An aerial photograph of a coastal road. A vintage light blue and white Volkswagen van is driving on a two-lane asphalt road that curves along a rocky coastline. The ocean is a vibrant turquoise blue, and the rocks are reddish-brown. Lush green coastal vegetation is on the right side of the road. The scene is bright and sunny.

MARGARET RIVER REGION

Interstate Market Drive Trails

AUSTRALIA'S
South West

MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION

MRBTA.COM

As travel returns post-Covid, the Margaret River Region is preparing to claim its place as a preferred destination for 'High Value' interstate travellers.

In order to stand out amidst a fiercely competitive domestic travel landscape, the local tourism industry in this region will need to collaborate more effectively than ever before. We must also be ready to engage this market from product development, right through to promotion.



The 'Interstate Market Drive Trails' project takes a holistic approach to interstate market recovery, through three streams of activity:

- **Marketing campaign activity** to ensure that this destination stands out as desirable above others.
- **Training and development** to ensure the best possible visitor experience and positive word of mouth.
- **Digital marketing mentoring** to ensure the region's prominence in the competitive online landscape.



Drive Trails

Five Drive Trails will be developed based on motivating factors for the interstate market. The Trails will feature a selection of the region's hero tourism product and breathtaking natural attractions.

The Drive Trails will be geographically developed, covering the areas around:

- Busselton
- Dunsborough & Yallingup
- Cowaramup
- Margaret River
- Augusta

PROMOTION

Businesses participating in each Trail will work together to develop their own 'story', building on the foundation of the 'Generous Nature' destination brand narrative for the region and associated towns.

Each Trail will also have a dedicated marketing plan delivered via:

- MRBTA consumer channels - website, social media, visitor centres
- Businesses featured in the Drive Trails
- Supporting businesses geographically associated with each Drive Trail e.g. accommodation properties which would recommend the Drive Trails to their guests.



Working Together in business 'Clusters'.

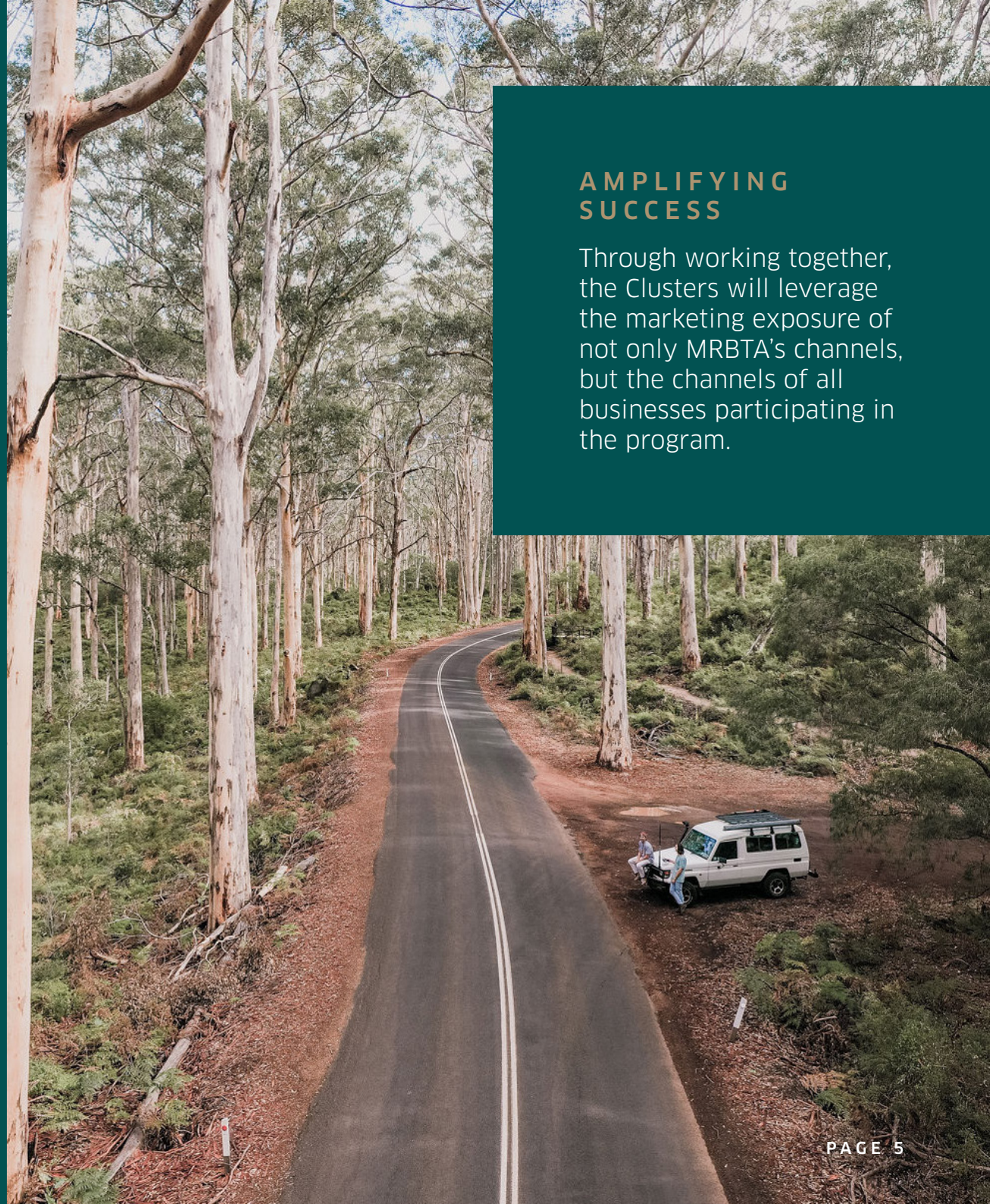
The Drive Trails will be supported by a broader 'Cluster' of businesses, e.g. accommodation providers, which will help to promote the Trail.

