



TRAIL FRIENDLY BUSINESS PROGRAM





GET IN FRONT OF THE RIGHT AUDIENCE

Trails WA is the home to the largest amount of sanctioned trails in Western Australia.

With a substantial social media following, a rapidly growing subscriber list, and significant website traffic, we offer excellent visibility for your business.

Becoming a Trail Friendly Business will provide exposure for your business by getting it in front of 200,000 Western Australian trail users every month.

200K+ MONTHLY WEBSITE VISITS

94K+ FACEBOOK GROUP MEMBERS

25K+ FACEBOOK FOLLOWERS

12K+ INSTAGRAM FOLLOWERS

7K+ SUBSCRIBERS

Image credit: Tourism WA



WHAT IS THE TRAIL FRIENDLY BUSINESS PROGRAM?

Increase your sales by putting your business in front of 200,000 Western Australian trail users every month with the Trails Friendly Business Program.

The Trail Friendly Business (TFB) Program is an initiative of Trails WA aimed at promoting businesses that offer products and services specific to trail users needs. The program is designed to direct trail users to businesses that offer a warm welcome, provide local information and allow them to restock, refresh and re-energise.

The Trail Friendly Business program is a mutually beneficial relationship for businesses and trail users across Western Australia - by combining WA's exceptional trails with high-quality trail friendly businesses, trail users will have a superior trails experience and businesses will be able to reach their target customers more easily.

The program is designed to complement the walker and cycle friendly business programs developed by the Bibbulmun Track and Munda Biddi Trail Foundations and aims to grow the trails and recreation sector.

WHO CAN BE A TRAIL FRIENDLY BUSINESS?

A Trail Friendly Business is one that has met a set of guidelines to ensure they provide a certain level of services and amenities for trail users.

Any entity that owns a trail related product or service within Western Australia is eligible to become a member.

Image credit: Tourism WA (top), Tim Bardsley-Smith (bottom)



WHY JOIN?

Identifying as a trail friendly business gives you priority listings and communication opportunities through Trails WA and offers more opportunities for positive reviews, social media endorsements and word of mouth across the trails community.

By signing up as a Trail Friendly Business, you can access the use of the Trail Friendly Business badge – making your business easily identifiable to this growing and lucrative segment.

With an ever growing audience, Trails WA is in a unique position to be able to connect trails users with businesses throughout the state. As a TFB member, you will receive access to:

- 1 / USE OF THE TFB BADGE**
- 2 / SOCIAL MEDIA COVERAGE**
- 3 / TRAILS WA WEBSITE PROFILE**
- 4 / ADVERTISING OPPORTUNITIES**
- 5 / ONLINE TRAINING EVENTS**



Image credit: Black Diamond Lodge

MEMBERSHIP BENEFITS

WHAT'S INCLUDED?



Image credit: The Eco Therapist



1 / EXCLUSIVE ACCESS TO THE TFB BADGE

- Access the use of the TFB badge - making your business easily identifiable to this growing and lucrative segment of trail users.
- When trail users enter a town or visit your business online, they will see the TFB badge assuring they can access services, information and support specific to their needs.
- The badge is available in both physical sticker and digital format.

2 / SOCIAL MEDIA COVERAGE

- Two social post (per annum) to access our growing social following on the [Trails WA Facebook Group Page](#) (over 94,000 members)
- Feature as a mention in Trails WA Trail Friendly Business promotions on our [Facebook page](#) or [Instagram page](#).
- Content sharing of your social media posts to our channels when appropriate.

3 / TRAILS WA WEBSITE PROFILE

- Profile listing and link to your business on the Trails WA website with over 70,000 visits each month. **Check out some listings [here](#).**
- Opportunity for prioritised listing space on the Trails WA website.
- Association with trails in your area (e.g. If you are close to the 'XYZ' trail - your business will display on the map and in business listings, as well as a printable map.
- Map listing - your business will show on regional map that you are located within.

4 / ADVERTISING OPPORTUNITIES

- Prioritised listing space on the Trails WA website
- One free feature 1/2 banner advert per annum in the Trails WA e-newsletter
- Discounted advertising opportunities in our e-newsletters to our database of over 7,000 subscribers made up of trail users, media and industry contacts
- Ongoing communication opportunities with a comprehensive database of over 7,000 subscribers
- The opportunity to advertise in our website blog posts
- View the Advertising Prospectus [here](#).

5 / ONLINE TRAINING EVENTS

- Invites to our twice-yearly online training events for Trail Friendly Businesses - focused on business skills and tourism promotion.

MEMBERSHIP FEES



Image credit: Tourism WA.

Annual membership fees are \$165 p.a. (incl. GST).

*Additional services are not included in this fee.
Please see our Advertising Prospectus for further information.

SIGN UP NOW

To find out more about becoming a Trail Friendly Business, please be in touch. We welcome the opportunity to discuss how you can best leverage the Trail Friendly Business Program.



MARKETING@TRAILSWA.COM.AU



041 555 0226

