



Destination Marketing Strategy & Plan 2023/24

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OVERVIEW

Australia's Golden Outback is a vast and diverse region covering 51% of Western Australia, with many opportunities to connect with the land, ocean, people, heritage, our ancient cultures and their stories.

The region covers 54 per cent of Western Australia, stretching from Esperance in the south, through the Goldfields and Murchison in the north and out to the Gascoyne and Wheatbelt in the west.

Tourism in the region is supported by 954 tourism businesses, employing 5,100 people. There were 1.2 million overnight visitors to AGO in YE Sep 2022, who together with day trippers spent \$900 million.

Australia's Golden Outback's vision is to be known for it's epic, adventurous, authentic road trips, but ultimately everything we do is focused on increasing the economic return from domestic visitation and industry growth across our region.

This destination marketing strategy provides a structure to evolve and support our strategic marketing objectives by:

- Increasing overnight leisure visitors & spend to AGO
- Increasing the average length of stay to the AGO region by maximizing the desirability of road trip routes covering more ground and visiting more businesses when in region.
- Placing AGO front of mind for the road trip market by highlighting our unique points of difference, hero attractions and authentic culture
- Celebrate the uniqueness, vastness and diversity of the region through targeted marketing activity
- Challenge beliefs and perceptions of our region and get people excited about travelling through AGO

EXECUTIVE SUMMARY

The Australia's Golden Outback marketing team is responsible for raising the profile of the region, known as Road Trip Country and delivering marketing activities that contribute to increased awareness, preference, visitation and expenditure in the domestic market.

AGO continues to predominantly attract the intrastate market, driven mostly by Perth residents. Currently the intrastate accounts for 79% of visitation to AGO, still slightly higher than pre-covid which was at 66%.

Caravan and camping is the most popular and growing travel choice consuming 49% of nights in AGO, continuing to take over visiting the home of friends and family which has declined again sitting at 25%. The total Caravan & Camping overnight trips in WA increased again by 16.6% (2.02 million trips) from 2021 - 2022 with a 32% increase in visitor expenditure. The 55+ market maintained its strong growth trend, achieving record numbers of trips, nights, and market share.

AGO's key target market has been defined as the Road Trip market which then can be broken down to travel type and category defining further targeting opportunities. This market has a desire for unique and authentic travel experiences, and adventures that traverse the road less travelled.

Five key marketing priorities have been identified to focus on over the next 12 months which supports our overall strategic objectives of increasing overnight visitation and spend in Australia's Golden Outback.

DESTINATION MARKETING - Develop and implement destination marketing campaign activity that creates demand to new and existing audiences from key source markets to increase overnight leisure visitors, avg length of stay & visitor spend to AGO.

DIGITAL DEVELOPMENT - Improve the customer journey through AGO's digital assets and tools to maximise engagement and the amount of quality traffic leading to the website for inspiration and planning.

CONTENT DEVELOPMENT – Continue to create fresh quality content and build on existing content that meets the needs of the consumer and adds value to their entire experience.

TRADE MARKETING - Regularly communicate with domestic & international key industry and trade contacts to highlight the unique selling points and development of tourism product and attractions.

CORPORATE COMMUNICATIONS - Regularly communicate with corporate communications and trade media outlets on relevant and to raise the profile of AGO to a wide network.

AGO AUDIENCE INSIGHTS

The leading Helix persona of visitors to AGO are from the Helix Persona **Hearth & Home** (29%)

Leisure accounts for **44% of intrastate overnight visitors**, 33% of nights and 43% of spend in AGO

68% of intrastate leisure visitors to AGO are from Perth

The leading Length of Stay to the region is 43% at **2-3 nights**

36% of visitors **travel as a couple**, followed by Friends/Rel (29%) and family (19%)

Caravan or camping is now the most popular accommodation (49% of nights), overtaking the home of friends or relatives (25%)

VFR has the largest decline of 34% of visitors

Dining out is the most popular activity to do in region, followed by Bushwalks, sightseeing and national parks

Visitors to AGO spend on average \$158 per night - this has increased by 33% since pre-Covid

Source: Tourism WA - RTO Research insights YE Sept 2021/22

CARAVAN & CAMPING MARKET

Caravan or camping is now the most popular travel type to AGO (49% of nights), overtaking the home of friends or relatives (25%) which led the market pre-covid.

