In normal times, Western Australia welcomes travellers to experiences in every corner of our vast state; from fish and chips in Freo to wine tasting in Margaret River; chasing waterfalls in the Kimberley to sleeping under the stars in Boranup; prospecting in the Goldfields to truffle hunting in Manjimup... the list is endless.

But ... these are not normal times.

With the world on hold, and various government lock-downs temporarily preventing travel, we find ourselves in a holding pattern...the anticipation of adventure patiently simmering while we #stayhome and fight this thing.

And yes these are, indeed, uncertain times. But, guess what?! Adversity is our jam. Our history, our location, the little bit of maverick in all of us takes these lemons and works on making lemonade.

Do you think we’ve been sitting idly waiting for the storm to pass?

Not a chance!

We are reinventing, experimenting, improving, perfecting and partnering to evolve our offerings, so when the time is right there is more adventure out there, than ever.

Trust us, adventure is not cancelled.... Adventure Awaits.
WHAT IS ADVENTURE AWAITS?

Adventure Awaits is a unified platform to elevate Western Australia across social and digital channels, showcasing the incredible adventures, epic road trips, and amazing tour operators ready to welcome visitors when travel is possible again.

Adventure Awaits is not our new brand platform for WA, it is our social holding strategy that will run before a new creative campaign platform is launched in the coming weeks for the intrastate market. It will remain relevant for our interstate and international audiences until they are able to travel to WA again.

PROJECT OBJECTIVES

DRIVE AWARENESS
Drive awareness of the breadth of experiences WA has to offer. Firmly cementing WA destinations at the top of people’s travel wish lists, for when they can travel again.

UNIFY THE INDUSTRY
Create a platform that can drive a unified approach from operators statewide. And, support tourism experiences in Western Australia by amplifying across Tourism WA owned platforms.

EARN ENGAGEMENT
Create content that engages our social media audiences across channels and encourages a degree of ownership over the movement.

INSPIRE PLANNING
Inspire audiences to move beyond content consumption to actually planning adventures around Western Australia; real or hypothetical.
HOW YOU CAN GET INVOLVED

SHARE YOUR ADVENTURE

We encourage you to get involved with the initiative by tagging #AdventureAwaits and #ThisIsWA across your own social media content, showcasing the adventures people will have waiting for them when the time is right to travel.

FOLLOW AND CONNECT

Follow Western Australia and your Regional Tourism Organisation

<table>
<thead>
<tr>
<th>FOLLOW</th>
<th>@MENTION</th>
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</table>
| Western Australia             | Facebook
                                          | Instagram
                                          | Twitter
|                               | @mention Western Australia and your RTO in your posts. |
| Australia’s Coral Coast       | Facebook
                                          | Instagram
                                          | Twitter |
| Australia’s Golden Outback    | Facebook
                                          | Instagram
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| Australia’s North West        | Facebook
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| Australia’s South West        | Facebook
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| Destination Perth             | Facebook
                                          | Instagram
                                          | Twitter |
Staying connected is now more important than ever, with people and businesses relying on social media to stay in touch with friends, consume the news and information, and be entertained.

Facebook and Instagram have seen a 40% increase in usage due to Covid-19. Further, views for Instagram Live and Facebook Live have doubled in the last week.

This presents tourism businesses with a unique opportunity to deepen relationships with followers and potential customers.

<table>
<thead>
<tr>
<th>PHOTOS</th>
<th>VIDEOS</th>
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<tbody>
<tr>
<td>Show customers actively experiencing your product even if it was in the past – share memories, throwbacks and hopes for the future.</td>
<td>Keep your videos short – less than 15 seconds.</td>
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<tr>
<td>Choose photos of people which include their surroundings. Zoom out and get that wide angle shot.</td>
<td>A video can also be an animated picture – there are lots of apps out there to help you do this.</td>
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<tr>
<td>At Tourism WA, we look out for content that fits these themes: wildlife, nature, adventure, lifestyle, culture and / or online tours/virtual events.</td>
<td>If you can, make sure the subjects are in focus and the footage is steady (unless you are going through the Horizontal Falls!)</td>
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<td>Beautiful pictures are great, but it’s important to be authentic so try not to use too many filters.</td>
<td>Think about the channel or platform and shoot the format that is best for that. For example, portrait for Instagram.</td>
</tr>
<tr>
<td>Images showing off beautiful landscapes or interesting surroundings work better, so take some shots including the location.</td>
<td>Grab some footage of the beautiful location you are in – where possible. If your movements are restricted and it is hard to get new video footage, take a look through your existing videos and use those.</td>
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