TWO YEAR ACTION PLAN
for Tourism Western Australia - 2018 and 2019
Tourism is a major focus of the Western Australian State Government. It forms a vital part of our plan to provide jobs and small business opportunities for West Australians and improve and diversify our economy, now and into the future.

We have backed that commitment by providing long-term secure funding for Tourism Western Australia and I am pleased to see the agency respond with this results-driven action plan for the next two years (2018 and 2019).

With more than 2,000 additional hotel rooms opening in the CBD and greater Perth in the last five years, and a further 2,000 rooms either committed or under construction, now is the time to strike by increasing visitor numbers.

Western Australia offers high quality food and wine, breathtaking natural experiences, ancient Aboriginal culture and stunning landscapes. Perth is a vibrant, safe, clean and cosmopolitan capital city with world-class beaches, wineries and parks. We are on the doorstep of Asia and we are well placed to become the western gateway to Australia.

Non-stop flights from London starting in March 2018 will bring us a step closer to being the gateway, and work is continuing on attracting direct flights from major centres in China, Japan and India.

I congratulate Tourism WA’s Board of Commissioners for all it has achieved to date and for rising to the challenge of delivering a plan to suit a new environment and new opportunities.
The 2017-18 State Budget commitment to tourism of $425 million over five years provides funding certainty, allowing Tourism WA to strategically plan marketing activity and event attraction. A large proportion of the tourism budget is now untied to specific activity, giving Tourism WA’s Board of Commissioners greater flexibility over the best use of those funds.

The Board has taken into account the new funding certainty and flexibility, along with current market conditions, to develop a two-year action plan to maximise tourism growth and create jobs. The plan capitalises on the remarkable and ongoing transformation of Perth, including new and more affordable hotels, along with new sport and entertainment infrastructure such as Optus Stadium and Perth Arena.

The strategy has four focus areas that work together to make the most of this unique tourism opportunity. We will grow international visitation by firmly establishing Western Australia as Australia’s western gateway and further increase direct aviation capacity.

We will grow interstate visitation by directly addressing the lagging perception of Perth from the mining boom and position Perth as an affordable, vibrant destination close to nature. This will be achieved through closer trade cooperation, a fresh and aggressive marketing approach and giving people a time-specific, compelling reason to come here through not-to-be-missed events.

We will grow regional visitation through targeted marketing, exciting events and a focus on the cruise sector and Aboriginal tourism development. We will encourage more people to visit now by intensifying our focus on converting core target markets through a digital marketing transformation.

This action plan is designed to maximise visitor spend through focused and bold activity prioritised to deliver immediate impact. The plan will attract more visitors to Western Australia, encourage them to stay longer, disperse further and do more when they visit.
“To make Western Australia the most desirable leisure and business events destination in Australia”

VISION

OBJECTIVE

Drive increased share of leisure and business events markets for Western Australia.

This will be achieved through Tourism WA’s focus in four key areas: positioning Western Australia as the western gateway to Australia; promoting Perth as an affordable, vibrant destination close to nature; attracting more people to regional Western Australia; and intensifying our focus on converting core target markets to travel.

These focus areas target Tourism WA’s efforts and resources into activities that have the biggest potential for immediate and meaningful impact, and give us the biggest bang for our buck. In the following pages, you will see specific activities for these focus areas, aligned with Tourism WA’s key functions of marketing, event development and attraction and destination development.

PARTNERS

This action plan has been developed to guide the activities of Tourism WA and its key funded delivery partners.

Those partners are the five regional tourism organisations (RTOs), Perth Convention Bureau (PCB), the Western Australian Indigenous Tourism Operators Council (WAITOC) and Tourism Council WA (TCWA). It will also inform our other industry partners, such as the Australian Tourism Export Council (ATEC) and Australian Hotels Association (AHA), in achieving our shared objective to grow the tourism industry. All actions link back to aspirational visitation targets, visitor number, spend and market share targets have been identified, and are monitored and reported to the Tourism WA Board of Commissioners quarterly.
1. We will maintain a strong focus on high dispersal western markets by:
   a. Promoting Perth as Australia’s primary entry point from the UK, Europe and east coast USA, especially leveraging Qantas’ London-Perth direct flights and additional aviation capacity via Middle Eastern airlines.
   b. Undertaking targeted conversion campaigns across key markets, for example outbound adventure from Germany and Switzerland and luxury travel from America.

