



ADVENTURE AWAITS ROADSHOW – United Kingdom and Europe
Sunday, 12 June – Sunday, 26 June 2022
PROSPECTUS FOR WA DELEGATES

Dear Industry Partners,

Tourism Western Australia (Tourism WA) is organising an in-person roadshow to reconnect outbound trade partners and agents from the United Kingdom and Europe (Germany, Switzerland, Italy) with key WA tourism operators to support the restart of international tourism to WA. This roadshow will enable participants to reconnect with the UK and European trade, update, exchange information and strengthen relationships with key-decision makers and will further allow an opportunity to train various UK and European Agents.

The UK and Europe WA teams have been hard at work over the past two years keeping WA at the front of our travel partners' minds and hope to build on the success of the 2021 UK & European Virtual Roadshow.

The event enables us to bring together suppliers with key buyers and agents to hear directly of the products' updates, Unique Selling Propositions (USPs), future pricing and booking conditions, to gain insights, accurate knowledge and improve sales. This year, after a difficult two years for the UK and European – Australia focused trade, it is vital that the travel trade hear this message directly, to rebuild engagement and confidence in the Western Australian tourism industry.

We believe that the roadshow scheduled for June 2022 will be an opportune time to connect with product managers and agents as they ramp up on their Australia offerings and sales.

At the end of 2019, WA's international visitor numbers were at a record high, with the growth rate for international holiday visitors the highest of all states and territories.

In 2019, WA attracted around 131,900 leisure visitors from the UK, an increase of seven per cent over the past five years, who spent \$203 million. WA also welcomed 48,200 visitors from Germany and Switzerland, an increase of 3.2 per cent on the previous year, who spent \$123 million.

We encourage WA operators to get involved and actively promote your product and region to key decision makers and travel agents in market.



Roadshow overview

The 2022 Roadshow aims to reconnect WA product with key UK and European decision makers and travel agents to showcase Western Australia and its regions. The goal of the roadshow is to:

- Provide opportunities to meet influential product managers and encourage them to include your product or region in their program/brochures
- Build on existing relationships with WA focused wholesalers
- Provide WA industry with an opportunity to meet with UK and European trade to understand consumer trends, trading conditions and opportunities post ATE
- Engage with UK, German and Swiss travel agents in person and share the latest WA product updates
- Engage with buyers from Italy to coincide with the launch of direct services between Rome and Perth which is effectively a new market for WA

Objectives of Tourism WA

- To raise the profile of Western Australia's tourism product suppliers and provide a platform to help them increase their exposure in UK and European programmes and promotions
- Aiming to inform the UK and European tourism industry that Perth and WA are 'Open for Business' and ready to accept international travellers
- Collectively educate front line agents on WA as a destination and its regional strengths.
- To continue to position Perth as Australia's gateway from Europe
- To increase awareness of Western Australia's incredible nature and wildlife, food and wine, aquatic and road trip experiences targeting accessible adventure
- To provide WA industry with an opportunity to (re)establish and further develop strategic business relationships with key trade partners



Outline of the AA Roadshow program,

(Outline is subject to change, and is a guide only)

UK Schedule

Sunday 12 June 2022

- **Afternoon:** Arrival in Glasgow
- **Evening:** Delegate dinner (venue TBC) including UK introduction, market update and welcome
- **Overnight:** Glasgow

Monday 13 June 2022

- **Morning:** Virtual training session
- **Evening:** Glasgow agent training workshop for approximately 45 agents (a mix of theatre style presentations to the room and speed dating for small groups of around 3-5 agents at a time)
- **Overnight:** Glasgow

Tuesday 14 June 2022

- **Morning:** Train from Glasgow to Manchester
- **Evening:** Manchester agent training workshop for approximately 60 agents (presentations to small groups of around 4-5 delegates at a time)
- **Overnight:** Manchester

