Western Australia Tourism
Our Story
Z Bend Lookout, Kalbarri National Park

The purpose of this project

The journey so far

Western Australia Tourism – Our Story

Lake Ballard, Menzies

The purpose of this project

A strong tourism brand does incredible things for a destination

Elevating tourism experiences

Inspiring new tourism products

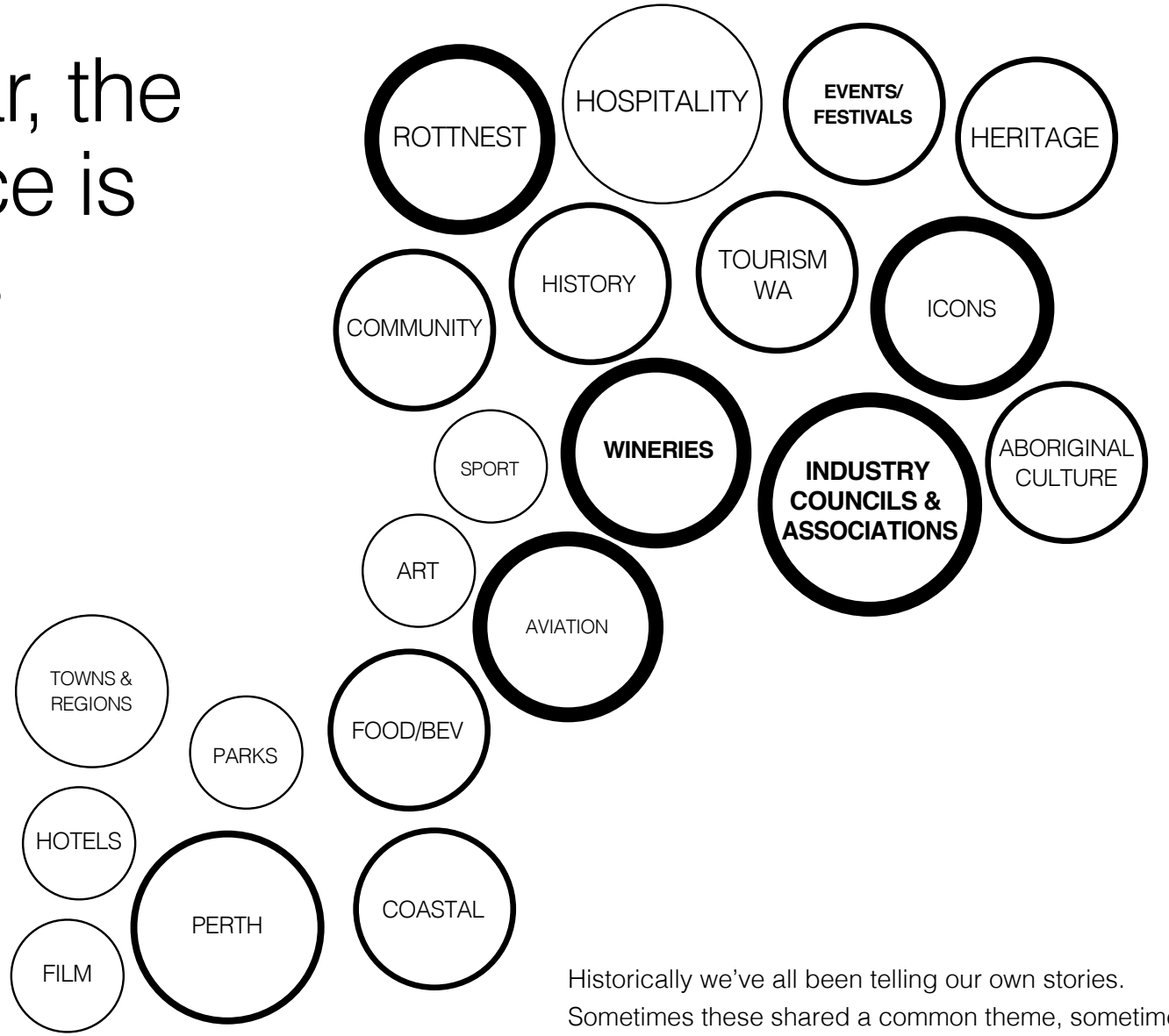
Unleashing the collective power of individual tourism operators

Instilling pride and energy in locals

Providing jobs

Driving the economy

Without a North Star, the expected experience is diluted for travellers

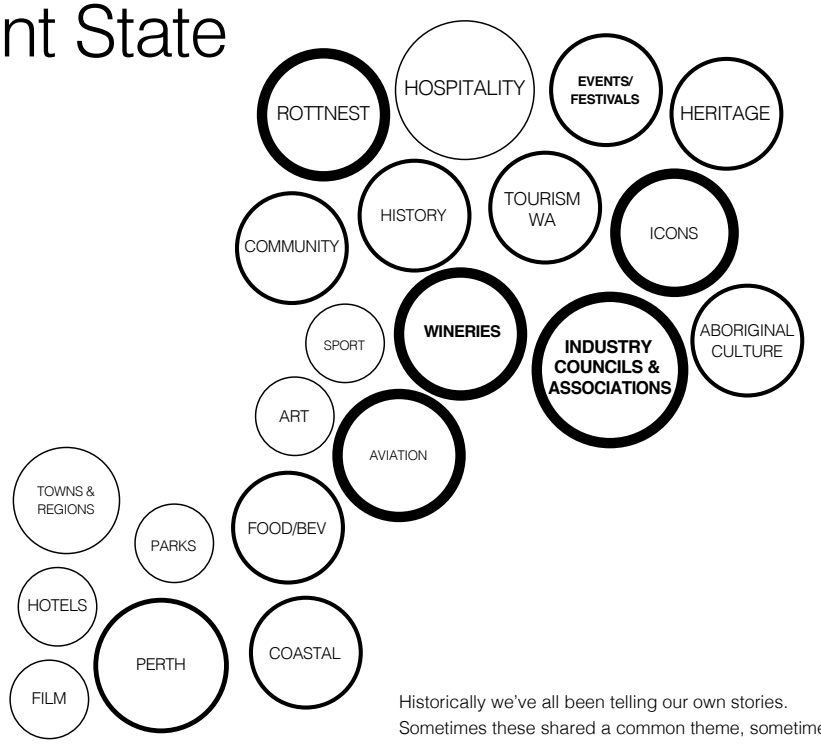


Historically we've all been telling our own stories.
Sometimes these shared a common theme, sometimes not.

