

PERTH HILLS ARMADALE

Visitor Centre Membership



Become a member with us!

Why join?

The Perth Hills Armadale Visitor Centre is an integral stakeholder in the local tourism community. As a member, your business receives direct exposure to 18,000 walk-in visitors and 17,000 digital visitors annually to the region's premier tourist website perthhillsarmadale.com.au. Join our network of local tourism and hospitality businesses to receive access to promotions, industry training and collaborative marketing opportunities.

Promote your business, boost sales and drive economic benefits into our region.

Membership benefits

Your benefits	What's in it for you?	Bronze \$101	Silver \$152	Gold \$303.50
Brochure display	Guaranteed brochure display in DL or A5 size at the Perth Hills Armadale Visitor Centre. Despite our increasingly digital world, visitors still love tangible ideas and inspiration that they can hold in their hands.	✓	✓	✓
Website listing	Showcase your business on our website (we receive 17,000 digital visitors each year).	✓	✓	✓
Social media promotions	Our Perth Hills Armadale social media is popular with locals and visitors alike, amassing 20,000 followers on Facebook and 2500 on Instagram. Members receive the opportunity to promote their events and product offerings as part of a seasonal content calendar*	✗	✓	✓
Discounted advertising in the Perth Hills Armadale Regional Guide	The region's premier tourist publication and an essential tool to help locals and visitors plan their time in the Perth Hills Armadale. 10,000 copies are printed and distributed across WA annually.	✗	✓	✓
Access to listings on Perth Hills Armadale Visitor Maps and Publications	The opportunity to be included on key tourist maps, such as the Experience Perth Hills map and our Armadale Visitor map	✓	✓	✓
Bookeasy training and online bookings	Is your product or service bookable? Gain access to the free Bookeasy booking platform to sell your accommodation or tours online through our website.	✗	✗	✓
Pop-up Promotions	Our Visitor Centre team hosts a 'Pop-up' Visitor Centre at major events including 'It's Yates Springtime at Araluen' and the 'Kelmescott Agricultural Show'. Member brochures are also displayed at our 'Pop-ups', giving you wider exposure to visitors.	✗	✓	✓
Industry training	Stay in the loop with upcoming industry training and relevant business workshops through Tourism Council, Tourism WA and the Perth Hills Tourism Alliance.	✗	✓	✓
Collaborative campaigns	Members receive first preference to be involved in collaborative marketing campaigns including media partnerships, digital campaigns, video production and more.	✗	✓	✓
Be promoted by our team	Word of mouth is extremely powerful and our Visitor Centre team are trained to promote our members at every opportunity. Book us in to visit your business and share your experience with us.	✗	✓	✓

Note: All statistics based off 2023 figures. *Number and frequency of social media posts varies dependent on membership level and business offerings.

How do I join?

New members

1. Contact the Perth Hills Armadale Visitor Centre by emailing visitorcentre@armadale.wa.gov.au, calling 9394 5410 or popping in to see us in person at the Visitor Centre - 40 Jull Street, Armadale
2. Complete and submit a membership form along with information and images for your web listing
3. Any questions? We're happy to help! Get in contact and let's chat

Existing members

Memberships are invoiced on an annual basis, if you change any of your contact details or key business offerings; please get in contact with us to update your records.