The primary objective of Tourism WA’s marketing campaigns is to grow visitation within and into WA from the intrastate, interstate and international markets, in order to generate yield and facilitate growth and prosperity for the Western Australian tourism industry.

The objectives of the marketing activity are to:

• Inspire consumers to want to have a holiday in Western Australia;
• Move consumers from awareness to consideration to improve their chances of researching and planning a WA holiday;
• Compliment Tourism WA’s cooperative marketing programs in all markets;
• Increase the dispersal of visitors into regional areas; and,
• Generate increases in visitor spend and yield ensuring tourism and related businesses remain viable and jobs are retained.

This presentation will take you through a number of campaigns and activities undertaken by Tourism WA’s marketing division
As of March 2015, an estimated 8.7 million overnight visitors travelled to/within WA, and Western Australians took an estimated 17.5 million daytrips within the State. Together, these visitors spent an estimated $8.9 billion in WA. Of this 8.7 million visitors, the domestic market represents 7.8 million overnight visitors, contributes 90% of all overnight visitors to WA and 66% of visitor spend representing $4.5 billion for WA. Therefore, the tourism industry in Western Australia is heavily reliant on domestic visitors.

Intrastate is Western Australia’s biggest market delivering 76% of overnight visitation and 47% of overnight visitor spend. The primary segment of visitors is holiday and leisure. The interstate market represents 14% of overnight visitation and 20% of overnight visitor spend. The leading segment continues to be business with VFR and leisure 2nd and 3rd respectively.

In the domestic market, growth must continue to come from the leisure segment. This presents several challenges, which have been reinforced through a significant research program undertaken by Tourism WA over the past 12 months. Overall interstate visitation to WA has been relatively steady for the last 10 years with a slight upward trend over the last 4-5 years, mostly due to the growth in the business segment. Time, cost and distance continue to be the main barriers to growing the leisure segment, coupled with an extremely competitive global travel category providing consumers with a wealth of choice on their travel radar. Australian outbound travel for holiday and leisure is growing considerably with 1.1m WA residents alone going outbound every year. Consequently, WA’s share of interstate
holiday and leisure trips has been trending downwards since 2007/08.

To address these challenges, Tourism WA’s strategic marketing platform comprises investment in a three pronged strategy to influence visitors to travel to and within Western Australia (WA):

- **Brand Advertising (Experience Extraordinary)** – to inspire prospective visitors to want to visit WA;
- **Cooperative Marketing** – conducted with a range of trade distributors such as airlines, wholesale and retail travel distributors, and online travel agents, to promote travel packages and offers for WA; and
- **Events Marketing** – to communicate the range of events being staged in WA, providing an exclusive trigger to convert consumers with a reason to travel.

This short video showcases the domestic brand campaign from 2014/15. Every year, Tourism WA invests in an integrated brand media campaign to communicate the state brand, Experience Extraordinary. This investment is supported by a complex media strategy that ensures we are reaching the right audience, with the right message, at the right time and through the right channels. The channel strategy for 2014/15 included TV, Cinema, digital, print and outdoor, complimented by social and PR in a 5 capital city buy (Brisbane, Sydney, Melbourne, Adelaide, and Perth).

The final campaign results for 2014-15 saw the domestic campaign generate a return of $13 in domestic spend for every dollar spent on the campaign. Approximately 55,000 visitors travelled within WA as a result of the campaign, spending just under $42 million.

Based on the research, the 15/16 investment will see a 4 capital city buy; Bris, Syd, Melb and Perth; focusing on dedicated discoverers; and the channel strategy will be TV, Cinema, and digital, print and social. All print will be content rich long form to address the education issue; complimented PR and broadcast opportunities to tell the WA story.
Tourism WA’s cooperative marketing strategy is across both international and domestic markets; and aims to work with highly recognised retail travel brands and airline partnerships to promote Western Australia travel product to domestic consumers and international consumers in our key markets; to capitalise 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. To convert our consumers, Tourism WA partners with travel distributors such as airlines, wholesalers, retailers and online travel agents who have the ability to sell a wide range of WA product and packages.