Source: Tourism Western Australia Brand Narrative Research, The Place Brand Agency, 2019

Defining our shared story will unite us and amplify individual efforts

Current State



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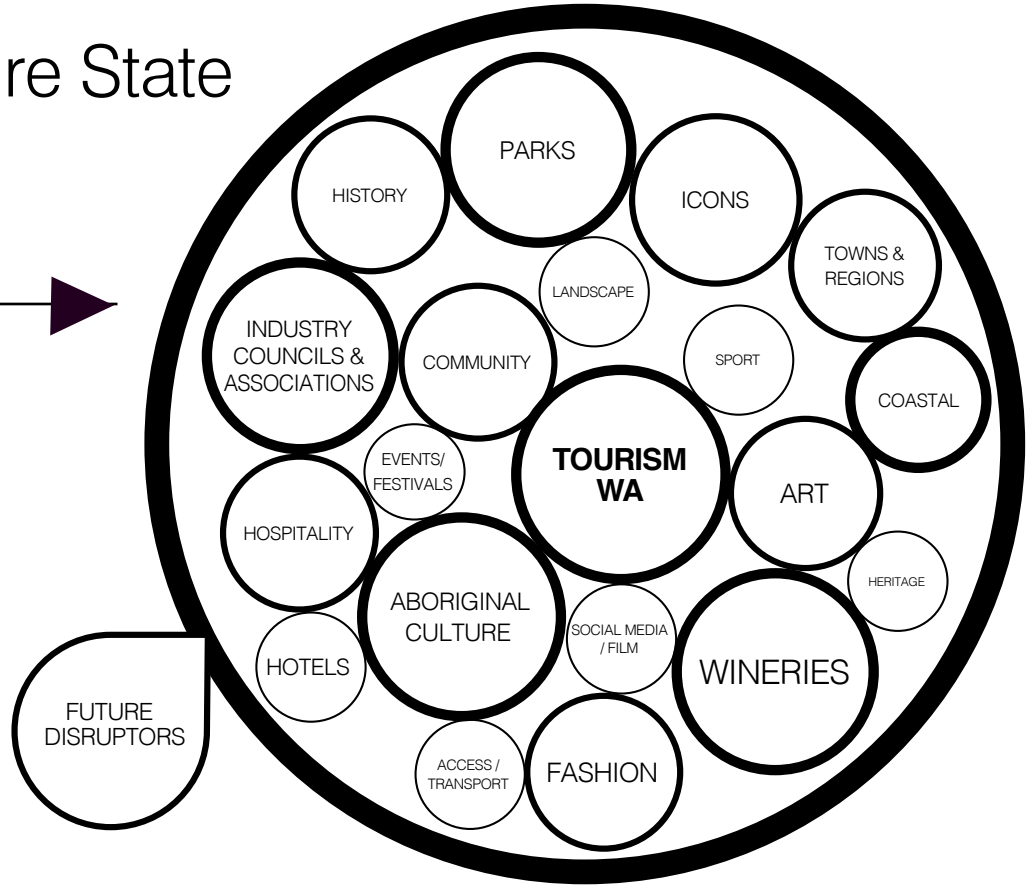
Sometimes these shared a common theme, sometimes not.

Future State



Source: Tourism Western Australia Brand Narrative Research, The Place Brand Agency, 2019

Our Story will bring more tourists to Western Australia

Tourism Western Australia

To develop a highly differentiated marketing strategy that gives Western Australia a competitive advantage.

Tourism Industry

To amplify individual efforts and create a tourism brand that commands greater attention and value.

Travellers

To motivate people to choose a holiday in Western Australia over anywhere else in the world.

Our Story is not an advertising campaign

It is an internal tool that will be used by Tourism WA and our tourism partners.

It will provide the foundation for future Tourism Western Australia advertising campaigns. It will also inspire our events, destination development, partnerships and policy.

Our Story will define everything we do

Tourism WA Organisational Purpose and Culture

Destination Development

OUR STORY

Marketing and Communications

Events and Partnerships

Our Story will inspire our tourism partners - however they choose to use it

Brand Strategy	Product Development	Events	Marketing & Communications
Partnerships	Collaborations	Activations	Promotions

The journey so far

SCOPE

500 tourism business owners and leaders: 474 participated in workshops or interviews; 80 key stakeholders attended the briefing.

LOCATIONS

Perth, Esperance, Porongurup, Albany, Katanning, Margaret River, Bunbury, Fremantle, Mandurah, Swan Valley, Kalgoorlie, Karratha, Geraldton, Broome, Rottnest Island, Kununurra, Exmouth, Mundaring, Karijini and the Pilbara.

Our Story has been born from extensive industry engagement

Source: Tourism Western Australia Brand Narrative Research, The Place Brand Agency, 2019

Home Valley Station, Kununurra

Our Story has been researched with target visitors to ensure it is unique & motivating

Qualitative research with 118 people across intrastate, interstate and international markets.

Tourism Western Australia Target Visitor Research, The Lab, 2019

Didgeridoo dreaming tour, Shark Bay World Heritage Area

The Process

The Place Brand Agency

1. Industry workshops and interviews

2. Strategy development

Research Phase

Consumer research intrastate, interstate and internationally

Intimate Consults

Perth, Margaret River, Albany, Coral Coast, Kununurra, Broome, Kalgoorlie, Esperance, Karijini

Industry Forums

Our Story, Case Studies, Toolkit, Project Overview video, Storyteller video, Our Story video

Creative Launch

New creative idea, new creative campaign

Whale shark, Ningaloo Reef

Western Australia Tourism

Our Story

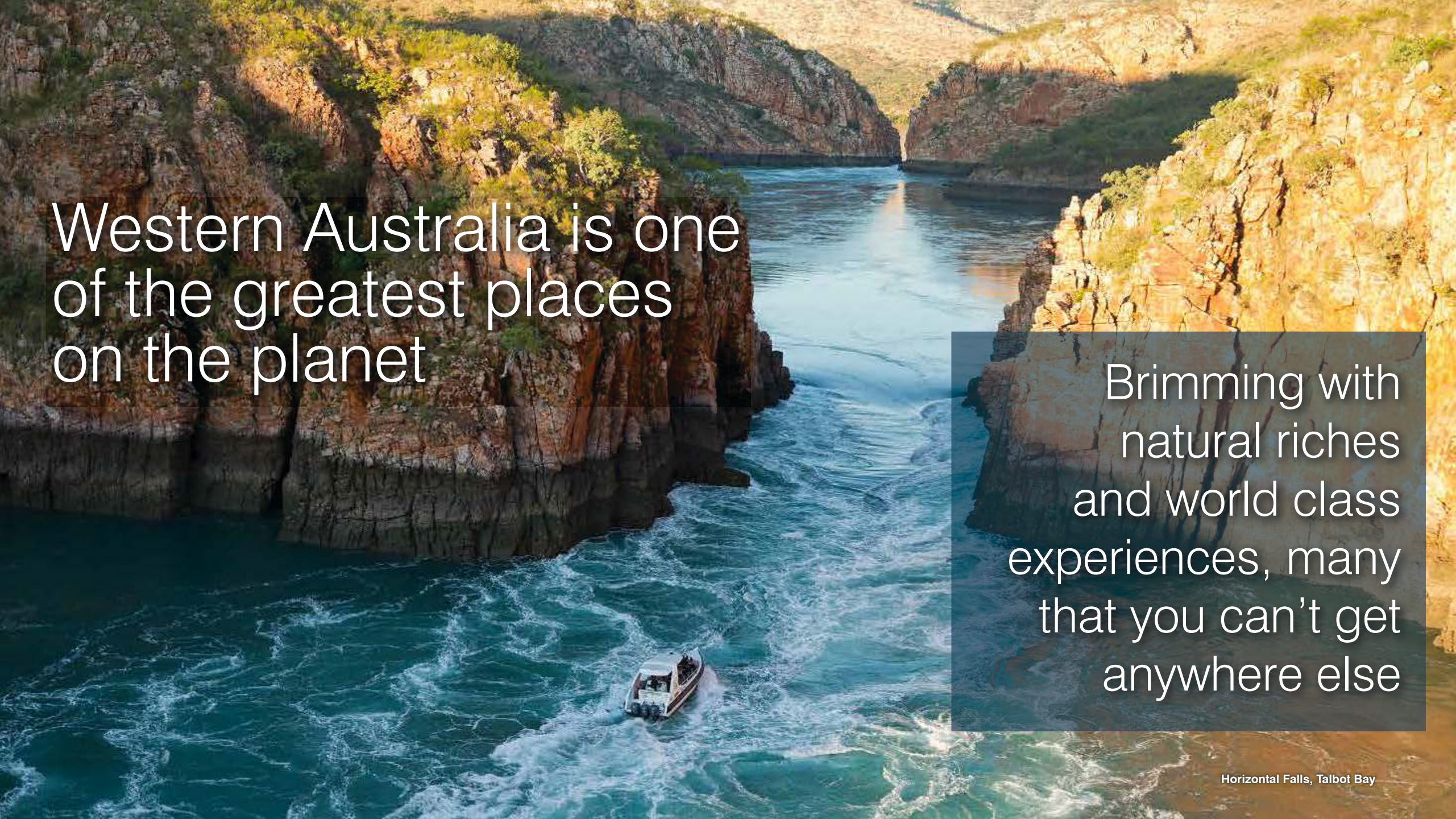
Tourism Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and communities.

