



Western Australia Tourism **Our Story**

A person stands on a sandy beach, looking out at a calm lake. In the distance, a small, tree-covered island is visible on the horizon. The sky is a mix of orange and blue, suggesting sunset or sunrise. The water reflects the colors of the sky and the island.

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

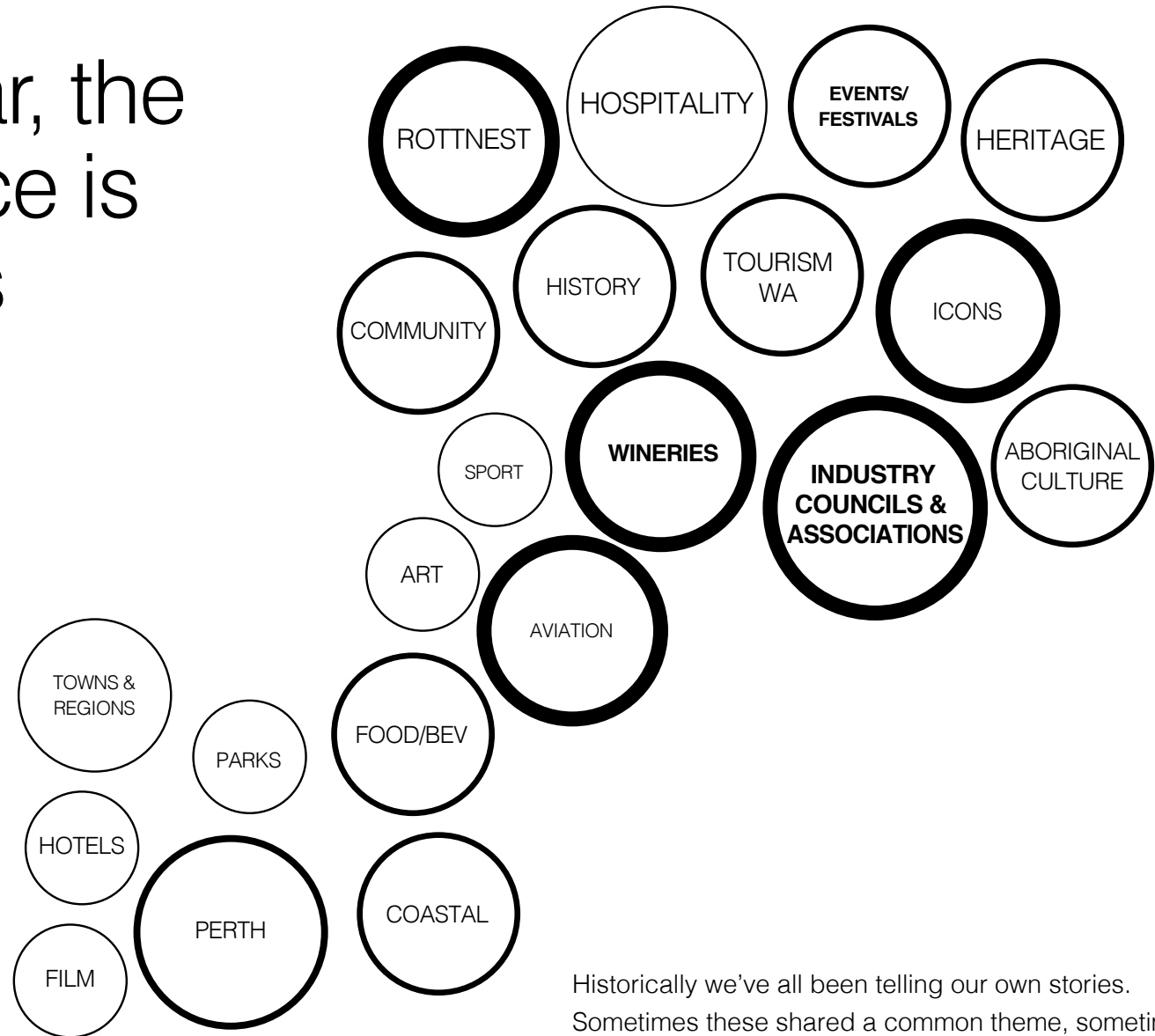
Unleashing the collective power of individual tourism operators