For year end December 2022, WA received just over 2 million overnight caravan and camping trips which was a 17% increase from previous year. This generated 8.96m visitor nights (+13%) and \$1.5bn spend (+32%)

The 55+ age segment increased by 30% from previous year and the 15 – 19 age group increased 70.5%.

WA AGE SEGMENTS			
Total Trips 138,136 15-19 Years	Total Trips 308,284 20-29 Years	Total Trips 899,988 30-54 Years	Total Trips 678,537 55+ Years
70.5% From Previous Year	-2.5% From Previous Year	10.2% From Previous Year	29.6% From Previous Year

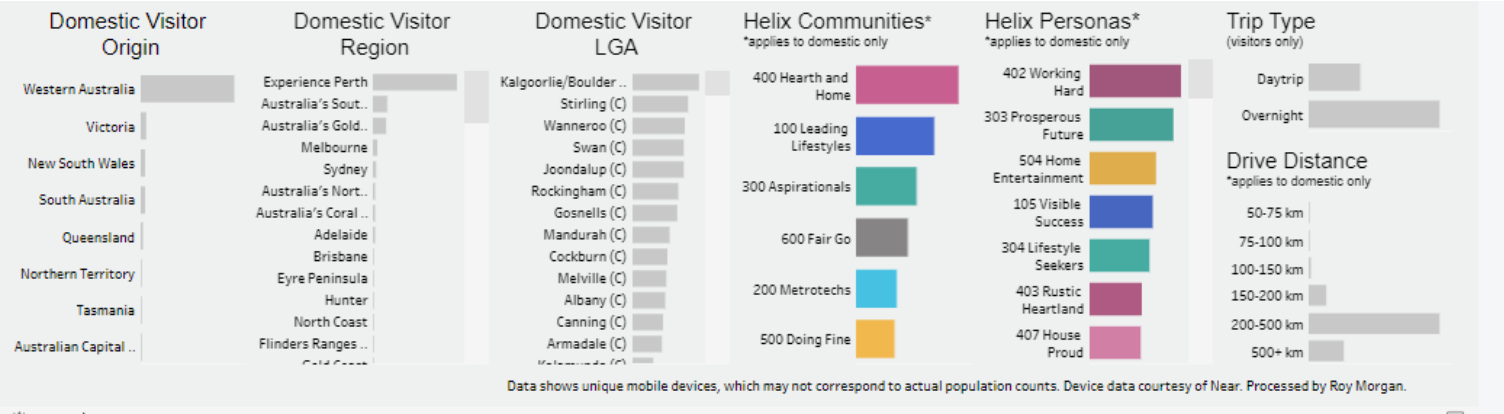
Source: Caravan Industry Association Research insights YE Dec 2022

HELIX PERSONAS

Data: 1/1/22 – 31/12/22

The Helix Persona split in AGO follows a similar pattern to the WA average. The 400's lead making up 29%, followed by 100's and 300's each making up around 20%. There has been little change in the other Helix communities vs. pre-COVID.