We pay our respects to all members of the Aboriginal communities and their cultures; and to Elders past, present and emerging.

Mowanjum Festival, Derby

Western Australia is not just another State in Australia

Antony Gormley Sculptures at Lake Ballard



Western Australia is one of the greatest places on the planet

Brimming with natural riches and world class experiences, many that you can’t get anywhere else

Horizontal Falls, Talbot Bay

The world’s oldest living culture.

Evidence of the earliest known life on the planet.

Australia’s sunniest capital city with the world’s most beautiful stadium, framed by the Swan River.

Australia’s most awarded fine wine region.

Australia’s largest fringing reef, with pristine Ningaloo spanning 300km.

The ancient Bungle Bungle Range in Purnululu National Park.

Rock art that’s been carbon dated 60,000 years.

One of the world’s largest collections of wildflowers.

The whitest beach in Australia.

The pink lakes.

And the happiest marsupial in the world, the Quokka.

Western Australia is the best country in Australia

Cape to Cape, Margaret River

2019: The highest International and Interstate visitation ever, and the highest growth rate in the country.

Source: IVS and NVS, Tourism Research Australia, 2019

2020: A very tough start to the year with the East Australia bushfires and Covid-19 significantly impacting the industry as a whole.

Although we are in a moment of crisis and focusing on the short term, Our Story will prepare us for driving future market share gains at a moment’s notice.

Our Story is what we want Western Australia to stand for

in the minds of travellers around the world.

Rowley Shoals, The Kimberley

The story must impact High Value Travellers

Over 80 million people globally with an average trip expenditure of AUD$6000 per person, more likely to stay longer and travel further into regions.

* To be explored post Covid-19.

Source: Tourism Australia

Ord Valley Muster, The KImberley

High Value Travellers seek unique, authentic experiences

World class nature and wildlife. Good food, wine, local cuisine and produce.

World class coastlines, beaches and marine life.

Friendly and open citizens with local hospitality.

Lake Argyle, The Kimberley

Source: Tourism Australia

A strong desire to get away from the well known and well trodden

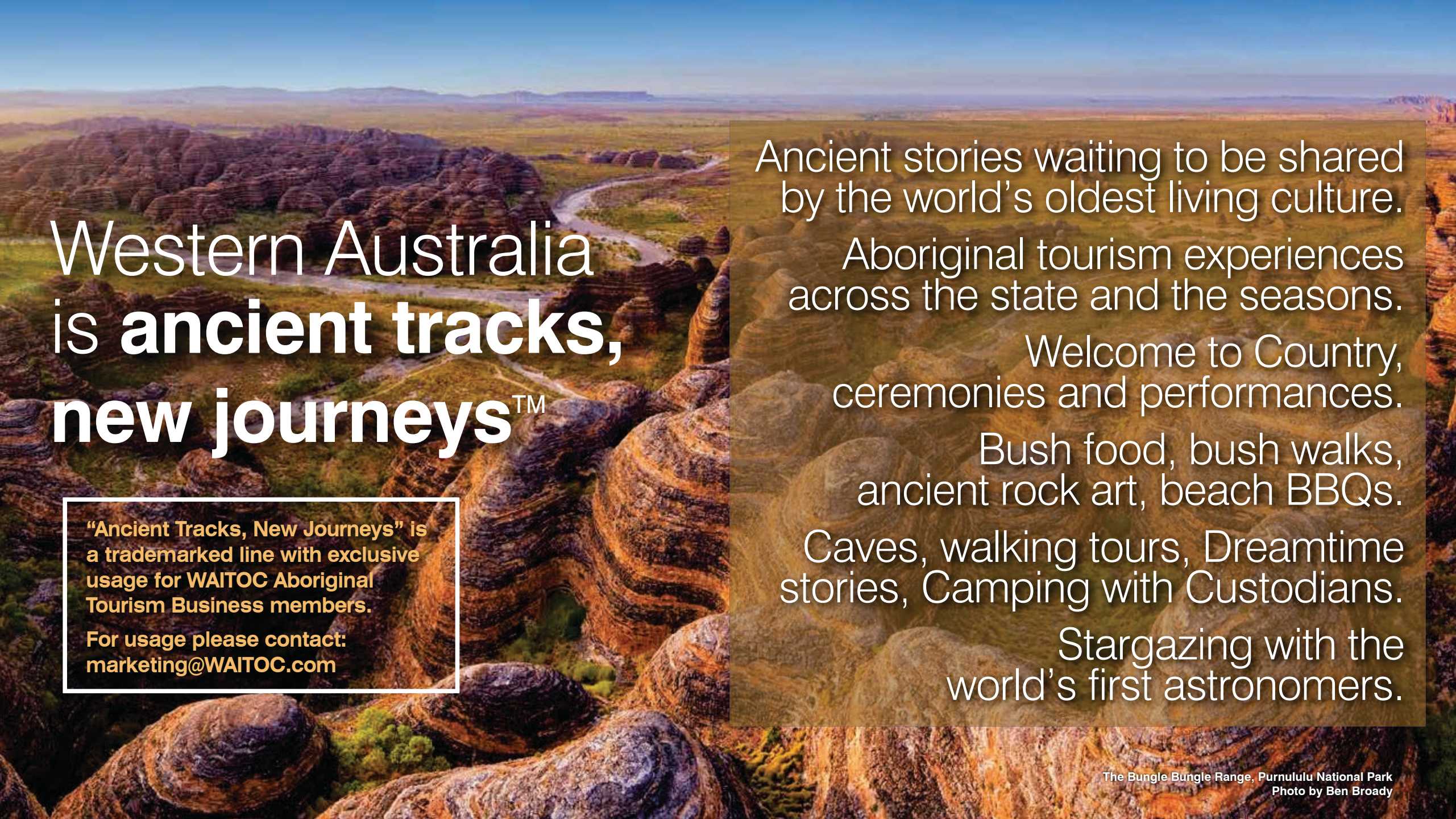
Indijup Natural Spa in the Margaret River Region
Photo by Jarrad Seng

A demand for opportunities to create memories (and photos) that stand out from any other

Koomal Dreaming, Margaret River Region

Nowhere delivers this better than Western Australia

Bolo's Coastal Walk Tours - Kooljaman, Cape Leveque
Photo by Dan Paris



Western Australia is **ancient tracks, new journeys**™

Ancient stories waiting to be shared by the world's oldest living culture.

