities to access and capture the drive market. While relationships with ANW and TWA are already strong and collaborative, strengthening these ties will be an important strategy to foster and build on marketing opportunities.



# 2021- A year of successful project delivery

The PTA projects delivered in 2021 will drive significant new tourism opportunities for members. These initiatives have received funding in excess of \$200,000 from the government and businesses and included:

- The Warlu Way Travelsafe app has been completed and is available for download
- The 56 page WW Adventure Guide has been developed with 30,000 copies to be printed and distributed as well as available for download from the website
- The Pilbara was represented at the 2021 Perth Caravan and Camping show with plans for 2022 underway
- The Destination Pilbara Website was developed and launched in July and features all regions and member's product
- A journalist famil on the WW was funded and undertaken in May by RAC's Horizon Magazine and published in September
- A Destinations WA feature on the WW app and drive route was funded and aired in June
- A \$15,000 Social Media strategy and campaign has been developed and implemented
- The Epic Pilbara Adventure prize was supported by \$15,000 in marketing and generated nearly 10,000 entries that form a valuable marketing database
- Pop-up Banners have been designed and printed for distribution to Pilbara Visitor Centres
- GWN ads have begun to promote the Warlu Way, the app and Adventure guide
- An image and video library has been created for member and stakeholder use
- New signage is being developed to promote the WW app and Adventure guide



**Join the PTA now so you can benefit immediately from the increased marketing and promotion.**

# PILBARA TOURISM ASSOCIATION (PTA)

## MEMBERSHIP OPTIONS

	<b>Base Membership</b> <b>\$110 inc GST</b> Recommended small tour operators, accommodation < 10 rooms, retail & restaurants	<b>Marketing Membership</b> <b>\$330 inc GST</b> Recommended for mid-level tour & accommodation operators, medium to large retail outlets	<b>Premium Membership</b> <b>\$880 inc GST</b> Recommended for corporations & organisations wanting to support the development of tourism in the Pilbara
Association voting rights	✓	✓	✓
Invitation to attend member networking functions	✓	✓	✓
Subscription to e-newsletters	✓	✓	✓
Access to new image and videography library	✓	✓	✓
Eligible to participate in Destination Pilbara marketing opportunities		✓	✓
Link to your website on the Destination Pilbara website		✓	✓
Invitation to participate in consumer and trade events		✓	✓
Inclusion in on-line version of WW Adventure guide members listing		✓	✓
Inclusion in Warlu Way Travel Safe app		✓	✓
Opportunities to participation in journalist famils		✓	✓
Priority opportunity to participation in journalist famils			✓
Display of logo and mention in Destination Pilbara promotions and events			✓

**Contact us to learn more and  
join up today**

**Barry Harrison - Chairman**

**EMAIL ADDRESS**

**[info@destinationpilbara.com.au](mailto:info@destinationpilbara.com.au)**

**PHONE NUMBER**

**0418 453 232**



**Destination Pilbara**  
POWERED BY NATURE