Instilling pride and energy in locals

Providing jobs

Driving the economy

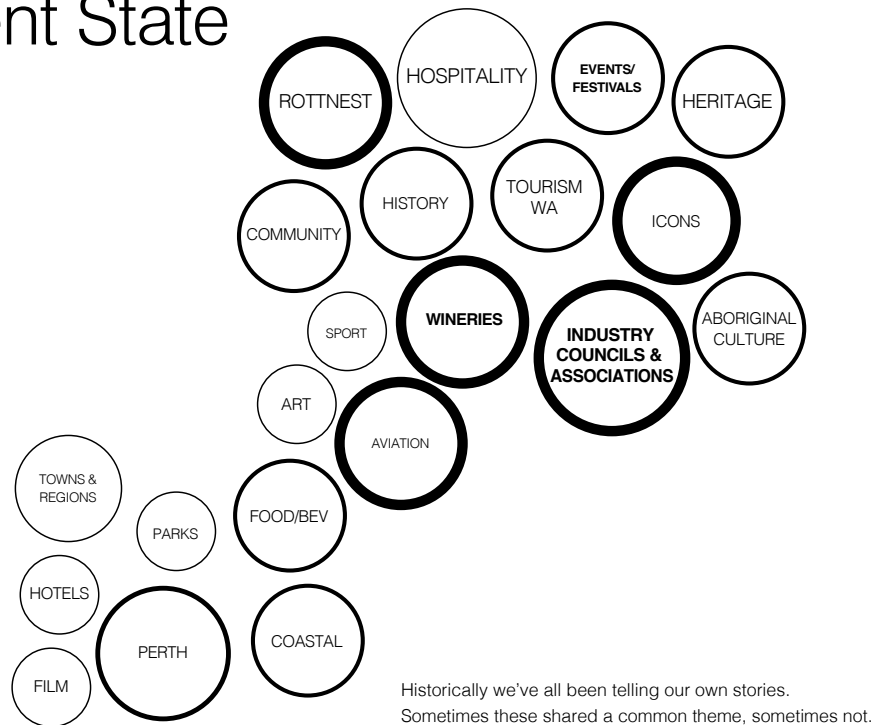
Without a North Star, the expected experience is diluted for travellers



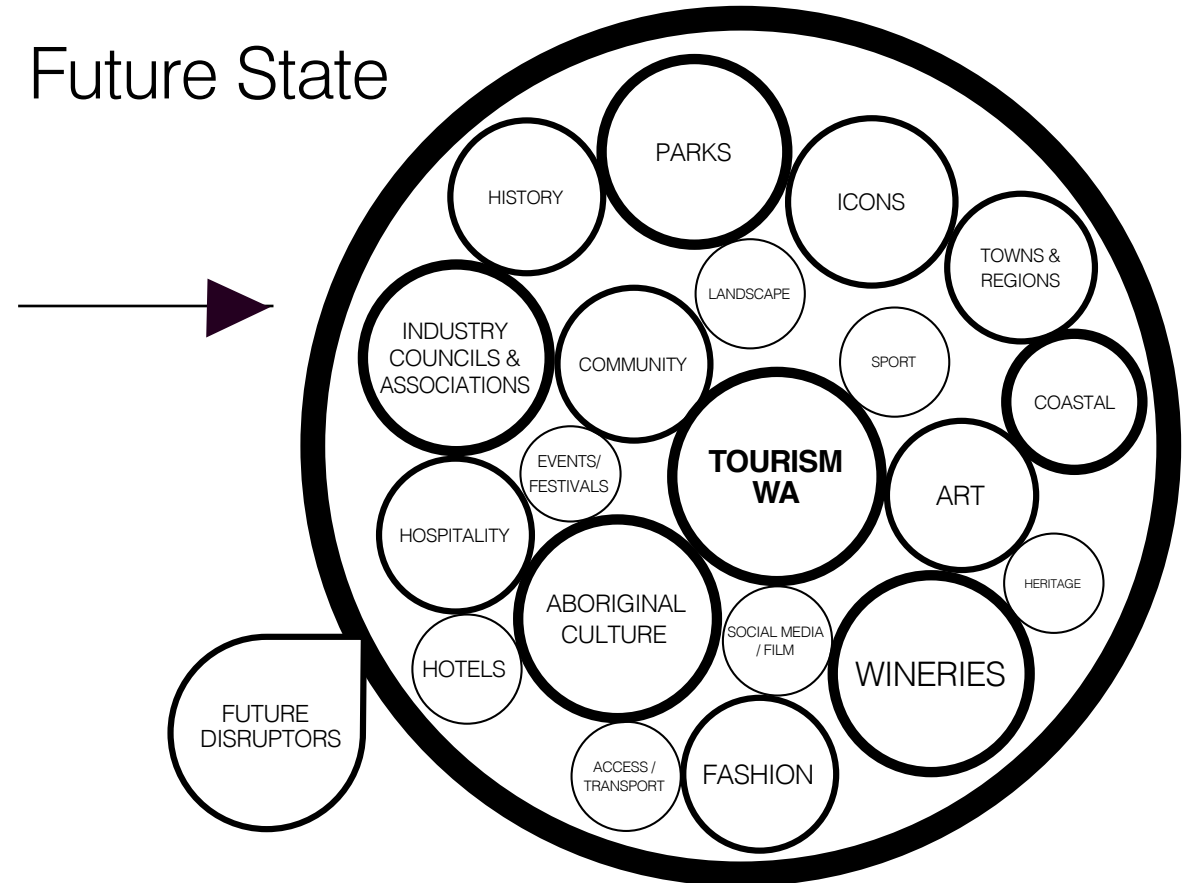
Historically we've all been telling our own stories.
Sometimes these shared a common theme, sometimes not.