Aboriginal tourism experiences across the state and the seasons.

Welcome to Country, ceremonies and performances.

Bush food, bush walks, ancient rock art, beach BBQs.

Caves, walking tours, Dreamtime stories, Camping with Custodians.

Stargazing with the world's first astronomers.

"Ancient Tracks, New Journeys" is a trademarked line with exclusive usage for WAITOC Aboriginal Tourism Business members.

For usage please contact: marketing@WAITOC.com

The Bungle Bungle Range, Purnululu National Park
Photo by Ben Broady

Western Australia is barefoot luxury

Luxury, but not as you know it. Special but not snobby. Right on nature's doorstep. Exceptional service that's relaxed, down to earth and appears effortless.

Special rare experiences in a low-key environment. Catching wild lobsters and enjoying intimate bushfood dinners. Eco retreats and glamping. The picturesque Injidup Natural Spa. Helicopter rides in Purnululu's Bungle Bungle Range. Fine wines and surf breaks with pans of paella balanced on rocks at the beach. Truffle hunting to unearth the precious black gold and being served a prized meal. Savouring a fresh coffee with damper and quandong jam while curling your toes into Australia's whitest beach.

El Questro Homestead

Western Australia is otherworldly phenomena

Pink lakes, horizontal waterfalls, whale sharks, wildflowers, staircases to the moon, dinosaur footprints, two and a half billion year old gorges, the world's oldest and largest art gallery, giant tides and red dust you can't get out of your veins. Super natural contrasts of colour, texture and landscapes.

Lake Hillier, Esperance

Western Australia is majestic landscapes and big sky country

Spaciousness, sheer scale, scalpel sharp light.

Witnessing what millions of years and the passage of time has created.

It's a special place, where connecting with the land helps you reconnect with yourself.

Mount Augustus National Park

Western Australia is full of characters

Being surrounded by desert and sea forges our culture and communities. Tourism businesses in Western Australia don't happen by accident – it takes a fierce belief in what's great about our home to take it on and stick with it. Sharing our way of life and our stories is what drives us.

Ord River, near Kununurra

Our Story is one of adventure

Karijini Eco Retreat, Karijini National Park

Our Story: The Spirit of Adventure

There's something truly special about Western Australia.

Whilst many of the world's tourism destinations are well known, well-trodden, and over crowded, Western Australia is not.

Western Australia is an unpolished gem, unspoiled, and a bit wild.

Western Australia is ancient tracks brimming with adventures, ready to welcome you in.

Witness otherworldly phenomena: pink lakes, horizontal waterfalls, whale sharks, wildflowers, sweeping outback plains, a staircase to the moon, Australia's whitest beach, and red dust you can't get out of your veins.

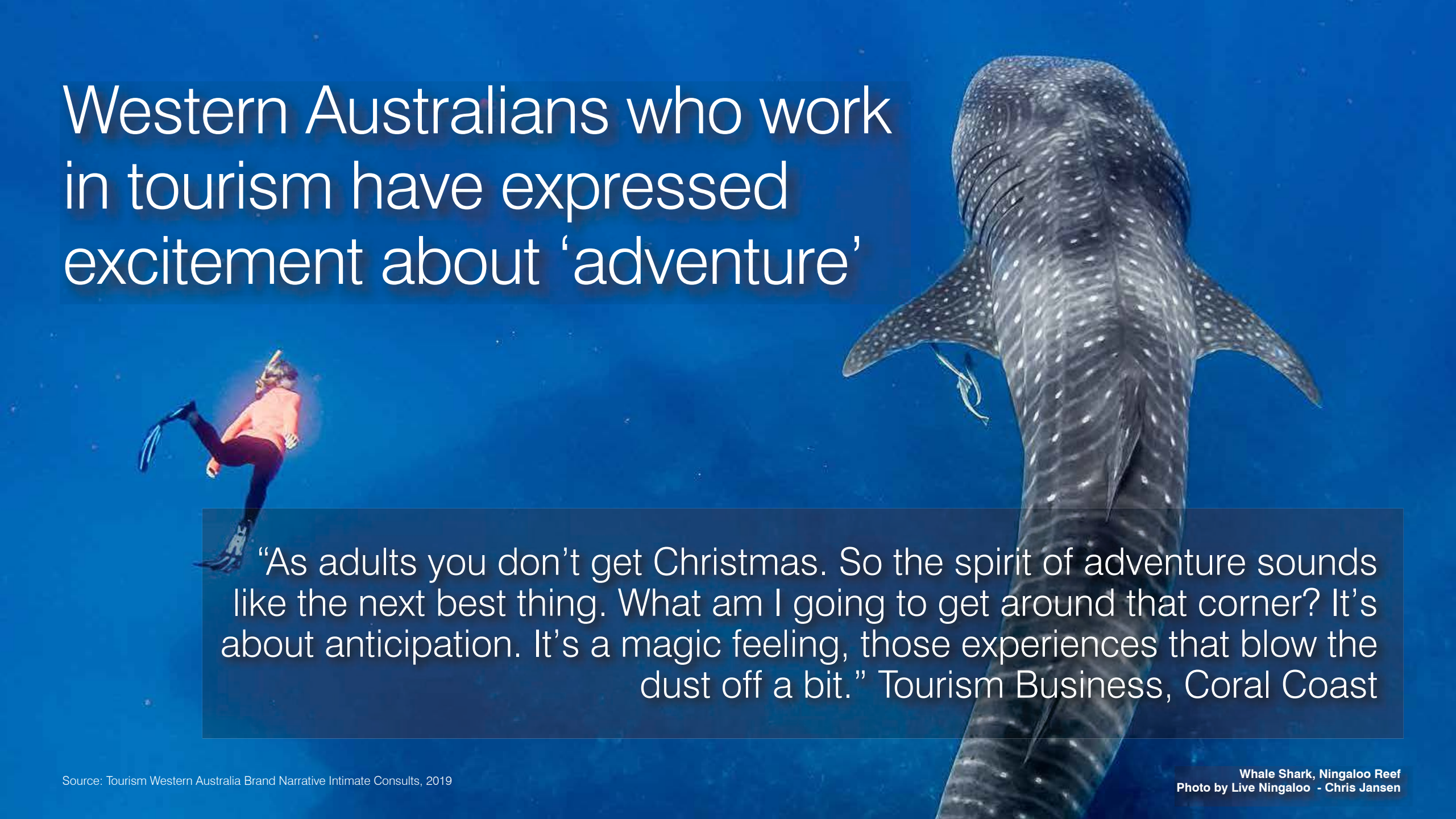
Indulge in luxury accommodation on nature's doorstep, take a seafood cruise to catch your own wild lobster, go truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

For those wanting more, take a helicopter ride amongst Purnululu's Bungle Bungle Range, walk into Earth's time capsule in Karijini's two and a half billion year old gorges, go coasteering along incredible stretches of coastline and caves in Margaret River, or go glamping in the dunes of Ningaloo Reef or Rottnest Island with the world's happiest marsupial, the Quokka.

Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

There's an adventure waiting for everyone in Western Australia.

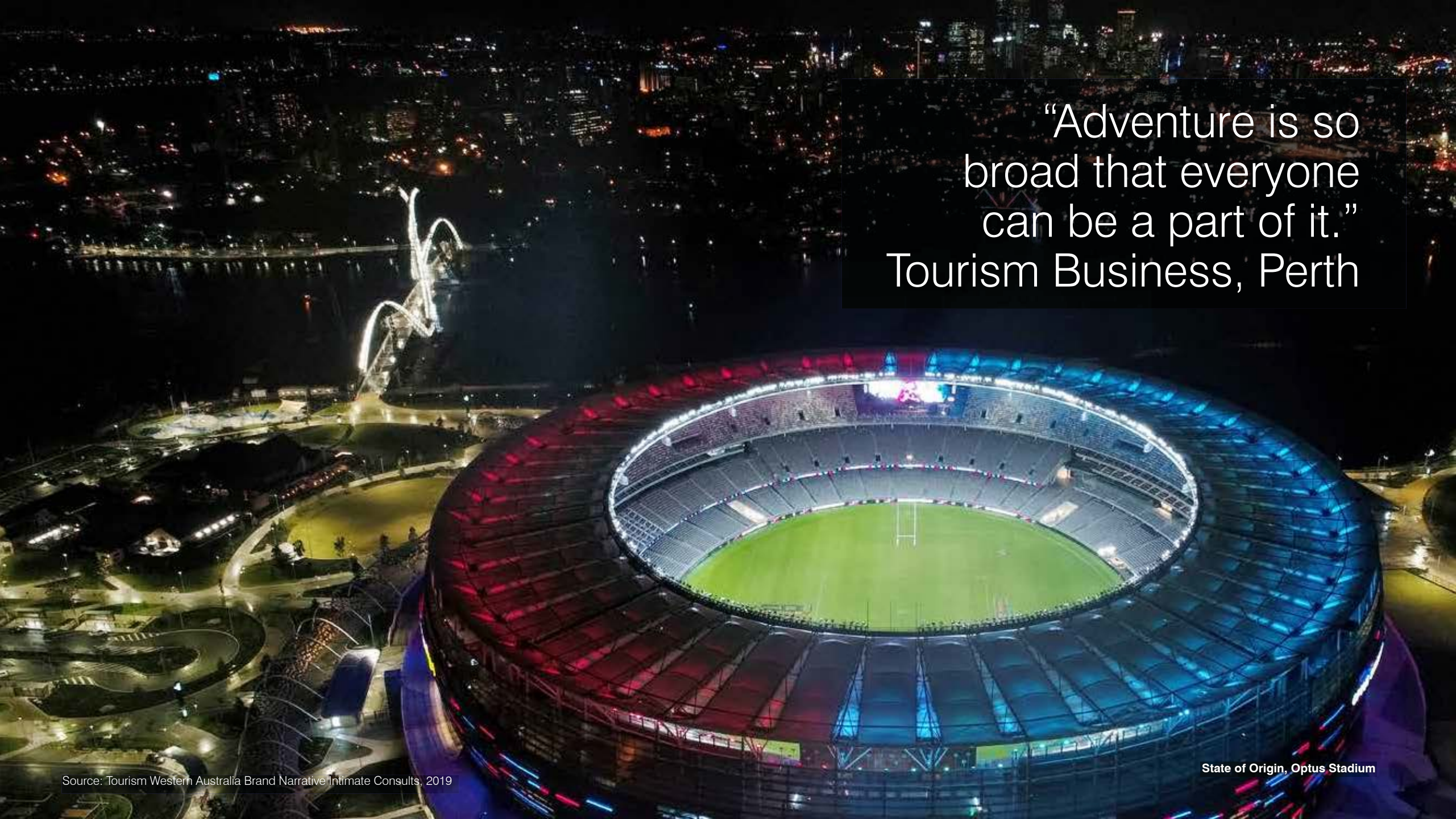
Western Australians who work in tourism have expressed excitement about ‘adventure’



“As adults you don’t get Christmas. So the spirit of adventure sounds like the next best thing. What am I going to get around that corner? It’s about anticipation. It’s a magic feeling, those experiences that blow the dust off a bit.” Tourism Business, Coral Coast

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019

Whale Shark, Ningaloo Reef
Photo by Live Ningaloo - Chris Jansen



Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019

"Adventure doesn't mean roughing it – it means special unique experiences."
Tourism Business,
Margaret River Region

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019

WA Gourmet Escape, Margaret River
Photo by Lauren Bath

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019

Fortescue Falls, Karijini National Park

"Adventure is exactly what I offer, when someone sees the super pit for the first time their mind is blown." Tourism Business, Kalgoorlie

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019

Two Up School, Kalgoorlie

"Our story is one of a cultural adventure."
Aboriginal Tourism Business, Esperance

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019

Ngurrangga Tours, Karratha

High Value Travellers globally seek ‘Adventure’

Adventure connects with something meaningful and deep within people.

Adventure promises something that’s highly valuable.

Adventure is evocative and makes people excited about all the experiences in WA.

Source: Tourism Western Australia Brand Narrative Research, The Lab, 2019

‘Adventure’ is differentiating and disruptive in the category

This one I really like!

Plenty to do – makes you want to stay a while.

Lots of hidden wonders to discover…

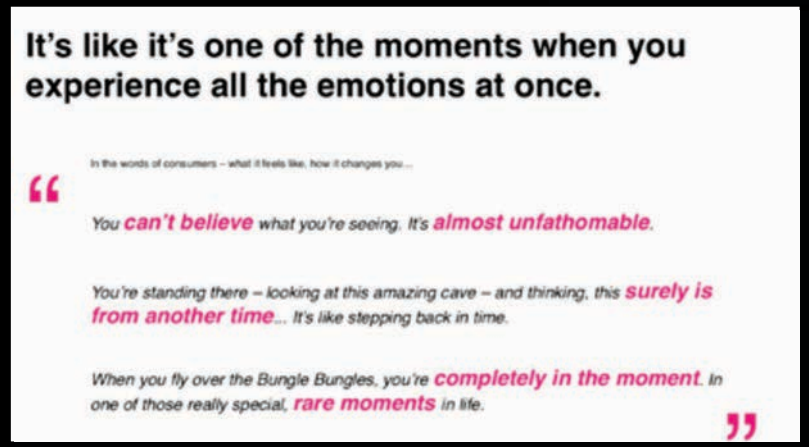
A trip that you’ll remember forever – cherish for years.

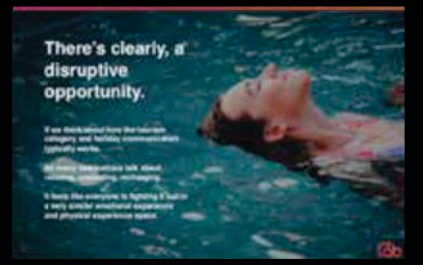
Truly special, unpredictable, a bit wild, brimming…

Lots of really evocative, action orientated, visual language which wets the appetite, and helps communicate the distinctiveness of WA.

Phenomenon, don’t know exist, unique, unforgettable…

Adds the sense of a wow factor. Of wonder, discovery and the super-natural. Brag worthy. Once in a life time stuff. Making memories you’ll cherish forever.