2. We will drive high growth Asian markets by:
   a. Building on the continuing growth in Singapore, Malaysia and Indonesia. We aim to maximise visitation, leveraging our proximity and time zone to establish Perth as the alternative entry point to Australia from Asia.
   b. Implementing a new China market strategy in 2018 to maximise the potential from increased capacity on existing and new routes. We will develop itineraries that meet the needs of the Chinese consumer.
   c. Maximising the potential from a new direct air service from Japan by implementing a new market strategy. We will develop itineraries that meet the needs of the Japanese consumer.
   d. Researching the potential from India to contribute to visitation through friends and relatives in particular, and investigating a plan for potential market entry in 2019-20.

3. We will ensure travel trade is informed and passionate about Western Australia by:
   a. Working closely with Inbound Tour Operators (TOs) to ensure more West Australian product is being packaged by overseas wholesalers.
   b. Securing and hosting major travel trade events that attract strong delegate attendance and provide the opportunity to showcase the best of Perth and Western Australia.

4. We will grow aviation access by:
   a. Maximising the performance of the London-Perth direct route from launch in 2018, and working with Qantas to open at least one additional direct route through the Perth hub by 2020.
   b. Increasing aviation capacity from China, including opening a second direct route and exploring future routes for future years.
   c. Opening a new direct airline route from Japan by 2020.
   d. Investigating opportunities for direct routes from India and other markets.

5. We will grow the cruise market by:
   a. Actively pursuing three new cruise lines to add Western Australian ports to their itineraries.
   b. Establishing Broome as a desirable and accessible circumnavigation port, and a Western Australian touchpoint destination for new cruise lines once dredging has been completed in 2019. We will also maximise outcomes from the Australian Cruise Association Conference in Broome in September 2018.
   c. Working across Government on solutions for port infrastructure issues in Exmouth.

6. We will work closely with our funded delivery partners and industry partners as follows:
   a. Business Events: We will work closely with PCB to support the delivery of its plans for business events growth generally, and to increase the meetings, incentives, conferencing and exhibitions (MICE) opportunity out of Asia to take advantage of increased hotel venue capacity in Perth.
   b. Aboriginal Tourism Marketing and Events: We will work closely with WAITOC to support the marketing of Aboriginal tourism experiences in Western Australia, and the development of Aboriginal events.
   c. Enhanced Visitor Experiences: We will continue to work with TCWA, ATEC, WAITOC, AHA and Government run attractions on a range of projects which bring new visitor experiences to market, enhance product quality and customer service, and support the growth of product direct to visitors and/or into the tourism distribution channels.
   d. International Education: We will assist the international education sector through shared creative assets and common messaging for Perth to increase student enrolments and maximise visitation by friends and relatives.
   e. Reconciliation Action Plan (RAP): In 2018 Tourism WA, as part of the portfolio of the Department of Jobs, Tourism, Science and Innovation, will work in partnership with WAITOC to develop a RAP.
1. We will reignite awareness and interest on the east coast by:
   a. Building strong trade relationships through the new east coast representation office to drive interstate visitation to Western Australia.
   b. Launching a major tactical advertising campaign in early 2018 to directly address the lagging perception of Perth and implementing other campaigns across 2018 and 2019 that also focus on conversion. We will work closely with Experience Perth to support this.
   c. Maximising leisure visitation from AFL games at Optus Stadium and encouraging visitors to stay longer and spend more.

2. We will have a world-class events strategy to drive visitation and reposition Perth by:
   a. Promoting events to highlight the transformation of Perth and maximise conversion to travel for the event itself and pre/post touring, including key events not sponsored by Tourism WA.
   b. Developing a calendar of events that prioritises visitation to and around Western Australia, including driving greater tourism outcomes from existing events.
   c. Continuing to secure blockbuster events for Optus Stadium, such as the 2018 Chelsea Football Club International Friendly, 2018 NRL Premiership Opener Double Header, game two of the 2019 State of Origin series, 2019 Bledisloe Cup and the 2020 ICC World Twenty20.
   d. Maximising the number of mass participation events.
   e. Launching a new homegrown Perth event in 2019.