Defining our shared story will unite us and amplify individual efforts

Current State



Future State



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

**OUR
STORY**

Marketing and Communications

Events and Partnerships

Our Story will inspire our tourism partners -
however they choose to use it

Brand Strategy

Product
Development

Events

Marketing &
Communications

Partnerships

Collaborations

Activations

Promotions

The journey so far

SCOPE

500 tourism business owners and leaders: 474 participated in workshops or interviews; 80 key stakeholders attended the briefing.

Our Story has been born
from extensive industry
engagement

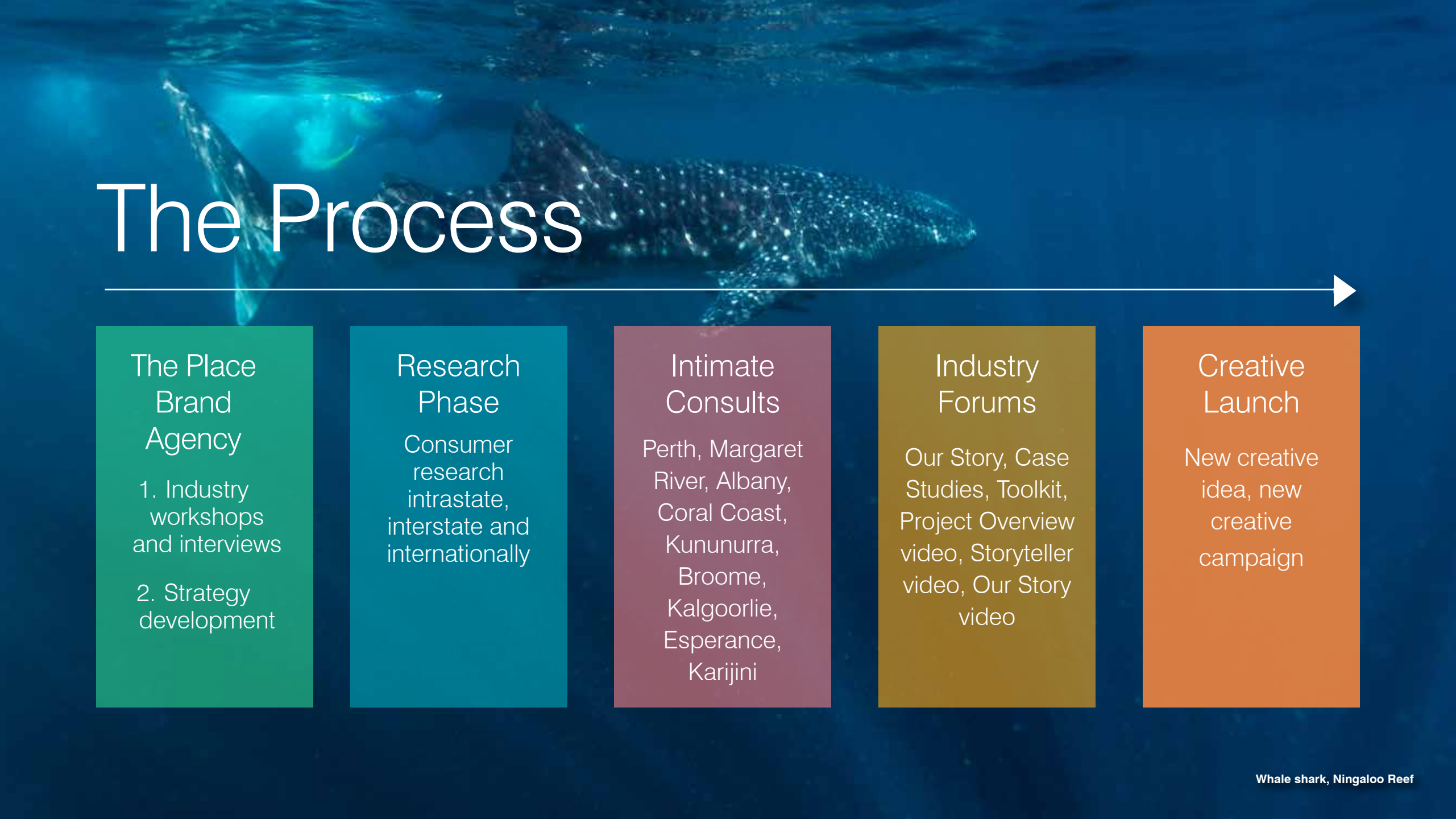
LOCATIONS

