



2026

Trail Friendly Business Partnership Program



Why partner with Trails WA?

Trails WA is a not-for-profit organisation providing marketing and advocacy services for Western Australia's trail network. Our goal is to connect people with great trail experiences while supporting the businesses and communities that surround them.

The Trail Friendly Business Partnership program gives local businesses the opportunity to:

- Align with a trusted statewide brand recognised by trail users
- Be featured in trail-based marketing and seasonal campaign activity
- Access promotion across our growing digital platforms
- Tap into tools, support and co-marketing opportunities
- Be part of a movement promoting nature-based tourism and regional vibrancy

Whether you're a local café, a tour operator, or a tourism provider, there's a place for you in our community.

Your Business. Their Adventure. Our Trail Network.

Our audience and reach

Who You'll Reach

Trails WA connects with an engaged and trail-loving audience who are always looking for their next experience — and the local businesses that make it even better.

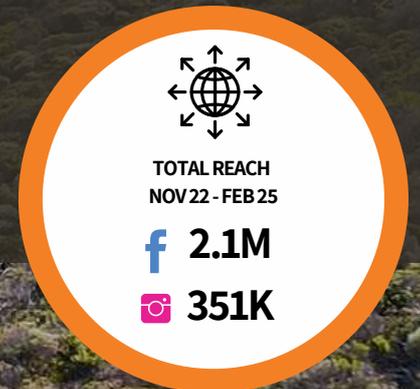
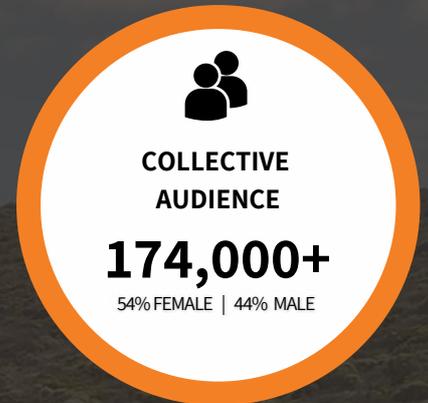
At a glance:

 **32K** Trails WA Facebook page
19,000 OCT 2022 68% GROWTH

 **110K** Trails WA Facebook Group
71,000 OCT 2022 55% GROWTH

 **15K** Instagram Followers
6,120 OCT 2022 145% GROWTH

 **17K** Email Subscribers
6,179 OCT 2022 175% GROWTH



The trail tourism opportunity

Trails are more than just pathways through nature—they are vital connectors between visitors and local communities. As trail tourism continues to grow in Western Australia, businesses have a unique opportunity to engage with a thriving segment of travellers seeking authentic, nature-based experiences.

Key Insights:

- **High-Value Visitors:** Trail users are often high-value, low-impact visitors who spend on accommodation, food, gear, and local attractions.
- **Enhanced Visibility:** As a Trail Friendly Business, your establishment gains priority listings on the Trails WA website, which receives over 80,000 visits monthly. This includes association with nearby trails, ensuring your business appears on relevant maps and listings.
- **Social Media Exposure:** Benefit from features in Trails WA's social media promotions, tapping into a combined audience of over 174,000 followers across Facebook and Instagram.
- **Advertising Opportunities:** Access discounted advertising in e-newsletters sent to a database of over 17,000 subscribers, including trail users, media, and industry contacts.
- **Training and Support:** Participate in twice-yearly online training events focused on business skills and tourism promotion, helping you maximise the benefits of trail tourism.



Find the partnership that fits

BASIC TRAIL PARTNERSHIP

Perfect for small local businesses without a bookable product who want to be seen by trail users and support WA's trail network.

This entry-level membership includes use of the Trail Friendly Business badge, a static listing on the Trails WA website, one free banner ad in our newsletter, and regular industry updates. It's a great way to explore the program before stepping into a paid tier.

\$FREE

- Renewed automatically
- Upgrade anytime
- All additional advertising paid



PREMIUM PARTNERSHIP

Ideal for businesses ready to boost their visibility and align more actively with trail-based tourism.

This tier includes access to future booking integration, one social media feature per year, eligibility for one-off campaign participation, and a custom campaign performance report. It also covers up to two businesses under the same ownership. WAITOC members receive this tier free, with discounted upgrades to Elite.

Annual Price: \$150 + GST

- Upgrade anytime
- All additional advertising paid



ELITE PARTNERSHIP

Designed for high-engagement businesses and tour operators deeply connected to trail-based tourism, looking for premium exposure and partnership. This tier includes up to three social media features annually, co-branded content, a custom insights report, and access to exclusive promotional opportunities such as FAM tours and Facebook Group features. Elite partners also receive booking support, branded trail listings, and visibility across major Trails WA campaigns.

Annual Price: \$400 + GST

- Applications considered on case by case basis
- All additional advertising paid



TRAIL PARTNER

Available to NFP organisations and community associations contributing to trail advocacy, accessibility, preservation and conservation in WA.

Annual membership fees range from \$150–\$750, depending on organisational size and scope. Pricing is finalised after application to ensure fairness across all partners. Apply now and tell us more about how your organisation supports WA's trail network.

