

Margaret River.com

AMRTA Destination Marketing Plan & Strategy

1 July 2014 - 30 June 2015

June 2014



CONTENTS

Our Story	page 2
Destination Marketing Introduction	page 2
2014 Marketing Team Re-Structure	page 3
Market Challenges	page 3
Partnership and Stakeholder Planning	page 4
AMRTA Regional Snapshot	page 6
Strategy Planning	page 6
Key Deliverable & Objectives	page 7
Key Brand Messages	page 7
1. Attraction & Tours	page 8
2. Nature & Adventure Tourism	page 10
3. Food, Wine & Beer	page 12
4. Events	page 15
5. Arts & Culture	page 17
Development Overview	page 18
Target Market Overview	page 23
Regional Dispersal	page 24
Source Market Travel Trends	page 28
Marketing Plan Overview	page 29
Public Relations	page 33
Familiarisations	page 34
Digital Strategy	page 34
Industry Development	page 37
Appendix – Research Sources Used	page 38



Our Story

The AMRTA was established in 1957, as not for profit, self-funded organisation. The AMRTA's main aim is destination promotion of the Margaret River Region for the benefit of local business, community and industry. Funds are generated through its key operations, visitor servicing and attraction management including Lake, Mammoth, Jewel and Moondyne Caves and the Cape Leeuwin Lighthouse. Revenue from these attractions is invested back into these assets, including the preservation of the natural environment and heritage of these sites, ensuring an exceptional experience for the local, interstate and international visitors to the region.

Through the AMRTA's management and innovative visitor servicing the Margaret River Region has become an iconic destination celebrated for its world class surf, stunning forests and spectacular wildflowers, outstanding wines, fresh local produce, original craft beers, remarkable wildlife, inspiring artisans and nature based activities. The Margaret River Region has something to share with everyone.

Augusta Margaret River Tourism Associations managed attractions are:

- Mammoth Cave
- Lake Cave
- Jewel Cave
- Moondyne Cave
- Cape Leeuwin Lighthouse
- Margaret River Visitor Centre
- Augusta Visitor Centre

Destination Marketing Introduction

Augusta Margaret River Tourism Association's (AMRTA) **Destination Marketing Strategy 2014-2015** is the short term plan for profiling the strategic direction of the local tourism organisation.

The AMRTA Destination Marketing Strategy will outline the current AMRTA Destination Marketing team, market challenges and overview a relevant market snapshot, partnership and stakeholder planning, define our Key Deliverables and Key Messages against profiled target markets and prioritise our 2014 – 2015 strategies to achieve growth for the Margaret River.com brand, visitation numbers and visitor expenditure.



Our vision for AMRTA is to create:

- Margaret River as a leading WA regional destination in the Asia/Pacific region
- Margaret River to be a significant contributor to the Australia's South West's economy
- Margaret River to provide a range of experiences and an environment that supports the aspirations and cultural interests of visitors from domestic and international growth economies such as China, India and Indonesia and well as traditional markets.

2014 Marketing Team Re-Structure

The Augusta Margaret River Tourism Association's Destination Marketing Team has rolled out a team restructure to better resource trade and consumer strategy, planning and implementation objectives of the organisation.

Sales and business development functions for AMRTA owned and managed Attractions is integrated into the 2014 - 2015 plan as a Key Deliverable for the Destination Marketing Team.

Team Overview

- Simon Latchford – Group Marketing & Destination Business Development
- Victoria Johnson – Marketing, Media Communications Co-Ordinator
- Christian Bishop – Digital Manager
- Joanna Hamilton – Partnership Manager
- Michelle Jacobsen – Member Support Consultant

Market Challenges

- Inconsistent regional branding and duplication of activities with conflicting brand messages from regional associations, AMRTA, GBTA and Australia's South West
- AMRTA – A local tourism organisation not a regional tourism association therefore no funding from state government to support co-operative activity to fully leverage and exhaust product and brand profiling
- No local industry development award process to benchmark industry standards and product review
- The need to attract investment for new product and experiences, and the need for existing operators to regularly re-invest in their product
- Low number of operators with online booking facilities or operators blocking out key dates to screen online bookings

- Seasonality of region's weather and lack of winter/low season strategies and campaigns for increasing visitation
- Seasonality of product availability as small business operators head OS/north for the winter
- Readiness of operators to meet the language and cultural needs of international growth markets ie. International Export and China Ready
- Margaret River is a self-drive market and this presents a challenge for increasing Chinese visitation. Regional dispersal is a national challenge for this non self-drive market. Metro-centric by trend and behavior, overcoming the transfer component from Perth to Margaret River remains a challenge. The travel time and lack of market specific tailored product highlights the need for infrastructure investment and product development.
- No large accommodation properties that can wholesale large room numbers for travel package options with domestic and/or international airlines.

Partnership & Stakeholder Planning

Tourism Sector Marketing

It is critical in our strategy and activity planning that we monitor key trends and review tourism research statistics for Australia and Western Australia. Leveraging co-operative destination marketing initiatives with our Regional (RTO), State Tourism (STO) and national (Tourism Australia (TA)) organisations will maximise reach and frequency of our Key Messages in all marketing activities and minimise financial expenditure on human and media resources.

A key consideration for co-operative marketing partnership agreements is to ensure the integrity of the Margaret River brand is maintained and co-operative objectives align with the AMRTA's **Destination Marketing Strategy 2014 - 2015** plan.

A business as usual approach has been adopted within this strategy for the Margaret River destination brand development and strategies. Future outcomes for the proposed regional brand consolidation will be reviewed and implemented as and when advised. The AMRTA team is kept up to date on the review process and is considered with key tourism stakeholders for due diligence to risk management.

As a member and advocate of Tourism Council WA (TCWA), industry accreditation such as China Ready and the Australian Tourism Accreditation Program will be encouraged for members to increase international ready products for partnership campaigning.



Non-Tourism Sector Partnership Engagement

In the South West Region non-tourism industry stakeholders have been identified and individual strategic business plans reviewed to highlight 'tourism' specific objectives. Collaboration across industry sectors shares research insights, strategic relationship potential and market intelligence.

In 2014 – 2015 strategic alliances with organisations beyond the tourism sector will include:

- South West Development Commission (SWDC)
- Western Australia Indigenous Tourism Operator Council (WAITOC)
- Margaret River Wine Association (MRWA)
- Southern Forests Food Council
- Chung Wah Association, Perth

The AMRTA knows it is imperative in stakeholder engagement and partnership planning to define specific organization responsibilities and objectives. Identifying crossover in the planning period ensures resources are not duplicated.

*South West Development Commission Future
Tourism South West 2013 - 2018

The South West Development Commission (SWDC), Tourism Futures South West 2013 – 2018 plan has measurable objectives that focus on *infrastructure, events and wholesale/packaging. The short and long term planning strategies for their outlined *core tourism experiences of wine and food, biodiversity, art & culture and events are in compliment to the AMRTA 2014 – 2015 strategic plan. Specific to the Creative Sectors, and relevant to this strategy, they identify and support The Creative Corner (a not-for-profit) organizations plans to develop and promote the South West region as a film location destination. The AMRTA are highly engaged to reach new audiences via film and tv media channels. Gaining broader exposure and building the 'premium' brand message of Margaret River as an aspirational visitor location.

This valued partnership and it's inter-relationship with other industry stakeholders will underpin the Augusta Margaret River region growth objectives.

AMRTA Marketing Team Partnership Development

Under the team re-structure the Partnership Management role filled by Johanna Hamilton is pivotal to developing corporate partnerships and servicing key stakeholder management. This role will develop strong rapport with members and garner market intelligence through trusting business relationships. This go between role between the Destination Marketing Team and the industry is vital to promoting valuable member services, and to attract revenue subsidy for the Destination Marketing budget via membership, advertising and co-operative marketing activities.

Key tourism stakeholder planning, research and strategy review documents are listed in the Appendices.



AMRTA Regional Snapshot

QVS End September 2013 – 7.2 Places Visited in Western Australia

Margaret River indicated an increase of Visitor Arrivals of +18.6% YOY 2012 to 2013

Australia's South West Statistics

A contributing stakeholder, the AMRTA is represented in accommodation statistics within total Regional Tourism Organisation (RTO), Australian South West.

QVS End September – 5.4 Regional Dispersal

Total Visitor increased 13.8% YOY 2012 – 2013 up 1,940,600 to 2,207,600. With Visitor Nights up +15.2% from 7,615,500 to 8,774,300 YOY 2012 - 2013.

