

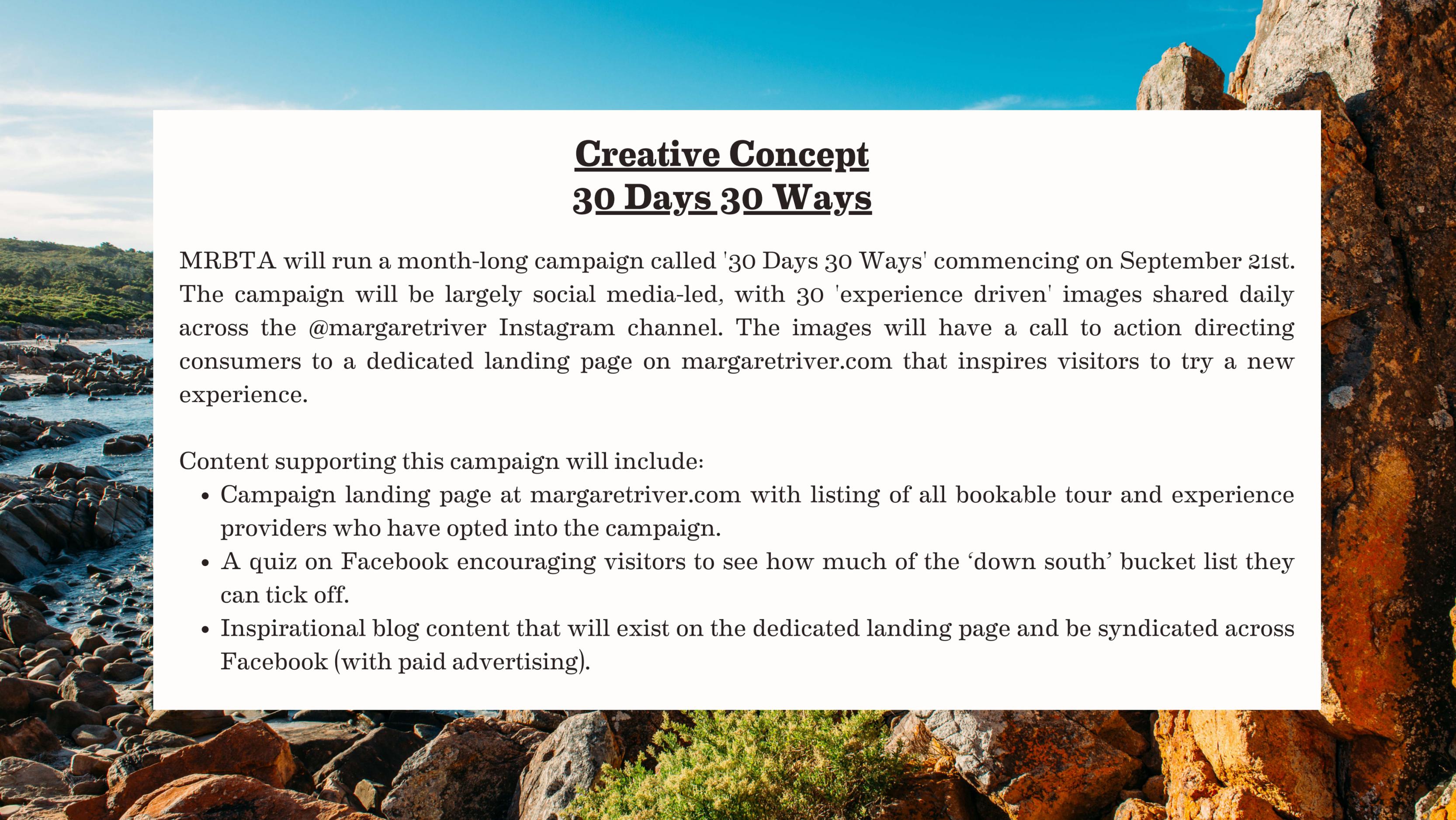
30 Days 30 Ways

Margaret River Region Tours & Experience Campaign

This social media-led marketing campaign aims to highlight tours and experiences to intrastate visitors and inspire them to engage in activities they might not normally do.

