INTERNATIONAL MARKETING

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Tourism WA
Mentioned the State Government Strategy for Tourism – which sets out the goal of increasing visitor spend in WA to $12 billion by 2020

The darker bars represent actual spend - light blue bars are the target growth until 2020

Started work on strategy visitor spend was $6.3 billion – now $9 billion

High level we’re roughly on track

But recent growth driven by corporate sector and intrastate travel

Need to grow interstate market and stay focused on our high-yielding international markets

Will ensure best mix possible to reach target – and continue to grow beyond 2020
Tourism Research Australia data for 2015 has just been released.

Figures show dominance of intrastate market, and why we need to diversify

Intrastate spend roughly the same as interstate AND the 10 key international markets combined

Add in daytrips – worth $1.8 billion last year – you can really see how reliant our industry is on intrastate travelers. We don’t want all our eggs in one basket

There are positive signs in relation to this from the latest data

In 2015, interstate visitor numbers to WA grew by 13 per cent to 1.3 million people, and nights were up 21 per cent to more than 12 million

International visitor numbers also rose by around 3 per cent to just under 850,000. I will provide more detail on our key international markets shortly.

That is the state of play at the moment. What can we do to maximise WA’s prospects for growth?
Other destinations will have bigger budgets and cheaper options than Western Australia

So we have to be smart. We have four key strategies to help us achieve our goal.

• Understanding our target markets and target audience – Covered in next slide

• Tailored marketing and events strategies – Example: rolling out new campaign for WA, with a big focus on ‘new Perth’

• Partnering with airlines and travel distributors to enhance our reach – Covered later in co-op examples

• Improve coordination with our key marketing partners – Example: Destination Perth common branding for Perth supported by RTO, City of Perth, Study Perth, Tourism WA and by coop partners
In relation to dot point 1 from previous slide (Better understanding of target markets and audience):

2014 worked with a company called BDA Market Planning to improve understanding of where future growth would come from
Also help ensure we are targeting investment in the right markets

This chart shows Regional Dispersal on the vertical axis and Project Visitor Spending for 2020 on the horizontal access.

So the markets on the right hand side of the chart are those which will contribute the most, in dollar terms, to our 2020 goal

And those towards the bottom of the chart are less likely to travel out of Perth into the regions
Bringing together these two factors, markets in bottom-right – high-spending and more likely to remain in and around the city during their visit. For example, more likely to seek out their wine experiences in the Swan Valley rather than Margaret River.

Also confirms China is the market with the biggest growth potential along with other South East Asian markets. The research also showed that markets such as the UK, USA and NZ key contributors to future growth as well as regional tourism.

So this research shows where we should be placing our bets
Research also to understand type of visitors in those markets most likely to want to come to WA

‘Dedicated Discoverers’ (when referring to domestic market) or ‘Experience Seekers’ (Tourism Australia terminology in context of international markets)

Characteristics:
• Prepared to invest time and money to get the holiday experience they want
• Financially secure
• Seeking a holiday experience, a bit of adventure, a voyage of discovery
• Extra appeal if they’re the first ones in their group to visit the destination

WA ticks all the boxes – we have nature, adventure, food and wine, uniqueness
Drilling down further - understand what types of experiences most appeal to these consumers so that we can tailor our marketing campaigns accordingly

The Australian ‘Dedicated Discoverers’ are looking for holidays that offer coastal/beach, food and wine and wilderness experiences

For example, Taste 2020 strategy connects with this interest – multi-agency and industry food and wine strategy aimed at establishing WA as one of the world’s foremost culinary tourism destinations

World-class, authentic cuisine and beverages in spectacular locations, like the Swan Valley
Our international ‘Experience Seekers’ are also after holidays that offer coastal/aquatic or island experiences, engaging with and observing wildlife, and again, good food and wine.

Tourism Australia recently launched Coastal and Aquatic as a direction (includes Rottnest, will be discussed later)

Aboriginal cultural experiences rate highly for both groups.
So how do we reach our target market? How do we convince them that Western Australia has everything they are looking for in a holiday?

Gone are the days of when you just promoted a destination by putting an ad on TV or printing a brochure or putting it on a website.

We need to convey our message across a range of channels TV, cinema, outdoor, press and digital advertising as well as social media and print and broadcast editorial and cooperative marketing.
Touch on Tourism WA’s cooperative marketing strategy which covers both our international and domestic markets.

The aim is to work with highly recognised retail travel brands and airlines to promote West Australian travel offers to our target consumers in our key markets.

It capitalises on awareness raised through brand advertising and public relations to drive conversion and bookings, and yield for the WA tourism industry.

To ensure that we have as much influence as possible on getting a visitor to WA, we need to make WA visible at the point of action in planning and booking.