QVS End June 2013 – 6.1 Accommodation Statistics

Room Occupancy was up +2.3 YOY 2012 – 2013 in the Hotels, Motels and Serviced Apartments category – 15+ rooms (Australian Bureau of Statistics) Occupancy Rates. With Revenue per available room up 0.9% to \$76.03 both increases indicating Australia's South West as the only region to experience increases.

TripAdvisor.com December 2013

Travellers Choice Award 2013 – Margaret River Region, Top 10 Destinations South Pacific

Strategy Planning

The Jul 2014 – Jun 2015 marketing strategy is framed by three objectives defined as Key Deliverables. The annual Destination Marketing Plan will attribute all activity to one of these core objectives for measurability and post analysis reporting.

The AMRTA Marketing Team will plan, prioritise and implement activity in accordance with each target based on budget and staff resource management. The Key Deliverable objectives are proportionate to the Marketing Team functions of building brand awareness and reaching sales targets.

Underpinning the Key Deliverable are five destination marketing Key Brand Messages.

The Destination Marketing Plan comprises of two documents:

1. AMRTA Destination Marketing Strategy Plan 2015.pdf
2. Marketing Budget & Plan 2014 2015.xls



Key Deliverables & Objectives

- | | |
|--------------------------|-----|
| 1. AMRTA Attractions | 40% |
| 2. Destination Awareness | 40% |
| 3. Development | 20% |

Key Brand Messages

Margaret River is perceived and experienced as a healthy, organic, clean living, adventure and nature based destination. It is ripe with premium food and wine offerings and has a rich tapestry of creative talent shared through the community, all of which is being showcased in a developing annual event and festival calendar. These premium offerings are promotional tools as they create compelling reasons for travellers to visit and engage in our environment and to get a taste of the regions lifestyle attributes.

Five Key Brand Messages have been defined as:

1. Attraction & Tours
2. Nature & Adventure Tourism
3. Food, Wine & Beer
4. Events
5. Arts & Culture

Refer to Table 1.1 on page 8

Table 1.1 profiles our key brand messages against our Key Deliverables outlining the tourism Product Segments relevant for each message. This table ensures the Destination Marketing Team can identify product selection for partnerships and co-operative campaigns plus troubleshoot where product development opportunity exist.

Providing support and strategic member feedback to AMRTA members, the Partnership Manager can use Table 1.1 as a tool to advise product and business development potential.

Within the Product Segment let it be noted that when seeking co-operative marketing initiatives with our membership, the AMRTA shines kindly on Australian Tourism Accredited Program (ATAP) products. This is not exclusive however promotes tourism industry standards approved for export products by Tourism Australia (TA), the Tourism Council Western Australia (TCWA) and Tourism WA. This endorsement of quality product and service excellence ensures a premium Margaret River visitor experience that will cultivate advocacy and repeat visitation.

Our 2014 – 2015 goal is to increase product sales across all segments to build equity in our Key Brand Messages. All co-operative marketing proposals must identify which Key Deliverable, Key Brand Message

and Product Segment they support. This will assist with creative brand development, consistent use of ARMTA image library shots and influence stronger call to action for product sales.

KEY DELIVERABLES	KEY BRAND MESSAGES	AMRTA PRODUCT SEGMENTS
Attractions Sales	Attractions & Tours	AMRTA
		External
Destination Marketing	Nature & Adventure Tourism (TWA)	Marine
		Land
	Food, Wine & Beer	Wineries
		Local Produce
		Micro-brewery
		Dining
	Events	Food & Wine Events
		Cultural Events
		Sporting Events
	Arts & Culture	Aboriginal
		Arts
		Music
		History & Heritage
Development	Wellness - Health Wellbeing	
	Youth & Adventure sector	
	Indigenous	

Table 1.1 – Strategy Planning Overview

ATTRACTIONS & TOURS

Broken into two product segments AMRTA & External.

AMRTA are the custodians of four iconic show cave experiences unique to Australia and the Margaret River region. The combined profit of managing these tourism attractions underpins the funding of the Destination Marketing and Visitor Centre service teams.

AMRTA Core Objective

Extend the shoulder seasons (May into June & Sept into Oct) to shorten the traditional low season with strategies targeting ticket sales to all Caves Attractions and the Cape Leeuwin Lighthouse. Our financial objective is to increase revenue over the winter months to make up for seasonal loss across the attractions portfolio. This clearly indicates the priority to build brand awareness for their ‘iconic’ profile perpetuating a ‘must do’ traveller attitude for all visitors, from all markets and segments.



Typical shoulder to low season visitor numbers come from intra-state holiday and leisure, visiting friend and family (VFR) segments however there is an opportunity to focus on winter inter-state and international campaigns also.

It is evident that online software development and Bookeasy commission agreements need to be addressed with immediacy. Up-sell opportunities via Bookeasy, product packaging and wholesale caves ticket agreements will increase reach and frequency of brand experience to engaged audiences. Caves tickets should be wholesaled via member product purchases also. Total Jul 2013 – May 2014 Bookeasy total sales were 4.5 million, if 2% of this figure represented an increase in online cave ticket it would reach 30% of our target.

Strategies

- Create date range ticket purchase option. First in best dressed for visitors arriving over peak periods with broad date range ticket. Ticket to be validated on-site at Caves to manage tour numbers.
- Consumer Campaign - Create print, online and social media Caves Attraction and Lighthouse campaigns to profile and elevate the iconic heritage and natural environment experience.
- Consumer Brand - Create consistent stories for each cave showcasing the unique personality, beauty, and history.
- Consumer Brand & Sales - Elevate the Caves Attractions to a 'must do' Margaret River experience. Potential visitors must be informed and influenced to experience these options with a 'must do', 'most iconic' sales pitch.
- Ticket Sales - Create and implement traditional and online campaign mechanisms to routinely up-sell Cave Attractions self-guided and formal tour options.
- Direct Online Ticket Sales - Review Bookeasy software so an Up Sell – Add On option is activated in the booking engine for Cave Attractions as value add packages.
- Online Ticket Sales – Wholesale caves tickets for sale by membership. Traditional or Online.
- Consumer Campaign – Intrastate - Perth campaign to re-introduce cave experience as a nostalgia offering for parents and families to schools, groups, golden oldie day tripper groups.
- VFR intra-state campaigns targeting Asian Perth based student and cultural based association members
- Niche Marketing - Lake Cave Deck could be 60+ midweek retiree market. Hold an annual RSL, Digger, Club music concert and day of entertainment attracting intra-state visitor's caves and venue.
- Event Ticketing Partnership – Margaret River Gourmet Escape cave ticket inclusion + value add option to add to any Ticketek tickets.
- Transport Ticketing Partnership – South West Coachlines Cave discount for online ticket purchases.
- Travel Trade Wholesale – Cave ticket sales.
- Local accommodation houses package development for 2 for 1 special for latent capacity tours at 9:30am in the morning. Add incentive in the market to feed our weakest tour times.

External Attractions

Promotion of External Attractions is a second tier priority for AMRTA with campaign messaging of competitive attractions channeled into margaretriver.com Bookeasy sales and trade destination information.

Opportunities may present for External Attractions through co-operative marketing campaigns for niche markets and segment campaigns.

NATURE & ADVENTURE TOURISM

Broken into two product segments Land and Marine.

Margaret River region has a key opportunity to capitalise on nature based Land and Marine tourism experiences to engage specific target audiences from target markets and visitor segments.

In the *TTF Tourism & Transport Forum, Nature-based Tourism Insights 2013 report it indicates 63% of all international visitors were Nature Based visitors in 2012 – 2013. It also states that Australian 'nature-based' tourism segment outperformed 'overall' tourism segments on all fronts in 2012-2013.

Nature Based Tourism Visitors to Australia 2012 – 2013

- 63% of all international visitors
- 20% of all domestic overnight visitors
- 9% of all domestic day visitors

STATISTICS & RESEARCH
Tourism Transport Forum

TTF Analysis of Tourism Research
Australia's International and
National Visitor Surveys. All
figures presented relate to
visitors aged 15 years and above.

