

Destination Perth engage Bonfire for digital marketing revival

One of Western Australia's top tourism organisations' Destination Perth, also known as the Perth Region Tourism Organisation Inc. (PRTO), has appointed Digital Agency of the Year Bonfire as their organic search marketing partner.

Established in 2004, Destination Perth is responsible for the promotion of six of the State's areas - Perth City, Fremantle and Rottnest Island, Sunset Coast, Peel and Rockingham, Avon Valley, Swan Valley and Darling Range - as tourist destinations.

To strengthen Destination Perth's position within the crowded tourism market, Bonfire will develop and execute an SEO strategy focused on building awareness to attract both domestic and international visitors to their website.

Destination Perth CEO Tracey Cinavas-Prosser said the award-winning agency was chosen for their niche search skillset and years of experience working with brands in competitive industries.

"Destination Perth is delighted to have engaged Bonfire as our SEO experts and service provider.

Our website is a key asset for the organisation and therefore we are investing in the right resources to ensure we grow our online traffic.

Bonfire has become well known for their work in this field and we feel confident they will help us reach a broader audience," said Ms Cinavas-Prosser.

Clay Cook, Bonfire's CEO said the agency is excited to help Destination Perth reach their full potential online.

"This partnership is a wonderful opportunity for our team to demonstrate how transformative search marketing can be, especially in tight markets."

"As a local Perth agency, we can't wait to help this respected WA organisation thrive online," said Mr Cook.

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