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

Western Australia Tourism

Our Story

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

An aerial photograph showing a small motorboat navigating a narrow, winding waterway. The water is a vibrant turquoise color with white foam from the boat's wake. The surrounding cliffs are steep and rugged, with patches of green vegetation. The scene is set in a natural, scenic environment.

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.

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.



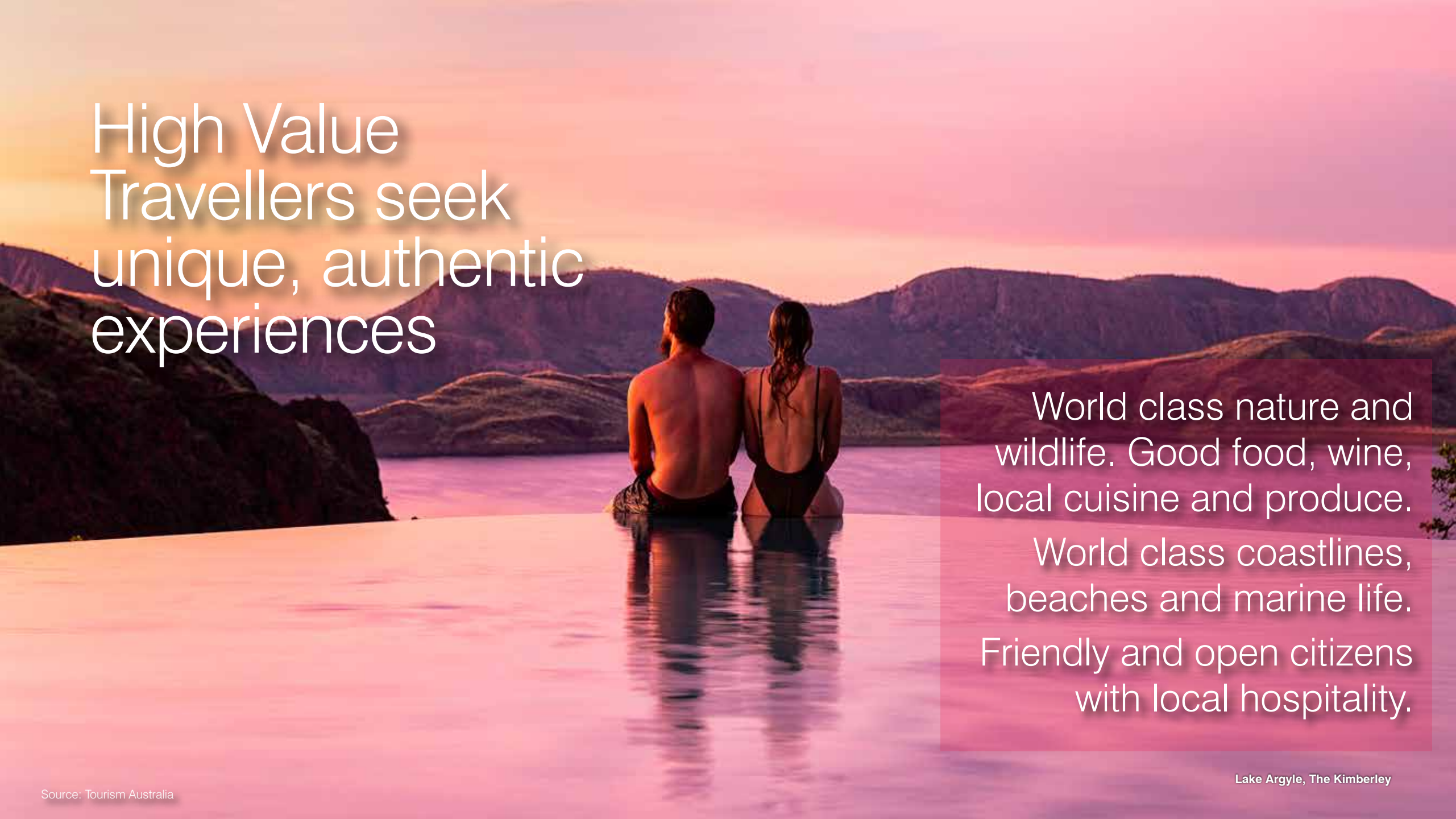
Our Story is what
we want Western
Australia to stand for

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.

