

4 July, 2024

## **TWA2324050 - Market Representation Services – France, Italy and Germany**

The Western Australia Tourism Commission, trading as Tourism Western Australia (Tourism WA) is seeking an innovative marketing representation agency/s for the provision of the following integrated marketing and representation services by engaging up to three (3) market representation agencies across the following markets:

- France,
- Italy, and
- Germany including Switzerland.

To ensure the most productive outcomes are achieved, Tourism WA (the customer) must have alignment with professionals that offer extensive knowledge in market tourism trade and media connections, destination marketing experience and a history of proven results.

The Customer is seeking to engage up to three (3) innovative Contractors for the provision of the following integrated marketing and representation services in France, Italy and Germany (encompassing Switzerland) to:

- Develop and implement innovative tourism marketing campaigns that elevate Western Australia's profile and consumers' desire to visit Western Australia as a holiday destination.
- Increase visitation, yield and dispersal from target markets.
- Report market trends and implement marketing strategies that will elevate Western Australia's market profile.
- Communicate effectively with industry, government and key stakeholders in market.
- Work collaboratively with a range of related tourism businesses to drive economic outcomes for Western Australia.
- Leverage Tourism WA's brand platform and key messages in market.

The Contractor will share in the Customer's vision and add value to Western Australia's tourism industry, by promoting the State as a leisure holiday destination. This will be achieved by applying expertise in marketing to optimise Customer's investment in market, and, through nurturing alliances with the tourism industry in Australia and France, Italy and Germany (encompassing Switzerland).

The Contractor will be required to have key personnel based in France, Italy, and Germany and be required to undertake travel around the region as directed by Tourism WA to facilitate in market trade relationships.

Furthermore, the Contractor must also be prepared to undertake additional travel to Western Australia and other Australian destinations as and when required for trade events.

The Customer seeks to appoint up to three (3) Contractor/s to provide Market Representation Services, in-market, for France, Italy, and Germany (encompassing Switzerland). A separate Contractor may be appointed for each country, or the same Contractor may be appointed for multiple or all countries at the discretion of the Customer based on a value for money decision and operational requirements.

The Respondent should nominate the countries for which it is offering to provide Services (Refer: Part B, 4 Compliance and Disclosure Requirements, (vi) Country Nomination). The Respondent may select any single country, all countries, or any combination of the countries listed.

The Respondent may submit their Offer electronically by uploading files (s) in an approved format at [Tenders WA](#). Registration is free on the [Tenders WA website](#) to ensure that the complete Tender, including any and all addenda, has been downloaded.

## **Background**

Tourism WA is the WA Government agency charged with promoting Western Australia as an incredible holiday and events destination. Our role is to inspire more people to visit WA from Australia and around the world.

We do this by marketing the state to the world through innovative campaigns; developing, attracting and promoting major sporting, arts, cultural and business events; and working with government and the tourism industry to improve access, accommodation and tourism experiences for our visitors.

For more information visit [tourism.wa.gov.au](http://tourism.wa.gov.au) .

## **Contact:**

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