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
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.
Defining our shared story will unite us and amplify individual efforts.

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

Current State

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
- Marketing and Communications
- Events and Partnerships
Our Story will inspire our tourism partners - however they choose to use it.
The journey so far
Our Story has been born from extensive industry engagement.

**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 researched with target visitors to ensure it is unique & motivating

Qualitative research with 118 people across intrastate, interstate and international markets.
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
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.
Western Australia is not just another State in Australia
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.
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.
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.
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.
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.

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
Nowhere delivers this better than Western Australia
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.
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.
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.
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.
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.
Our Story is one 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
“Adventure is so broad that everyone can be a part of it.”

Tourism Business, Perth
“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
Fortescue Falls, Karijini National Park

“I’ve never been on as many adventures as when I came to WA.”
Tourism Business, Perth

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019
“Adventure is exactly what I offer, when someone sees the super pit for the first time their mind is blown.” Tourism Business, Kalgoorlie
“Our story is one of a cultural adventure.” Aboriginal Tourism Business, Esperance

Source: Tourism Western Australia Brand Narrative Intimate Consults, 2019
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.

"It’s like it’s one of the moments when you experience all the emotions at once..."

"You can’t believe what you’re seeing. It’s almost unathomable.
You’re standing there – looking at this amazing cave – and thinking, this surely is from another time... It’s like stepping back in time.

When you fly over the Boonie Bungles, you’re completely in the moment. In one of those really special, rare moments in life.

Source: Tourism Western Australia Brand Narrative Research, The Lab, 2019
Western Australia is brimming with every type of adventure that High Value Travellers seek.
Western Australia is brimming with every type of adventure that High Value Travellers seek

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Ningaloo Reef, Exmouth
Every part of Western Australia offers a different type of adventure.
Western Australia Tourism - Our Story

Examples

Initial examples only, requires further development

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

Kalgoorlie, and the Golden Outback:
The most otherworldly outback adventure in the world

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

Karijini and the Pilbara:
The most intense ancient natural adventure in the world

Esperance:
The most otherworldly coastline in the world

Ningaloo and Australia’s Coral Coast:
The most exhilarating marine adventure in the world

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

Elephant Rocks, Denmark
Perth is effortlessly Australian, the most relaxed and naturally adventurous capital city in the world.
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.
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.
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.
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.

An example of different destinations being defined under one regional story.
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.
Our Story: Framework

THE FIVE PILLARS

WESTERN AUSTRALIA TOURISM - OUR STORY

THE TARGET VISITOR

DESTINATION EXAMPLES

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

DESTINATION EXAMPLES

Nature & Wildlife
Perth: The world’s most effortlessly adventurous capital city

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

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

Culture & People
Ningaloo and Australia’s Coral Coast: The most exhilarating marine adventure in the world

Events
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.
The Spirit of Adventure is our shared North Star. Not just where we are today, but what we build together for the future.
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.
For more information on Our Story, visit tourism.wa.gov.au/our-story
Let’s go

The Bungle Bungle Range, Purnuluu National Park