HOW TO CONNECT WITH TOURISM WESTERN AUSTRALIA

Some great ways to work with us and share extraordinary Western Australia
GET LISTED ONLINE

List your business for free with the Australian Tourism Data Warehouse (ATDW).

Tourism WA invites accredited Western Australian tourism operators and event organisers to list their business for free with the ATDW.

WHAT IS ATDW?

It is Australia’s national database of tourism content. It is used by all the state tourism organisations on their websites, mobile apps and more. Its content is distributed to hundreds of travel websites, including Tourism Australia’s helping tourism operators to attract and facilitate more online bookings.

By listing your tourism business or event with ATDW, it could be displayed on Tourism WA’s consumer website (westernaustralia.com) or our Experience WA mobile app, as well as appear on a range of tourism websites.

Getting listed is easy for accredited operators and event organisers. Simply register for an online account set up and manage your own record.

Find out more at atdw.com.au

To get started contact atdw@westernaustralia.com | 1300 369 125
Tourism WA has a number of trade distribution partnerships across retail, wholesale, online and aviation sectors that we undertake campaigns with, who sell WA product and packages. This campaign activity operates year round. To benefit from Tourism WA’s investment in trade partner campaigns, you can sell your product through these trade partners.

To distribute your product and participate in the campaigns, contact the product manager of the relevant trade partner. You can view these key contacts in the market plans available on tourism.wa.gov.au
JUMP ON BOARD
Just ANOTHER DAY in WA is Tourism WA’s latest marketing campaign.

Our brand positioning – Experience Extraordinary – reflects the State’s uniqueness. Launched in 2010, the brand promotes the many experiences that you can have in Western Australia.

Just Another Day in WA is Tourism WA’s latest marketing campaign under the Experience Extraordinary brand.

The core message of the campaign is - There are so many unique and extraordinary experiences waiting to be discovered in WA that although it may feel like an unforgettable moment, you’ll see it’s just another day in WA.

Tourism WA is encouraging source stories, films and photography created by industry and holidaymakers. Stories and trip ideas are presented on a dedicated website justanotherdayinwa.com

HOW YOU CAN GET INVOLVED
The easiest way to get involved is to use our hashtag #justanotherdayinWA and @mention us when sharing your stories about Western Australia on social media. Tourism WA’s social media and content teams monitor these tags to find new stories to share across our own social media channels, websites and in campaign materials.

TIPS TO KEEP IN MIND:
- Does your post hero a distinctly West Australian experience?
- Does it feature a hidden gem waiting to be discovered?
- Is the story told in a first-person narrative?
- Most importantly, does it make you want to visit Western Australia?
- Photography should feel like an individual capturing a moment and memory special to them.

@ View our source story examples at justanotherdayinwa.com
START SOCIALISING
Share your extraordinary Western Australia experiences on social media.

INSTAGRAM
- Follow us on Instagram: @westernaustralia
- Hashtag your posts with #justanotherdayinWA or tag @westernaustralia to give us permission to repost on our social channels, westernaustralia.com and justanotherdayinwa.com
- Don’t forget to tag Regional Tourism Organisation profiles and hashtags in your posts too

TWITTER
- Follow us on Twitter: @westaustralia
- Hashtag your tweets with #justanotherdayinWA or tag @westaustralia to give us permission to repost on our social channels, westernaustralia.com and justanotherdayinwa.com
- Re-tweet our posts

FACEBOOK
- Like us on Facebook: ExtraordinaryWesternAustralia
- Post photos and videos to our Facebook page to give us permission to repost on our social channels, westernaustralia.com and justanotherdayinwa.com
- Participate in fan conversations on our wall and in the comments section of our posts to increase visibility of your page
- Share our posts

YOUTUBE
- Subscribe to our channel: youtube.com/westernaustralia
- Share our videos and playlists on social media
- Embed our videos and playlists on your websites

To get started like and follow us and subscribe to our YouTube channels.
SHARE YOUR STORY WITH US
Inspire consumers, media and trade with your extraordinary stories.

THIS IS WA
Share the latest news about your product, event or destination in Tourism WA’s monthly e-newsletter, 'This is WA'. The newsletter is distributed to more than 1,500 travel and lifestyle media.
Email us at media@westernaustralia.com

MEDIA AND TRADE FAMILIARISATIONS PROGRAM
Register your interest to participate in Tourism WA’s media and trade familiarisations program.
Email us at media@westernaustralia.com

BE A WA ADVOCATE
Share your own unique ‘Just Another Day in WA’ stories through our social channels. Contribute imagery, 'moments' – short stories, and ‘journeys’ - recommendations from locals and experts.

‘This is WA’ is distributed to more than 1,500 travel and lifestyle media.

To get started contact media@westernaustralia.com
INDUSTRY RESOURCES

Looking for more information and the latest tourism news?

Visit our corporate website, tourism.wa.gov.au, for the latest news on Tourism WA’s marketing activities, research, strategies, grant information and more.

Here you can subscribe to Tourism WA’s weekly industry e-newsletter, Talking Tourism, or view some of the industry events hosted by Tourism WA or other organisations.

You can also follow our corporate Tourism Western Australia Facebook page, TourismWesternAustralia, to find out the latest tourism industry news, resources and information.

TOURISM WA ASSET LIBRARY

Take advantage of Tourism WA asset library for key WA imagery and footage to use within your collateral.

Register your business to access the Tourism WA Library - imagegallery.tourism.wa.gov.au

FOR MORE HELP

Looking for more information or advice? Please contact marketing@westernaustralia.com

The new Tourism WA Library imagegallery.tourism.wa.gov.au