3. We will help deliver authentic demand-driving visitor experiences and infrastructure by:
   a. Driving awareness of Perth’s unique position as a vibrant city with nature on its doorstep. We will work with industry, State and local government and Experience Perth to develop and promote tourism, Aboriginal and culinary experiences in the CBD, Kings Park, Optus Stadium parklands; Swan and Canning river parks; Swan Valley and the Perth Hills; Rottnest Island; Scarborough Beach and Fremantle.
   b. Working with Government agencies and the private sector on a Perth Convention and Exhibition Centre (PCEC) masterplan to establish a long-term vision which provides for expansion of the convention centre to meet market demand. This will provide better integration with Elizabeth Quay, the Swan River and Kings Park, and improve amenities for locals and visitors.
   c. Encouraging the development of new privately owned tourism attractions and experiences in Perth by actively supporting proponents with concepts of strategic importance through the regulatory landscape.
We will **ATTRACT MORE PEOPLE, MORE OFTEN to REGIONAL WESTERN AUSTRALIA**

1. We will actively market regional destinations and regional events by:
   a. Promoting Western Australia’s unique and compelling regions to drive greater regional visitation, especially from high dispersal international and interstate markets.
   b. Working closely with RTOs on regional visitation from Perth and maximising dispersal from interstate and international markets.
   c. Promoting, hosting and developing regional events and pre/post touring opportunities. We will focus on out-of-state visitation for Western Australia’s premier food and wine event by further developing and expanding it from its current base in Margaret River to include Perth and the Swan Valley.

2. We will facilitate new tourism experiences in regional Western Australia by:
   a. Working with industry to develop new customised shore-excursion experiences at Western Australia’s port destinations to meet the needs of cruise lines and showcase the uniqueness of each region.
   b. Working with the Department of Biodiversity, Conservation and Attractions on a strategy for improvements in eco accommodation and nature-based experiences in national parks.
   c. Focusing on trails. We will assist with the development and marketing of mountain bike trails, food and wine trails and others identified for niche audiences across Western Australia.

3. We will help meet consumer demand for Aboriginal tourism experiences by:
   a. Seeking opportunities to increase the inventory of export ready Aboriginal tourism businesses through investment and coaching activities delivered by Tourism WA and WAITOC. This will include a focus on Aboriginal products for the international cruise sector.
   b. Launching one new Camping with Custodians campsite in the Kimberley, making four operational in the north of Western Australia by 2019. Seeking opportunities for continued investment in Camping with Custodians development, especially on the Dampier Peninsula to support the sealing of the Cape Leveque Road.

4. We will facilitate improved regional aviation access and value by:
   a. Working to attract a low cost carrier to fly within Western Australia, and assessing the success of the 2018 trial flights from Singapore to Broome and other routes.
   b. Working across Government to ensure all regional routes are accessible on the Global Distribution System, with airlines that support the growth of the leisure market through pricing, packaging and promotional activities.

“Meet Consumer demand for ABORIGINAL TOURISM EXPERIENCES”
We will intensify our focus on converting core target audiences.

1. We will undertake aggressive brand and cooperative marketing by:
   a. Rolling out the new Perth branding with all organisations that promote Perth in early 2018, including Study Perth, Experience Perth, PCB, PDEC, VenuesWest and other Government run attractions, and any private sector operators that carry out destination marketing activities (e.g. tourism operators, universities).
   b. Implementing a new model for the development of our creative assets to enable more cost-effective delivery of the right message to the right audiences within key markets.
   c. Focusing our marketing towards an increasingly digital audience through the use of new technology, more targeted media buys with a focus on conversion; and activating conversion features on our new mobile app to increase in-trip spending.
   d. Implementing the new market segmentation model to effectively target consumers within various markets who have been identified as having a high propensity to travel to Western Australia.

2. In 2018 we will undertake a tender for service provision for the Western Australian Visitor Centre (WAVC).