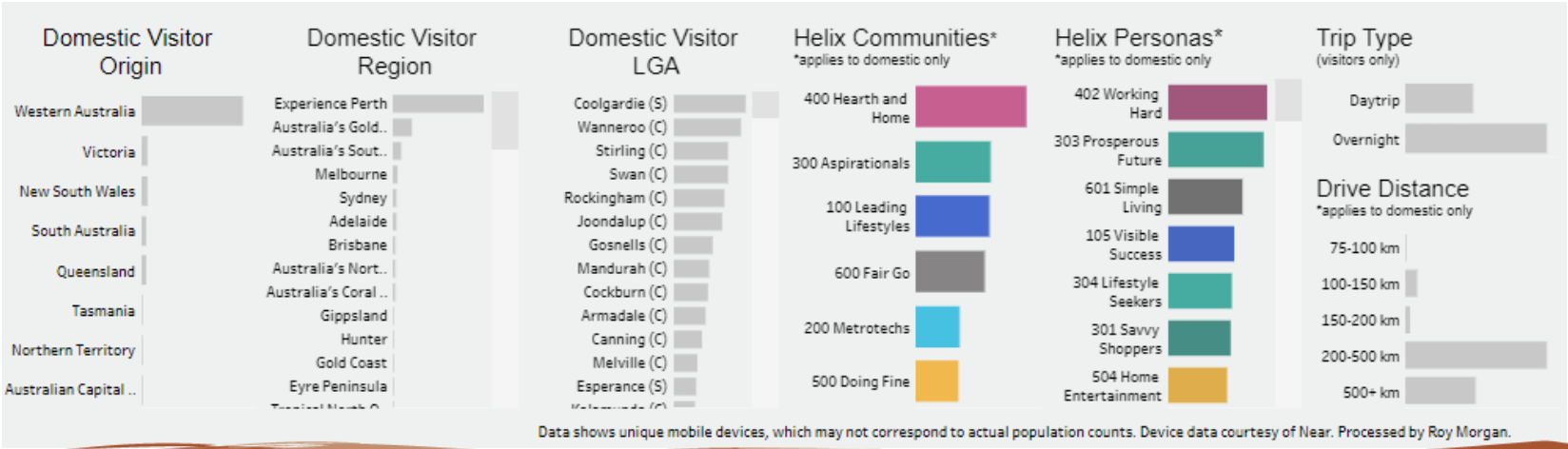
Esperance



Esperance and Kalgoorlie also show similar Personas between the two with Leading Lifestyles just slightly overtaking Aspirational in Esperance.

The Stirling, Swan & Wanneroo LGA's are consistently the highest visitor across the board.

Kalgoorlie



OPPORTUNITIES

Based on the AGO insights and caravan and camping research stats , a range of key opportunities for growth were extracted. All of these opportunities fall under the development and strategic marketing of the road trip segment.

GAIN MORE SHARE OF THE GROWING CARAVAN AND CAMPING MARKET

Caravan and Campers again increased 17% in WA. Opportunity lies here to gain more market share of road trip travellers to the AGO region.

GAIN MORE SHARE OF 'STAYS' MARKET

Grow visitation of the Road Trip Market who use accommodation (currently 20%) through promotion of station stays, farm stays and other accommodation types.

INCREASE LENGTH OF STAY IN THE REGION

With 43% of trips are 2-3 nights, we can aim to increase this to 3-4 nights through higher exposure of our road trip itineraries encouraging longer stays and more stops in the AGO region

INCREASE EXPOSURE OF BUSHWALKING AND TRAILS

With bushwalking being the second highest activity of choice when visiting our region and huge growth since Covid, tying in these activities in our road trip marketing content is a strong opportunity.

EXPLORE OPPORTUNITIES FOR DEVELOPMENT OF FOOD & BEVERAGE OFFERINGS

The top activity for the leisure guest visiting AGO. Highlighting the food and beverage options in our road trip content would be beneficial. However more development focus here is needed.

THE ROAD TRIP AUDIENCE

The road trip market has a desire for unique and authentic travel experiences, and adventures that traverse the road less travelled.

This broad market holds a diverse audience type which can be broken down to travel type and category defining the targeting opportunities.

KEY AUDIENCE >	ROAD TRIPPERS				
TRAVEL TYPE >	Caravan / Campers		STAYS Cabins / Farm / Station		
TRAVEL CATEGORY >	55+ Grey Nomad / Empty Nester	Families	55+ Grey Nomad / Empty Nester	Families	Couples

ROAD TRIP POSITIONING

AGO is positioned to celebrate the region's uniqueness, vastness and diversity by highlighting hero attractions and destinations and the drive journeys as a way to experience them.

AGO will increase the desirability of road trips through AGO with powerful and meaningful messaging and tone of voice.

Journey THROUGH True NATURAL Beauty Feel THE Freedom

Authentic LOCAL CHARACTERS Roads LESS TRAVELLED Epic

Ancient LANDSCAPES DisCONNECTION

Journey TO ReCONNECTION OtherWORLDly CANOPY OF CONSTELLATIONS

CULTURAL Ancient GALLERIES OF ABORIGINAL ART

WOAD BRAND ALIGNMENT

AGO will continue to leverage Tourism Western Australia's 'Walking On A Dream' brand by adopting dream-like messaging and telling the Walking On A Dream story.

WEAVE-IN DREAMLIKE LANGUAGE TO HIGHLIGHT WESTERN AUSTRALIA:

'wondrous', 'dreamy', 'dreamlike', 'magical', 'supernatural', 'enchantment', 'wonderland', 'transcendent', 'otherworldly contrasts of colour and texture', 'ancient stories', 'kissed by the gods', 'will leave you starstruck', 'the adventure of your dreams', 'creating a rich dreamscape', 'dive into a marine wonderland of colour and coral'.