Wednesday 15 June 2022

- **Morning:** Train/ Coach from Manchester to Leyland or Chester
- **Morning:** Gold Medal Visit (Leyland) / Chester Event
- **Afternoon:** Train to London for the evening event
- **Evening:** Agent training workshop event in London with evening event – 80 agents (a mix of theatre style presentations to the room and speed dating for small groups of around 7-8 agents at a time)

Thursday 16 June 2022

- Product Manager workshop event in London with evening event



European Schedule

Friday 17 June – Sunday 19 June 2022

- **WA sellers depart UK from LHR to Munich**
- **EU Product Managers Weekend**
Location: Munich

Monday 20 June 2022

- **Morning:** Free
- **Evening:** Agent Workshop for approximately 40 agents (a mix of presentations to the room and speed dating for small groups of around 3-5 agents at a time)
- **Overnight:** Munich

Tuesday 21 June 2022

- **Morning:** Travel to Cologne by Train
- **Evening:** Agent Workshop for approximately 40 agents (a mix of presentations to the room and speed dating for small groups of around 3-5 agents at a time)
- **Overnight:** Cologne

Wednesday 22 June 2022

- **Morning:** Travel to Zurich by Train
- **Evening:** Agent Workshop for approximately 40 agents (a mix of presentations to the room and speed dating for small groups of around 3-5 agents at a time)
- **Overnight:** Zurich

Thursday 23 June 2022

- **Morning:** Travel to Milan by Train
- **Evening:** Agent Workshop for approximately 40 agents (a mix of presentations to the room and speed dating for small groups of around 3-5 agents at a time)
- **Overnight:** Milan

Friday 24 June 2022

- **Morning:** Farewell Breakfast in Milan

End of Official Roadshow Program

Sunday 26 June 2022

- Qantas Direct Flight Rome – Perth 26 June 10:50**



**Tickets will be held at a reduced rate for this service, should delegates wish to take advantage of this.

Participation package for WA delegates

There is no product participation fee for AA Roadshow UK and Europe 2022. Tourism WA will cover the following costs for eligible delegates.

- A contribution to international airfares to UK/Europe of \$1000 AUD (arrival London, departure Rome)
- Product Manager meetings, travel agent and trade media training workshops and networking events outlined in the itinerary
- Rail fares, flight from the UK to Europe outlined in itinerary & coach/train/private transfers required for the roadshow. 20kg luggage allowance plus one bag as hand luggage is allocated per person for travel within UK and Europe. *This is strictly enforced.*
- Single occupancy accommodation incl. breakfast
- AV equipment (to note: sellers need to bring their own laptops and different adapters for UK, Germany and Switzerland)
- Venue hire
- Lunches and dinners at events specified
- Dinners at evening networking functions as specified
- Comprehensive database of all event attendees who opt in for communications (GDPR compliant)

Delegates are required to bear the costs of the following additional items:

- Domestic airfares outside of those detailed in itinerary
- Transfers not included on itinerary, including to and from the international airport from your departure and arrival back in WA
- Taxi and/or transfer costs between meeting locations
- Meals not specified
- Access to office equipment (Internet, stationery, printers etc.)
- Brochure shipment and delivery of presentation/display/promo materials from WA to Europe
- Excess baggage charges
- Optional sightseeing tours
- Accommodation outside of dates above
- Personal and incidental charges (Internet, photocopying, room service, mini bar etc)
- Travel insurance/Public Liability/local taxes



- Please note there is a NO PARTNER POLICY for Roadshows due to the tight schedules and need to keep the group together, limited space on pre-booked transport, pre-paid hotel rates and bookings, pre-arranged dinner events and limited resources available to assist in accommodating non-business travellers in itinerary arrangements or separate billing.

Who should attend?

The roadshow is most suited to directors of sales and marketing and/or business development managers.

