WESTERN AUSTRALIA
VISITOR CENTRE

THE TOURISM GROUP



DIGITAL SCREENS · WEBSITE BANNERS · FY27

WA VISITOR CENTRE PERTH

Advertising Kit

Put your business/event in front of visitors at Perth City Station – on three digital screens and the WA Visitor Centre website.

ENQUIRIES & BOOKINGS

E: troy@wavisitorcentre.com.au

Operated by SQT Partners trading as The Tourism Group

Why advertise at the WA Visitor Centre?

Reach visitors where they decide what to do in Western Australia – in the heart of Perth's CBD, at Perth City Station.

30,796
door visits in FY26, our first full year of operation*

3,220
door visits in August 2026, up 31% on August 2025*

74,196
unique website visitors in FY26 (208,859 sessions)



New external signage, installed 26 June 2026

A location that's hard to miss

We sit directly on the pedestrian route between Perth City Station's main exit and ECU's new City Campus, which opened in March 2026 with 10,000 students. New external signage installed on 26 June 2026 makes our entrance and outward-facing screen more visible from the station forecourt. In July and August combined, door visits totalled 5,877, up 17% on the same months last year.*

Perth City Station is the terminus of the Airport Line, which recorded 5.6 million boardings in FY25 (Public Transport Authority WA). Our outward-facing screen faces the station forecourt and runs 24/7.†

Great value

Packages start at $200 a month for website banner advertising, or $400 a month for a 15-second slot on our digital screens. Your slot plays 747 times every weekday (697 on weekends) across our three screens.

Book your slot: troy@wavisitorcentre.com.au

* The WA Visitor Centre opened in July 2025; FY26 was our first full year of operation. † Figure covers the entire Airport Line and is provided as context. A direct walk-past count for our screen is not yet available.

WA Visitor Centre Advertising – Video and Website

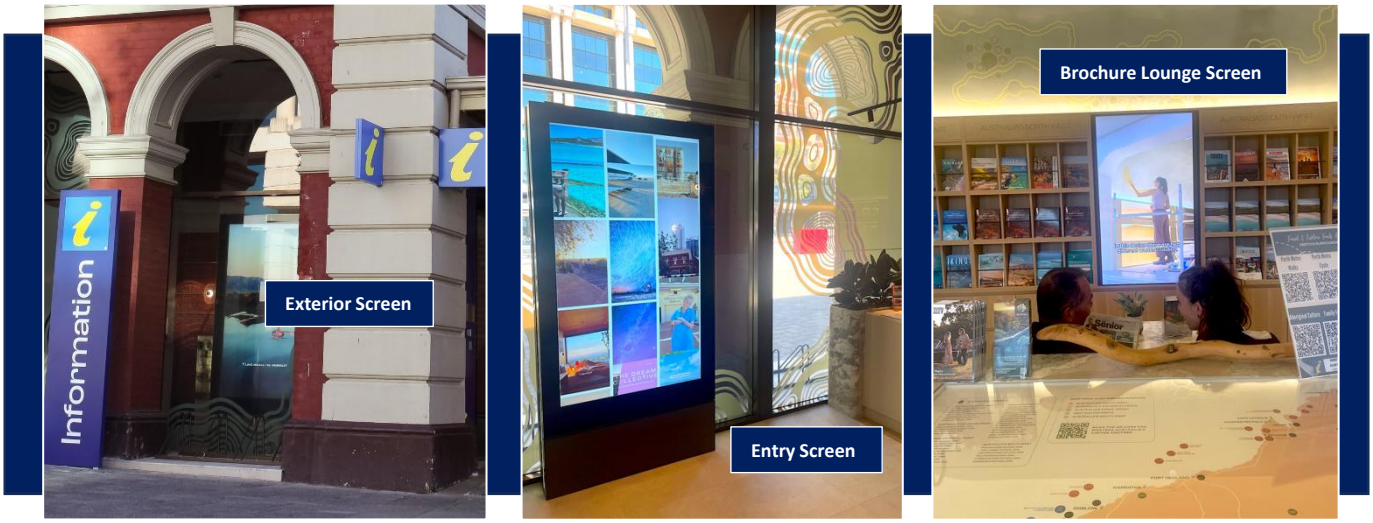
The new **Western Australia Visitor Centre** – operated by The Tourism Group (TTG) – provides advertising packages for WA tourism operators.