Nature Based Tourism V Overall Tourism YOY 2012 to 2013 Trend

- International increased +8.2% v Overall tourism +5.1%
- Domestic overnight +12.3% v Overall tourism +2.6%
- Domestic day +8.6% v Overall tourism -0.6%

A key finding for the economic consideration of developing nature based tourism is that the average nature-based visitor generates a higher yield, spending more and staying longer than overall visitors. Two activities highlighted within the nature-based segment over 2012-2013 were Whale/dolphin watching and Visit to National Park experiences. Below indicates the upward trend of visitor desire and engagement specific to land and marine experiences.

Growth in specific Australian Nature-based tourism experiences:

Whale/dolphin watching

- International +25%
- Domestic Overnight +36.4%

Visits to National Parks

- International +7.8%
- Domestic Overnight +14.2%
- Domestic day Visitors +7.2%

While 63% of international visitors participate in nature-based activities, the traditional markets of Europe, North America, Korea, Taiwan and Japan rate the highest. Emerging Asian markets are still maturing with their nature-based activity of choice being botanical garden visits, however followed by an upward trend of whale/dolphin watching. China as a specific market indicates growth up 19% from 14% for all nature based activities in 2013. Wildlife Parks, snorkeling and bushwalking were scored however much weaker preferences.

An interesting insight in terms of share of nature-based visitors across the states is a statistic reinforcement of the natural heritage identification of the Northern Territory (NT) and Tasmania destination brands.

Strategies

- Create an over-arching strategic plan for Nature and Adventure tourism in consultation with industry
- Ongoing promotion of WA's iconic Wildflower season, supporting visitors with local knowledge, up-selling tours to ensure visitors leverage local knowledge for those interested in exercising photographic prowess. The digital marketing strategy to increase the AMRTA's image library for all Key Messages, in a consistently high engaging standard will focus heavily on producing wildflower inventory for online and social media visual campaigns.
- The emerging travel trend for event based or lifestyle tourism activities offers potential audience engagement with sport, health and well-being fanatics passionate about experiencing new terrain whilst visiting new places. Tourism infrastructure in Margaret River region lend itself to hiking, cycling, surfing, kite-surfing and adventure sports enthusiasts. These interest groups should be targeted with an adventure sport destination message, somewhat similar to the NZ, Tasmania outdoor/adrenalin hitting campaigns.
- Auxiliary Event Strategy - Margaret River region needs to promote the Margaret River Key Messages in environments to compliment the Busselton Event campaigns. Increasing visitation with pre and post touring should be leveraged with consideration to long lead bookings for event visitation planning and travel bookings.

- Asian market travel trends show opportunities to sell in whale watching experiences or support the development of a low season Whale Watching Festival. May to Aug see's Malaysian, Singaporean and China markets travelling.
- Cycling is the new golf and growing reason for sport enthusiast group travel. Hiking and walking groups also fall into a niche 'passionate enthusiastic with a willingness to travel' segment. Partnership with adventure sport media, event organisers, specialist sport travel trade and corporate incentive networks can grow awareness in the Intra and interstate/NZ markets. Cycling, on and off road and hiking adventure campaigns need to support shoulder periods. Development of the AMRTA image library to include contemporary, extraordinary cyclist and hiking imagery in the region is required to engage consumers online and in social media environments and viral campaigning.
- Promotion of Rails to Trails to offers nature loving walking, hiking, cycling tourists scenic outdoor, adventure experiences via an extensive pathway route which runs from Busselton to Margaret River, with plans to extend to Witchcliffe.
- The Augusta Margaret River Shire completed public works on the Surfer's Point precinct now providing visitors to the beach, coastline walking tracks and events a functional and sustainable environment to relax, picnic and enjoy the panoramic coastline. The project now provides visitors with free public amenities and pays homage to the local stonemasons, sculpturers and sustainable eco-friendly architecture.
- To develop opportunities with WAITOC, leveraging consultancy research and government grant funding in the region.
- Ellensbrook House, as result of new state government Aboriginal Tourism targets received a funding grant. The grant will guarantee the rehabilitation of the property and surrounding environment plus the sustainability of its Aboriginal heritage. The precinct received the grant from the National Trust. This Eco-Tourism project will promote both aboriginal and eco-tourism as an integrated product offering for all visitors. With funding and management assistance Ellensbrook House is developing commitment and accountability project management structures to underpin what will be new Western Australia Aboriginal tourism product. Ellensbrook House will offer unique experiences by sharing the environment through education of heritage and place. This initiative is very exciting for the region as it will offer visitors a managed environment to learn and interact with the land, its history of its traditional owners.
- Work in partnership ongoing with SWDC to support The Creative Corner initiatives to promote the South West as a film location destination attracting attention to the region with its incredible natural beauty.

FOOD, WINE & BEER

Margaret River region is synonymous with world class wines, fine dining, local produce, fresh seafood and premium meats.

In current review, Tourism WA and Eventscorp funded research will soon be completed by Tourism Research Australia. Once complete our Margaret River region Food and Wine strategy can be reviewed for



key insights to emerging market and travel behaviour trends. Tourism WA will define specific Food and Wine strategies from this paper and like other LTO, RTO stakeholders in the region we will look to capitalise on their findings.

Looking to strengthen Australia's food and wine brand recognition, Tourism Australia have created a Food and Wine destination, RestaurantAustralia.com in response to a Consumer Demand Research Project that collected data from 15 of Australia's key tourism markets. The research identified that food and wine was a key factor in holiday decision making and the most important emotive trigger closely followed by world class beauty, two elements of which Margaret River are renown.

Some key learnings from Tourism Australia's key findings was that people travel to experience difference and Australia must leverage food and wine experiences to re-ignite people's passion for Australia as a destination. Education and inspiration can re-engage 'familiar' traveller attitudes into compelling reasons to return.

Strategy

Margaret River.com to leverage TA digital strategy to penetrate key source markets and marketing spend via social media platforms across the #restaurantaustralia handle. Equally AMRTA to distribute information for product upload to www.restaurantaustralia.com from member base to ensure Margaret River has high visibility with rich content. #tasteWA

The premium offerings and paddock to plate philosophies of the Margaret River region profile an aspirational lifestyle where clean, organic living is accessible to all visitors and socio-economic backgrounds. The local, authentic grassroots experiences available to all visitors cuts through big food brand awareness offering up an abundance of 'difference' in experience. In food and wine related campaigns the profile of an iconic winery can be complimented by shots of a visit to a local Farmers Market.

Since the launch of Margaret River Gourmet Escape (MRGE) in November 2012 Margaret River has been unequivocally mapped to the calendars of international food and wine lovers and the world's best chefs, food and wine critics. The four day extravaganza celebrates the Margaret River as a premium visitor destination to a premium gourmet traveller audience. In its 3rd year in Nov 2014, the AMRTA will support and leverage the promotion of the event as reason for travel, pre and post touring and to increase international and interstate visitors across the period.

In 2014 – 2015 AMRTA is in discussion with Margaret River Wine Association (MRWA) to create a partnership model for a winter wine event, Margaret River Cabernet & Chardonnay 'Revelry' (MRCCR) is the working title and it is planned for June 2015. In development, the focus of this winter wine event is to create a compelling wine focused trade and consumer event in a low volume month and mid-week timing to deliver against our Destination Key Objective and Wine Key Brand Message. Wine industry trade and consumer wine loving targets from international and domestic markets will be marketed to.

A partnership opportunity presents co-operative strategies with Southern Forests Food Council. The Food Council is funded under the State Government of WA's, SuperTowns initiative and has an active Agricultural



Expansion Project managed by the Shire of Manjimup. The Southern Forests Food Council's role unifies local producers to promote regional pride and ultimately achieve recognition as a highly regarded culinary tourism destination. Local events promoted via the Southern Forests Food Council website and marketing are Truffle Kerfuffle, Manjimup Cherry Harmony Festival and Annual Taste of the Blackwood, Bridgetown.

International - Focus on Asian with UK market

South East Asian countries of Singapore, Malaysia, Hong Kong and Indonesia have been identified as growth markets for international travel to Western Australia. As our closest neighbors, accessibility to Perth is readily available by direct weekly carrier routes to Perth International Airport and low cost airfare travel opportunities.

Food and wine experiences are central to everyday existence with the affluent, bi-lingual and educated consumers in these markets craving high end food and wine experiences and luxury goods and products.

Strategy

Our strategy is to promote the destination and Margaret River Gourmet Escape event with ASW at consumer and trade shows plus activate digital campaigns with trade partnerships with airlines, wholesalers and direct marketing as a luxury travel experience to the corporate, expat and food and wine enthusiasts within these markets. Initially our marketing will be directed to the English speaking population with travel packages available for all international travellers.

