

Esperance Visitor Centre

PROMOTE YOUR EXPERIENCE

Over 100,000 visitors pass through the Esperance Visitor Centre each year, making this an ideal location for tourism related businesses to promote their product or service.

Located within the Museum Village, the Esperance Visitor Centre is staffed by friendly and knowledgeable people who assist with general information, accommodation and tour bookings. The Centre also sells locally crafted souvenirs, Trans WA coach and train tickets, National Parks passes and Esperance Civic Centre show tickets.

Conveniently located close to town and the Esperance foreshore, the Esperance Visitor Centre is air conditioned, provides free Wi-Fi and shaded off-street parking suitable for caravans and motorhomes.

We invite you to take this opportunity to promote yourself through the Esperance Visitor Centre.



Any questions or queries, please contact our Visitor Centre Coordinator at:
VCAdmin@esperance.wa.gov.au or drop into the Centre.

Updated: October 2023

ELECTRONIC SCREEN - video or images on periodic loop rotations

Screen Dimensions

60 inch– 100mm x 640mm

15 second, silent ad = \$1,875 incl. GST each per year.

- A business can book max. 3 x 15 sec spaces (consecutively, i.e. a 30 or 45 second advertisement, or separately).
- Digital advertisements are capped at 40 spaces in total for maximum business exposure.
- Resolution requirement:
Still adverts – JPEG - 300dpi - 1920px(w) x 1080px(h)
Video – MP4
- An admin fee of \$50 applies to all subsequent updates to advertisements.
- Please note: Once approved by Visitor Centre management, changes to adverts and new adverts will be displayed within 7 days from receipt of the advert.

Please ensure final advert is submitted in either MP4 (H.264) or JPG format.
Dropbox and USB delivery are suitable for larger files.



**Fees are in line with the Shire of Esperance Fees & Charges guide and are subject to change annually.*

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BROCHURE DISPLAY

Display Dimensions

	Local Vendors	Outside Esperance Region
DL	\$115 incl. GST	\$180 incl. GST

Cost is per brochure, per financial year.

No charges apply for any business that is either a local Esperance Bookeasy or consignment operator of the Esperance Visitor Centre.



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Advertising Opportunities



PRINTING

It is the responsibility of the proponent to arrange printing and delivery of advertising or brochures. Printing are a separate cost incurred by the proponent. Below is a list of local printing businesses.

Esperance Art and Design
Norseman Road, Esperance

Phone: 0414 981 018 Email: andrew.halter.76@gmail.com

Express Yourself Printing
Norseman Road, Esperance

Phone: (08) 9071 7667 Email: expressyourself@westnet.com.au

The Print Shop

Phone: 0401 678 502 Email: paul@theprintshopesperance.com.au

Topsigns

Shelden Road, Esperance

Phone: (08) 9071 3565 Email: topsigns@westnet.com.au

Digital MP4 Video / JPEG Image Signs

Wayward Nation Creative

Phone: 0475 853 366 Email: hello@waywardnation.com.au

HOUSEKEEPING

The information and images provided:

- Must not contain any content likely to be inappropriate or offensive to the public.
- Must be accurate, factual and up to date.
- Must have obtained the appropriate permissions to use or own the images used.
- Changes to advertising conditions can occur at any time at the discretion of the Shire – any changes will be communicated to existing advertisers.

The Shire of Esperance takes no responsibility or liability for details or images that do not have appropriate permissions. Shire of Esperance / Visitor Centre staff reserve the right to remove advertisements if they do not meet the above criteria.

