Today I’m going to discuss some of the things Tourism WA has been working on and our plans for 2014.
Tourism is a key economic driver in Western Australia.

In the year ending September 2013, tourism spending topped $7.8 billion. 53% of the spending came from intrastate, 29% international and 18% interstate.

The industry generates more than 89,000 jobs. The resources sector contributes 140,000.

And tourism provides for economic diversification and makes the State a great place to live and work.

_Spend data to year end Sept 2013, 2011/12 Satellite Account information July 2013_
In December 2012, the Government launched the State Government Strategy for Tourism in WA.

The strategy has a stretch goal to increase the value of the industry to $12 billion by 2020.

The strategy was developed by Tourism WA in partnership with the private sector and a range of government departments – all of whom have a role to play in the success of the industry.

There are seven pillars that underpin the strategy – demand drivers such as events and marketing and addressing supply side issues such as aviation access and hotel accommodation.
So how are we tracking against the goal? In the year ending September 2013, total visitor spending in WA was around $7.8 billion.

The Interstate segment has increased substantially in the last 12 months, as has Day Trip with other markets remaining steady.

If you add up the Interstate, Intrastate and Daytrip figures, that equates to around $5.58 billion in visitor spending being attributable to Australians.

The domestic market is our biggest market, and today, I am going to provide you with a briefing on our marketing activities in targeting Australians – in a bid to continue to stimulate the Intrastate market and grow our share of the Interstate market.
The Great Southern region receives an average of 452,500 visitors annually. The Intrastate market captures 79% of the total visitors, with Interstate and International capturing 11% and 10% respectively.

**Albany** captures 59% of these visitors, receiving an average annual of 268,800. Of these visitors, 190,300 are Intrastate, 43,300 are Interstate and 34,800 are International.
This slide outlines Tourism WA’s focus areas – starting at the top of the chart with the 2020 goal, underpinned by 7 strategic pillars. Time does not permit me to talk about all of the 7 pillars today, so I want to talk about 4 key focus areas for the current year.

- Over the last two years we have developed and acquired a number of assets which we can use to promote WA – whether it is new events such as the Margaret River Gourmet Escape or whether it is marketing campaigns. Our job is to maximise the return on these investments for the benefit of the industry.

- We also have partnerships with several airlines, and we are looking to maximise the benefits of those partnerships.

- Another area that is absolutely critical to our tourism strategy is our ability to capitalise on Asia’s growth potential – we expect that China, Indonesia & Singapore alone will contribute $1 billion to our 2020 goal.

- We have a number of infrastructure gaps and opportunities that we must address whether it is hotel rooms in Perth or whether it is caravan & camping infrastructure.

I want to kick off with a video that explains how our marketing programs work at different stages of the consumer decision cycle.
Marketing Promo Film
Tourism WA has developed two new brand films featuring some of our extraordinary locations in the North West and the South West of the State.

The purpose of the advertising is to create an emotional connection with prospective visitors and to inspire them to have a holiday in WA.

The insight behind the advertising came from the Domesticate research which indicated that one of the strongest motivators for a domestic holiday was to break away from the ordinariness of everyday life and to reconnect with your loved ones.

These ads are meant primarily for the domestic market, and they have been tested with hundreds of consumers in Perth, Sydney and Melbourne.

The films began airing September 2013 and this year’s campaign will continue until June 2014, over this time reaching over 3.3 million people.

So far, around 40% of Western Australians and around 1/3 of our target audience in Sydney and Melbourne recall seeing at least one of the films.
South West Brand Film
One of our primary marketing channels is our website, westernaustralia.com. For the year ending 2012/13, WACOM achieved 8.4 million views.

Westernaustralia.com has destination pages for the various towns and regions across the State.

This is the page for Albany, I encourage you to check out the website and provide us feedback about the content.
Social media is an important marketing channel.

We have over 190,000 likes on Facebook, and we have a reach of over 50 million people when you consider the friends of our friends.

Our Facebook fans are mostly from Australia, Singapore, Malaysia, Indonesia, the US, UK and NZ.

Industry can engage with us on Facebook by:

- Liking our page
- Posting images on our wall (we republish selected fan photos)
- @mentioning us in their own wall posts
Tourism WA has a strong focus on working cooperatively with industry partners to marketing Western Australia.

Our partners include airlines, retail travel agents like Harvey World and Flight Centre, travel wholesalers like Qantas Holidays and Discover West, and online travel agents like wotif and webjet.

So far in 2013/14 in the domestic market alone, we have undertaken 40 campaigns with 19 partners.

This has resulted in $17m in visitor spend to date and we have a return on our investment of $35 for each dollar spent.

We have a number of new campaigns planned for this year. Here is an example with Apollo Motorhomes
We are always looking at new ways to market Western Australia. We work closely with Tourism Australia whose role is to market Australia to the world. They launched a campaign last year called Best Jobs in the World and Tourism WA developed the role of the Taste Master.

Official duties of the Taste Master involved spending 6 months travelling around Western Australia, sampling the food and wine offerings available in Western Australia. The key objective was to showcase WA as an extraordinary location and a premium culinary tourism destination to intrastate, interstate and international audiences.

Rich Keam, from the UK, was selected following a rigorous selection process and he has just finished his “best job in the world”.

Rich is an engaging writer and utilised social media to promote experiences in WA. Rich visited over 35 towns and travelled over 20,000 kilometres = half way round the planet.

More than 50,000 people looked at Rich’s content and people spent on average 7 minutes per visit reading Rich’s blog posts. If we had to buy advertising space that was created through Rich’s content it would have been worth $2.6m.