Campaigns are timed to support travel booking periods in key markets. In the domestic market; the cooperative campaigns are also timed to coincide with our brand advertising campaigns.

Last year, we conducted around 80 cooperative marketing campaigns - with 18 partners and 41 campaigns alone for the domestic market.

I would now like to zero in on a couple of markets and share with you how this integrated approach works.
Tourism WA and Qantas have a 3 year Cooperative Marketing Agreement which spans a number of markets.

As part of the domestic allocation, Tourism WA undertakes 2-3 tactical campaigns with QF promoting fares for Perth, Exmouth and Broome to encourage travel to Western Australia.

In November 2015, the campaign leveraged the Experience Extraordinary brand campaign with a focus on Perth, in Sydney, Melbourne, Brisbane, and Adelaide with a travel period of April to June 2016.

Each Tourism WA-Qantas campaign has Perth fares.

Since the agreement was signed (2 years ago), we estimate that more than 30,000 visitors have been generated from the campaign activity
DOMESTIC

As you saw on the chart at the start of this presentation – the majority of our tourism income comes from the domestic market (intra and interstate), which has increased by 9% in 2015 compared to 2014.

Challenge to attract interstate leisure visitors – now that the market has shifted and we have accommodation availability.

Marketing example – Long Weekender:

In September 2015, Tourism WA partnered with Virgin Australia to deliver a dedicated broadcast program focusing on Perth called the Long Weekender.

There was a retail sale delivered as part of this project.

The program attracted 424,000 viewers.
UNITED KINGDOM

The UK has been our biggest international market in terms of visitor numbers and spend for many years. We expected this to continue particularly given the State’s huge ex-pat population.

It is no surprise that 61% of people coming to WA from the UK are visiting friends and relatives.

In the year ending December 2015, 145,600 visitors from the UK came to WA and spent about $303 million during their stay.

Marketing example – Magic FM:

Tourism WA and Qantas worked together to bring major British radio station Magic FM to Perth to broadcast its breakfast show for a week

Magic FM has 1.9 million listeners in London alone, and 2.6 million across the UK

In between shows, the hosts experienced the best of the city – Aboriginal culture, wildlife encounters, food and wine, beaches – and shared their experiences through online and social platforms

Magic FM is London’s market-leading radio station for the 50-plus demographic. An ideal target market, with the desire and money to travel often to destinations that offer relaxation, good food and beaches
China is the world’s fastest growing travel market and one of the highest yielding markets on a per visitor basis.

Since China Southern Airlines commenced flights to Perth in November 2011, the number of Chinese visitors has increased from 23,000 (YE Sept 2011) to 43,700 Chinese visitors to WA (YE Dec 2015)

China has also become Western Australia’s second highest source of international visitor spending, contributing $231 million in 2015

Chinese visitor market will play a very important in helping us reach the 2020 goal. We want to see 100,000 Chinese people visiting WA by 2020, with a visitor spend of $500 million. We are tracking well to achieve that goal. In a few short years, China has become WA's second highest source of international visitor spending.

Hong Kong is also emerging as an important market. Last year 19,000 people from Hong Kong visited WA spending $82 million, making it our 8th biggest market in terms of spend and 12th by number of visitors.
CHINA CONTINUED

*Example 1: Where Are We Going, Dad?*

How do we get cut through in one of the most competitive markets in the world? By being innovative.

In September 2015, Tourism WA and China Southern joined forces to bring one of China’s most watched television shows – *Where Are We Going, Dad?* - to Western Australia.

Show was broadcast in October 2015 and reached more than 33.3 million viewers and was watched online 217 million times.

Supported by a marketing campaign by TWA China office

*Example 2 – Li Wei*

Sculpture by the Sea exhibition has just wrapped up at Cottesloe Beach. This year as part of our sponsorship of that event, Tourism WA supported Chinese performance artist and photographer Li Wei to attend. This unique artist staged attention-grabbing aerial photographs above Cottesloe. Perth is now part of an impressive list of cities where he has worked – Paris, Milan, Vienna and Amsterdam

In additional to clever marketing also work with trade through –

- Tourism Australia’s China Week (April)
- Ni Hao WA, held last week in Fremantle
- Annual China Trade Mission (usually October but keeping looking in Talking Tourism for dates)
MALAYSIA

Strong performing market and third-ranked market in terms of visitor spend

*Example 1 - Malindo*

In November 2015, Perth became the first Australian city to receive Malindo Air flights

11 services a week between Perth and Kuala Lumpur

New service between Perth and Kuala Lumpur shows Asian tourism market’s appetite to visit WA.

