



# **Winter 2016 Campaign Strategy**

Margaret River Busselton Tourism Association

## 1. Background

While regional tourism operators have observed increased shoulder season visitation over the last year or so, winter is still the quietest time of year in the Margaret River region, with expected occupancy at <40%.

Increasing visitation to the region during winter will rely on a number of strategies, including raising awareness of reasons to visit the region during winter, using tactical special offers to trigger visitation and reaching out to target audiences outside of the core intrastate market.

## 2. Objectives

- Increase visitation to the region during winter.
- Build awareness of reasons to visit Your Margaret River Region during winter.
- Increase accommodation and tour booking numbers.
- Stimulate dispersal of visitors throughout the region.

## 3. Target Audience

1. Intrastate, dedicated discovers
2. Intrastate, family connectors
3. Intrastate, grey explorers
4. Singapore market

## 4. Key Messages

Working proposition:

Escape for less this winter: Refresh and revive in Your Margaret River Region

A combination of experiences and products validate the above proposition:

- Special offers: Winter is the best time of year to find deals on Margaret River region holidays, and many will be displayed on the destination websites of MRBTA and ASW.
- Accommodation with open fires.
- Nature, general: YMRR's mild climate provides a comfortable winter backdrop for many active pursuits, including walking and cycling/mountain biking. The Singapore audience is particularly attracted by the promise of fresh air and wide open spaces.

- Whale watching: June marks the start of YMRR six month whale watching season, which sees 35,000 migrate past the coastline (twice as many as off the east coast of Australia)
- Winter experiences around the 'Wine & Wineries' and 'Eat and Drink' brand pillars.
- Winter Arts & Wellbeing experiences, including indoor workshops.
- Caves.
- Family friendly experiences.
- Key events include:
  - Aussie Wine Month (May). A number of member events are taking place.
  - Jazz by the Bay, 3-5 June (includes music performance inside Ngilgi Cave)
  - Margaret River Readers and Writers Festival, 3-6 June
  - CinéfestOZ, 24-28 August
  - South West Mudfest, 2 July

## 5. Partners

- Australia's South West (international market).
- MRBTA members (product and special offers, campaign amplification. All MRBTA members have been invited to participate in the campaign).
- Tourism Western Australia (international market, new campaign launching in June. More details to follow).
- Create and implement event partnership agreements with:
  - Jazz by the Bay, 3-5 June (includes music performance inside Ngilgi Cave)
  - Margaret River Readers and Writers Festival, 3-6 June
  - CinéfestOZ, 24-28 August
  - South West Mudfest, 2 July

## 6. Strategies

- Invest in partnership with Australia's South West and Scoot Airlines to reach the Singapore market.
- Source special offers corresponding to key winter products and experiences.
- Leverage owned, shared and earned media to maximise impact in the intrastate market.
- Refrain from requesting paid participation from MRBTA members, and instead focus on sourcing compelling special offers.

- Leverage TWA's new global campaign.

## 7. Channels

### Key owned channels:

- Destination website.
  - Special offers to be made bookable via Bookeasy
  - Campaign landing page displaying special offers
  - Campaign creative displayed on key areas throughout the site (homepage, editorial pages) with call to action to visit campaign landing page
  - Whale watching homepage banner and blog article
  - Winter event promotion
- Your Margaret River Region app.
  - Special offers promoted
- Email marketing.
  - Special offers sent to visitors who have booked holidays through MRBTA and will be arriving during the winter months
  - Calls to action in regular email newsletters
  - Winter event promotion
- Your Margaret River Region magazine winter edition (on shelves early June).
  - Print advertisements encouraging readers to visit the campaign landing page and have access to special offers
  - Winter event promotion
  - Whale watching focus
- Social media.
  - Experiment with sharing special offers via MRBTA social media channels. (NB high risk of consumer disengagement)
  - Whale watching promotion
  - Winter event promotion

- Visitor centres.
  - Signage
  - Email signatures
  - Screensavers
  - Outdoor signage (whales)

### **Key earned channels:**

- Sunday Times Escape, mid-late May.
  - Editorial promoting benefits of visiting the Margaret River region during the winter months
  - Call to action to visit campaign landing page and have access to special offers
  - Sunday Times will be inviting MRBTA members to advertise in the supplement. Advertisers will be offered the opportunity to display special offers at margaretriver.com.
  - Whale watching promotion
  - Winter event promotion
- The campaign elements will be shared with the domestic and international market managers at Tourism Western Australia, who will be encouraged to syndicate information into market.

### **Key paid channels:**

The principle paid element of the winter campaign consists of a paid partnership between MRBTA, ASW and Scoot airlines. The target market for this element of the campaign will be holiday makers in Singapore. The campaign will feature the Margaret River region in the following ways:

- Inclusion in online holiday competition (also negotiating over data sharing of competition entrants)
- Links to margaretriver.com from ASW website
- 1x solus EDM to 100,000 Scoot subscribers featuring a Margaret River region special offer. (NB, transactional email to include a link to ASW website).
- 1x TAD email to inbound travellers who have purchased a flight from Singapore to Perth via Scoot airlines (NB Scoot is also offering a dedicated deal on flights to ASW for this campaign)
- YMRR featured in 2x full page advertisements in Scoot Magazine in May and June
- YMRR featured on Scoot microsite for campaign. Website content will include itineraries and listed product. Click through will be to ASW website, which will then click through to margaretriver.com for booking.

## 8. Implementation

The MRBTA campaign will launch to a general audience during w/c 9 May 2016.

An activity plan with timelines and responsibilities will be outlined in a separate document.

## 9. Measurement

The success of the campaign will be measured by:

- Pageviews at winter campaign landing page
- Website conversions at [margaretriver.com](http://margaretriver.com)
- Open and click through rates of email marketing campaigns
- Pageviews at Australia's South West campaign landing page
- (June – August 2016) Anecdotal evidence from MRBTA member business of increased occupancy and tour bookings, especially from Singapore market
- (November 2016) International and domestic visitor statistics for the region for June, July and August 2016 compared with previous years.