Here is a video which explains the Taste Master campaign.
Taste Master video
Last month, Rich visited Albany for the launch of Taste Great Southern and has shared his experience on his blog and twitter account (http://tastewesternaustralia.com/) (https://twitter.com/richkeam).
So alongside marketing the State in creative ways we also sponsor events. Events are a vital strategic asset to promote WA as great place to live, work and visit.

This financial year, Tourism WA will sponsor 95 events around the State.

7 of these events are in Great Southern including the Taste Great Southern event. We have significantly increased our investment in Taste and hope it will grow even further.
Events Promo Video
Tourism WA also has an extensive events marketing campaign to promote the message that there is always something happening in WA.

The campaign runs across press, on line and TV and is primarily targeted at Western Australians.

This year, the press and TV ads are expected to reach around 1 million people in Perth and Regional WA, and the online component is estimated to reach 1.8 million people nationally an average of 5 times.

This is our press ad that ran in the West Australian promoting what’s on across the State in March.

In addition, we offer a free events listing service on westernaustralia.com.
Albany played a key part in the story of the Australian and New Zealand Army Corps (ANZACs), so it is appropriate that the city will play a leading role in Centenary commemorations.

In recognition of this significant role played by Albany, the State Government is working very closely with the Commonwealth Government, the Returned and Services League WA Branch (RSLWA), the City of Albany and other local stakeholders on a program of events and initiatives to mark the Anzac Centenary between 2014 and 2018. Activities will be held in Albany between 30 October and 2 November, 2014.

To date, the State has committed more than $8 million towards Anzac Centenary infrastructure initiatives in Albany. A significant component of this allocation is the major upgrade at Mt Clarence, which includes enhancement of the memorial infrastructure and visitor facilities, the installation of interpretive elements, and the creation of spaces to be used for education and commemoration.
$1.8 million from Lotterywest has been awarded to assist the City in transforming the CBD, which will be the focus of international attention when it hosts a series of events as the curtain-raiser to the Anzac Centenary commemorations.

These are the confirmed events for the centenary celebration.
So I’ve talked about marketing the state and sponsoring events to give people a reason to visit or stay a bit longer. The agency also facilitates investment in tourism infrastructure like airline routes and hotels.

Tourism WA has agreements in place with a range of airlines to jointly market Western Australia and increase visitation including Qantas, China Southern, Jetstar, Singapore Airlines, Qatar, Air New Zealand and Virgin Australia.

These partnerships generate a considerable return on investment.
China, Indonesia and Singapore combined are currently $432 million (Year Ending September 2013) and are targeted to contribute over $1 billion to the 2020 Goal.

**China** – One of the fastest growing international markets. Visitor numbers up 10.7% in YE September 2013 (to 33,000). Those visitors spent $161 million in WA.

Goal is 100,000 Chinese visitors spending over $500 million by 2020.

We have developed a China strategy in partnership with industry and other government agencies, and we are working together to develop the market.

**Singapore** – Second largest international market in terms of visitor spend, third largest international market in terms of number of visitors; Strong aviation connections.

In the 12 months ending September 2013, we had 72,000 visitors from Singapore spending $187 million.

Singaporeans are very familiar with Western Australia. Our challenge is to present them with new reasons to consider a holiday to Perth.

**Indonesia** – Garuda Indonesia commenced direct flights from Jakarta in June 2013.

In the year ending September 2013, we had 32,000 visitors from Indonesia spending $84 million.

With a population of 246.9 million people and a middle class of 74 million, Indonesia has significant growth potential.

The additional funding that we have been provided in the 13/14 budget will enable us to establish a new marketing presence in Indonesia and implement new marketing programs.
Western Australia is ideally suited to Caravan and Camping. This mode of travel gives people the opportunity to take their time exploring our state and for them to get up close to our natural environment.

In Year Ending September 2013, around 900,000 visitors stayed in a caravan park or campground in Western Australia.

Tourism WA has led the development of a Caravan & Camping Action Plan which was provided $34 million in funding over the next 4 years. The funding is provided through Royalties for Regions and will be shared between Tourism WA, Main Roads, Department of Parks and Wildlife and Department of Local Government.

Department of Local Government and Communities DLGC is currently reviewing the Caravan and Camping Ground Regulations 1997 in relation to Nature-based parks. The review aims to reduce constraints on the development of new commercial Nature-based parks. Existing commercial caravan park owners may benefit from revised definitions of “Nature-based” parks and apply for licencing to operate as a Nature based park.
Cruise shipping is an important part of the State's tourism industry and Western Australia is well positioned to capture some of the tremendous growth arising from the global cruise sector.

The strategy for Cruise Shipping is to contribute significantly to the economic growth of tourism, and the State, by providing world-class cruise destinations, unique and extraordinary tourism experiences and delivering high value benefits for passengers and local communities.

In January, Tourism WA facilitated an inspection and Luncheon aboard the Astor Cruise ship on her arrival to Albany. This was a valuable networking opportunity for the Albany tourism stakeholders to engage the cruise shipping industry.

Albany is expecting approximately 8,700 visitors in 2014.
I’d like to leave you with some ways in which you can take advantage of Tourism WA’s investment in marketing.

1. Join Australia’s South West RTO
2. Prepare your business for the ANZAC Centenary
3. Establish contracts with key wholesalers
4. Become accredited and get listed on wa.com for free
5. Link into Tourism WA’s social media channels
6. List your events for free on wa.com