Source: Tourism Western Australia Brand Narrative Research, The Lab, 2019

Western Australia is brimming with every type of adventure that High Value Travellers seek

Zebedee Springs, El Questro

Western Australia is brimming with every type of adventure that High Value Travellers seek

ADVENTURE PILLARS

Nature & Wildlife	Aquatic & Coastal	Food & Wine	Culture & People	Events
Native animals Parks Wildlife encounters Ancient landscapes Climate Stargazing Ancient wonders Wildflowers Dinosaurs footprints World Heritage sites Largest monolith	Pristine beaches Islands Diving & snorkelling Surfing Caves Coastal landscapes Walks & bike riding Dune glamping Road trips Pink lakes	World class food & wine Vineyards City laneways Barefoot luxury experiences Bush Food Foraging	Aboriginal experiences World's first tour guides Tour operators Local characters City experiences Outback life Urban adventures	Food festivals Spectator sports Arts events Music festivals Welcome to Country Cultural performances

ADVENTURE EXAMPLES

NIngaloo Reef, Exmouth

Every part of Western Australia offers a different type of adventure

Ningaloo Reef
Photo by Live Ningaloo
and Janine Marx Photography

Western Australia Tourism - Our Story Examples

Initial examples only, requires further development

Margaret River Region:
The most indulgent culinary and spectacular coastal adventure in the world

The Kimberley:
The most awe-inspiring wilderness adventure in the world

Perth
is effortlessly Australian, the most relaxed and naturally adventurous capital city in the world

Kalgoorlie:
The most otherworldly outback adventure in the world

Ningaloo:
The most exhilarating marine adventure in the world

Elephant Rocks, Denmark

Australia's sunniest capital is home to 19 pristine beaches; ocean sunsets; a world class wine region; one of the world's largest inner-city parks that gets taken over by wildflowers; a summer festival season and the world's most beautiful stadium, framed by the Swan River.

Perth's luxury hotels make it an effortless day trip city across the six seasons: Boat up the Swan River to explore the world class wineries and pick fruit in Perth's pantry; wander through the historical, spirited port city of Fremantle; indulge in a wild seafood cruise or swim with wild dolphins; choose from one of 63 beautiful beaches on Rottnest Island to lay out your towel alongside the world's happiest animal – the Quokka.

While the food, events and experiences are special, Perth is anything but stuffy. It's a city you can dress up or down and feel comfortable.

Perth is effortlessly Australian, the most relaxed and naturally adventurous capital city in the world

Pioneer Women's Memorial, Kings Park and Botanical Garden

The Margaret River Region is the most indulgent culinary and spectacular coastal adventure in the world

The Margaret River Region in Australia's South West is the most awarded fine wine region in Australia but also home to pristine beaches, tall timber Karri forests, renowned surf breaks and ancient caves.

Margaret River and Southern WA was named by Lonely Planet as the most desirable destination in Asia-Pacific in 2019. Margaret River mixes the rugged with class – a destination for adventuring through fine wine and incredible food, taking in the World Surf League Championship Tour, escaping to breathtaking beaches, diving at one of Australia's best artificial reefs at Busselton Jetty and exploring the Cape to Cape track alongside migrating whales.

This is the kind of place where your sandy feet are respected, you've clearly earned your lunch.

Vasse Felix Estate, Margaret River Region

The Kimberley is the most awe-inspiring wilderness adventure in the world

The Kimberley is where ancient culture, landscapes and nature abound. A land of horizontal waterfalls, gorges shaped like cathedrals, ancient art galleries, boab trees, giant tides, rapid evolution, snubfin dolphins and an 80 mile beach.

The adventure is for all senses and all seasons whether it's staying at El Questro, taking a scenic flight through Purnululu's Bungle Bungle Range, cruising the Kimberley coastline, the Ord River or Lake Argyle, admiring Argyle pink diamonds, snorkelling at Rowley Shoals, fishing for Barramundi, discovering Waterfall Season, or challenging yourself to the Gibb River Road.

Quiet but powerful, part soulful, part magic. The Kimberley grounds you and the red dust never leaves you.

Bungle Bungle Range, Purnululu National Park

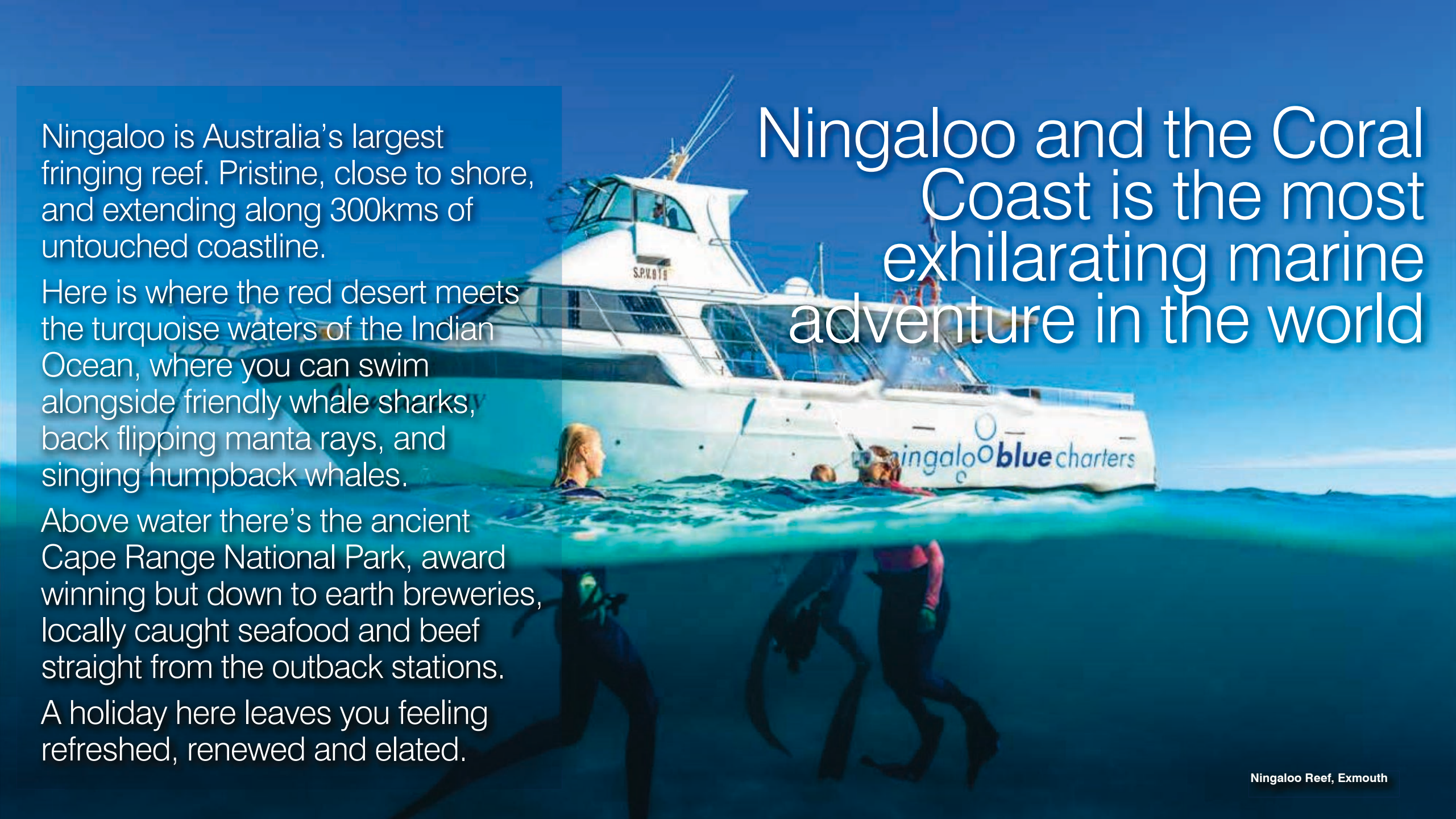
Ningaloo and the Coral Coast is the most exhilarating marine adventure in the world

Ningaloo is Australia's largest fringing reef. Pristine, close to shore, and extending along 300kms of untouched coastline.

