



MANDARIN



**VISIT
MANDURAH**



VISIT MANDURAH



Visit Mandurah is the peak tourism body providing tourism operators with support, training opportunities and leadership. Its main focus is to increase the level of tourism visitation and expenditure in the Mandurah region. Working in collaboration with other industry bodies including Tourism Western Australia, Destination Perth and Tourism Council WA, Visit Mandurah ensures businesses are kept informed on the latest tourism trends and initiatives.

Through its destination marketing activities, Visit Mandurah promotes Mandurah as a relaxing getaway. The branding, 'Mandurah, Relaxed by Nature' has been designed to reflect the city's laid-back personality, with the double meaning also promoting its outstanding natural assets to Perth, interstate and international visitors. The branding is active across multiple distribution channels and media platforms.

Businesses have the opportunity to broaden their exposure by participating in Visit Mandurah's marketing activities.

WHO CAN PARTNER

Any entity that owns a tourism business or service within the Mandurah and Peel Region is eligible to become a partner of the Visitor Centre, subject to the partnership criteria and Terms & Conditions outlined below. Outer region businesses will be considered on a case-by-case basis.

OPPORTUNITIES INCLUDE:

- Advertising in the annual Mandurah Visitor Guide (additional fees apply)
- Seasonal campaign activity, promoting special offers from local businesses
- Donations of prizes for competitions and giveaways via social media, events or media partners
- Cooperative print advertising at discounted rates
- Tag @visitmandurah or #visitmandurah on social media posts
- Updating Visit Mandurah on new product, imagery and/or special events



PARTNERSHIP CRITERIA

To be eligible for a partnership with the Mandurah Visitor Centre, your business must meet the following criteria.

- Quality Tourism accredited
- Hold the required licences, permits and/or approvals to operate their business, all of which must be current and up to date
- Hold the appropriate cover of insurance including public liability and workers compensation, if applicable

- Have an Australian Business Number and Registered Business Name (unless you trade using your name only)
- Have an online presence (ie. Website, social media site)
- Agree to a product audit conducted by Visit Mandurah

- Have a listing on the Australia Tourism Data Warehouse that is maintained and up to date; or, agree to create one (we will provide support and instructions)



PARTNERSHIP LEVELS AND BENEFITS

Our partnership model aims to make promotion of tourism businesses accessible and affordable, and enables all partners to be equally represented. Partnering with the Mandurah Visitor Centre gives you access to the following benefits.

	Standard Partnership (\$69)	Full Partnership (\$179)
	Additional Standard Partnership (\$49)*	Additional Full Partnership (\$99)*
MARKETING BENEFITS		
Displayed on Visitmandurah.com via ATDW**	Yes	Yes
Opportunities to participate in additional marketing**	Yes	Yes
Free allocated DL brochure racking space	Yes	Yes
Year-round referrals via the Visitor Centre	Yes	Yes
Online commissionable bookings	No	Yes
Opportunities to present your business to VIC staff through familiarisation and/or presentations	Yes	Yes
Free access to digital assets library	Yes	Yes
NETWORKING OPPORTUNITIES		
Free invitation to partner mingles, training, development, and marketing workshops	Yes	Yes
INDUSTRY SUPPORT & EDUCATION		
Support in setting up an ATDW listing if required***	Yes	Yes
Monthly eNewsletter updates	Yes	Yes
One-on-one business support and mentoring	No	Yes
BookEasy support	No	Yes
Customer service audits including personalised reports	No	Yes

* The Additional Partnership applies to partners with more than one business. To be eligible for the discounted additional partnership, all businesses must fall under the same ABN and they must renew within the same financial year. If you qualify for the Additional Partnership discount, your first partnership will be charged at the full rate and any additional partnership/s will be charged at the reduced rate.

** Additional fees may occur

*** ATDW (Australian Tourism Data Warehouse) is a national database of tourism operators, that collects information via its partners, and distributes this information electronically to tourism business owners, wholesalers, retailers and distributors for use on their websites.



VISIT MANDURAH AWARDS & ACHIEVEMENTS

2023



GOLD

2023 WA Top Tourism Town Awards



FINALISTS

2023 National Top Tourism Town Awards

2022



GOLD

2022 WA Top Tourism Town Awards



BRONZE

2022 National Top Tourism Town Awards

MANDURAH VISITOR CENTRE AWARDS & ACHIEVEMENTS

2022



GOLD

2022 Perth Airport WA Tourism Awards
for Visitor Information Services

HIGHLY COMMENDED

for achieving a score of
over 80% in the 2022 Perth Airport
WA Tourism Awards

MANDURAH VISITOR CENTRE STATISTICS

66,530

visitors in 2022

**First Visitor Centre
in WA to join the
Hidden Disabilities
Sunflower Scheme**

**599% increase
in visitors**

in Q1 2023 compared
with Q1 2022

Golden 'i'
accredited

**93% of partners
consider their
relationship with Visit
Mandurah valuable**

**369% increase
in sales**

in Q1 2023 compared
with Q1 2022

40,000

Destination Guides
produced and distributed

**87% of partners
have a positive
overall opinion
of Visit Mandurah**

**32% increase
in bookings**

in Q1 2023 compared
with Q1 2022

WEBSITE & SOCIAL MEDIA STATISTICS

(PERIOD 10 MAY 2022 – 10 MAY 2023)

368,092

unique visitors to visitmandurah.com

39,000+

total followers across social media platforms

Facebook Statistics

Instagram Statistics

8,535,289
Impressions

839,434
Impressions

514,177
Engagements

34,286
Engagements

85,012
Link Clicks

4.1%
Engagement Rate