Interstate - Predominantly Sydney, Melbourne

Australia's two biggest metropolitan cities, Sydney and Melbourne are recognised for their food and wine culture with strong penetration of media channels that target the gourmet traveller food and wine segments. Emerging restaurants, celebrity chefs, food related consumer and trade events are all on trend in these markets. Educated, passionate food and wine lovers appreciate great food and want to escape the city pressures to indulge in the finer things in life.

Strategy

Our strategy for these domestic markets is to appeal to the aspiration and ideal of one day ticking the Margaret River holiday experience off their list with a compelling offering of the Margaret River Gourmet Escape and development of low to shoulder season winter wine event such as the MRCCR and local producer campaigns that are extraordinary opportunities with exclusive incentive.

Leverage the ASW regional Winter Campaign awareness reinforcing our Key Brand Messages around food and wine and differentiating the Margaret River product from broader regional product.



Intrastate

Intrastate markets have scope across many segments with passionate and engaged lovers of the Margaret River Wine Region wines and gourmet producers, city weekenders indulging in romantic getaways, friends embarking on a sophisticated escape of wine tasting and entertainment plus families ready to enjoy a festival atmosphere for a never before seen event in Western Australia.

Strategy

Leverage the ASW regional Winter Campaign awareness reinforcing our Key Brand Messages around food and wine and differentiating the Margaret River product from broader regional product.

Low to shoulder season campaigns need to target corporate incentive and hospitality markets as a percentage of the Australian South West community working remotely. The diversity in the Western Australian market presents both niche opportunities and challenges around the Fly In Fly Out (FIFO). Developing value for money midweek and low season campaign to the Perth and satellite townships can target these new money audiences with indulgence packages on reduced prices.

The Virgin Busselton flights present distribution to WA based audiences and in-flight advertisements for special FIFO packages. Other FIFO commercial carriers and Mining HR – staff support service communication streams offer away workers, precise ‘together’ time for couple’s and families living apart for short break getaways. The opportunity for repeat visitation for this experience is high if diverse experience options were packaged and presented.

Business Development with stakeholders in the FIFO industries is a key opportunity to explore.

EVENTS

Three product segments food and wine, sporting and cultural.

Under a state wide banner, events create a core component of all state, regional and local marketing creating compelling reasons for travel against specific heritage, cultural and sporting links. Eventscorp and Tourism WA offer sponsorship provision for regional event development through the Regional Events Scheme, a jointly funded program run by the Department of Regional Development and their Royalties for Regions program. Its core function is to encourage innovation and infrastructure for event development as a tourist attraction for intrastate, domestic and international visitors arriving to WA.

Eventscorp currently have an existing 2014 Event Calendar that highlights Margaret River region’s internationally profiled events. These major events are promoted through the TWA International Destination Marketing teams in Perth and within international markets.

These major events include:

- March – Drug Aware Margaret River Pro
- August - Cinefest Oz
- November – Margaret River Gourmet Escape

The AMRTA Destination Marketing department provides local, interstate and international marketing for these events as key destination promotional tools, working with local travel trade and industry partners to increase long lead bookings for these peak periods.

Strategy

In 2014-2015 historical financial event sponsorship is in review to ensure marketing funds are distributed to support innovation in event developments for greater effect. Event support should underpin destination brand awareness with a goal to penetrate new niche markets. Funding in the 2014 – 2015 budget will offer sponsor as a Minor \$1,000 or Major Sponsorships of up to. There is a small contingency fund available for innovative proposals. Table 1.2 outlines the events supported in the budget.

Month	Key Deliverable	Event	Funding
February	Destination Marketing	Emergence Creative Festival	Minor
April	Destination Marketing	Margaret River Pro	Major
May	Destination Marketing	Readers & Writers Festival	Minor
May - August	Destination Marketing	Open Studios	Minor
June/July/August	Destination Marketing	Whale Festival - June/July/August	Major
June	Destination Marketing	Cabernet, Chardonnay, Revelry	Minor
June	Destination Marketing	CinefestT Oz	Major
July	Destination Marketing	Tour of Margaret River Cycling	Major
August	Attractions	Illuminate	Minor
November	Destination Marketing	Gourmet Escape	Major
December	Destination Marketing	Freemantle Beer Festival	Minor

TABLE 1.2 – Event Sponsorship

Adding low and shoulder season events to the regional calendar requires business development with existing event organisers, promoters and innovators in the local, regional and metro markets. Event and music industry stakeholders should be engaged to tap into established networks. Initiating cross industry discussions with industry bodies such as WAM (Western Australian Music) is a priority goal. The objective is to increase Margaret River’s reputation for ‘all year round’ cultural event destination awareness, to increase international and interstate visitor regional dispersal and to bolster intra-state bookings to lengthen our shoulder season periods.

The Lake Cave Deck, our latest tourism development success has launched a naturally integrated and unique venue space. Intra-state wedding, corporate event and function planners are a target both from a trade perspective with consumer supported online presence.



Hitting our interstate and intrastate domestic markets, there is opportunity to create specific Visiting Friends and Family campaigns. Integrating consumer promotions in environments traditional or digital we can leverage placement and awareness of the regional ASW Winter Campaign message.

The WA based Asian population could be encouraged to increase our VFR visitation appealing to them through the a Margaret River winter campaign of cultural significance or events that highlight affordability, winter beauty, fine dining, log fires and red wine evenings across May/June/July/August. The winter wine event (MRCCR) is a specific example in development. Aspirational marketing can attract visitors interested in a low cost experience that is boutique and packaged as a new experience. This concept also taps into repeat visitor campaigning. Package partnerships and advertising in in-flight media could create partnerships with Asian Airline carriers to hit the business, holiday and leisure plus VFR markets.

ARTS & CULTURE

Four Product Segments: Aboriginal Culture, History and Heritage, Art & Music.

Aboriginal Culture

Making A Difference: Aboriginal Tourism Strategy for Western Australia 2011 – 2015 document outlines short and long term objectives and strategies to be supported at a local tourism level. The objective is to ensure that quality aboriginal tourism products are available and in development for visitors to experience Western Australian market leading product. It also identifies ‘Indigenous Tourism Product Seeker’ as a visitor target. This target is defined as a visitor who seeks and participates in at least one of the following: an Indigenous tour, stays at Indigenous accommodation, visits cultural centre and or galleries, sees dances or theatre performances, sees an Indigenous community or site, sees or purchases Indigenous arts, crafts and souvenirs and experiences interaction with Indigenous people.

Margaret River is home to the Wardandi people. Aboriginal dreaming and culture lives within the land and is expressed through the local people. From a tourism product perspective Margaret River has limited but premium experience options however this requires development and a sustainable planning approach. For strategies – refer to page 17 under Development Overview, Indigenous Strategies.

History & Heritage

Margaret River’s heritage is based on the migration across 19th century of industry, surfers and eclectic hippies, viti-culturalists and creatives arriving for a more simple life among the elements. Nature and natural landscapes have always inspired the world’s best artists, Margaret River is home to all manner of artists from painters, musicians, sculpturers, photographers, videographers, potters and the list goes.

Art & Music

Reaching target audiences in the art and culture scene requires consistent online campaigning and impeccable, inspiring and professional finished imagery. Investment into digital technology in 2014 – 2015 is a key objective for the digital Destination Marketing team. Creating a competitive cutting edge image library accessible to all members, industry stakeholders, media and consumers to captivate and tell our stories either for traditional print promotion and online and social media target audiences is a priority for purchase.

Image guidelines are a key development focus in 2014 – 2015 to ensure all destination imagery produced by the AMRTA is at a premium quality and will be built as a reference in an interim AMRTA Brand Guideline. Margaret River historically has attracted visitors because of its arts heritage, these online savvy audiences could be encouraged via consumer competitions or campaigns to engage promote our destination for us in live time or post visit campaigning, producing 'user generated content' and visual social media reviews as authentic advocacy for the region and growing our reach to increased audience bases.