The campaign will promote eligible bookable experiences the region has to offer, from Busselton to Augusta and everywhere in between. The desired outcomes of the campaign include increased visitor length of stay and spend, alongside increased propensity to book mid-week stays with accommodation providers.





Creative Concept **30 Days 30 Ways**

MRBTA will run a month-long campaign called '30 Days 30 Ways' commencing on September 21st. The campaign will be largely social media-led, with 30 'experience driven' images shared daily across the @margaretriver Instagram channel. The images will have a call to action directing consumers to a dedicated landing page on margaretriver.com that inspires visitors to try a new experience.

Content supporting this campaign will include:

- Campaign landing page at margaretriver.com with listing of all bookable tour and experience providers who have opted into the campaign.
- A quiz on Facebook encouraging visitors to see how much of the 'down south' bucket list they can tick off.
- Inspirational blog content that will exist on the dedicated landing page and be syndicated across Facebook (with paid advertising).



30 Days 30 Ways

Social Media Posts

The 30 posts will not point to one specific operators, but will be listed in themes, allowing all MRBTA tour and experience members the chance to be mentioned over the course of the campaign.

The posts will count upwards from 1 to 30 and will include curated copy along with tags to the appropriate business owners. Calls to action will drive visitors to the dedicated landing page at mr.com.

A list of the 30 Days 30 Ways topics:

1. Be Captivated by Whales (whale operators)
2. Listen to the Land (cultural tours)
3. Capture Memories (photography tours, Margaret River Exposed, etc)
4. Discover Wildflower Country (Nature tours)
5. See the Light (lighthouse tours)
6. Find your Bearings (cape to cape track, hiking and walking tours)

7. Salt Water for the Soul (aquatastic, snorkelling, diving, kitesurfing, MR adventure tours)
8. Discover Luxury in your own Backyard (helicopter tours, walk into luxury, a touch of glass etc)
9. Explore Secret Cellar Doors (behind the scenes wine tours)
10. Find Therapy on Horseback (horseriding tours)
11. Go Underground (cave tours)
12. Ride Unbeaten Tracks (bike tours, Eco Adventures quad bike tours)
13. Get a Local's Perspective (shine a light on the operators - the people)
14. Go Where the Wind Blows You (WA Sailing Charters, kite surfing)
15. Get Barrelled (surfing operators)
16. Become a Master (workshops and classes - cooking, Giniversity, art, Vasse Virgin workshops etc)
17. Seek Adrenaline (Jet Adventures, zip lining, cliff climbing, coasteering)
18. Remember Simple Pleasures (Jetty train, heritage tours, farm tours)
19. Discover Hidden Gems (lesser known, new tours.)