Malindo Air is the fifth international airline to begin operating in WA since 2011

*Example 2 – Training & Sales blitz*

In February, Tourism WA headed to KL for the annual Chinese New Year (CNY) Sales Blitz

Also in KL, Tourism WA also worked with Tourism Australia & six other STOs on training workshops for frontline agents. 180 front liners attended the training workshops, including agents from Northern Malaysia

The partners jointly hosted a CNY dinner for the key trade, media and airline partners in Malaysia

Tourism Australia launched the Aquatic & Coastal campaign and the revamped ‘Aussie Specialist’ and ‘Premier Aussie Specialist’ programs
SINGAPORE

4TH biggest market in terms of visitor spend, 2ND biggest by visitor numbers

Example 1 – Integrated campaign 2015
TWA ran an integrated marketing campaign with Singapore Airlines, Tourism Australia and 4 other STOs
Tactical campaign leveraged on TA’s global coastal and aquatic push ‘There’s Nothing Like Australia’, with supporting content by STOs, driving consumers to fare bookings on singaporeair.com
3006 tickets to Perth were sold during promotion period of 22 October – 10 December 2015.

Example 2 – The Dream Job
Singaporean TV drama being filmed in and around Perth in the past week
‘The Dream Job’ filming is supported by TA and Tourism WA to position Perth and WA as a holiday destination for the Singaporean market
4 episodes will be filmed/feature Perth
Filming locations: Perth, Cottesloe Sculptures, Guildford, Rottnest, Fremantle.
Expected to reach an audience of 800,000
ASIAN MARKETS – Corroboree Asia

WA has successfully bid to host one of Australia’s biggest tourism industry trade shows.

Corroboree Asia 2016 is run by Tourism Australia and supported by the State Government through Tourism WA

It will bring 300 travel agents from across Asia to Perth in September. Meetings with around 200 Australian tourism operators.

Agents can update their knowledge of Australia to help them sell the destination to potential visitors in their respective markets

First-hand experience of Perth region’s tourism hotspots.

Corroboree Asia 2016 is considered a great opportunity to showcase the new-look Perth to tourism trade partners from WA’s key Asian markets such as China, Singapore, Malaysia, Indonesia and Japan
OTHER MARKETS

New Zealand:
4th in visitor #s and 5th in spend. Continuing Dreamliner service from Perth to Christchurch

USA:
Just finished huge month of activity in February:
Tourism WA partnered with the Australian Chamber Orchestra to present ‘The Reef’ – a multimedia performance created in WA and featuring footage of Ningaloo
Audience of 250 influential Americans in LA
Other USA activity - two-city ‘Extraordinary WA’ roadshow, contributions to an Australian roadshow and a major presence at Tourism Australia’s flagship Australia Summit and Australia Marketplace events in Los Angeles
TA presence in USA linked to its Coastal & Aquatic campaign launch. WA’s component of this campaign is Rottnest.
Germany:

European roadshow, new consumer brochure and media kit

An Australian tour that includes six days in Perth and the South West has been named this year’s best trip at an awards ceremony during the prestigious ITB Berlin travel trade show

The 22-day Studiosus Reisen 7801 tour won Geo magazine’s [Golden Palm Award](#) for Best Trip in 2016.

WA attractions featured in the new itinerary for 2016 include Rottnest Island, Fremantle Prison, Rhein Donau Club, Busselton Jetty, Koomal Dreaming and Cullen Winery.

Marketing forum:

Tourism WA is hosting a Marketing Forum on April 7 at Rendezvous Scarborough. The forum will go into each market in much more detail.

Registrations are closed, but if anyone is really interested and hasn’t registered yet they can come and see Ivana. Need to register before the end of the week.
What's next?

1. New campaign. Working with our agency Cummins & partners on the next incarnation of Experience Extraordinary. We are aiming to have this in market in the next few months. The campaign will have a heavy Perth focus to get the message out there about how much our city and surround has changed.

2. Repositioning Perth – Our city has changed dramatically over the past five years and will continue to change over the next few years as our major infrastructure projects and completed and our new and refurbished hotels open. This presents us with a great opportunity to reposition it through our marketing activity. To tell potential visitors that Perth has changed and encourage them to come and explore our exciting and modern city.

3. Review of Perth destination marketing model – to help us achieve the repositioning of Perth we’re looking at the model we use to market Perth. We’re working with all the bodies with a stake in marketing Perth ie City of Perth, Study Perth, Experience Perth – to develop common branding and consistent messaging to strengthen the Perth brand.

4. New partners – we are in negotiations to establish some very exciting new partnerships to promote Perth. Tourism WA has been involved with Crown’s promotion of its new Crown Towers.
HOW TO GET INVOLVED:
- Participate in trade events such as ATE, Ni Hao, China travel mission
- Be part of our Famils program
- Take on board advice from Digital and PR presentations
- Subscribe to Talking Tourism for industry news and events