Criteria for attendance

Due to the popularity of the UK/Europe Roadshow, Tourism WA expects to be oversubscribed with expressions of interest. Therefore, companies will be considered based on the following criteria:

MUST HAVE

- Suitability and availability of tourism products and services in the UK and EU markets specified.
- Offering terms and conditions to inbound market standards
- Ability to show a long-term commitment to the markets.
- Tourism accreditation.
- Must be well brochured across the UK and Europe, with the exception of new products.
- Member of relevant Regional Tourism Organisation (RTO) and/or WA Indigenous Tourism Operators Council (WAITOC).
- 'Up-to-Date' COVID-19 Vaccination Status (subject to entry requirements to the UK/Europe and Australia)

HIGHLY REGARDED

- Product that offers more than one product across multiple regions.
- Currently active in the market and working with key wholesalers in the market.
- Have undertaken marketing activities in the markets prior.
- Member of the Australian Tourism Export Council (ATEC) or National Tourism Organisations.
- Attends the Australian Tourism Exchange (ATE) with high preference for the UK, Germany, Swiss and Italian markets.



Selection process

1. Prospectus including application form distributed to suitable product.
2. Application forms to be submitted to Tourism WA by 4 March 2022.
3. Based on above criteria, Tourism WA to select suitable applicants to attend the roadshow.
4. All applicants will be notified of their acceptance or non-acceptance to attend the roadshow.

Key dates and deadlines

Applications open – **18 February 2022**

Applications close – **4 March 2022**

Acceptance advised – **18 March 2022**

Seller biography and logos due – **25 March 2022**

Application for event registration Terms and Conditions

With approximately 20 to 25 places available for the roadshow, preferences will be given to Tourism WA tourism suppliers who most closely meet the eligibility criteria. In response to market demand, nature and wildlife focused product and new tourism suppliers who are export ready will be given preference.

In order to showcase the depth and diversity of tourism products and to maintain and stimulate interest in the destination, Tourism WA reserves the right to determine the final participation.

If the number of companies meeting the selection criteria exceeds supply for the event, Tourism WA has the right to select the company that is most appropriate for the market.

The following criteria and terms apply to this event registration:

- *Participation is only available to accredited tourism businesses.*
- *Suitability of product for the UK, German, Swiss and Italian markets consistent with Tourism WA international marketing strategies, available research, and information provided in Tourism WA market briefs.*
- *All product and services must be commissionable at the required international levels.*
- *Major emphasis must be on Western Australian product. Operators with product promoting destinations other than Western Australia will be required, as a condition of participation, to focus exclusively on the Western Australian based offerings.*
- *Long term operational stability and creditor status with Tourism WA.*
- *Receipt of requested materials and payments by specified deadlines.*



- *All product and services must have the appropriate licensing. License numbers must be provided or proof of exemption. Licenses must be in the name of the company applying.*
- *Membership of appropriate RTO, State, National and International travel association bodies.*
- *Tourism WA reserves the right to waive any of the above criteria at its discretion. Representations to be excluded from one or more criteria should be made in writing and should include any supporting documentation. Such representations should be included with the initial application.*

Other factors taken into consideration

- *Preference is given to organisations that have an affiliation with UK, German, Swiss and Italian wholesalers attending the event and availability of product either through in market representation; appropriate booking facilities or inclusion in wholesaler program, and a brochure suitable for the markets.*
- *All participants must undertake to have full updated wholesale and retail rates available for participation in the event.*
- *Complementary products over competitive products, i.e. variety of product availability and geographical spread are desired.*
- *In the situation where, despite the application of selection criteria referred to above, demand exceeds participation availability, it may be necessary to apply category limits to maintain a balanced representation of product.*
- *There will be a number of places available for new products not currently brochured in the markets but internationally ready.*
- *All WA operators attending this roadshow are expected to participate in all pre-arranged meetings and workshops for the duration of the event.*
- *The above selection criteria are not exhaustive and are not listed in any priority.*



Registration cancellation policy

- *Tourism WA reserves the right to postpone or cancel the event if a minimum number of delegates is not reached, to ensure costs of running the event are met.*
- *In the event of your company terminating its involvement in the event (up to 14 days prior to the event start) or non-attendance, you will be required to pay a \$150 cancellation fee.*

Please register using the link below

[ADVENTURE AWAITS UK/EUROPEAN PROSPECTUS](#)

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