Low Season Strategic Planning Concepts

- Concept development – Rural Type sculpture by the Sea.....Cape to Cape option for a winter trail
- Concept development Artist – Sculpture Trail
- Concept development Arts – Arts Trail representing 82 artist in region
- 28 – 45 yr target music or cultural festival – eg Byron Blues and Roots Festival. In Byron it almost rains every April. Promote the seasonality, winter woollies, hot chocolate drinking, micro-brewery metrosexual targeted campaign for aspirational living – drawing a Perth crowd.
- Margaret River version of Nannup Music Festival off Station Road or in the Industrial Area
- Asian Market specific festival to attract international VFR visitation
- Polo related event to target this audience
- RED BULL – YOUTH BRAND engagement – they do those crazy stunts....can they do something with the caves or do something in one of the non-show caves to gain cool exposure?

Development Overview

One of our key deliverables in 2014-2015 planning is **Development**. Below you can see grouped strategies and activities that deliver against Trade and Consumer channels for our annual plan, and form the basis for mid to longer term strategies.

Product Segment Strengths

- AMRTA owned and operated Caves and Lighthouse Attractions
- 2014 New Tourism Development – Launch of Lake Cave Event Venue
- Beauty of natural environment - land & marine with unspoiled locations, beaches, forests, wild flowers
- Close to nature with land and marine animals species
- Margaret River region wine industry – cellar door and hospitality offerings
- World class restaurants and dining
- Local boutique food producers and markets
- Annual events and festival calendar selling key brand message for the region eg. Margaret River Pro, Margaret River Gourmet Escape and CINEFEST Oz
- Engaged and innovative creative community with Open Studios promotion
- Rich live music culture

KEY DELIVERABLES	TYPE	PRODUCT, CAMPAIGNS, TARGETS & ACTIVITIES
Development	Industry	The Margaret River Region 2014 Business Awards
		Export Ready Workshops
		China Ready Workshop
		Social Media Workshop
		Bookeasy Workshop
		Investment & infrastructure
		Main-street WI-FI
	Sectors	Arts - Arts Trail
		Youth & Adventure Tourism
		Health & Wellness Tourism
		Aboriginal Tourism
		Cycling
		VolunTourism
	Product	Low Season Product packaging
		Low Season Food & Wine Festival
		Midweek - FIFO product
		Midweek - Conferencing
		Food & Produce Trail + collateral
		Cape to Cape Trail - Walking & Hiking strategy + collateral
		Cycling Guide + collateral
		Visitor Guide + collateral
		Aboriginal products
	Events	Develop Low Season - Winter Event Strategy
Procure database for promoters, event specialists, corporate incentive market		

Table 1.3 – Development Overview

Development Sectors – Overview Strategies

Arts

- Continue to promote and engage 82 identified artists creating and selling via studio and gallery spaces
- Look for intra-state and interstate partnerships within the creative industry to reach niche audiences with co-operative or cross promotional campaigns eg Open Studios and potential integration of food, wine and creative events

Youth & Adventure Market

- WHM information on website
- Increase visitation through promoting employment opportunities
- Support accredited tourism product
- Network with segment stakeholders in WA like YHA, Perth accommodation and local tourism operators
- Southwest Coachlines low to shoulder season discounted product with cave up-sell experience

Health & Wellness

- Identify local health and wellness businesses such as day spa's, health retreats, wellness
- Engage as new members offering tourism marketing intelligence and wellness tourism information regarding product development and trends
- Partnership Manager can target to grow member base

***WAITOC CONSULTANT REPORT**

***Aboriginal**

Ernst & Young Australia 2014 Untitled Report

Western Australia Indigenous Tourism Operators Council (WAITOC) have released a report commissioned by Ernst & Young in 2014 that overviews the current positioning and future potential for the growth of aboriginal and indigenous tourism products. Incorporated into 2014 – 2015 strategy for Development, the key findings and forecasts clearly outline how AMRTA strategies can underpin the broader WAITOC objectives with specific targets for the South West region.

Within the report a comparison of aboriginal investment in WA versus visitors to regional WA indicates that 34% of visitors to WA travel to the South West region. A key challenge in the South West region is to increase the number of market and export ready aboriginal businesses to balance the supply for the expanding market demand. Currently Aboriginal Tourism Businesses in the South West represent a 6% supply opportunity for current visitor numbers.

In review the report highlights that indigenous tourism product in WA has almost doubled since 2005 (65 to 119), however in the previous 2 years there has been modest growth. Below indicates the amount of current South West aboriginal tourism businesses by category:

- **Emerging/start-ups** – 9
- **Market Ready products** - 5
- **Export Ready products** - 2

The report outlines WAITOC's growth targets by region. The South West regions target is to increase total gross business numbers to 28, an increase of 75%. This initial gross number target will be extrapolated into more advanced indicators overtime with net return and over expenditure figures.

Strategies & opportunities

- Continue to develop working relationship with Western Australia Indigenous Tourism Operators Council (WAITOC)
- Share knowledge and leverage existing collaborations through WAITOC collaborations
- Train AMRTA Destination Marketing team on WAITOC strategies and objectives
- Facilitate non indigenous trade education and product development for existing and potential aboriginal and indigenous tourism operators in the region
- Differentiate Margaret River aboriginal heritage, culture and product through destination promotional collateral to support Make A Difference: 2011 – 2015 strategy
- Look to grow and diversify product experience with native foods, land and marine
- Engage with local Aboriginal communities in appropriate capacities to recognize annual events of importance in support and to promote advocacy of indigenous awareness. National campaigns as examples are National Reconciliation Week (NRW), May/June annually, National Aborigines and Islanders Day Observance Committee (NAIDOC) Week, July annually, National Sorry Day, May annually.

Cycling

- Market Research on the growing niche market of adventure and travel for cycling
- Corporate incentive market
- Learn about non-traditional tourism media channels to reach affluent, cycling, wine and food enthusiasts

VolunTourism

'VolunTourism' can describe the coming together of the non-for-profit sector and the tourism sector. This term emphasizes both elements of the phrase highlighting people offer voluntary service as a means to



study, to exercise environmental and humanitarian consciousness whilst travelling and experience the world. Such trip experiences are packaged worldwide with various non-for-profit organisations as ‘VolunTours’, with many incentive programs available for keen volunteers via niche, direct, supported organization programs.

In 2014 – 2015, the Sister Caves Agreement 2014 – 2017 with the People’s Committee of Quang Binh Province, Vietnam provides the perfect framework for study exchange and to promote and launch the AMRTA into the international VolunTourism sector. The new partnership ‘Statement of Agreement’ indicates the following VolunTourism relevant commitments:

- Collaboration to cross promote Margaret River Caves and the Dong Hoi Caves
- Work with Edith Cowan University (WA) as well universities in Vietnam to support the agreement
- Where appropriate share knowledge and information to assist with the environmental management of systems for caves.
- Commit to a program of professional development to promote the spirit of this Statement of Agreement.

VolunTourism presents resourcing for much needed assistance for the Margaret River Cave’s Attractions team and creates a fantastic opportunity for studying or qualified Sister Cave staff of the Phong Nha Cave in the Phong Nha-Ke Bang National Park to take advantage of visiting study trips to Margaret River. A potential contra accommodation option at Lake Cave could be part of the support package. Internship agreements or study program protocols would be adhered to and through this product development new marketing opportunities and sharing of intelligence would promote our destination to a targeted market. Ideally a model based on reciprocal exchange would be exciting for Margaret River Cave staff however developing a product and program for invitation initially would be a launch step.

On a local level there is opportunity to connect and motivate existing environmental volunteer groups in our community to assist with sustainable management practices and to foster community spirit and pride in our iconic natural attractions.

Target Market Overview

STATISTICS

Tourism WA Quarterly Visitor
Survey September 2013

DOMESTIC

Intrastate Market Statistics

- Approx 70% of all visitors
- Approx 50% of all visitor expenditure
- High regional dispersal rate with 65% of visitors originating from Perth
- Western Australian's travel around their own state either for holiday/leisure purposes or to visit friends and relatives

Interstate Market

- Approx 25% of total visitor expenditure in Western Australia.
- Interstate highest visitor source markets in order 1. Victoria 2. NSW
- Approx 33% of visitors are from the holiday/leisure visitor segment

Domestic market campaign activity and expenditure promotes the shoulder periods to drive incremental business. Tourism WA's target audience definitions for the domestic market are as follows:

- **Dedicated Discoverers** - They are looking for a holiday experience, something with a bit of adventure; a voyage of discovery - even better if they're the first ones in the group to visit.
- **Aspirational Achievers** - Whilst luxury and being able to relax in comfort is important, it's not about mainstream commercial resort luxury, but something a little different where they can experience new things as well.
- **Family Connectors** - When holidays come along it's nice for everyone to slow down a bit and actually spend some time catching up with one another.