Here is where the red desert meets the turquoise waters of the Indian Ocean, where you can swim alongside friendly whale sharks, back flipping manta rays, and singing humpback whales.

Above water there's the ancient Cape Range National Park, award winning but down to earth breweries, locally caught seafood and beef straight from the outback stations.

A holiday here leaves you feeling refreshed, renewed and elated.



Ningaloo Reef, Exmouth

The Golden Outback extends inland from Esperance to Mount Augustus, the world's largest rock. From Australia's whitest beach to red dirt, green bush, golden fields, bronze trees and big blue skies.

In Esperance, Lucky Bay offers the world's only Kangacino, with sunbathing kangaroos and surfing dolphins for company. A bubble gum pink lake sits offshore for flyovers.

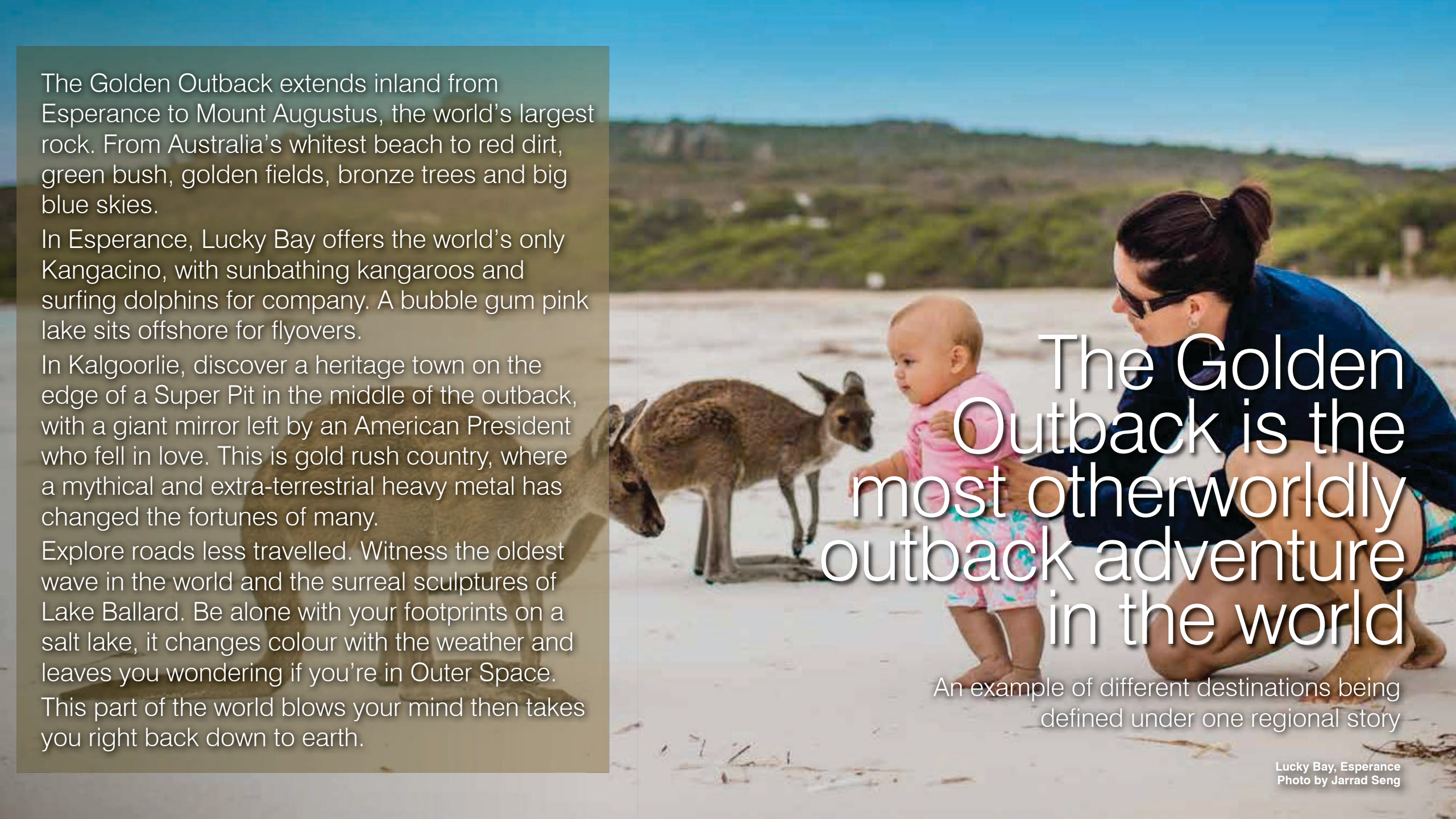
In Kalgoorlie, discover a heritage town on the edge of a Super Pit in the middle of the outback, with a giant mirror left by an American President who fell in love. This is gold rush country, where a mythical and extra-terrestrial heavy metal has changed the fortunes of many.

Explore roads less travelled. Witness the oldest wave in the world and the surreal sculptures of Lake Ballard. Be alone with your footprints on a salt lake, it changes colour with the weather and leaves you wondering if you're in Outer Space.

This part of the world blows your mind then takes you right back down to earth.