A romantic scene of a man and a woman sitting in a calm lake at sunset. They are seen from behind, looking out at a range of mountains under a sky of soft pinks and oranges. The water is still, reflecting the couple and the sky. The overall mood is peaceful and scenic.

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.

An aerial photograph of a rugged coastline. The water is a vibrant turquoise color, contrasting sharply with the dark, layered brown and grey rocks. A small figure of a person in a red swimsuit is lying on a rock in the center of the frame. The rocks are of various sizes and shapes, some smooth and others jagged. The overall scene conveys a sense of natural beauty and solitude.

A strong desire to get
away from the well
known and well trodden

A demand for opportunities to
create memories (and photos)
that stand out from any other



Nowhere delivers
this better than
Western Australia





Western Australia is ancient tracks, new journeys

© **WAITOC**

TM line usage exclusive to WAITOC ATB members

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

A photograph of three men on a boat, likely a dam barge, on a river. The man on the left is wearing a dark blue polo shirt with 'YORUP JIM' and 'ORD RIVER' printed on it, and sunglasses. The two men on the right are wearing light blue shirts. They are all looking towards the left, where the sun is low on the horizon, creating a bright glow. The background shows a wide river and a rocky, forested hillside.

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.

Ord River, near Kununurra



Our Story is one of adventure

Our Story: The Spirit 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

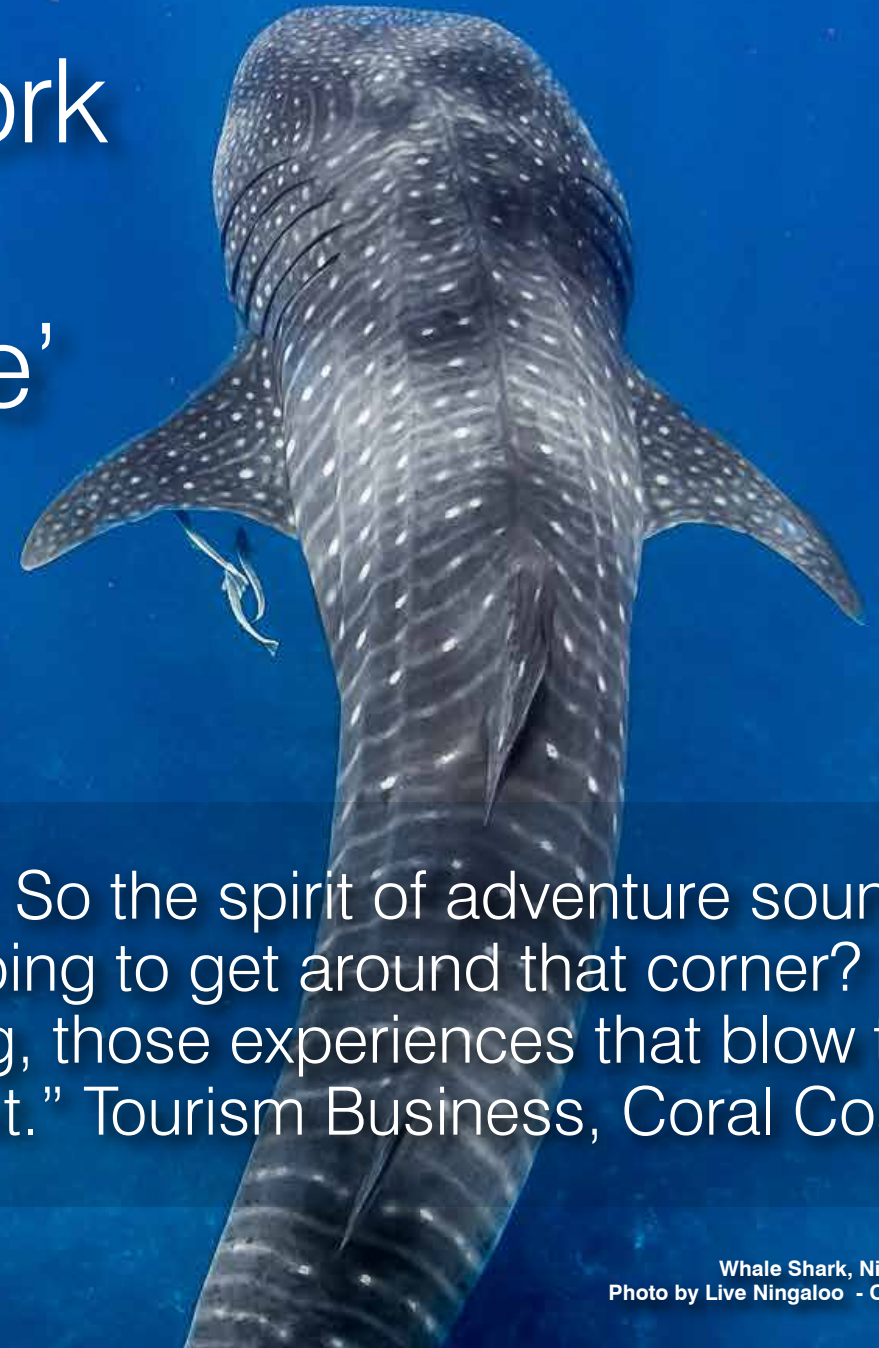
truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

