

A man is captured mid-jump from the back of a boat, his arms outstretched and hands clasped behind his back. He is shirtless and wearing dark shorts. The background is a serene sunset over a body of water, with distant hills visible. The sky is a mix of soft pinks, oranges, and light blues. The boat's metal railing is visible in the foreground.

RELOOK  
AND  
BOOK

CAMPAIN TOOLKIT

WESTERN  
AUSTRALIA

# RELOOK & BOOK

'Relook and Book' encourages West Australians who have been considering a holiday in WA, or who have had their travel plans disrupted, to relook and book for 2021.

Thousands of seats, rooms and spots are now available for travellers at some of WA's most unique destinations. So, there has never been a better time to experience the unforgettable wonders and one-of-a-kind adventures on offer in Western Australia.

The campaign will feature compelling holiday deals and travel packages to entice locals to book now and travel now.

HORIZONTAL FALLS,  
TALBOT BAY



# KEY MESSAGING

## OVERVIEW OF KEY MESSAGING

Relook and book communicates a sense of urgency to relook at a holiday in Western Australia, and to book now and travel now.

“Relook and Book [Perth/ the Margaret River Region/ Ningaloo Reef/ the Kimberley] in 2021”

Now is the time to relook at a holiday in Western Australia, with thousands of seats, rooms and spots now available for travellers at some of WA's most unique destinations.

“There has never been a better time to wander out yonder”

Many West Australians have been considering a holiday in WA, or have had their travel plans disrupted. WA is ready for adventurous wanderers.

“Western Australia is full of adventures waiting to be discovered”

Experience the unforgettable wonders and one-of-a-kind adventures on offer in Western Australia.

“Book now, travel now”

“Book now with 2021 holiday deals & travel packages”

This year, it's time to book the holiday that you never had planned. Holiday deals and travel packages for 2021 are now available.

# RELOOK & BOOK LOCK-UP

Lock-up should only be used as supplied.

Do not alter the master artwork in any way.

Never stretch, change the typeface  
or alter the outline in any way.

Lock-up should only be used in isolation  
without the WA logotype.

[Download the campaign lock-up here.](#)

