

W A N D E R O U T Y O N D E R I N W A



FACT SHEET

What is the Wander out Yonder in WA campaign?

Wander out Yonder in WA is the State's domestic campaign platform – inspiring Australians to reconnect with family and friends, and to experience the one-of-a-kind adventures that only Western Australia can offer.

The campaign launch will coincide with opening of interstate borders in March 2022, running across high impact outdoor, print, paid social media, digital and online video advertising.

Compelling tourism experiences from across the State are showcased through campaign creative, which celebrates the joyful freedom of adventure.

Who is the campaign targeting?

The campaign will target High Value Travellers (HVT) and Visiting Friends and Relatives (VFR) in New South Wales, Victoria and Queensland.

High Value Travellers have an adventurous spirit; they seek authentic experiences beyond the expected, fuelled by a desire to get away from the well-known and well-trodden. Western Australia is brimming with every type of adventure that High Value Travellers seek.

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What destinations feature in the campaign?

The campaign will feature compelling experiences to entice holiday makers to go further and explore more of the wonders of Western Australia.

Examples of WA adventures included in the campaign are:

- Meeting the quokkas at Rottnest Island.
- Swimming with gentle whale sharks on Ningaloo Reef.
- Indulging in culinary adventures through the Margaret River Region.
- Taking a scenic flight and a jet boat ride through the otherworldly Horizontal Falls.

Are there any partners in the campaign?

Tourism WA's domestic market team will work with airlines and a range of key distribution partners (KDPs) to increase travel to WA. These partners include; Flight Centre, Helloworld, Travel Associates, Qantas Holidays, Jetstar Hotels, Luxury Escapes, KAYAK, Travlr, Play Travel, Trip.com, Inspiring Vacations, Ignite and retail travel agents.

A full list of all distribution partners we work with and their contact details can be found on tourism.wa.gov.au. If you would like an introduction to any of these partners, please email domestic@westernaustralia.com.

How will the success of the campaign be measured?

The campaign aims to encourage interstate visitors to travel to Western Australia and this will be measured over time through domestic tourism data reported in Tourism Research Australia's National Visitor Survey. Cooperative campaigns will be measured against set passenger, room night and spend KPIs.

How can industry get involved?

There are many ways industry can get involved to encourage interstate visitors to *Wander out Yonder in WA*.

1. [Download the industry toolkit](#) to access useful tools for use in your own marketing activity.
2. Take advantage of the higher volumes of website traffic to westernaustralia.com by submitting a [Deal for inclusion](#).
3. [Update your Australian Tourism Data Warehouse \(ATDW\) listing](#) for inclusion on westernaustralia.com. You can also add COVID accreditations to your ATDW listing by following the steps in the campaign toolkit.
4. Follow Tourism Western Australia and your Regional Tourism Organisation (RTO) on social media. In your posts @mention [WesternAustralia](#) and your RTO. If you're an aboriginal experience, @mention and tag [WAITOC](#). Use [#WanderOutYonder](#) and [#thisisWA](#) so we can spot your posts and also re-use your content.
5. As part of your sales and marketing strategy, you can choose the types of domestic distribution partners to work with, based on the needs of your business. Tourism WA works with a number of partners outlined above. Contracting your product with these organisations creates opportunities for you to feature as part of these cooperative campaigns. For a list of contacts across these organisations visit tourism.wa.gov.au.

For more updates as the campaign evolves subscribe to our industry newsletter [Talking Tourism](#) and visit tourism.wa.gov.au.