Annual Price: \$150 - \$750 + GST

- Applications considered on case by case basis
- All additional advertising paid



Partnership benefits

SERVICE	BASIC TRAIL PARTNERSHIP \$FREE	PREMIUM PARTNERSHIP \$150 + GST Annually	ELITE PARTNERSHIP \$400 + GST Annually	TRAIL PARTNER \$750 + GST Annually
Recognition & Visibility				
Use of the Trail Friendly Business (TFB) Badge - digital and print	✓	✓	✓	✓
Static business listing on Trails WA website (linked to nearest trails)	✓	✓	✓	✓
Access to booking integration (once live)	-	✓	✓	-
Logo placement in key promotions (where space allows)	-	-	✓	✓
Membership covers up to 2 businesses (same ownership)	-	✓	✓	-
Promotion & Exposure				
Partner e-newsletter (TourismTalk) every 2 months	✓	✓	✓	✓
1 free banner advert in newsletter annually	✓	✓	✓	✓
1 x Social media post per year (FB/Instagram)	-	✓	-	✓
1 x Social media post per year (FB Group)*	-	✓	✓	✓
Up to 3 x Social media posts per year (FB/Instagram)	-	-	✓	-
1 x Co-branded blog/newsletter feature annually	-	-	✓	✓
Event Listings on Trails WA (List up to 2 trail-related events annually with website + newsletter promotion - additional by application)	-	-	✓	✓
1 x Tour operator trail listing co-branded with your business, including logo, business info, and booking links.	-	-	✓	-
Engagement & Support				
Invitation to participate in one-off campaigns	-	✓	✓	-
Invitation to participation in Trails WA FAM visits and tours (where applicable)	-	-	✓	✓
Bi-annual Trail Friendly Business workshops	-	-	✓	✓
Support for onboarding and booking integration assistance	-	-	✓	-
Data & Insights				
Custom campaign performance snapshot	-	-	✓	-
Annual insights report (listing performance + campaign reach)	-	-	✓	-

- The Trails WA Facebook group of over 100k members is closely monitored, any group posts are limited to Trail Friendly Business Partners and must go through us prior to posting. Please contact marketing@trailswa.com.au, or text 041550226.

Trail Partner benefits

SERVICE	TRAIL PARTNER \$750 annually
Recognition & Visibility	
Use of the Trail Friendly Business (TFB) Badge - digital and print	✓
Static organisation listing on Trails WA website (option to be linked to nearest trails)	✓
Logo placement in key promotions (where space allows)	✓
Promotion & Exposure	
1 free banner advert in newsletter annually	✓
Event Listings on Trails WA (List up to 2 trail-related events annually with website + newsletter promotion (additional by application))	✓
Discounted Marketing Add-Ons	✓ 10% Off
1 x Social media post per year (FB/Instagram)	✓
1 x Social media post per year (FB Group)*	✓
1 x Co-branded blog/newsletter feature annually	✓
Engagement & Support	
Partner e-newsletter (TourismTalk) every 2 months	✓
Bi-annual Trail Friendly Business workshops	✓
Invitation to participation in Trails WA FAM visits and tours (where applicable)	✓
Data & Insights	
Custom campaign performance snapshot	✓
Annual insights report (listing performance + campaign reach)	✓

NOTE: We recognise that not all organisations have the same capacity or funding. Trail Partner applicants may request a discounted fee as part of their application, and eligibility will be assessed based on organisational size, scope, and available resources. Please contact [Agata Sleeman \(CEO\)](#) or [Katie Stevens \(Marketing Manager\)](#) for more info.

Add-Ons

All advertising and marketing add-ons are available to Trail Friendly Business partners at preferred partner rates. Non-partners may access these services at a 30% premium.

SERVICE	PRICE	ELIGIBILITY FOR ADD ONS			
		BASIC TRAIL PARTNERSHIP	PREMIUM PARTNERSHIP	ELITE PARTNERSHIP	TRAIL PARTNER
Additional social media post - Option A (2 channels)	\$150	-	✓	✓	✓
<ul style="list-style-type: none"> Single post across selected social channels (FB and Instagram) 					
Additional social media post - Option B (3 channels)	\$300	-	✓	✓	✓
<ul style="list-style-type: none"> Single post across selected social channels (FB Group, FB and Instagram) 					
Boosted Social Pack - Post or Reel	\$450	-	✓	✓	✓
<ul style="list-style-type: none"> Single post across social channels (FB and Instagram) Includes up to \$150 in advertising spend 					
Boost Add On	\$75	-	✓	✓	-
<ul style="list-style-type: none"> Only applicable to included membership posts (Trail builder, Trail Network and Trail Leader) Additional posts not included within your membership are packaged in the Boosted Social Pack above All copy to be supplied to Trails WA 					
Co-branded evergreen article - website, newsletter and socials	\$350	-	✓	✓	✓
<ul style="list-style-type: none"> Featured on TrailsWA.com.au, e-newsletter and social channels Created in collaboration with you Links, images and some guidance with copy required 					
Custom feature trail or business video	\$2000	-	✓	✓	✓
<ul style="list-style-type: none"> Some in-kind support required (accommodation, tours, access, etc.) Channels: Instagram, Facebook 3 week lead-time required for planning purposes 					
Tour operator sponsored trail listing	\$400 annually	-	✓	✓	✓
<ul style="list-style-type: none"> Free for WAITOC members Created and managed by Trails WA staff Annual subscription, cancel anytime 					
EDM Solus - Branded EDM take-over	\$1500	-	-	-	✓
<ul style="list-style-type: none"> Custom email build in Trails WA template (outside standard newsletters) Content formatting with CTAs, liaison, and approvals Distribution & reporting via Flodesk (send, open & click rates) 					

All prices pre-GST

How to join

SIGN UP HERE



- BASIC
- PREMIUM
- ELITE

TRAIL PARTNER



Annual Price:
\$750 + GST

- Applications considered on case by case basis
- All additional advertising paid

Contact Us

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  - @trailsWA #trailsWA



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GOVERNMENT OF
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Big Lagoon, Wula Gura Nyinda Eco Cultural Adventures. Credit: Tourism WA