

An aerial photograph of a long wooden pier extending from the left side of the frame into the ocean. The water is a clear, vibrant blue. In the bottom right corner, the roofs of several buildings with blue siding and white trim are visible. The text 'WELCOMING JETSTAR' is overlaid in the center-right of the image in a large, white, hand-drawn font.

WELCOMING JETSTAR

WHY WE ARE here today

- 1 Discuss a marketing and communications approach.
- 2 Provide an overview of what our marketing activity could look like.
- 3 Industry opportunities.

The **NEW BUSSELTON** Route

Tourism WA have been tasked to lead the marketing and promotion of the new Melbourne to Busselton route.

THE BUSINESS OBJECTIVE:

- To support the sustainability of the flight and ensure its continuation and growth, by delivering increased leisure visitation.

THE MARKETING OBJECTIVE:

- Drive demand and deliver action through a tactical first campaign approach.
- Continue to break down the barriers of time, cost + distance that are associated with a WA holiday.

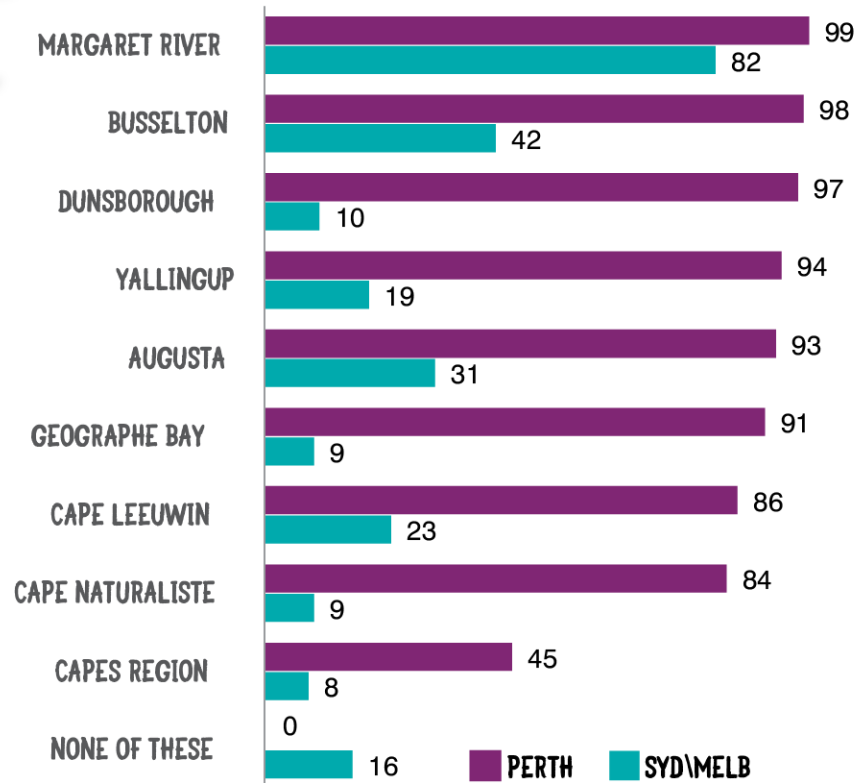


Tourism
WESTERN AUSTRALIA



WE KNOW INTERSTATE awareness of MARGARET RIVER is higher than OTHER PLACES in the region

AWARENESS OF MARGARET RIVER PLACES (PERTH VS. INTERSTATE)