Campaigns are timed to support key travel periods in relevant markets; and consider seasonality and shoulder periods in WA; in the domestic market; the cooperative campaigns are also timed to take advantage of brand media investment to convert the awareness and interest generated by the brand campaign.

Tourism WA undertakes approximately 80 cooperative campaigns a year across all our markets, with 18 Partners and 41 campaigns alone for the domestic market. We publish a list of the trade partners we are working with every year on our corporate website, to allow you to leverage this investment particularly if you have supplied an offer for that particular trade distributor.

How to leverage: if you have been contacted to supply an offer for a cooperative campaign; e.g. Wotif; you could amplify this offer through your own social channels, or to your own consumer database; past visitors.
The Virgin Australia Eco System campaign aimed to create desire to travel to Western Australia utilising the Virgin Australia (VA) channels; a combination of VA’s owned channels such as their eDM, social media, VirginAustralia.com and Virgin Australia Holidays. This was supported by PR and paid media.

The campaign included editorial features within VA’s inflight magazine and travel app; and was followed with tactical offers in the retail campaign in digital and press advertising. The campaign focused on Perth and Busselton (prior to the flights ceasing) and imagery and content for MRR was used. Both point to point flights and packaged product were included in the campaign.

The packages were from Virgin Australia Holidays, who now utilize Expedia, Orbitz, GTA, Tourico & Hotelbeds as their sources of inventory.

On Sale: November 14
Travel Dates: February – March 15 & April – June 15
Markets: Sydney, Melbourne Brisbane and Adelaide
Travel Associates is part of the Flight Centre Group and has 45 locations nationally targeting consumers who are experienced, discerning travellers taking 2 – 3 holidays per year. The objectives of this campaign was to showcase how to do a Perth and Margaret River Region holiday through bespoke packages of Perth and Margaret River experiences. The campaign included editorial and advertising within the Travel Associates magazine, electronic direct mail and social media for the campaign.

On Sale: December 14 – February 15
Travel Dates: December 14 – March 15
Markets: National
The objective of the Hotel Club campaign was to align tactical offers with Tourism WA Brand campaign that was in market at the same time. The campaign covered the southern half of WA – Perth and ASW + Esperance. The channels included the Hotel Club owned assets eg. banner impression on HotelClub.com.au, electronic direct mail and social media. The campaign landing page on Hotel Club incorporated bespoke campaign content featuring Margaret River Region. The content pieces focussed on key messages of food and wine & landscapes (coast, forest, caves)

One of the outcomes from the cooperative campaigns that we do is bespoke content that provides more detail to consumers. This campaign is an example of that. Two dedicated videos were produced for the southwest, used during the campaign and continue to be used on the Hotel Club Local Lens micro-site. To view the videos go to www.video.hotelclub.com
Indonesia is currently Western Australia’s eighth largest source market by visitor numbers and 10th by visitor spend. In year ending March 2015, 28,000 Indonesian visitors spent an estimated $68 million in the State. Indonesia has been identified by Tourism Western Australia (Tourism WA) as a key market for increased investment with the aim to increase visitors and spend.

One of the marketing objectives for this market is to identify appropriate channels to target core segments through public relations activities with a stronger engagement of on-line media. As a new market, Tourism WA engaged digital marketing company Wego to undertake an online campaign to increase destination awareness of WA via social channels. This comprised a consumer competition for 2 winners to explore WA for 8 days, an Wego Hangout being an exclusive invitation-only event other to travel more. This is an offline event Wego runs in Indonesia every 3 months to gather people who has a passion for travel including to hangout, meet new people, share and inspire each ing: celebrities, key opinion leaders & travel communities, and is one of the most engaging travel related regular events in Indonesia now. As part of the Western Australia activation, the fifth #WegoHangout was dedicated to talk about extraordinary travel experiences and #ExtraordinaryTrip. This was followed by a famil to WA where we escorted 10 all-star Indonesia social influencers to create content + buzz about Western Australia as an extraordinary destination. The famil consisted of Indonesia top videographers, bloggers & photographers who have high follower numbers in social media (Twitter & Instagram), and a TV crew on this trip for nation-wide coverage for a travel program on Trans7, one of the biggest national TV channels in Indonesia resulting in 2 episodes for WA. Total earned media wa USD$276,000, 178 Instagram posts, 245 Twitter posts.
Ni hao WA 2015 was held on March 16 at Aravina Estate, Margaret River region.