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ESPERANCE HOLIDAY GUIDE

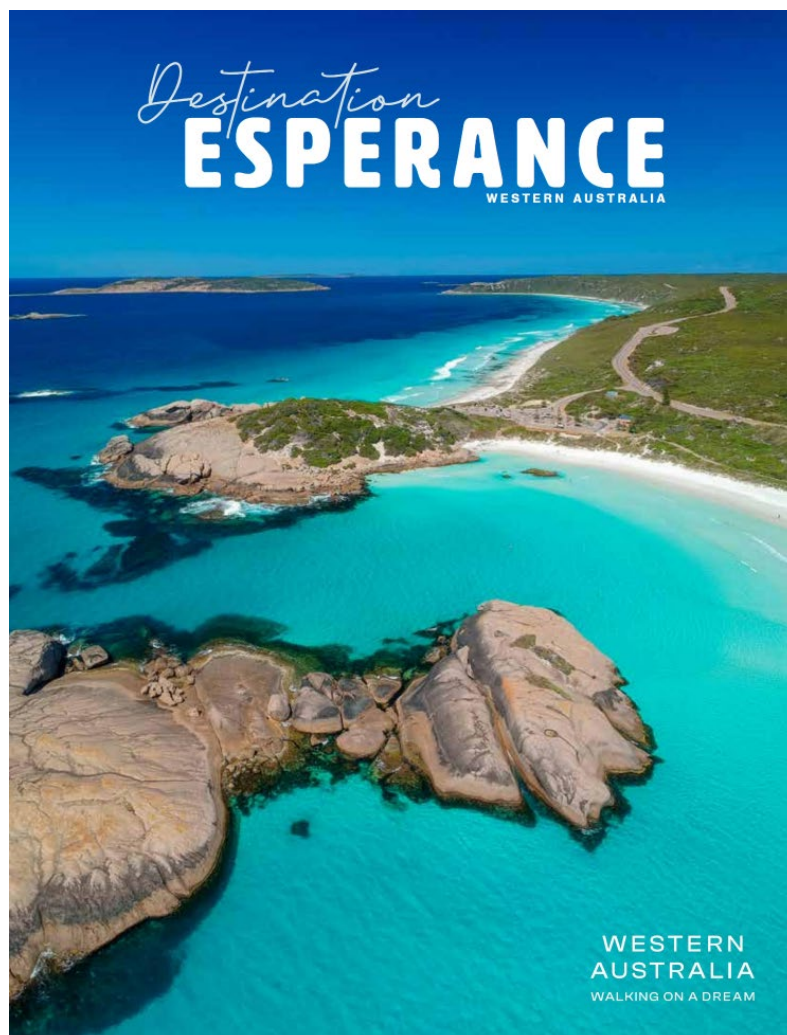
The Esperance Visitor Centre proudly coordinate the *Destination Esperance Holiday Guide*.

The holiday guide is distributed throughout Western Australia via visitor centres, with an estimated readership of more than 100,000 interested consumers per year.

The holiday guide is also distributed at major tourism trade events domestically and internationally and is available digitally via the www.visitesperance.com website.

Visitor Guides the world over are a proven vehicle to successfully promote your business to consumers considering a holiday in Esperance.

For further information please email VCAdmin@esperance.wa.gov.au



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The Esperance Visitor Centre provides an avenue for operators to have bookable product (accommodation and tours) sold via the Bookeasy platform. Local businesses and artisans can also place goods for sale within the Visitor Centre on a consignment basis.

BOOKING COMMISSIONS

There are two commission rates for accommodation and tour bookings through Bookeasy.

Those operators that run at “Gold” standard are charged 10%. This requires the online information to be up-to-date at all times, and online bookings can have instant confirmation.

Operators that are unable to meet this requirement, and therefore require Visitor Centre staff assistance to keep information updated and to undertake manual confirmations, are charged at 14%.

Visitor Centre staff are happy to assist operators work towards the “Gold” standard.

For further information please email VCAdmin@esperance.wa.gov.au

CONSIGNMENT

Local artisans and businesses can place a small range of products for sale on a consignment basis within the Esperance Visitor Centre.

This is an outlet option for people that may not have a retail presence themselves, as well as an opportunity for those that do to utilise small lines of product to further advertise their business.

A flat rate of 20% applies to all consignment items.

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