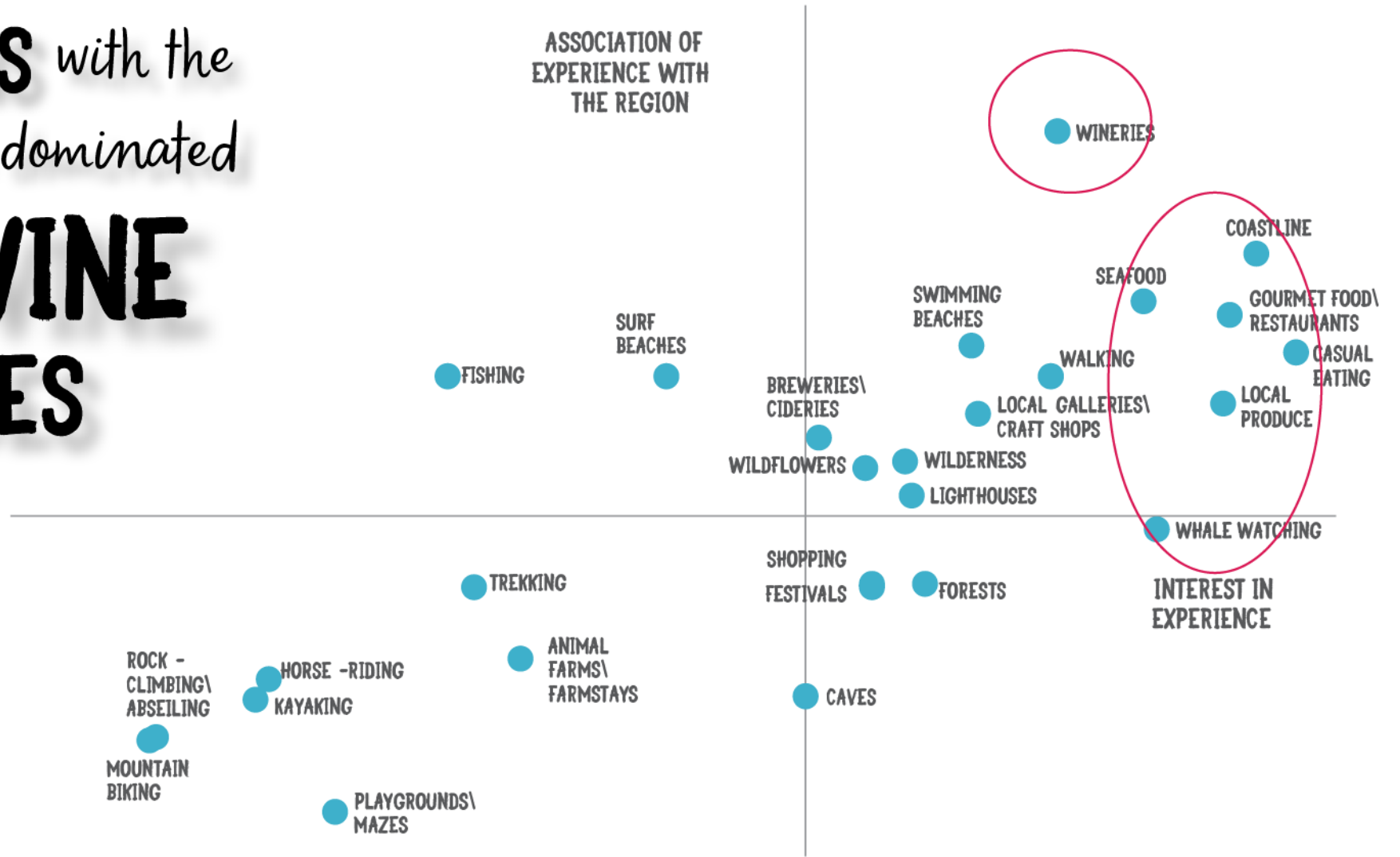
SOURCE : A5:Which of the following places in this area had you heard of before today?
 Base: Perth (n=191), Interstate (n=400), Sydney (n=200), Melbourne (n=200)

INTERSTATE AWARENESS OF MARGARET RIVER PLACES

	SYDNEY	MELBOURNE
MARGARET RIVER	80	85
BUSSELTON	36	48
DUNSBOROUGH	10	9
YALLINGUP	17	22
AUGUSTA	27	34
GEOGRAPHE BAY	8	11
CAPE LEEUWIN	22	25
CAPE NATURALISTE	9	10
CAPES REGION	9	8
NONE OF THESE	17	12

and...

ASSOCIATIONS with the **REGION** are dominated by **FOOD, WINE & EXPERIENCES**



But **WE KNOW** it is the
COMBINATION of **DIFFERENT EXPERIENCES**
that makes this area **TRULY UNIQUE**