EACH 'CLUSTER' OF BUSINESSES WILL:

- Work together to promote the associated Drive Trail. e.g. printed trail maps, point-of-sale displays, online editorial content.
- Engage front line and management staff in crosspromotion and cross-selling for other businesses on the Trail.
- Identify common development needs and receive a dedicated training and digital mentoring plan per Cluster.

AMPLIFYING SUCCESS

Through working together, the Clusters will leverage the marketing exposure of not only MRBTA's channels, but the channels of all businesses participating in the program.



How to Get Involved

Participating businesses must meet the following eligibility criteria

YOUR EXPERIENCE

- Appeals to the interstate market*
- If your experience is bookable, it is available to be booked online via your website
- Offers consistent, year-round opening hours & tour times

YOUR INVESTMENT

- Required cash investment: \$500 per year to ensure ongoing maintenance of the Drive Trail promotion
- Required time investment (August 2021 to April 2022) of approximately:
 - 6 hours for meetings
 - Up to 30 hours for training and digital marketing mentoring (according to business needs)
 - Ability to engage front-line staff in delivery of the experience, including participating families

YOUR MARKETING

- Mobile-friendly website
- Professional quality business imagery
- Ability and commitment to share relevant content through consumer channels including:
 - website,
 - social media, and
 - eDMs.

Register your Interest

Please visit mrbta.com to confirm that your business meets the eligibility criteria and to register your interest in participation. Your business will be matched to one of the five Drive Trails based on your geographical location.

*See 'Motivating Factors' overleaf

Further Information:

Training & Development for all MRBTA Members

All MRBTA member businesses will be supported in increasing their capacity to attract and service interstate visitors through a region-wide training and development delivered alongside the Interstate Market Drive Trails project.