INTERNATIONAL

STATISTICS TABLE 1.4

Tourism WA Quarterly Visitor
Survey September 2013

Source 7.4 Key International Markets

The ASW % figures indicate ASW share of voice across Western Australia visitation numbers. Refer TABLE 1.4 - Australian South West Regional Dispersal Share below on page 24.

- It is interesting to see the Visitor Segment 'Other' indicating travellers arriving in WA for other purposes rather than holiday & leisure or VFR. 41% of USA and 51% of China visitor numbers to WA are coming for 'Other' purposes, most of which would be business travel purposes.
- Asian target markets Malaysia, Singapore, Indonesia and China indicate low regional ASW dispersal numbers, however with the exception of China at 25%, the other Asian markets have a 30%+ of visitors

travelling for visitation to friends and family. Presenting an opportunity to develop low/shoulder season campaigning.

ASW SHARE of VOICE - Regional Dispersal			Overall Market		
International Market	TOTAL VISITOR #		Visitor Segments		
	YOY 12 - 13 Visitor	ASW %	Leisure/Hol %	VFR %	Other* %
Germany	27400	28	66	19	15
UK	136000	21	36	48	16
India	13700	20	22	39	39
Korea	10600	17	62	17	21
NZ	80300	17	24	45	31
USA	49300	17	29	30	41
Malaysia	64000	15	45	35	19
Singapore	72000	14	39	31	30
Ireland	24500	11	40	37	23
China	33000	8	24	25	51
Indonesia	32000	6	32	30	38
Japan	18300	5	47	23	30

*Other Segment - combined figure of Business, Education and Other segments

TABLE 1.4 - Australian South West Regional Dispersal Share

- Visitor Numbers - Largest growth in visitation was from Malaysia (7.4+), China (10.7+) and Middle East (+54.7)
- Visitor Expenditure Increase - UK (10+), New Zealand (15.9+), Ireland (19.2+) and Germany (25+)
- Visitor Expenditure Decline - Against WA key Asian markets was Indonesia (-24.8%), Malaysia (-7.5%) and China (-3.5%).

ASIAN MARKET INSIGHTS & OPPORTUNITY

RESEARCH & REFERENCE

Asian Market Snapshot & Opportunities
TTF Sub_Australia in the Asian Century

*South West Development Commission
Tourism Futures South West 2013 - 2018

Australia's proximity to the Asia-Pacific presents Western Australia and MargaretRiver.com with an unparalleled opportunity to attract a growing middle class across key tourism visitor segments; leisure/holiday, business and visiting friends & relatives (VFR).

From a trade perspective the *South West Development Commission are undertaking detailed assessments for opportunities presented by the China market in 2014. Insights will be shared via the



stakeholder relationship network and will be strategically reviewed to reach increased business and VFR travellers flying direct to Perth from Guangzhou with China Southern Airlines. The Tourism Futures South West 2013 – 2018 report also notes the existing Shire of Augusta Margaret River Sister City arrangement with Haining city as a potential channel for industry relations and marketing development.

VFR Segment

AMRTA's focus on intra-state VFR marketing has initiated business relations with Perth based Chung Wah Association. Initial discussions and planning is positive. Chung Wah are the largest Chinese Association in WA running 3 Chinese Schools of up to 1,200 students. They have a 700 strong culture centre membership and reach a Chinese student and WA based population via their publication and member communication channels. This relationship will garner insight into VFR travel interests with tailored product development for specific China ready operators in the region. It will also require Chinese translated collateral for an immediate audience which will act as a working pilot for creating export and wholesale products.

China Ready, Infrastructure and Product Development

Margaret River region is a premium destination with the capacity to grow visitation and visitor expenditure due to quality goods and services, including food and wine plus premium soft adventure and nature-based tourism product offerings. With the huge growth potential from Asia, the Western Australian, and local Margaret River region tourism industry must identify compelling value propositions with concentrated efforts on product improvement, industry development and front line cultural training so staff are sensitive to the differences that affect the visitor experience. Language interpretation as a special need for Asian markets needs to be addressed at the tourism operator level to increase accessibility for the Asian markets to research the Margaret River brand, product and experience options.

Focus and investment is also required to refresh accommodation, attractions and activities either through product develop and infrastructure or effective in-market destination promotional campaigns. The South West Development Commission as key stakeholder partners identify objectives for *infrastructure, packaging and events within their immediate regional and local tourism strategies.

Technology

Critical to achieving growth in Asia source markets, targeted and effective marketing campaigns must be delivered against with high-quality visitor experience for all target visitor segments. Digital and social media consumption is the forefront of media channel planning.

Regional Dispersal

STATISTICS

Tourism WA Quarterly Visitor Survey
September 2013

The most significant result of Margaret River's appeal for visitors as a regional tourism destination is number 2 rank in the 'Top 10 Places to Visit in Western Australia'* QVS End Sept 2013. Margaret River ranked 2nd behind Freemantle with 855,000 visitors with a significant YOY increase of +18.6%. The Margaret River was the only regional location in the top 6 with The Pinnacles/Cervantes following in at No. 7 with 173,200 visitors.

Visitor statistics in TABLE 1.5 below indicate specific regional dispersal figures for Australia's South West RTO. Measurement of the AMRTA marketing activity effectiveness is challenging as Australia's South West, Geographe Bay Tourism Association (GBTA) LTO and Augusta Margaret River Tourism Association LTO are all active in all markets and segments. The regional branding project in current review will look to consolidate future brand representation for the region. The brand ideal is to dissolve confusion in key source markets, eliminate duplication of destination marketing spend, generate a higher penetration of one regional brand in traditional and emerging markets to increase yields for tourism product.

Australia's South West - Visitor Number - End Sept 2013			
TOTAL	Numbers	% YOY 12 to 13	3 Year AAGR %
Visitors	2,207,600	13.8+	8.8+
Nights	8,774,300	15.2+	5.5+
DOMESTIC	Visitor % Split		
Visitors	2,089,000	14.3+	9.7+
Nights	7,215,000	20.8+	8.7+
Intrastate - 9%	9%		
Visitors	1,891,000	11.6+	9+
Nights	6,125,000	15.9+	9.8+
Interstate	86%		
Visitors	198,000	47.8+	17.3+
Nights	1,090,000	57.7+	3.4+
INTERNATIONAL	5%		
Visitors	118,600	4.4+	4.4-
Nights	1,559,300	4.9-	6.4-

Table 1.5 – Regional Dispersal – Visitor and Visitor Night Numbers

STATISTICS TABLE 1.5

Tourism WA Quarterly Visitor Survey
September 2013

Positive growth in 2013, the Regional Dispersal figures for the Australia South West have increased overall from 2012 to 2013 with total visitor numbers and total visitor nights up 13.8% and 15.2% respectively.

It is recommended in the QVS End Sept 2013 document that the 3 Year Average Annual Growth Rate (AAGR) be used as a more reliable measure. Table 1.5 highlights AAGR % increases across all markets, with the only decline figures against International Visitor Nights from 2012 to 2013 down -4.9%. Viewed against the 3 year AAGR measure there is a decline of -4.4 Visitor Numbers and -6.4 for Visitor Nights.

It is hard to extrapolate the Augusta Margaret River region visitation and bed night figures from this to directly measure outcomes of our previous destination marketing expenditure and activity.

- It is interesting to see the Visitor Segment 'Other' indicating travellers arriving in WA for other purposes rather than holiday & leisure of VFR. USA at 41% and China at 51% of all visitors to WA are coming for 'Other' purposes, most of which would be here for business travel purposes.
- Asian target markets Malaysia, Singapore, Indonesia and China indicate low regional ASW dispersal numbers, however with the exception of China at 25%, the other Asian markets have a 30%+ % purpose for visiting for friends and family. Presenting opportunity to entice low/shoulder season campaigning.

Asia Market Trends

STATISTICS & RESEARCH

Asian Market Snapshot &
Opportunities TTF Sub_Australia in the
Asian Century

A core challenge for Margaret River region as a leisure visitor destination is the metro centric holiday behaviour of the Chinese holiday/leisure market. Asian's leisure visitor nights in regional areas is significantly small. China and India have the lowest share of visitor nights spent outside the Sydney, Melbourne, Brisbane/Gold Coast and Perth regions of the 23 source markets reported in Tourism Research Australia data. Only one night in ten by Chinese leisure visitors and one night in eight by Indian leisure visitors is spent outside Australia's gateway cities.