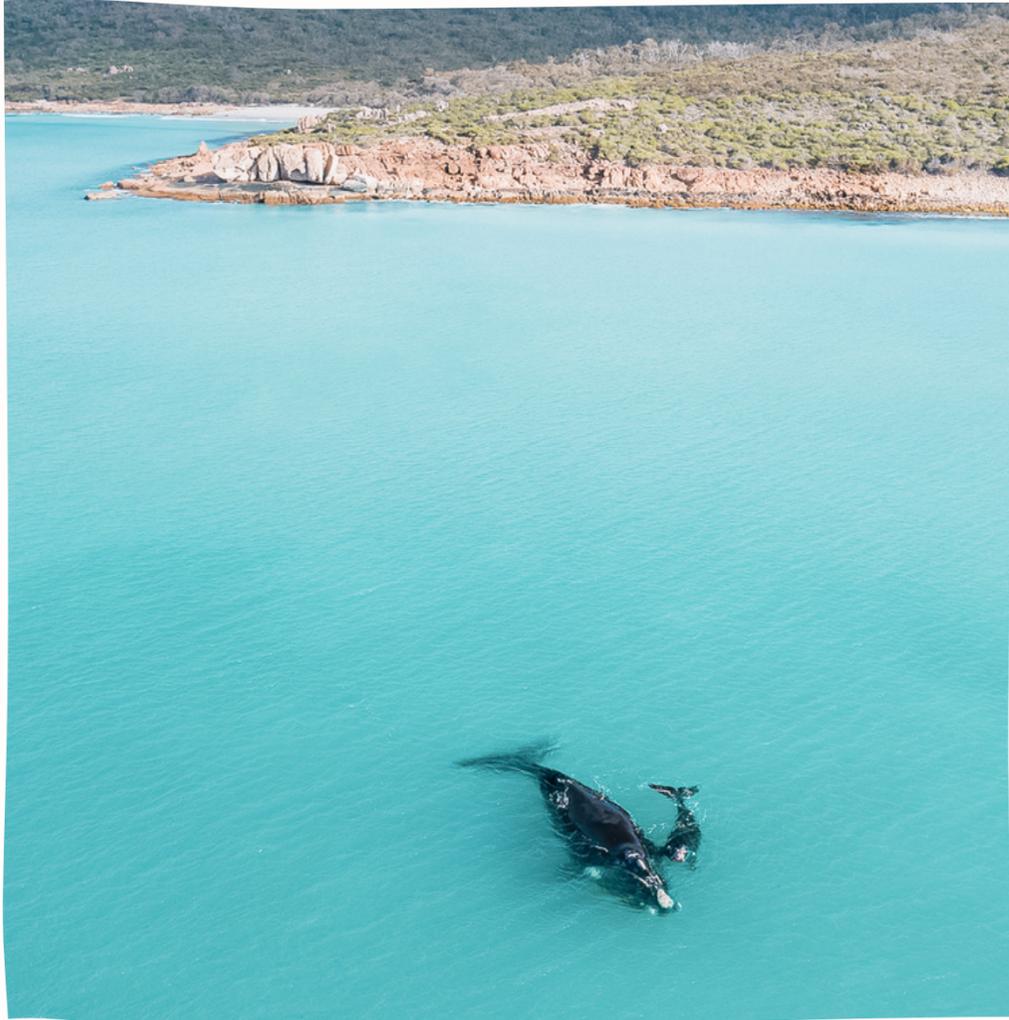


- 20. Take an Artistic Adventure (winery/art tours, pottery, candles etc)
- 21. Appreciate Seasonal Produce (foodie tours)
- 22. Reconnect with the Family (family-friendly tours)
- 23. Go off the Beaten Path and Beyond (nature tours)
- 24. Bask in Busselton's Historic Heart & Soul (Jetty tours)
- 25. Reel in a Ripper (fishing tours)
- 26. Travel in Style (luxury transport)
- 27. Search for Sanctity (calmness and reflection. Canoe tours, paddleboarding etc)
- 28. Lose your Bearings (mazes)
- 29. Keep Kids Happy (kid-friendly businesses)
- 30. Happen Upon Animal Encounters (animal farms etc)

Example of Creative

Visual concept.

Example below draft only



Day 1. Be captivated by Whales

Flinders Bay in Augusta through to Geographe Bay in Busselton, make up part of the Whale Super Highway – which sees over 32,000 Humpback whales make their way north from July to December each year. The best way to discover these majestic creatures is from a boat. Book your whale experience today.

#30days30ways #margaretriver

@legendcharters @naturalistecharters (all whale operators listed)