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.

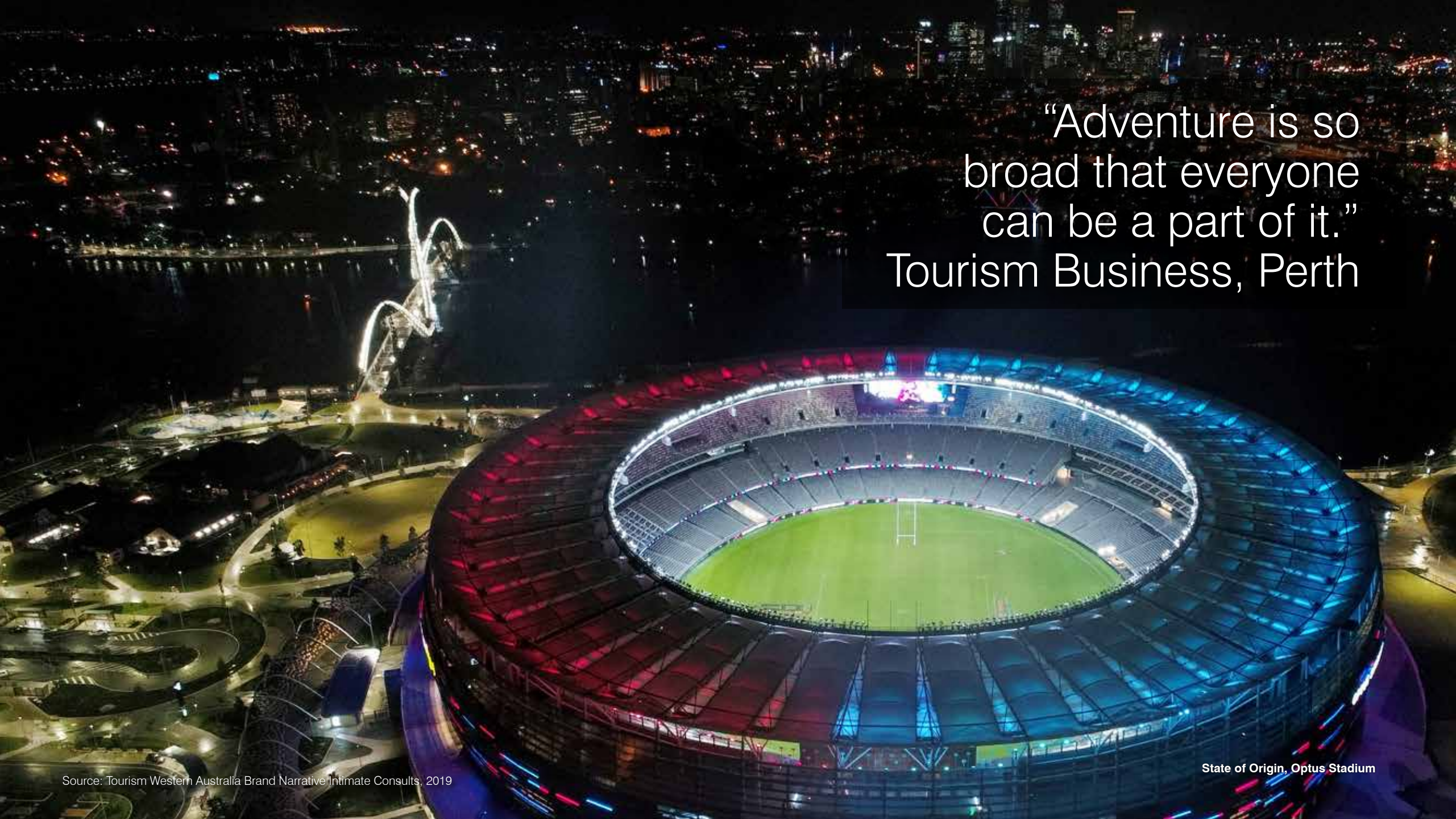
Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

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



“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



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



“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

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.