Our advertising packages include a banner on the WAVC homepage only, display on all three digital screens within their rotating programs, or a combo package of both website banner and in-store digital screen advertising.

THREE SCREENS, THREE MOMENTS

- **Outward-facing**: stop people on the station forecourt, day and night.
- **Internal Entry Foyer**: reach visitors as they walk in and begin planning.
- **Internal Brochure Lounge**: be in front of visitors while they browse for their next tour, stay or experience.

SCREENS: Our Visitor Centre has three vertical screens: two inside the centre (one at the entrance, one in the brochure lounge) and one outward-facing, operating 24/7.



1. **Outward-facing**: 164cm high x 93cm wide – operates 24/7
2. **Internal Entry Foyer**: 164cm high x 93cm wide – operates Mon–Fri 9.00am–5.00pm; Sat/Sun 9.30am–4.00pm
3. **Internal Brochure Lounge**: 145cm high x 83cm wide – operates Mon–Fri 9.00am–5.00pm; Sat/Sun 9.30am–4.00pm

FORMAT: Optimal screen specs 1080 x 1920px

SHARE OF VOICE – ROTATION

The screens each operate with a repeating loop of Tourism WA video promotions plus 10 x 15-second slots for WA tourism advertisers. Slots can be purchased as 15 or 30 seconds.

- **Outward-facing**: 3-minute rotation / 24 hours / minimum 480 displays per 24 hours
- **Internal Entry Foyer**: 3.25-minute rotation / 147 displays on weekdays / 120 displays on Sat & Sun
- **Internal Brochure Lounge**: 4-minute rotation / 120 displays on weekdays / 97 displays on Sat & Sun

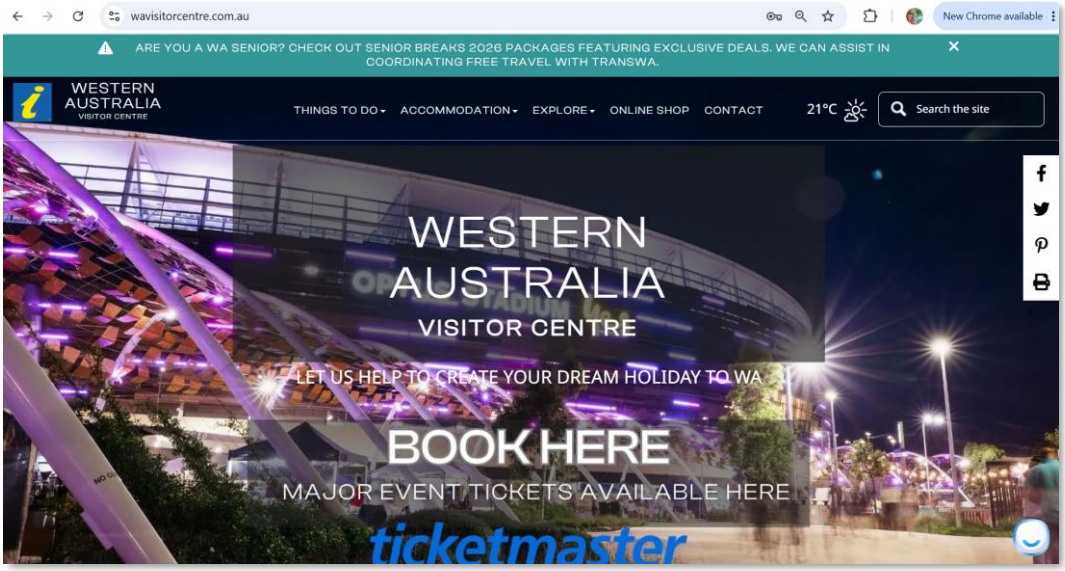
Total daily displays across three screens: 747 on weekdays and 697 on weekends

DIGITAL SCREEN CONTENT

Advertising slots of 15 or 30 seconds are available for either slide or video content. Your advertisement will be played on a loop alongside Tourism WA promotional videos. Advertisers are responsible for supplying suitable, screen-ready content, submitted for approval. TTG is happy to work with advertisers to ensure content meets requirements.

WEBSITE BANNER – www.wavisitorcentre.com.au

We feature up to four banners rotating near the top of the WAVC website homepage. If your product is bookable by the WA Visitor Centre, we will link the banner to your page on the WAVC website.