Asian visitors only spent 23 per cent of their nights outside of these cities. With Asian leisure visitors set to grow far more quickly than non-Asian leisure visitors, this highlights a major challenge for maintaining the share of employment in the visitor economy in regional Australia.

However, the natural environment is at the heart of Australia's comparative advantage for the potential leisure visitor so there is a huge opportunity to for Margaret River region to build specific marketing itineraries that are both appropriate and attractive to Asian group and independent travellers.

Asia Specific Strategies

- Co-operative representation at Singapore Trade Show NATA
- Co-operative representation at Malaysia Trade Show NATA
- Co-operative representation at TWA Indonesian
- Attend TWA China Mission
- Advertise in Scoot Inflight Magazine + digital marketing

- Advertise in Air Asia Inflight Magazine + digital marketing
- Development of Margaret River downloadable smartphone APP
- Development and approval of Margaret River FREE main street WI-FI accessibility
- Increase digital marketing capability in Asian languages (encouraging digital marketing capability is the second of the six identified priority areas of the Tourism Australia 2020 Tourism Strategy)
- Increase digital and direct presence in fast-growing Asian markets with a look to improve market intelligence and links with retailers and wholesalers
- Increase journalist familiarisations for popular identities for ambassador advocacy role

Non Asia International Markets

STATISTICS

Tourism WA Quarterly Visitor Survey
September 2013

Western international leisure visitors to Australia spent 39 per cent of their nights outside the Sydney, Melbourne, Brisbane/Gold Coast and Perth regions.

Source Market Travel Trends

STATISTICS – TABLE 1.6

Tourism WA Quarterly Visitor
Survey September 2013

MARKETS PERIOD OF TRAVEL												
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
International - Holiday & Leisure/VFR												
UK/Ireland										P	P	P
NZ	P	P	P						P	P	P	P
USA	P	P	P			P	P	P		P	P	P
China		P	P	P			P					
Singapore			P			P					P	P
Malaysia					P				P	P	P	P
Japan	P	P						P	P			P
Germany	P	P	P							P	P	P
Interstate - Holiday & Leisure/VFR												
ALL STATES	P	P	P	P					P	P	P	P

Table 1.6 – International Market – Travel Trend

Marketing Plan Overview

The Marketing Plan activity is planned with two core targets:

1. Trade
2. Consumer

All activity is planned representing a trade or consumer target against our Key Deliverables. The objective of which is to increase brand awareness for brand margaretriver.com to overall increase visitation, increase length of stay and increase expenditure.

Refer Table 1.7 – Marketing Planning Objectives below on pages 29/30/31

TARGET	KEY DELIVERABLES	MARKET	SEASON	CONSUMER TARGET
	ATTRACTIONS			
	Target to increase cave ticket sales in shoulder and low season. Cover loss of revenue.	All markets	All	Caves & Lighthouse Attraction e-commerce ticketing ONLINE. Negotiate 0% commission - priority to resolve issue for traditional and online business development and increase of sales
Approved 0% commission, sell Caves & Lighthouse Attraction ticket via wholesale travel trade networks for travel and event ticketing		All markets	All	Approved 0% commission for AMRTA - package and up-sell
Trade	DESTINATION AWARENESS	MARKET	SEASON	Consumer
AFL Seasonality's	Regional Dispersal Package	Eastern/NZ	Low	AFL Packages
Virgin Packages - Busselton	Regional Dispersal Package	All markets	All	Virgin Packages - Busselton
Cave Ticket inventory for MRGE event ticket inclusion	Events	All markets	High	MRGE Events
	Food & Wine, Events	Eastern/NZ	All	Events - Perth Good Food Wine
	Food & Wine, Events	Eastern/NZ	All	Events - 2015 Taste Syd/Melb
eDM, Corporate Incentives, Sports Travel Specialists	Events, Nature & Adventure	Eastern/NZ	Shoulder/High	Cycling
	Events, Nature & Adventure	Eastern /NZ	All	Hiking

Trade	DESTINATION AWARENESS	MARKET	SEASON	Consumer
eDM - Enews options MICE, Corporate Incentive	Events, Nature & Adventure	Eastern /NZ		Lake Cave Deck
eDM - Enews options MICE, Corporate Incentive	LOW SEASON campaign	Intrastate & Eastern/NZ	Shoulder/Low	Events, Food & Wine offerings and online competition mechanisms to produce user generated content with social media engagement for key target audiences.
Media/Industry partners to develop promotional campaigns	LOW SEASON campaign	Intrastate & Eastern/NZ	Shoulder/Low	Events, Food & Wine offerings and online competition mechanisms to produce user generated content with social media engagement for key target audiences.
Trade	DEVELOPMENT	MARKET	SEASON	Consumer
	Digital Team - online	All markets	All	APP \$160,000 (grant) launch NOV product ranking/preference
Low season event strategy	Destination - Events	Intra-state & Eastern/NZ	Shoulder/Low	Deck, MICE, Weddings, Regional/International Event
Develop partnerships and package options for premium food and wine indulge products for Asian Wholesale distribution	Destination - Food & Wine	INT - Asian	Shoulder/Low	
Develop product for VFR market	Destination - Food & Wine	INT - Asian	Shoulder/Low	Promote VFR campaign for International VFR and intra-state based families for cost effective but premium holiday experience
Develop eDM database for business development relationships in key event industries for innovative festival and event promoters across weddings, sporting clubs, cultural groups, corporate incentives, MICE	Destination - Events	Intrastate & Eastern/NZ	All	

Trade	DEVELOPMENT	MARKET	SEASON	Consumer
Lake Cave Deck - promote it to Wedding Planner, Event Specialists, Corporate regional and metro database for businesses.	Destination - Events	Intrastate	Shoulder/Low	Deck, MICE, Weddings, Regional/International Event
Auxiliary Event Target List - pre and post touring options in the region	Destination - Events	All markets	All	Consumer campaigns to target audience with co-operative product support
Generate new membership through Partnership Manager building database and running workshops to integrate Health & Wellbeing services in the region with tourism product and mentor product development opportunities	Health & Wellness Sector	Local	All	Add consumer products to Bookeasy for health and wellness providers
Member engagement and consultation for production of Nature Strategies to development objectives and strategies to grow brand awareness and differentiate tourism product	Nature - Adventure Sector	Local	All	Promote clear nature based destination marketing experiences, tours, events both cultural and sporting
	MRRBA Tourism Awards			
Develop working relationship with MRWIA for co-operative marketing and joint trade and consumer promotions	Margaret River Wine Industry Association	All markets	All	

Table 1.7 – Marketing Plan Objectives

Trade Activity by Target Market

Intra-state

- Member product and industry development
- Domestic
- Product Training – wholesale inclusions - ASW
- Famils – Industry

International

- Product Training – Industry Shows – ASW – Key Source Markets & AMRTA China
- Famils – Industry
- Partnerships/Product Development
- Tourism Australia
 - TWA
 - ASW
 - GBTA
 - Industry Accreditation
 - Industry Associations
 - Airlines
 - Tour Operators
 - Wholesalers

Consumer Activity by Target Market

Intra-state market

- Travel Shows – Co-op ASW
- Food & Wine Events - AMRTA
- Advertising Campaigns – Traditional
- TV, Press, Radio
- Advertising – Digital/Social Media
- Online 3rd parties
- Direct – website - Bookeasy

Interstate – Domestic markets

- Travel Shows – Co-op ASW
- Food & Wine Events - AMRTA
- Advertising Campaigns – Traditional
- TV, Press
- Advertising – Digital/Social Media
- Online 3rd parties
- Direct – website - Bookeasy

International markets

- Travel Shows – Co-op ASW
- China – AMRTA
- Advertising – Digital/Social Media

- Online 3rd parties
- Direct – website – Bookeasy

Refer to Table 1.8 - Trade & Consumer Co-Operative Marketing Activity ASW below.

