Key messages

- In June 2020, Tourism WA launched *Wander out Yonder* – a campaign that urged West Australians to take a holiday in their own backyard to provide much needed support to tourism operators impacted by border and travel restrictions as a result of COVID-19.
- With the move to controlled borders from Saturday, November 14, Tourism WA has evolved the *Wander out Yonder* campaign and adapted it to target the markets that can travel to WA without having to quarantine on arrival.
- The *Wander out Yonder in WA* campaign aims to encourage people to reunite with family and friends and have an adventure together, as well as entice Aussies to experience the best adventures on offer across all of WA.
- It challenges potential visitors to go as far as they can go right now – with WA being the closest option to an international holiday.
- Exciting attractions and experiences will be showcased in the campaign to entice holiday makers to stay for longer, go further into the regions, and explore more of the wonders WA has to offer. It will also promote Perth's exciting summer festival season.
- The campaign provides practical tools to industry to use in their own marketing initiatives.
- While international borders remain closed, domestic tourism will help lead WA's tourism recovery.

Campaign overview

Q. What is the *Wander out Yonder in WA* campaign?

In June 2020, Tourism WA launched *Wander out Yonder* – a campaign that urged West Australians to take a holiday in their own backyard to provide much needed support to tourism operators impacted by border closures and travel restrictions as a result of COVID-19.

With the transition to controlled borders from Saturday, November 14, Tourism WA has evolved the *Wander out Yonder* campaign and adapted it to target the markets that can travel to WA without having to quarantine on arrival.

The *Wander out Yonder in WA* campaign aims to encourage Australians to go as far away as they can go without taking an international holiday. A *Wander out Yonder in WA* will leave them feeling that they've truly gotten away and had a real holiday, after what has been a really challenging year.

We are also encouraging people with friends and family in WA to reunite with them here during Perth's summer festival season, or to go on a WA adventure together.

Q: Who is the target audience for the campaign?

The campaign will target the Visiting Friends and Relatives (VFR) market and holiday visitors – there are different creative executions for each segment.

The *Wander out Yonder in WA* campaign seeks to encourage all Australians who have the means to travel, to book a holiday to WA. It's targeting High Value Travellers (HVTs) that have an increased preference for WA as a holiday destination and higher propensity to travel in the current climate.

Q: How long will the campaign run for?

Phase one of the social media campaign activity launched on the day of the controlled border announcement, Friday, October 30. The campaign aims to be live across the summer months.

Q: How will the campaign be rolled out?

The campaign will be rolled out across a range of channels, including print, digital, social media and search, in addition to Tourism WA's owned channels (social media, website and e-newsletters) and earned PR activity.

From November 15, Tourism WA will:

- Advertise across paid digital display, social media and search.
- Showcase multiple experiences and locations through owned channels (social, website, electronic direct mail etc).
- PR activity in travel and lifestyle media.

Q: How can Australians get involved and support the campaign?

It's really easy. All Aussies are encouraged to plan and, if it is safe to do so, book a WA adventure. Most importantly, when they're here we urge them to share their experiences among friends and online.

- There is a range of resources available for consumers www.westernaustralia.com/wanderoutyonder to help those planning trips in and around WA, including road trip itineraries, top 10 lists and links to the RTO and WAITOC websites that include offers.

- We are asking holiday-makers to share their travel experiences across social channels, using the hashtag #wanderoutyonder.

Q: How will the success of the campaign be measured?

The campaign aims to encourage interstate visitors to travel to WA to experience our incredible State and this will be measured over time through domestic tourism data reported in Tourism Research Australia's National Visitor Survey.

Q: Is there demand for domestic travel among Australians?

Australians are seeking familiarity and comfort in times of uncertainty. Visiting Friends and Relatives (VFR) will be the initial driver that kick starts domestic travel.

The majority of domestic visitors are looking for longer holidays that disperse into the regions. While many Australians are not as confident spending and are concerned about their financial wellbeing, emotional wellbeing and self-care is motivation for travel. Almost half of all Australians want to travel within three months of restrictions being lifted but still want the safety and assurance box ticked.

Industry and partners

Q: How can industry get involved?

To support the campaign, industry is encouraged to:

- Download the industry toolkit to access the campaign logo and other useful tools for use in their own marketing activity.

- Follow Tourism Western Australia and your Regional Tourism Organisation (RTO) on social media. In your posts @mention Western Australia and your RTO. If you're an aboriginal experience, @mention and tag WAITOC. For more information on how, download the industry toolkit.

- Use #WanderOutYonder and #thisisWA so we can spot your posts and also re-use your content.

Tourism WA is working with the RTOs and WAITOC to promote compelling experiences and road trips, to encourage locals to holiday in WA and book direct with industry partners. To have your product included in the campaign, please contact your RTO or WAITOC.

Tourism WA will continue to update industry as the campaign evolves through key channels via the Talking Tourism industry newsletter and our corporate website www.tourism.wa.gov.au.

Campaign assets

Q: What destinations are featured in the campaign?

The campaign will feature compelling experiences to entice Aussies to go further, stay for longer and explore more of the wonders that WA has to offer.

Examples of WA adventures included in the campaign are:

- meeting the quokkas at Rottnest Island
- visiting Kununurra for the Ord Valley Muster
- tackling the Gibb River Road for the ultimate waterfall and gorge-hopping adventure
- hanging out with Lucky Bay's friendly kangaroos
- road tripping along beaches to Esperance
- watching an Indian Ocean sunset at Cottesloe's Sculpture by the Sea
- indulging in Australia's finest wines in Margaret River
- kayaking with dolphins in Rockingham
- taking in the Perth city views from a rooftop bar in Elizabeth Quay.

Q: How will the campaign be adapted for each State and Territory?

The *Wander out Yonder in WA* campaign is a national campaign, coinciding with the easing of some border restrictions. At this stage, campaign media is only targeted at those states with a controlled border in place.

The campaign aims to attract interstate visitors to WA and locations will be rotated throughout media placements to showcase the many ways a visitor can experience an adventure in WA.

Tourism safety and confidence

Q: What measures are in place to keep West Australians safe when the borders reopen?

Visitors coming into WA must complete a G2G Declaration before entering WA. Temperature checks will also be carried out and, if required, testing for COVID-19. For more information visit www.wa.gov.au.

Q: How do I know it's safe to travel in Western Australia?

To reassure travellers as restrictions ease and travel resumes, tourism operators and businesses across the country have put in place COVID safety programs with a range of initiatives to ensure the health and safety of customers and staff.

To assist travellers and help make travel planning easier, Tourism WA encourages you to direct customers to www.wa.gov.au for updates on latest changes to border arrangements as well as information around conditions for entry and quarantine.