'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.

”



Truly special, unpredictable, a bit wild, brimming...

Lots of really evocative, action orientated, visual language which wets the appetite, and helps communicate the distinctiveness of WA.



Phenomenon, don't know exist, unique, unforgettable...

Adds the sense of a wow factor. Of wonder, discovery and the super-natural. Brag worthy. Once in a life time stuff. Making memories you'll cherish forever.

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

“

In the words of consumers – what it feels like, how it changes you ...

You **can't believe** what you're seeing. It's **almost unfathomable**.

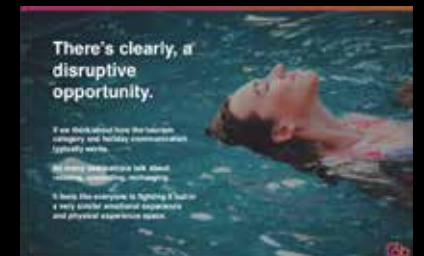
You're standing there – looking at this amazing cave – and thinking, this **surely is from another time...** It's like stepping back in time.

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

”

Where the real energy and interest lies.

Again, providing clues and guardrails to our new WA brand story.



An aerial photograph of a lush tropical waterfall. The water cascades over dark, jagged rocks. Two people, a man and a woman, are swimming in the pool of water at the base of the falls. The surrounding area is dense with tropical vegetation, including large palm trees and various green plants. A semi-transparent green rectangular box is overlaid on the right side of the image, containing white text.

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

ADVENTURE PILLARS

Nature & Wildlife

Aquatic & Coastal

Food & Wine

Culture & People

Events

ADVENTURE EXAMPLES

Native animals
Parks
Wildlife encounters
Ancient landscapes
Climate
Stargazing
Ancient wonders
Wildflowers
Dinosaurs footprints
World Heritage sites
Largest monolith

Pristine beaches
Islands
Diving & snorkelling
Surfing
Caves
Coastal landscapes
Walks & bike riding
Dune glamping
Road trips
Pink lakes

World class food
& wine
Vineyards
City laneways
Barefoot luxury
experiences
Bush Food
Foraging

Aboriginal
experiences
World's first
tour guides
Tour operators
Local characters
City experiences
Outback life
Urban adventures

Food festivals
Spectator sports
Arts events
Music festivals
Welcome to
Country
Cultural
performances

A man and a woman are on a white boat in clear, turquoise water. The man, wearing a white t-shirt and a dark cap, is leaning over the side of the boat. The woman, wearing a white bikini top, is pointing her right arm towards the horizon. The water is very clear, showing ripples and some darker patches further out. The text "Every part of Western Australia offers a different type of adventure" is overlaid in white on a semi-transparent blue background in the upper left.

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

Margaret River Region:

The most indulgent culinary and spectacular coastal 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



Australia's sunniest capital is home to 19 pristine beaches; ocean sunsets; a world class wine region; one of the world's largest inner-city parks that gets taken over by wildflowers; a summer festival season and the world's most beautiful stadium, framed by the Swan River.

Perth's luxury hotels make it an effortless day trip city across the six seasons: Boat up the Swan River to explore the world class wineries and pick fruit in Perth's pantry; wander through the historical, spirited port city of Fremantle; indulge in a wild seafood cruise or swim with wild dolphins; choose from one of 63 beautiful beaches on Rottnest Island to lay out your towel alongside the world's happiest animal – the Quokka.

While the food, events and experiences are special, Perth is anything but stuffy. It's a city you can dress up or down and feel comfortable.

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.

Ningaloo and the Coral Coast is the most exhilarating marine adventure in the world



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.