KEY DELIVERABLES	CHANNEL	CO-OP	MARKET	STRATEGIES and ACTIVITY	MONTH
Destination Marketing	Consumer	ASW	Intrastate	Caravan Camping - Perth	March
		ASW	Interstate	Caravan Camping - VIC	March
		ASW	Interstate	Caravan Camping - NSW	Apr/May
		ASW	Interstate	Caravan Camping - QLD	June
		ASW	International	NATA - Singapore	March
		ASW	International	MATTA - Malaysia	March
	Trade	ASW	International	Australian Marketplace - USA	March
		ASW	International	FTI Touristik Mega Famil & Workshop German Market	April
		ASW	International	UK	
		ASW	International	ETE Perth	August
		ASW	International	China Sales Mission	October
		ASW	International	Indonesia Sales Mission	October
		ASW	International	NZ Roadshow	November
		AMRTA	International	Ni Hao WA	March
		AMRTA	International	ATE Cairns	May

Table 1.8 – Trade & Consumer Co-Operative Marketing Activity ASW

Public Relations

Internally the Communications Manager will distribute AMRTA Trade and Consumer Press Release information to a 300+ strong media database, cherry picking best fit or exclusive media briefs as appropriate. Working with key stakeholders in the region, international event teams and members a focus will be on supporting the Destination Marketing Strategy Key Deliverables and Key Brand Messages.

Familiarisations

A designated media and communications budget allocation will outline support funding for a 1 media famil per month target. Below is a target breakdown by market:

- 8 domestic famils inc NZ
- Requiring 8 domestic return flights
- 4 international famils
- Requiring 4 international flights for Singapore/Indonesia and Malaysia markets

Planned in support of the digital marketing strategy budget resources are allocated to in-house copywriting supporting Attraction and Destination Marketing Key Deliverables across AMRTA's eNews, website and social media platforms.

A key strategy to maximize the trade and media familiarization budget is to develop Trade Partnership Agreements with domestic carriers. Discussions are in place with Virgin Australia.

Digital Marketing

*AMRTA Digital Strategy 2 Sept 2013.
Executive Summary, Page 4

In 2014 – 2015 the Marketing Budget will significantly shift marketing expenditure from traditional media and collateral activity to more integrated and targeted digital marketing platforms. The Digital Expenditure in the 2014 – 2015 is 24% of the total budget, the largest proportioned digital expenditure for the organization to date.

This increase in budget allocation highlights the AMRTA's vision as documented in the AMRTA's five year plan, that being 'to create a world renowned tourism destination'. This focus on emerging technology and social media trends is to remain relevant and to compete successfully in the tourism industry online landscape. Strategic expenditure will ensure we reach and engage with potential travelers, *87% of which research and plan their travel via the internet. *76% of travelers now post photos of their holidays to social network and *85% of people on holidays in Australia will use their smartphone whilst travelling.

The objectives in 2014 – 2015 are key extensions to the 2013 strategy overview that will continue to support Destination Marketing and Key Deliverables with exposure for all Key Brand Message stories and products.



Key Investments

- Design and development upgrades to www.margaretriver.com
- Margaretriver.com Mobile APP
- TripAdvisor.com Margaret River page
- Photography and image library inventory to leverage and grow Instagram, engage blog and travel news sites
- Paid social media and online banner advertising
- Branded online content generation

Strategies

An immediate priority to meet the Attractions – Key Deliverable objectives is to increase cave and lighthouse attraction sales by integrating the Bookeasy ticket purchasing software into all relevant AMRTA websites. A challenge is to overcome existing commission payments within the Bookeasy software to ensure AMRTA cave attraction ticket sales are paid in gross directly to AMRTA with 0% commission charged. Positive outcomes to this objective will open up a variety of development opportunities for online up-selling, online tourism product packaging, sales and wholesale agreements.

The Margaretriver.com MOBILE APP is planned to launch in Nov 2014. This exciting new interactive marketing tool will encourage travellers to the region to visit more of the regions iconic attractions, including the caves and lighthouse. The initial focus of the app is to add interpretive content in the form of audio, video and text in both English and Mandarin to enhance the visitor's experience. The second phase will allow visitors to build itineraries based on interests on the both online and in the App, then to use the app to coordinate their visit.

In Development the APP will deliver as a priority on the user experience. It has been planned that the iPhone platform will launch the App in this first phase to enable best design and practice to apply without diluting funds and resource. Consideration to Android devices is planned at a later stage roll out once use testing and launch feedback is achieved.

MargaretRiver.com Branding & Online Content Guideline Development

Improving and increasing the amount of available approved AMRTA destination marketing images is critical to ensure Margaret River as a destination is appealing for journalist articles and media exposure. A complete inventory of cross seasonal and Key Brand Message images need to be indexed and qualified as print ready or on-line files. This is key to leveraging every single international and interstate media enquiry. A significant investment in professional photography to cover both location shoots and events along with the purchase of new and up to date photography and video equipment in 2014 will ensure destination marketing image collateral is of professional standard and available to team member's in-market, on-site and on famils. A Content Marketing Strategy will be developed as a tool to provide visiting media a reference guide of AMRTA preferred production specifications and Key Brand Messages.



Online copywriting content is also a priority in 2014. This will see the Marketing & Communications Co-Ordinator consistently engaging with member product experiences in a journalistic capacity to generate live and local stories. This AMRTA generated content can then be syndicated across AMRTA digital platforms. The strategic approach to this is the opportunity to tailor seasonal, event and festival, cultural and industry news across our blog, eNews and social media channels. The AMRTA will also sponsor a number of 3rd party or ‘guest blogger’ branded content. This branded content will add variety and further coverage to the in-house generated content.

Integrating all content for high search engine optimisation, the hashtag #margaretriver will continue to be the priority social media handle. The goal is to drive deeper penetration and consistency to online audiences. Member and stakeholder hashtags and handles are also incorporated into posts to encourage engagement and sharing from related sites and industry channels.

Below is a list of the Digital Marketing Strategy 2013 outlined activities that will continue to be developed into 2014 – 2015:

- AMRTA campaign integration of traditional and digital campaigns
- Website Mobile Optimisation
- Website Conversion Optimisation
- Performance, Uptime and Availability
- Regional Content & SEO
- Booking Engine
- Retail eCommerce
- Online Paid Advertising
- Email Marketing
- Mobile App
- Social Media Strategy which includes a Social Media Calendar to engage with broader national days, public holiday messages and campaigns of importance

Digital Channels

- www.margaretriver.com
- www.capeleeuwinlighthouse.com
- www.caveworks.com
- www.facebook.com/MargaretRiverWineRegion
- www.twitter.com/MargaretRiverAu
- www.youtube.com/user/AugustaMargaretRiver
- <http://instagram.com/margaretriver/>

Please refer to AMRTA Digital Strategy.pdf prepared by Christian Bishop, Digital Marketing Strategist, September 2, 2013 for further detail on specific strategy and actions.



Industry Development

Under the 2014 AMRTA team re-structure a designated Partnership Manager role was filled with the focus on achieving increased member numbers, to develop value add member packages and act as the front line face of the AMRTA for member service intelligence for the Destination Marketing management team. This strategic role will be pivotal to responsive industry development initiatives and member engagement.

A key industry development initiative being outsourced to a Project Management consultant, NicolaJean Communications in 2014 is the launch of local tourism industry awards in collaboration with Margaret River Chamber of Industry and Commerce. With a view to offer a progressive credible industry development program this new venture launches the Margaret River Region 2014 Business Awards to benchmark business excellence in the region. This is a collaborative venture with the Margaret River Chamber of Commerce and Industry.

Offering mentoring and a value offering to new and existing members this project will feed back industry areas of opportunity and growth to strengthen our product offering for premium visitor experiences in the region. Plus, supporting industry engagement it creates new relationships with the broader business community.



Appendix – Research Statistic Source

All the listed documents below are available for reference as supporting material for the AMRTA Destination Marketing Strategy & Plan 2015

- AMRTA Digital Strategy 2013.pdf
- AMRTA Destination Marketing Strategy 2014 2015 Final TABLE APPENDIX
- Tourism Futures SW_May2013_sm.pdf
- ASW Marketing Activity Calendar 2014 eg.pdf
- Tourism Western Australia – Quarterly Visitor Snapshot, Year Ending September 2013
- Making A Difference: Australia Tourism Strategy for Western Australia 2011 – 2015
- Tourism Australia – Food & Wine Strategy.pdf
- Tourism Western Australia Fast Facts, Year Ending September 2013
- TTF Australia, Tourism & Transport Forum, Nature Based Tourism in Australia Mar 2014
- Eventscorp 2014 WA Events Calendar
- Deloitte – Building the Lucky Country, Positioning for Prosperity? October PREVIEW #3
- MRGE – Metrix Report
- WAITOC Independent Review Report 2014 – Ernst & Young. Hard Copy available for reference.