Priority topics will be determined in liaison with MRBTA members, with possible areas of focus including:

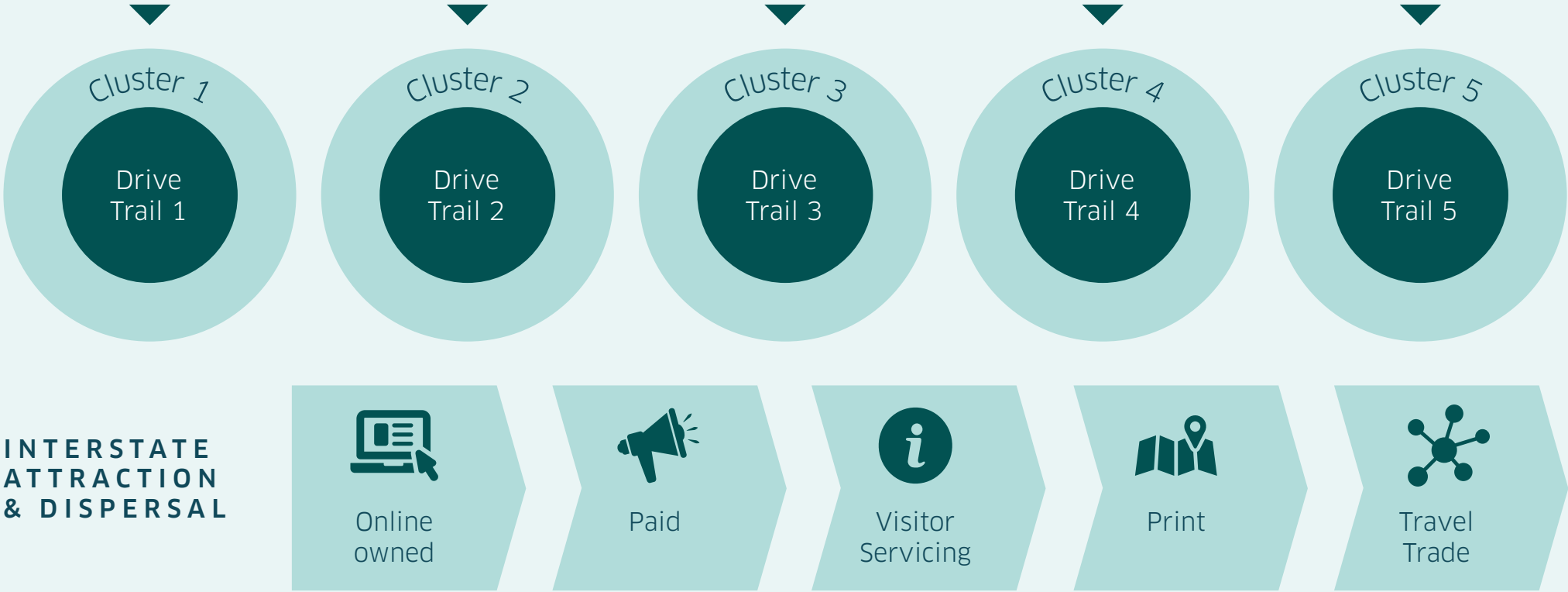
- Online distribution
- Experience design
- Tourism customer service training with a whole-of-region focus
- Sustainable tourism



Project Snapshot

Region-Wide Interstate Training & Development Program

Tailored Training & Digital Marketing Mentoring per Cluster



Further Information:

Interstate Market Insights

MOTIVATING FACTORS*

- Beaches/coastal scenery
- Unique natural sights
- Pristine natural environments
- Good food, wine and local cuisine
- Treks, trails and/or hikes

COVID-19 IMPACTS**

- Domestic tourism is becoming highly competitive, with discount pricing and increased marketing spend at State and Federal levels.
- Confidence to book travel to WA is impacted by border conditions.
- WA's border approach has not been favorable for perceptions of WA being welcoming to interstate visitors.
- Visiting Friends and Relatives – Pent up demand is a key booking driver as borders open.



OPPORTUNITY FOR THE MARGARET RIVER REGION***

- Grow region's reputation beyond wine
- Grow awareness of soft adventure, including whale watching, wildflowers, forests and nature walks
- Grow transport options within region – particularly winery shuttle bus
- Leverage destination brand to strengthen appeal and understanding of point of difference.

References:

- * Tourism WA Interstate Market Profile
- ** Tourism WA Interstate Marketing Plan
- *** Tourism WA Destination Perceptions' Research



ACKNOWLEDGEMENT

This project has received funding from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund.