



# WESTERN AUSTRALIA DREAM SALE

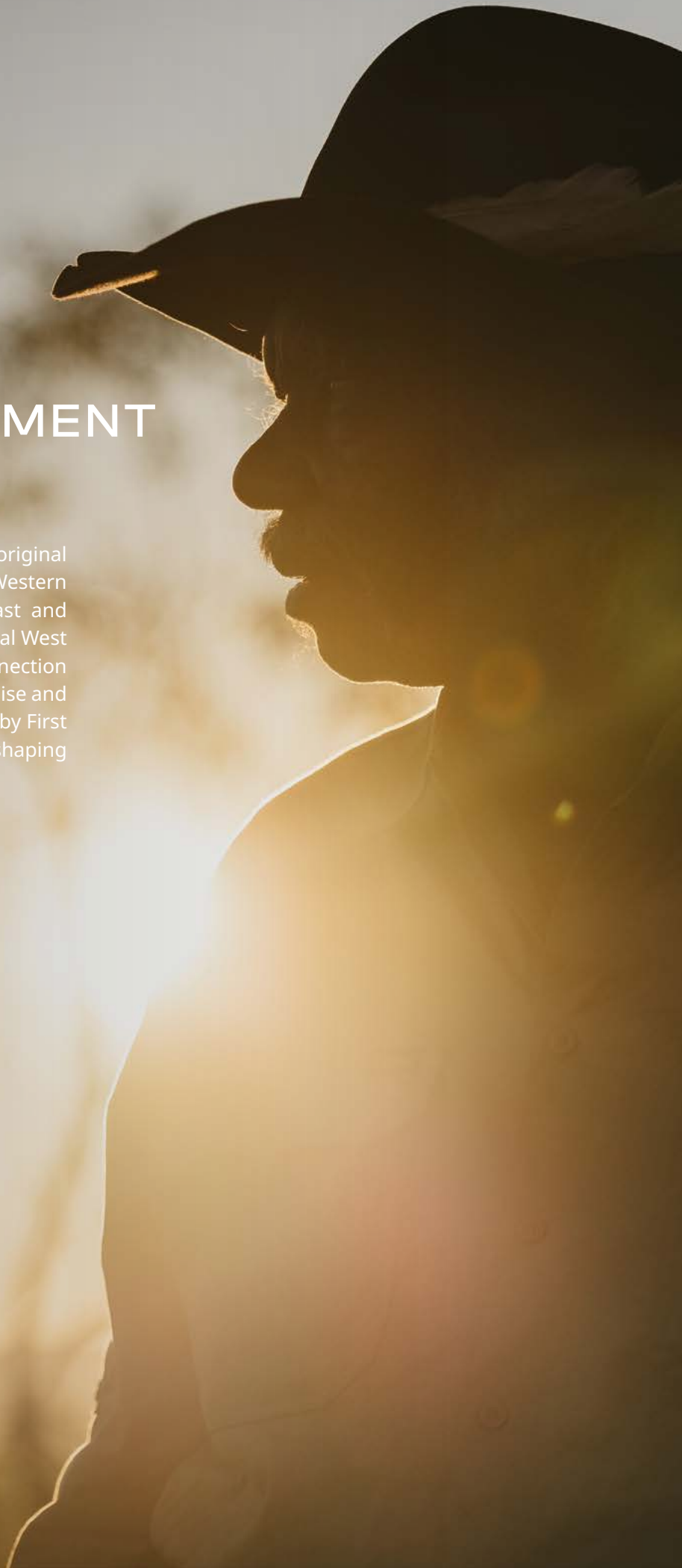
INDUSTRY TOOLKIT

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

📍 CORAL BAY

# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.



# WESTERN AUSTRALIA DREAM SALE

Tourism WA is launching a new high-impact, conversion focused interstate marketing blitz in NSW, VIC and QLD. The over \$3.5 million Western Australia Dream Sale is designed to drive bookings to WA, through the curation and promotion of exclusive, high-value deals, providing travellers with a push to book.

East coast travellers will be invited to step into a deal through paid media activity, highlighting the packages and offers that will deliver an urgent reason to book a trip to WA. Because just like a dream, these deals won't last forever!

## OBJECTIVES

- 1 Implement a high impact interstate tactical blitz that will have an immediate conversion and visitation impact.
- 2 Provide a short-term booking boost and longer-term certainty of forward bookings across the first half of 2025.
- 3 Drive incremental interstate visitors to WA and encourage increased spend and longer stays.

## SALE ELEMENTS

- 1 Tactical flight sale incentive offering 10,000 discounted airfares to WA.
- 2 Advertising campaign – print, radio, digital and social paid media to drive consumer awareness for the sale.
- 3 Operator offers – opportunity to load your special deals and deliver direct bookings!
- 4 Helloworld Travel cooperative campaign to drive holiday package bookings across WA.

## ABOUT THE SALE

The Western Australia Dream Sale will commence on 28 October 2024 and run for four weeks. It will target Tourism WA's High Yielding Traveller audience segment. These travellers have a strong desire to get away from the well-known and well-trodden. They pride themselves on being travellers, not just tourists. They have an adventurous spirit and are looking for transcendent travel experiences that create powerful memories that stand out from any other. They choose holiday destinations that immerse them in nature, peppered with the types of rare experiences that are worth both the time and money required to access them. They seek premium wine and gourmet dining, world-class coastlines, with reliable sunshine and sunsets over the ocean, wildlife encounters and friendly hospitality.

The sale will be live across paid media channels including radio, full page insertions in major daily newspapers, paid social and digital display, driving the audience through to the dedicated landing page to discover deals.

# BE PART OF THE SALE

WA tourism businesses are invited to develop and submit a high-value, special offer or package for inclusion in the sale. All online traffic from the consumer campaign will be directed towards a curated landing page on [westernaustralia.com](http://westernaustralia.com), housing these offers. Consumers will then link directly to the tourism business' website to complete their booking. You are encouraged to put your best deal forward as the most compelling deals will be prioritised on the landing page layout and may also be featured in our paid media creative assets.

The offer or package should adhere to the following criteria:

- Include a discount, value add or package of some description. Again, please put your best offer forward. Tips for creating your deal listing can be found on the next page.

- Must be exclusive to the Western Australia Dream Sale and not be used in conjunction with other special discounts or offers.
- Applicable on bookings between 28 October to 30 November 2024.
- Applicable for travel between 28 October 2024 to 30 June 2025. Block out dates for school holidays or other high visitation periods may apply.
- Applicable for bookings made directly with the tourism business only.
- Additional terms and conditions as set by individual properties.

Deals will be uploaded through your tourism business listing on the Australian Tourism Data Warehouse (ATDW). You will need to have an existing ATDW profile to add a deal — which you can register for if you don't already have an existing profile. Click [here](#) for more information on how to get listed if you are not already.



# HOW TO ADD DEALS TO YOUR PROFILE

1 Go to [atdw-online.com.au](https://atdw-online.com.au).

2 Enter your username (email address) and password.

3 From your Profile Dashboard, click the 'Update' button next to the profile you would like to update.

4 Navigate to the 'Add a Deal/Offer' section on the left-hand side menu and add the details of your deal or offer.

5 In 'Deal Type' select an option from the drop-down list (Bonus Offer, Discount, Purchase, Promo Code, Special Rate or Voucher).

6 Add a 'Deal Offer Name' – note, this is what will be displayed on [westernaustralia.com](https://westernaustralia.com), e.g. \$50 off any Swan River Cruise tour.

7 Enter a 'Deal Description' (maximum 500 characters) with information about the deal on offer and what discount the promo code provides.

**Please note that [westernaustralia.com](https://westernaustralia.com) only displays 250 characters, so ensure the first sentence clearly outlines the offer.** Ensure that no URLs are added in the description.

- Include any other details for the offer, e.g. what product you're offering, key features.
- Include the channel you require customers to use to book and pay and provide contact details so that they can easily book your offer, e.g. "Get \$50 off our magical Swan River Cruise tours. Usually \$350, now \$300 with promo code XYZ. Offer valid for travel from 18 October 2024 – 23 January 2025. Promo code holders can book from 1 November – 30 November, or until sold out. Call the business directly on 12345689 for more details.

8 Enter the 'Deal Terms and Conditions' and include information specific to your business (maximum 400 characters).

**To be part of the Western Australia Dream Sale and to be featured on the [westernaustralia.com](https://westernaustralia.com) landing page, you must include #WADreamSale in your Deal Terms and Conditions field. This can either be entered at the start or end of your terms and conditions field.**

We also recommend including the following if applicable:

- Cancellation policy (this is important during times of travel uncertainty).
- Minimum age / safety requirements.

9 Enter the Deal 'In-Market Dates' to ensure that it is advertised at the right time on the [westernaustralia.com](https://westernaustralia.com) website. **Please follow the sale in-market dates 28 October to 30 November 2024.**

10 Enter the 'Validity' Dates so that consumers know when they can use your offer. **Please ensure these are within the sale travel validity dates 28 October 2024 to 30 June 2025.**

11 For ATDW deal entries, enter the deal price at the already discounted price, e.g. \$50 off a tour that is usually valued at \$180 would be \$130 in the Deal Price field. If you have a more generic offer, e.g. \$50 off any tour, you can enter this into the Price Comment field instead.

Note: Do not enter information into both the Price Comment AND Deal Price Field as only one is shown on the site. The deal will display incorrectly if both fields contain information.

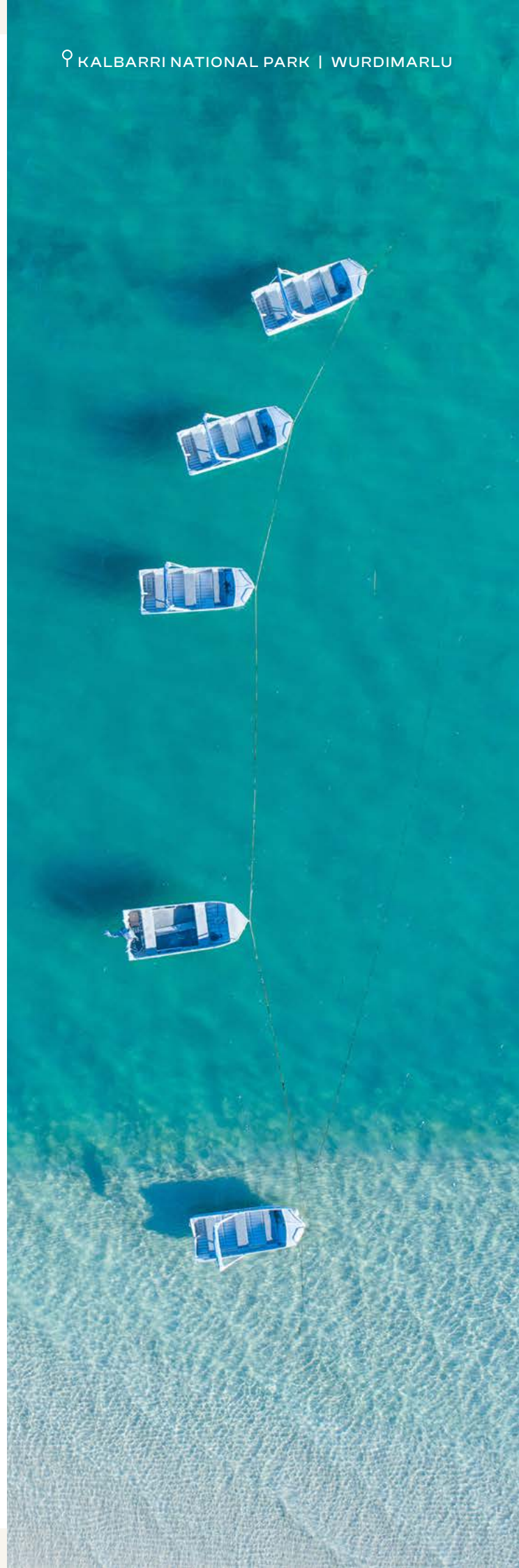
12 Upload a deal image that is bright, high quality and represents your experience. This must be a minimum of 1600 pixels wide by 1200 pixels high in landscape orientation. The image will also ask for Alt Text which is important for accessibility and search engine optimisation.

Note: the image cannot contain text.

- 13 Please enter all inclusions applicable to your deal, e.g. Includes lunch, wine, and a complimentary photo.
- 14 In the Deal URL field, add a link to your website that provides consumers with more information about your deal/offer. A webpage that is solely focused on the deal is best. If you don't have this, include details on 'how to book' in the Description or Terms & Conditions field and provide a link to the contact page on your website.
- 15 Submit your deal for review. Once reviewed and approved by the Quality Assurance team, your deal will go live on the campaign start date.

