

# FACT SHEET

## 2011/12 Domestic Brand Campaign



### Domestic Marketing Strategy

The domestic marketing strategy aims to overcome the barriers of time, cost and distance by educating consumers on what WA has to offer as a holiday destination; proving “value for holiday” by decreasing this knowledge void; and increasing understanding about WA as an *extraordinary* holiday destination. To address these barriers and decrease the knowledge void, Tourism WA’s brand positioning, *Experience Extraordinary*, was specifically designed to educate consumers on what WA stands for. Our key point of difference is that WA can deliver experiences that people can’t get anywhere else in Australia; or in some cases, the world.

*Therefore, all marketing activity builds on the strategic brand idea ‘for an extraordinary holiday come to an extraordinary place’.*

To promote Experience Extraordinary in the domestic market, Tourism WA focuses on three key areas:

- 1. Brand Marketing** - Showcasing WA as a holiday destination; prove “value for holiday” by decreasing the knowledge void; and increasing understanding about WA as an extraordinary holiday destination
- 2. Events Marketing** – Promoting events to communicate that there is always something on in our extraordinary State - to convert people who ‘intend to visit sometime’ to visitors who want to come ‘now’.
- 3. Cooperative Marketing** – Working with domestic distribution partners who have the ability to retail a wide range of Western Australian tourism product to provide specific product and price packages to generate bookings.

The marketing strategy relies on these three key elements working together to generate visitors to Western Australia.

In addition, the domestic marketing strategy includes leveraging Tourism Australia campaigns, domestic public relations, media and trade famils, retail agent communication, and niche campaigns such as the annual wildflower campaign.

The primary target audience for our domestic marketing is Socially Aware and Aspirational Achievers (Roy Morgan segmentation) who are 35-64 years old with a household income of \$100k+, travelling without children. A relatively upmarket audience, they are united by some common attitudes. They are naturally curious, value experiences; believe that you get back what you give, and that a holiday is about more than just rest. The secondary target audience is Grey Explorers and Intrastate Families.

### Domestic Brand Campaign 2011/12

#### Key facts

- The domestic brand campaign will be delivered in three bursts this financial year, with the first burst from 23 October – 3 December; February and May dates are yet to be confirmed.
- The markets are Sydney, Melbourne, Perth, and National (via digital marketing and subscription TV).
- The campaign will be led by TV, with the Oct-Nov burst focusing on SBS, Ch10 and Foxtel. The TV is expected to reach 2.5m people, with over 500,000 seeing the advertising 3+ times.
- Digital marketing will be a key component of the campaign with a number of new, innovative and rich media to maximise the impact.
- Supporting activity will be press advertising; social marketing such as Facebook, Twitter and Youtube; search engine marketing; and, public relations.

### Events Marketing 2011/12

#### Key facts

- The events marketing campaign will be ongoing throughout the year from August 2011 – June 2012.
- The markets are Sydney, Melbourne, Perth, and National (via digital marketing).
- The campaign will be led by press and digital marketing with supporting activity such as social marketing; search engine marketing; and, public relations.



## Cooperative Marketing Program 2011/12

Tourism WA undertakes cooperative marketing with domestic distribution partners that have the ability to retail a wide range of Western Australian tourism product, such as airlines, wholesalers, retail travel chains, and online tourism retailers. The partner campaigns are delivered across the year based on their product mix and commercial considerations. This program provides significant benefits for the destination and the WA tourism industry, such as:

- Contribution to Gross State Product by supporting WA product campaigns in the domestic distribution chain to increase yield and visitation to WA;
- Drive business for the broader WA tourism industry through direct and flow on effects of visitation generated from this activity;
- Alignment of the state brand, Experience Extraordinary, with WA product advertising in the domestic market;
- Additional marketing exposure for the Experience Extraordinary brand;
- Increase in destination content alongside WA product advertising to assist in reducing the knowledge gap in consumers in Tourism WA's core domestic markets;
- Support of Tourism WA's domestic brand campaign which provides the umbrella activity to drive awareness and consideration, while the cooperative campaigns provide the tactical advertising;
- Achieve a return on investment (ROI) for Tourism WA's investment in cooperative marketing.

The following distribution partners will work with Tourism WA as part of the 2011/12 cooperative marketing program:

DISTRIBUTION PARTNERS	
Discover West Holidays	Broome and The Kimberley Holidays
Sunlover Holidays (formerly Travelpoint)	Skywest Holidays
Australian Pacific Tourism (APT)	Flight Centre and Infinity Holidays
AAT Kings	Qantas Holidays
Australian Holiday Centre	Virgin Australia
Holidays of Australia	Jetstar Airlines Australia
Expedia.com	Skywest Airlines
Wotif.com	Great Southern Rail
Zuji.com	Aussie Getaways
The Tailor	Experience Perth
Showbiz	

If you are interested in benefiting from the investment made by Tourism WA in these campaigns, you can contact the Product Manager to find out more details on how to be contracted with these distribution partners.

Distribution Partner	Product Manager	Product Manager Contact
Sunlover Holidays (previously Travelpoint)	Hannah Wright	<a href="mailto:Hannah.wright@aot.com.au">Hannah.wright@aot.com.au</a>
Expedia.com	Louis Mavraidis	<a href="mailto:lmavraidis@expedia.com">lmavraidis@expedia.com</a>
Wotif.com	Duncan Barker	<a href="mailto:Duncan.Barker@wotifgroup.com">Duncan.Barker@wotifgroup.com</a>
Zuji.com/ Travelocity	Krystal Gabriel	<a href="mailto:Krystal.Gabriel@travelocity.com">Krystal.Gabriel@travelocity.com</a>
TheTailor.com	Kirsty Siekmann	<a href="mailto:Kirsty@thetailor.com">Kirsty@thetailor.com</a>
Discover West Holidays	Supplier Support Team	<a href="mailto:product@discoverAustralia.com">product@discoverAustralia.com</a>
Skywest Holidays	Supplier Support Team	<a href="mailto:product@discoverAustralia.com">product@discoverAustralia.com</a>
Qantas Holidays	Adam Fiddler	<a href="mailto:aust@qantasholidays.com.au">aust@qantasholidays.com.au</a>
Jetstar Airlines/ Jetstar Hotels	Rani Vaithilingam	<a href="mailto:rani.vaithilingam@jetstar.com">rani.vaithilingam@jetstar.com</a>
Great Southern Rail	Leah Thompson	<a href="mailto:lthompson@gsr.com.au">lthompson@gsr.com.au</a>
Blue Holidays (Virgin Australia)	Jasmine Lee	<a href="mailto:jasmine.lee@blueholidays.com.au">jasmine.lee@blueholidays.com.au</a>
Infinity Holidays	David Schofield	<a href="mailto:David_schofield@flightcentre.com">David_schofield@flightcentre.com</a>
Broome and The Kimberley Holidays	Karen Castiglioni	<a href="mailto:karenc@broomekimberley.com">karenc@broomekimberley.com</a>

For more information on Tourism WA's domestic marketing program contact [marketing@westernaustralia.com](mailto:marketing@westernaustralia.com) or phone Tourism WA on 9262 1700.