USE A SMOOTH TONE AND RELAXED PACE TO MATCH THE DREAM:

'cruise alongside', 'glide with', 'journey through', 'gaze at', 'soar over', 'beckoning you', 'slip into Broome Time', 'feel the freedom', 'soak up the sun', 'wander secluded sandy beaches', 'drift and watch the passing parade of sea life', 'slow down and stand in the stillness of an ancient cave', 'float in tranquil swimming holes', 'relax on pristine beaches, each blessed with dreamy Indian Ocean sunsets', 'pause to marvel at its otherworldly hues', 'witness a sunset from the saddle of an unhurried camel', 'relax with friendly sunbathing kangaroos'.

BE DESCRIPTIVE AND ROMANTIC, TO BRING WESTERN AUSTRALIA TO LIFE IN A VISCERAL AND MEANINGFUL WAY:

'crystal-clear rock pools below thundering waterfalls', 'watch Mother Nature paint another fiery sunset over the sparkling Indian Ocean', 'where tall-timber forests meet turquoise oceans', 'a floral fantasy bursting into bloom', 'natural phenomena shaped by billions of years', 'surreal pink hues', 'where the cool ocean breeze helps create world-famous wines', 'camp out under an endless canopy of constellations', 'a cosmopolitan city, nestled in nature', 'watch a staircase climb to the moon', 'roam dazzling salt lakes and sweeping outback plains', 'a labyrinth of giant beehive-like domes', 'jewel-like caves'.

SEEK TO CONNECT AND EVOKE EMOTION, WRITING WITH SOUL AND SPIRIT:

'boundless', 'reconnecting with the land helps you reconnect with yourself', 'treasured memories', 'true awe', 'open your soul', 'recharge your spirit', 'quiet your mind', 'The Kimberley grounds you and its red dust never leaves you', 'hit the road less travelled', 'meet plenty of friendly locals eager to share their stories', 'immerse yourself in Saltwater Country', 'where friendly, passionate locals welcome you in', 'return home inspired after profound Aboriginal adventures', 'lose yourself amongst massive gorges and crystal-clear rock pools', 'escape to your own secluded beach', 'stargaze with the world's first astronomers on an Aboriginal tour'.

STRATEGIC MARKETING PRIORITIES

To support AGO's overall strategic objectives, there have been 5 strategic marketing priorities established to focus on for 2023/2.

1

DESTINATION
MARKETING

2

DIGITAL
DEVELOPMENT

3

CONTENT
DEVELOPMENT

4

TRADE MARKETING

5

CORPORATE
COMMUNICATIONS

1. DESTINATION MARKETING

OBJECTIVE:

Develop and implement destination marketing campaign activity that creates demand to new and existing audiences from key source markets to increase overnight leisure visitors, avg length of stay & visitor spend to AGO.

MARKETING CAMPAIGNS	PUBLIC RELATIONS	PARTNERSHIPS
Develop and implement destination marketing activity that aligns with the region's needs and increases demand from key audiences.	Maximise use of TravMedia and continue to build on local media relationships to share editorial opportunities and stories of the region.	Evolve and build on stakeholder financial partnerships to optimise exposure and performance of campaign activity

2. DIGITAL DEVELOPMENT

OBJECTIVE:

Improve the customer journey through AGO's digital assets and tools to maximise engagement and the amount of quality traffic leading to the website for inspiration and planning.

Search engines have become a primary tool for travel planning and it is essential that this often 'entry point' to the travel planning process is a positive, persuasive experience.

Developing the experience and performance of this important part of the travel journey is vital in continuing to raise the profile of AGO and increase leisure based trips to the region. It also is instrumental in supporting the operators in our region, driving further traffic direct to book.

SEARCH ENGINE OPTIMISATION (SEO)	SEARCH ENGINE MARKETING (SEM)	EMAIL MARKETING	SOCIAL MEDIA
LONG TERM STRATEGY: SEO will build organic ranking among search engines for key search terms ie. Road Trips	SHORT TERM STRATEGY: SEM will provide immediate results for travel planners to reach AGO for specific searches	Email personalisation is vital for this highly engaged channel, particularly for such a diverse region. Improving email marketing performance is key.	Develop social media strategy with the following objectives: <ul style="list-style-type: none">• Increase brand awareness• Continue high engagement metric• Share inspiring travel content<ul style="list-style-type: none">• Increase valuable leads• Drive traffic to website• Leverage modern social media trends and tools

3. CONTENT DEVELOPMENT

OBJECTIVE:

Continue to create and curate fresh quality content and build on existing content that meets the needs of the consumer and adds value to their experience at various stages of the travel planning journey.