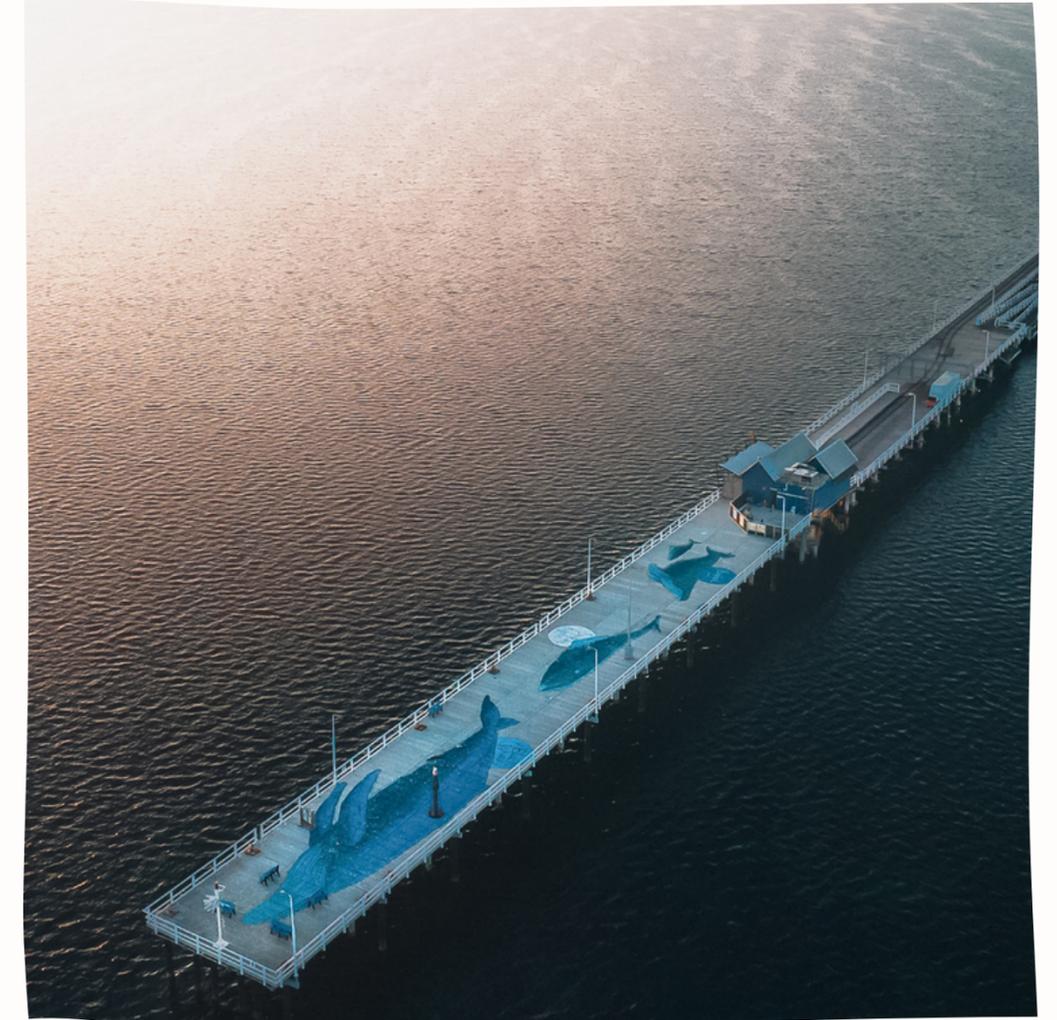


Day 12. Ride Unbeaten Tracks

Make tracks down south for wildflower season. The Margaret River Region's tracks and trails are hidden gems just waiting to be explored. But you might need a local to show you which ones are best. Hit up @margaretriveradventureco for a fast paced experience, or just see Paul at #thehairymarron who'll sort you out with a bike and which tracks to follow.

#30days30ways #margaretriver

(all biking operators listed)



Day 24. Bask in Busselton's Historic Heart & Soul

Busselton's timber jetty represents resilience, invention and long term vision. It's the second longest jetty in the world and has a history that encapsulates the spirit of Western Australia. A day at the jetty can include a train ride, a deep dive into the Underwater Observatory, or you can wetsuit up and learn how to scuba dive.

#30days30ways #margaretriver

(all Busselton historical or jetty tours listed)

What you can do...

For bookable tours and experiences:

- Please ensure your business meets the Tourism WA eligibility criteria.
- Please ensure that your your inventory is up to date and instantly bookable via Bookeasy by September 21st at the latest.
- Ensure that you are using the new-look member page design at margaretriver.com.
- Select one or more of the Instagram posts over the 30 days that will best suit you to be referenced in and let us know so we can tag you! Email MRBTA Interim Marketing & Communications Manager Sophie Mathewson via sophie.mathewson@margaretriver.com with your preference.

All operators:

- Help to encourage visitors to stay longer and do more while they're here - head to social media and share your own images of the region's experiences between September 21st and October 21st with the hashtag #30days30ways