The Golden Outback is the most otherworldly outback adventure in the world

An example of different destinations being defined under one regional story



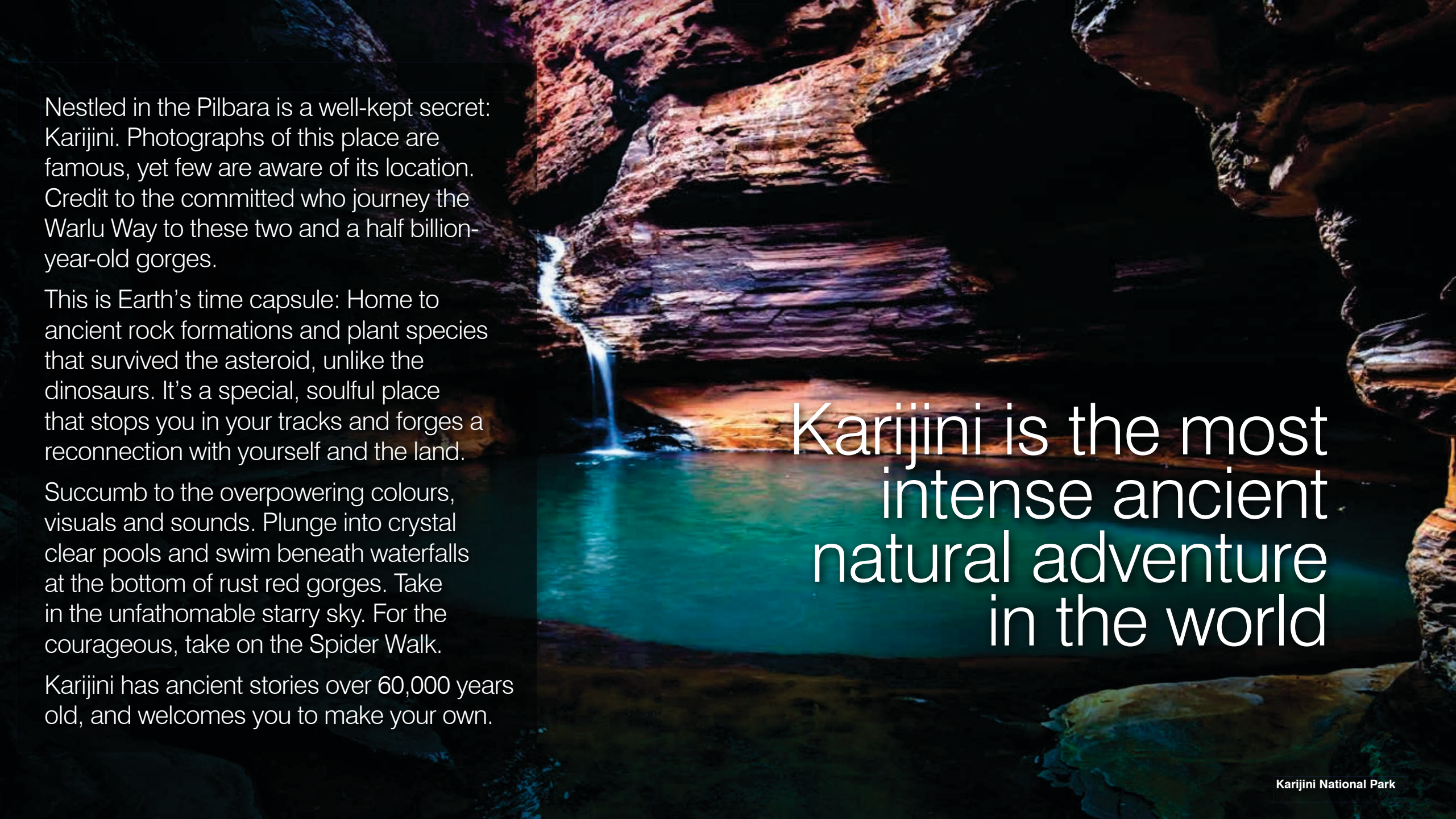
Lucky Bay, Esperance
Photo by Jarrad Seng

Nestled in the Pilbara is a well-kept secret: Karijini. Photographs of this place are famous, yet few are aware of its location. Credit to the committed who journey the Warlu Way to these two and a half billion-year-old gorges.

This is Earth's time capsule: Home to ancient rock formations and plant species that survived the asteroid, unlike the dinosaurs. It's a special, soulful place that stops you in your tracks and forges a reconnection with yourself and the land.

Succumb to the overpowering colours, visuals and sounds. Plunge into crystal clear pools and swim beneath waterfalls at the bottom of rust red gorges. Take in the unfathomable starry sky. For the courageous, take on the Spider Walk.

Karijini has ancient stories over 60,000 years old, and welcomes you to make your own.



Karijini is the most intense ancient natural adventure in the world

Karijini National Park

Fremantle is the most eclectic and spirited seaside adventure in the world

Fremantle is Perth's Old Town. It's a maritime city with spirit and soul, full of vibrancy, colour and culture. Chart a course through a coalescence of festivals, museums, UNESCO World Heritage, hundred-year-old markets and a soundtrack of sails and rigging in the sea breeze.

Experience an otherworldly collision of musical and creative culture, and world class food and wine. Meet local characters who will lead you on adventures through historic streets, hidden laneways, and salty ports on your way to Rottnest Island.

It's an adventure not found elsewhere in Australia: Swim at a beach in the middle of a city and have a cocktail brought right to your sun lounge, then weave your way through boutique shops, small bars and street art in the middle of one of Australia's biggest heritage listed precincts. This is Fremantle.

Fremantle

Our Story: Framework

THE FIVE PILLARS

THE TARGET VISITOR

WESTERN AUSTRALIA TOURISM - OUR STORY

DESTINATION EXAMPLES

Perth	Fremantle	Margaret River Region	The Kimberley	Kalgoorlie, and the Golden Outback	Esperance	Ningaloo and Australia's Coral Coast	Karijini and the Pilbara

Cathedral Gorge, Purnululu National Park

Western Australia Tourism
Our Story: Framework

THE FIVE PILLARS OF OUR STORY
Ancient tracks, new journeys; barefoot luxury; otherworldly phenomena; majestic landscapes and big skies; full of characters

THE TARGET VISITOR
High value travellers who seek unique, authentic experiences on the road less travelled, and the opportunity to create memories that stand out from any other

WESTERN AUSTRALIA TOURISM - OUR STORY
The Spirit of Adventure

THERE'S AN ADVENTURE TO SUIT EVERYONE IN WESTERN AUSTRALIA

Nature & Wildlife | **Aquatic & Coastal** | **Food & Wine** | **Culture & People** | **Events**

DESTINATION EXAMPLES

Perth: The world's most effortlessly adventurous capital city	Fremantle: The most eclectic and spirited seaside adventure in the world	Margaret River Region: The most indulgent culinary and spectacular coastal adventure in the world	The Kimberley: The most awe-inspiring wilderness adventure in the world	Ningaloo and Australia's Coral Coast: The most exhilarating marine adventure in the world	Kalgoorlie and the Golden Outback: The most otherworldly outback adventure in the world	Esperance: The most otherworldly coastline in the world	Karijini and the Pilbara: The most intense ancient natural adventure in the world

Point Piquet, Margaret River Region
Photo by Frances Andrijich

The Spirit of Adventure

A story that unites different regions, experiences and features.

Desirable for High Value Travellers, flexes for all tastes.

Turns our biggest challenge (remoteness) into our biggest strength.

A truth about Western Australia and the people who journey here.

Differentiates Perth versus Sydney and Melbourne.

Capable of inspiring not just International and Interstate visitors but also Western Australians to travel more within their own state.

Achievable Outback Cafe, Menzies

The Spirit of Adventure is our shared North Star

Not just where we are today, but what we build together for the future.

Boab Tree, The Kimberley

The Spirit of Adventure belongs to us all

It's yours to use however it adds value for your business or destination: Take it, use it, adapt it, shape it, evolve it.

The Kimberley Coast
Photo by Ewen Bell

Hear more about Our Story
from our own Storytellers.

To demonstrate how Our Story can inspire tourism businesses differently, Tourism WA has partnered with three organisations to create a series of case studies to show how it might be used. We have also created a toolkit with six interactive exercises to help you start leveraging Our Story in your business. These have been designed as thought-starters, regardless of whether you are reviewing marketing collateral, creating a new brand, or developing new products.

For more information on Our Story,
visit **tourism.wa.gov.au/our-story**

Let's go

The Bungle Bungle Range, Purnululu National Park