## TIPS WHEN LOADING YOUR DEAL

- Make your deal titles and descriptions clear and easy to understand. It's best to keep this short and snappy.
- **Make sure you include #WADreamSale in your Deal Terms and Conditions field.**
- A bright, high-quality image that represents your offer will enhance your deal as well.
- Ensure that the link to your website has good information and will be easy for the customer to book.
- Provide instructions to guide consumers on how to book and pay for their preferred experience or tour.
- Ensure your deal is available for any traveller.
- Once all deals are confirmed and have passed the Quality Assurance process in ATDW, they will be published live on [westernaustralia.com](http://westernaustralia.com) based on in market dates (from 28 October).



# WHAT HAPPENS NEXT?

Participating businesses will be responsible for checking their offer listings on the Western Australia Dream Sale landing page on [westernaustralia.com](http://westernaustralia.com) once live from 28 October onwards.

Once the in-market date of your deal or offer has passed, it will be removed from your profile and hard-deleted from the system as it cannot be reinstated.

## DREAMY FREEBIES

We've provided the cheap airfares, now to incentivise visitors to book your special offers and partake in as many experiences as possible while here.

To create even more buzz and bookings — we're giving away \$25,000 worth of Dreamy Freebies!

Consumers who book an experience through the sale, can go into the running to win it for FREE!

They simply need to enter their booking details on our competition page on [westernaustralia.com](http://westernaustralia.com), then we'll be drawing winners, and refunding tourism businesses for those who had booked their offer.

For more information on Dreamy Freebies, including a range of social media tools to promote the offer, stay tuned to Talking Tourism.

## GET INVOLVED CHECKLIST

- ✓ Load your special deal through your ATDW listing.
- ✓ Align your marketing with the Western Australia Dream Sale and Dreamy Freebies messaging.
- ✓ Tag us on social media with #WAtheDreamState and the new campaign hashtag #WADreamSale to allow us to see your content and reshare across the Western Australia social platforms.
- ✓ Have your product listed with and best deals available through Helloworld Travel and other domestic distribution partners.
- ✓ Promote the Dreamy Freebies consumer competition across your channels to let consumers know they could win your experience for free with our social tools.

## COOPERATIVE PARTNERSHIPS

To further drive bookings, Tourism WA is partnering with Helloworld Travel & Viva Holidays on a cooperative marketing campaign from 7 November to 5 December 2024.

The campaign will offer a range of compelling packages and special deals from across the State, promoted across metro and regional high-impact press placements, TV advertising, digital outdoor, radio, paid social and digital media. It will also be promoted across Helloworld's owned channels and advisor network including via social media and email. WA will also be front and centre in Helloworld stores with 'WA takeovers' across their branded stores nationally.

We encourage you to participate in the campaign. If you are currently working with Helloworld, please share a special deal or offer for inclusion in the campaign. Again, the best deals will be featured within the campaign creative assets. If you're not currently working with Helloworld and are interested in participating, please reach out.

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Tourism WA will also be partnering on further cooperative campaigns with a range of domestic key distribution partners this year, including: Flight Centre, Qantas Hotels and Holidays, Holidays of Australia, Expedia and Luxury Escapes. These campaigns are focused on driving immediate bookings and visitation to Western Australia.

If you're interested in hearing more about these campaigns or working with these partners, please reach out to [trade@westernaustralia.com](mailto:trade@westernaustralia.com).





## KEY DATES

Helloworld Travel Cooperative Marketing Campaign Activity  
(7 November 2024 - 5 December 2024)



- 17 September 2024** WA tourism business offer submissions open.
- 4 October 2024** Ensure your deals are loaded through ATDW. Deals added after this date won't be eligible to be included in paid consumer campaign.
- 28 October 2024** Western Australia Dream Sale launches. Flight sale launches and deals are live on [westernaustralia.com](https://westernaustralia.com).
- 7 November 2024** Helloworld Travel cooperative marketing campaign launches.
- 30 November 2024** Western Australia Dream Sale concludes.
- 5 December 2024** Helloworld Travel cooperative marketing campaign concludes.

## GET IN TOUCH

Please contact the Domestic team if you have any queries regarding the campaign at [trade@westernaustralia.com](mailto:trade@westernaustralia.com).

For any queries on your deal listing, please get in touch with our friendly support team at ATDW and they'll be happy to assist you with any questions you may have. Email [support@atdw.com.au](mailto:support@atdw.com.au) or call on 1300 137 225.