In line with Tourism WA’s China and Hong Kong market development strategy, key outbound agents from China and Hong Kong were invited to participate in the event. These agents toured in Perth and Australia’s Southwest region as part of a four-day familiarisation program to gain greater product knowledge before meeting 32 accredited WA sellers on one-on-one appointments workshop.

The objectives of the event were to:

• provide a cost-effective platform for Western Australia’s tourism product suppliers to promote their products and services in the China and Hong Kong markets
• raise the profile of Western Australia as an extraordinary tourism destination
• establish and increase business opportunities with key trade partners in China and Hong Kong
• develop and strengthen business relationships with decision makers in China and Hong Kong
• generate media exposure for Western Australia and key marketing initiatives

This event also included a Business Forum with travel trade opinion leaders from China and a networking lunch and dinner with key industry partners and trade media.
Tourism WA worked with freelance journalist Chris Clayton, who visited WA in 2014 as part of the Margaret River Gourmet Escape Global FAMIL, on a feature about Fervor, Chef Paul Iskov's roving pop-up. After having experienced Chef Iskov's food at the Margaret River Gourmet Escape, Chris requested additional information which Tourism WA coordinated. The story, about a meal so good it was worth traveling 24 hours just to experience, was published on Men’s Health Online, which gets 8,558,669 unique visitors a month.

Eric Rosen, who visited WA a couple of weeks ago, wrote a feature on travel website The Points Guy, about the Margaret River wine region, in which he spent a few days exploring wineries. His feature lists places to stay, wineries to visit, and a link back to WACOM. The Points Guy covers Travel, Hotels, Resorts, Airlines, Credit Cards, Destinations and International Travel with a focus on Frequent Flyer programs and Credit Cards and gets a monthly unique readership of 270,000. The article can be seen here: http://thepointsguy.com/2015/05/western-australia-wine-travel/
**Weekday Sunrise** travelled through ASW in April as part of the program’s ‘Lap of the Map’. The crew aired pieces from Albany and Margaret River during their ASW travels, reaching an audience of more than one million people nationally. Tourism WA committed to funding, as well as itinerary suggestions/planning, key introductions, destination briefings and more. The team worked with Edwina on a daily basis, and developed many solutions to several logistical issues. Worked in partnership with TWA including support for flights, accommodation, itinerary ideas, key messages etc.

**Freelancer Daniel Scott** visited ASW in March 2015 and concentrated mainly on outdoor adventure and food and wine. During his travels Daniel visited the Great Southern (ANZAC Albany, Porongorups, Denmark and Walpole) and Margaret River (Vasse Felix, Leeuwin Estate, Cape Lodge, Cape to Cape Track). The famil was financially supported by Tourism WA and development of the itinerary was co-managed by Tourism WA and Australia’s South West. Coverage is expected to appear across the Fairfax network (print and online). Daniel has also been commissioned by the Daily Telegraph in the UK to write a 1,500 word piece for their Ultratravel supplement, which is aimed at the top-end travellers, who love their luxury.
HOW TO CONNECT

- Distribution strategy
  - who are you contracted with?
  - How are you leveraging your involvement in retail campaigns?
- ‘Connect with Tourism WA’
  - ATDW, Social Media, Familiarisations
- Subscribe to Talking Tourism, Innovations, and This is WA,
- Use tourism.wa.gov.au to keep in touch
- Pick up the phone and ring us