AGO will further build on the content development of the AGO region by focusing on these key areas:

PLANNING TOOLS & VALUABLE INFORMATION

Provide valuable road trip planning tools and information such as multi-day itineraries for AGO channels and to share with VC's.

DESTINATION STORYTELLING

Memorable travel experiences are all about stories. Create content that tells the stories of the AGO region.

INFLUENCER PARTNERSHIPS

Expand on partnerships with influencers based on key target markets to increase range of content and connect with new audiences.

SEO BASED CONTENT

Continue to develop content that is based around relevant high volume search traffic in search engines.

CONTENT IDEA:

STORIES FROM THE LOCALS

Memorable travel experiences are all about stories.

Australia's Golden Outback has a great selection of authentic local characters throughout the region, with incredible stories that can be told through their eyes. Stories of the local communities and their cultural traditions, stories told by the expert local guides, and stories about the travelers themselves that become part of the travel experiences.

4. TRADE MARKETING

OBJECTIVE:

Regularly communicate with domestic & international key industry and trade contacts to highlight the unique selling points and development of tourism product and attractions.

INDUSTRY UPDATES	TRADE INFO ACCESS	MARKET UPDATES	TRADE EVENTS
<p>Regular email updates to industry trade contacts on operator and destination updates of the region.</p> <p>- Set-up segmentations of lists and design templates</p>	<p>Create seamless processes for trade contacts to be able to access information they need online at any time.</p> <p>- Update trade landing page on website regularly with valuable information</p>	<p>Collaborate with TWA and TA to present global market updates to trade world-wide.</p>	<p>Participate in targeted and relevant trade events to showcase AGO trade ready product, experiences, content and itineraries.</p>

5. CORPORATE COMMUNICATIONS

OBJECTIVE:

Regularly communicate with corporate communications and trade media outlets on relevant and to raise the profile of AGO to a wide network.

REGIONAL BOARD MEETINGS

Send media release to local media when a regional board meeting is happening in the area.

NEWS UPDATES

Media Releases to relevant contacts on trade media contacts on latest

CONTENT PILLARS

The use of the 5 content pillars established for Australia's Golden Outback act as a guide for AGO to create content that aligns well with our brand.

NATURAL WONDERS	NATURE & WILDLIFE	CHARACTER & CHARM	DARK SKIES & OPEN SPACES	CULTURE
Mount Augustus Wave Rock Lucky Bay Rainbow Lakes Salt Pools Desert Forrest Granite Outcrops	National Parks Dryandra Woodlands Walking Trails & Hikes Bird & Wildlife Dingo Encounters Agritourism Experiences	Real Outback Hospitality Unique Accommodation Friendly Locals Country Charm Resident Characters Willie the Horse Unique Bush Events Authentic Outback Experiences	Stargazing Wide Open Spaces The Real Outback Incredible Camping Escaping the crowds	Aboriginal Experiences Gold Rush History Ghost Towns

MARKETING ACTIVITY CALENDAR

REGION	ACTIVITY / CAMPAIGN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APRIL	MAY	JUNE
ALWAYS-ON	Social Media: Organic & Paid												
	Email Marketing: Consumer(Fortnightly) Trade(Monthly)												
	PPC: Google Ads												
	Web Dev & Search Engine Optimisation												
	Content Development												
	PR												
CONSUMER & TRADE EVENTS				Mandurah 4X4 Show		4X4 Show McCallum Park				Perth Caravan & Camping Show	ATE		
ESPERANCE	AUTUMN (OFF-SEASON)		SPRING TACTICAL						AUTUMN CAMPAIGN				
WHEATBELT	WHEATBELT WEEKENDS		WILDFLOWERS						AUTUMN TACTICAL				
GOLDFIELDS	GOLDEN QUEST DISCOVERY TRAIL									SEASONAL CAMPAIGN			
TRANSWA	SENIORS PACKAGES TO KAL & ESP									TACTICAL CAMPAIGN			
GASCOYNE MURCHISON	DETOUR TO...								SEASONAL CAMPAIGN				
REGION WIDE	WILDFLOWERS & ROAD TRIPS	WILDFLOWERS									ROAD TRIPS		