## HERO LOCK-UP. STACKED JUSTIFIED

**R E L O O K**

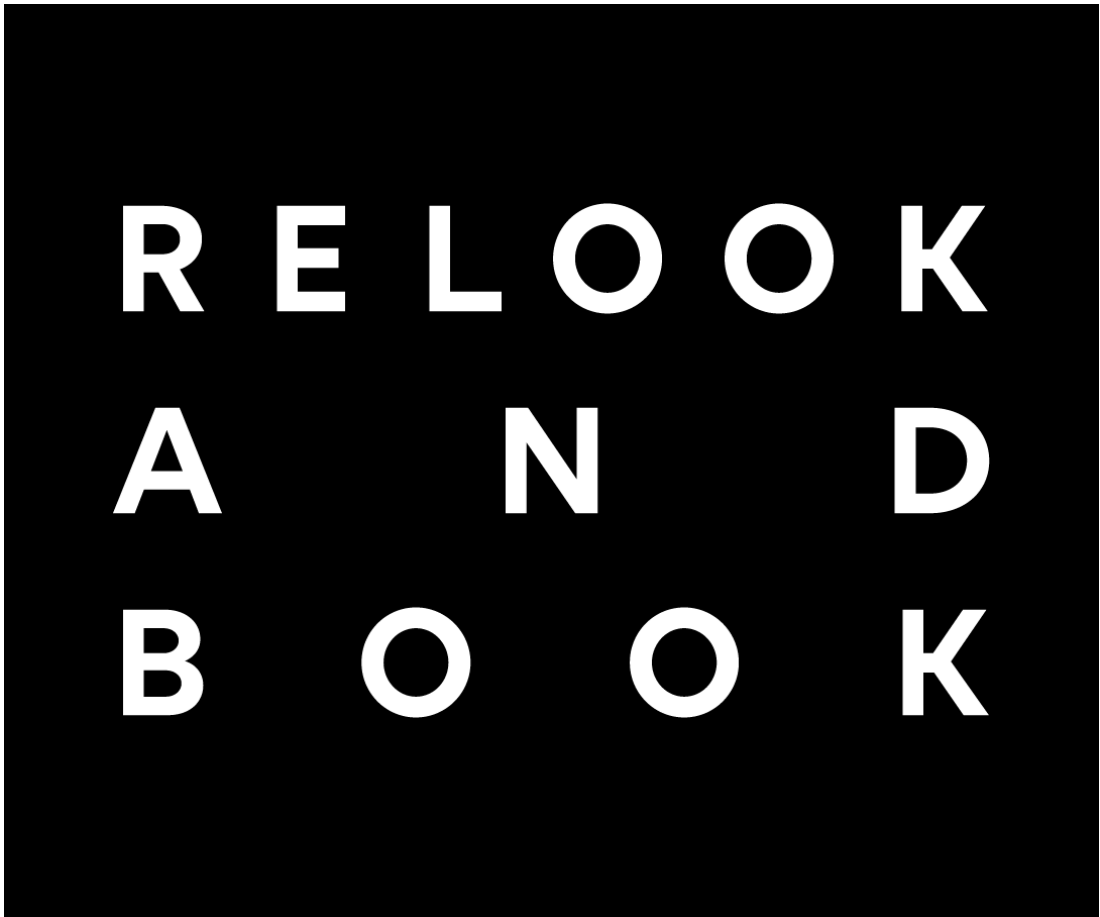
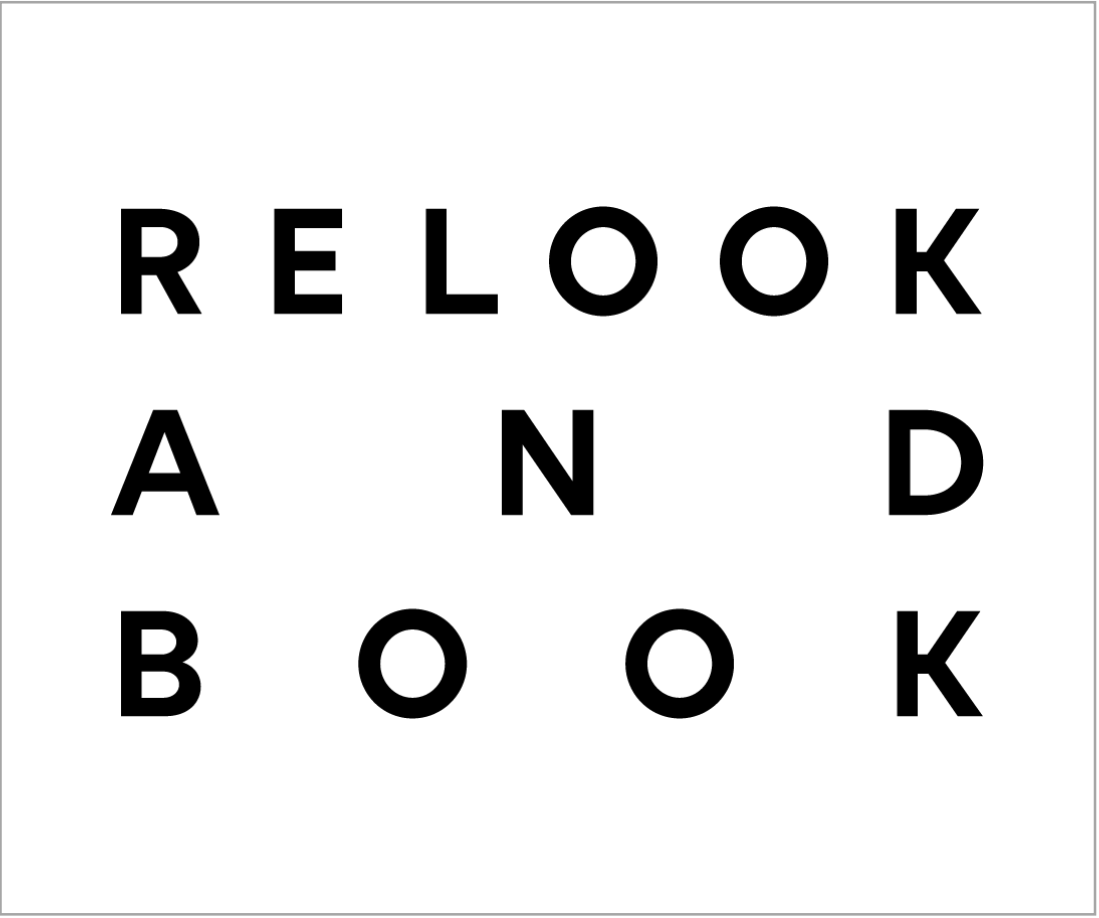
**A N D**

**B O O K**

# RELOOK & BOOK LOCK-UP

## COLOUR OPTIONS

The lock-up can be used over both solid colour and imagery. Please select the logo colour that stands out the most against its background.



# RELOOK & BOOK LOCK-UP

Always apply an exclusion area equal to the width of the 'W' as shown. To ensure legibility no items should fall within the exclusion area.



# IMAGERY

The photography approach celebrates the stunning natural beauty of WA in a way that feels 'otherworldly' - a truly unique landscape and experiences that conveys Western Australia Tourism's story: *The Spirit of Adventure* from unexpected angles.

## ACCESS TOURISM WESTERN AUSTRALIA'S IMAGE LIBRARY

Tourism Western Australia has an extensive library of imagery and vision that is available to use in your marketing activity. Access the library at [imagegallery.tourism.wa.gov.au](https://imagegallery.tourism.wa.gov.au).

BUSSELTON JETTY



# FOLLOW AND CONNECT

Engage with the campaign by  
@mentioning **Western Australia** and  
including campaign hashtags in your posts.

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Western  
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[@WesternAustralia](#)

[Twitter](#)  
[@WestAustralia](#)

**#WANDEROUTYONDER**  
**#THISISWA**

TWILIGHT BAY, ESPERANCE







WESTERN  
AUSTRALIA

TOURISM WESTERN AUSTRALIA | JULY 2021