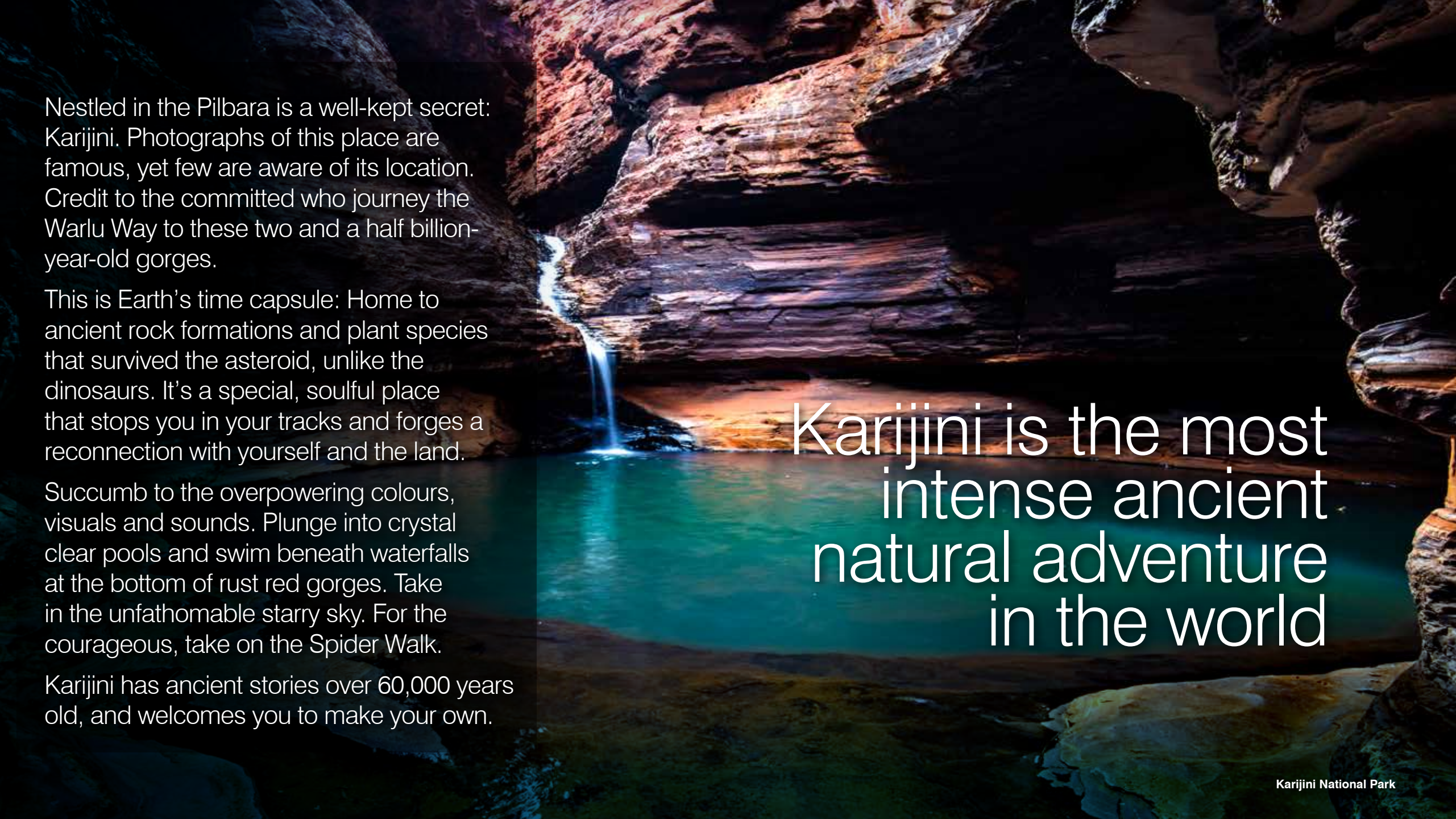
In Kalgoorlie, discover a heritage town on the edge of a Super Pit in the middle of the outback, with a giant mirror left by an American President who fell in love. This is gold rush country, where a mythical and extra-terrestrial heavy metal has changed the fortunes of many.

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.

A photograph of a woman with dark hair in a bun and sunglasses, wearing a blue shirt, crouching on a sandy beach. She is looking towards a baby who is standing and reaching out towards a kangaroo. Another kangaroo is visible in the background. The scene is set on a bright, sunny day with a clear blue sky and green coastal vegetation in the distance.

The Golden Outback is the most otherworldly outback adventure in the world

An example of different destinations being defined under one regional story

A dramatic landscape of a gorge with a waterfall and a pool of water. The scene is illuminated by warm, golden light, highlighting the textures of the rust-colored rock formations. A small waterfall cascades into a pool of water, which reflects the light. The overall atmosphere is mysterious and ancient.

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.

Karijini is the most
intense ancient
natural adventure
in the world

Our Story: Framework

THE FIVE PILLARS

THE TARGET VISITOR

WESTERN AUSTRALIA TOURISM - OUR STORY

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

Nature & Wildlife

Aquatic & Coastal

Food & Wine

Culture & People

Events

DESTINATION EXAMPLES

Perth: The world's most effortlessly adventurous capital city

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

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

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

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

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.

A large, ancient Boab tree in The Kimberley, Australia, with a person standing at its base for scale.

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