

# MARGARET RIVER

## 2018-19 Marketing Activity Snapshot

### FAMILS

40 TWA famils (300 delegates) visited the Margaret River Region from each of our core markets, including some specific cruise groups. The famils ranged from one day trips to 4-day itineraries and included:

- 17 Trade famils
- 4 broadcast crews
- 19 media/influencer famils

### MEDIA AND PR

- Masterchef (80+ crew in the region for over five days for the shoot plus 2 recces were undertaken with smaller crews = immediate cash injection into the economy) and two dedicated episodes (90 minutes each) airing to a national audience, and then international markets of NZ and India. Surround the project is a fully integrated advertising and PR campaign.
- Recently in conjunction with the Lonely Planet announcement – Tourism WA’s PR team worked with the Lonely Planet PR team on media activities on the east coast and undertook our own media outreach.
- PR also undertook media and influencer activities promoting the Margaret River region and the Margaret River Gourmet Escape – including supporting a domestic media and influencer (@laurenbath @garrynorris) visit to the region.
- Destination WA – Summer Series and upcoming Winter Series
- Media content - inclusion of Margaret River product updates in monthly e newsletter This is WA; Media Kit – dedicated stories on the region and product updates
- Media briefings – meeting with 44 international media at ATE and briefing them on the destination; meeting with 30 + media at the Domestic Travel Media event in Sydney.
- Media relations - media release and media outreach associated with campaigns such as Way More than Wine campaign and regional events, Margaret River Pro, Gourmet Escape, Cabin Fever
- ATE – presentation to 75 media on the destination as well as one-on-one briefings discussed above, and oversight of the media famil program.

### EVENTS

Tourism WA invested in the following events during 2018-19:

- Busselton Jetty Swim
- South West Craft Beer Festival
- X-Adventure
- Margaret River Region Open Studios
- Margaret River Readers and Writers
- Busselton Festival of Triathlon
- Margaret River Pro
- Jazz by the Bay
- CinefestOz
- Australian Men's Masters Hockey Championships
- Cape to Cape
- Ironman

**DOMESTIC**

- 'Way More than Wine' Margaret River Campaign in VIC and NSW. Key channels – TV, Digital, Social
- Perth + Margaret River Holidays with Jetstar. Key channels – TV, Digital, Radio
- Road Trips – All of State self-drive holidays with Helloworld. Key channels – Print, Database, Trade, In-store, Radio, Digital
- Perth + Margaret River Holidays with Webjet. Key channels – Digital, Social
- Beyond Perth – Broome, Exmouth and Margaret River campaign with Qantas. Key channels – Digital, database
- All of State campaign with Expedia and Wotif. Key channels – Digital
- Margaret River holidays – airfare sale with Virgin. Key channels – digital, social, database

**UNITED STATES**

- Four major famils to the region, resulted in exposure of MR in Forbes and Wine Enthusiast, Vogue.com, New York Times.
- Packages to Margaret River are included in every co-operative campaign delivered in the US.

**NEW ZEALAND**

- Two major famils held in MR region, both resulted in articles in NZ Herald.
- Packages to Margaret River are included in every co-operative campaign delivered in NZ.

**UNITED KINGDOM**

- Seven different freelance journalists visited the region, resulted in articles in the following publications – London Evening Standard, Telegraph, Travel Weekly, House and Garden Magazine, The Express, The Independent.
- 11 different campaigns featuring Australia's South West, including Margaret River Region. Campaign partners included DialAFlight, TravelZoo, Trailfinders, Travelbugs, Qantas, Flight Centre, Singapore Airlines, Skyscanner, STA, MTV, and Travelport.

**GERMANY**

- Media releases sent to all major outlets to announce MR Best in Asia Pacific LP list, Great South West Edge, Gourmet Escape and Walk into Luxury new tours.
- 10 pages food & wine focus on MR in female lifestyle magazine "Für Sie".
- Promotion of MR/ASW experiences in ASP newsletter in GER/FR/IT.
- All campaigns across Germany and Switzerland involve all regions across WA. Great South West Edge (that includes the MR Region) has become more and more popular in market and has a wide brochure coverage across all key distribution partners.

**SINGAPORE**

- Major press visits for Gourmet Escape, resulted in a five-page spread in the New Straights Times.
- Hosted an exclusive gourmet dinner event in Singapore to promote WA food and wine, major focus on MR.
- Significant campaign with Air Asia, including focus on MR.
- A Muslim Guide has been produced and distributed heavily throughout Malaysia.
- Cheap Tickets campaign to promote family getaways, including MR.
- In addition, Tourism WA have campaigns throughout the year with key partners, such as Singapore Airlines, Qantas, Dynasty Travel, Chan Brothers, and Holiday Tours.

**CHINA ND HONG KONG**

- Media releases sent to key publications, resulted in articles focused on Gourmet Escape, Road Trips.
- Multiple broadcasts in China of Viva La Romance and Where Are We Going Dad TV shows which were filmed in the MR region.
- Huge social media presence on Weibo and WeChat with many posts featuring MR region.
- At the opening ceremony of the 2019 China International RV Tourism Expo, Western Australia was announced as the First Caravan Trip Destination based on its rich road trip resources.
- Tourism WA also cooperated with COC and FM899 to hold a promotion event at Shanghai Caravan Park.
- Tourism WA joined hands with Singapore Airlines and Ctrip to hold a Western Australian Gourmet Event in Shanghai, to promote the unique food and wine experiences WA has got to offer, as well as increase the awareness of the Gourmet Escape.
- Kuoni Travel Ad & Radio Interview with Margaret River content