FORMAT: 1920 x 900px, JPG or PNG, maximum file size 2MB

Each homepage banner is visible for 5 seconds in a rotation of up to four banners. With all four in use, your banner appears every 20 seconds.

Western Australia
VISITOR CENTRE

Operated by SQT Partners trading as THE TOURISM GROUP ABN: 18 097 447 302

Advertising Rates – Screen & Website

Rates ex GST

ADVERTISING BOOKING FORM

For bookings and enquiries please contact The Tourism Group: troy@wavisitorcentre.com.au

Company Name:

Your Company ABN: Purchase Order:

Period for Display: (Month / Quarter / 6 Months / Annual):

Date of Commencement of Display: Date of Cessation of Display:

Contact Name:

Business Title:

Address:

Town/City: Postcode:

Tel/Mob: Email:

PLEASE TICK PREFERRED OPTION – RATES ex GST

Website Banner Only

OPTIONS	TYPE	Monthly		Quarterly		6 Months		Annual	
1x website banner	Banner	$200	☐	$560	☐	$990	☐	$1,800	☐
TOTALS:	ex GST								

Digital Screens Only

OPTIONS	TYPE	Monthly		Quarterly		6 Months		Annual	
15 Second 1 slot x 3 screens	Video	$400	☐	$1,080	☐	$1,980	☐	$3,600	☐
30 Second 1 slot x 3 screens	Video	$750	☐	$2,160	☐	$3,960	☐	$7,200	☐
TOTALS:	ex GST								

Digital Screens and Website Banner

OPTIONS	TYPE	Monthly		Quarterly		6 Months		Annual	
15 Second 1 slot x 3 screens 1x website banner	Video	$500	☐	$1,280	☐	$2,180	☐	$3,800	☐
30 Second 1 slot x 3 screens 1x website banner	Video	$850	☐	$2,360	☐	$4,160	☐	$7,400	☐
TOTALS:	ex GST								

Sub Total: + 10% GST Total Cost:

Advertising with the WA Visitor Centre is subject to our Terms and Conditions as listed below. It includes our policy and terms for Cancellations. We ask that you kindly refer to the Terms and Conditions, as signing this contract is on the understanding and approval of our Terms and Conditions.

Authorised by: Title:

Signature: Date:

Western Australia
VISITOR CENTRE

Operated by SQT Partners trading as THE TOURISM GROUP ABN: 18 097 447 302

Terms and Conditions for Advertising Packages

These Terms and Conditions govern the purchase and display of advertising packages with The Tourism Group. By purchasing an advertising package, the Advertiser agrees to the following terms:

1. **Payment Terms**
   All advertising packages must be paid in full in advance. Payment must be received prior to the commencement or display of advertising material. The Tourism Group reserves the right to withhold advertising services until full payment is confirmed.

2. **Suspension for Non-Payment**
   Failure to make payment prior to the contract start date will result in the advertising not being displayed, or being removed immediately if already live. The Advertiser remains responsible for full payment, regardless of whether materials are displayed.

3. **Approval of Advertising Materials**
   Advertisers are required to submit all advertising materials to The Tourism Group for review and approval prior to any display. We reserve the right to reject any materials deemed inappropriate, misleading or offensive.

4. **Display Schedule**
   Any delay in the submission of advertising materials for approval will affect the scheduled display period without compensation from The Tourism Group. Failure to supply advertising material will forfeit the display time for which no material was supplied.

5. **Cancellations**

Advertisers must notify The Tourism Group in writing of their intention to cancel their advertising package at least 15 days prior to the renewal date of their contract (typically the beginning of a new contract year). Cancellations received less than 15 days before the renewal date will incur a 100% cancellation fee, and no refunds will be issued. The cancellation date is the date on which written notice is received by The Tourism Group.

6. **Display and Exposure**
   Advertising your product at the WA Visitor Centre does not guarantee sales. Advertising guarantees exposure only, not customer engagement, sales or bookings.

7. **Delivery & Supply**
   Advertisers are responsible for supplying their materials to the WA Visitor Centre at their own cost.

8. **Commission on Bookings**
   WA Visitor Centre staff are permitted to make bookings on behalf of visitors. All direct bookings made by staff will incur a commission fee payable by the Advertiser if a prior booking agreement has been completed.

9. **Acknowledgement**
   By submitting payment or continuing with advertising services, the Advertiser confirms they have read, understood and agreed to these Terms and Conditions.