WORLD CLASS WINE
and FOOD

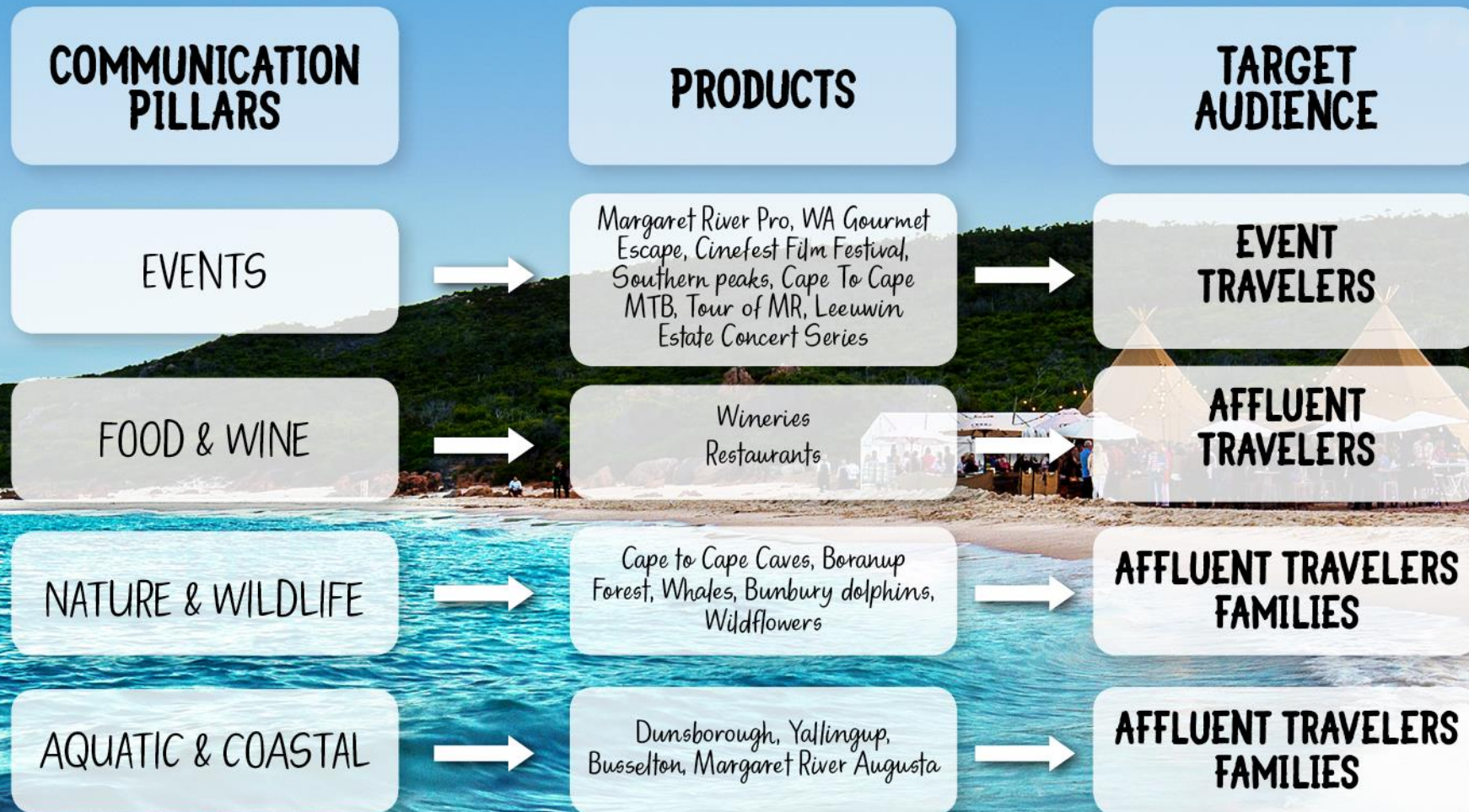
AQUATIC and COASTAL
(A range of things to see and do)

=

**OUR UNIQUE
SELLING POINT**

NATURE & WILDLIFE
(Pristine Natural Beauty)

It's about showing the RANGE OF EXPERIENCES in the MARGARET RIVER REGION



We need to **PLAY TO OUR STRENGTHS**
and build from what **INTERSTATE AUDIENCES** already know



**COMMUNICATION
PILLARS**

PRODUCTS

The
**MARGARET
RIVER
REGION**

FOOD & WINE

NATURE & WILDLIFE

AQUATIC & COASTAL

EVENTS

Wineries

Producers

Food and wine (in destination)

Cape to Cape Caves, Boranup
Forest, Whales, Bunbury dolphins,
Wildflowers

Dunsborough, Yallingup,
Busselton Jetty,
Margaret River Augusta

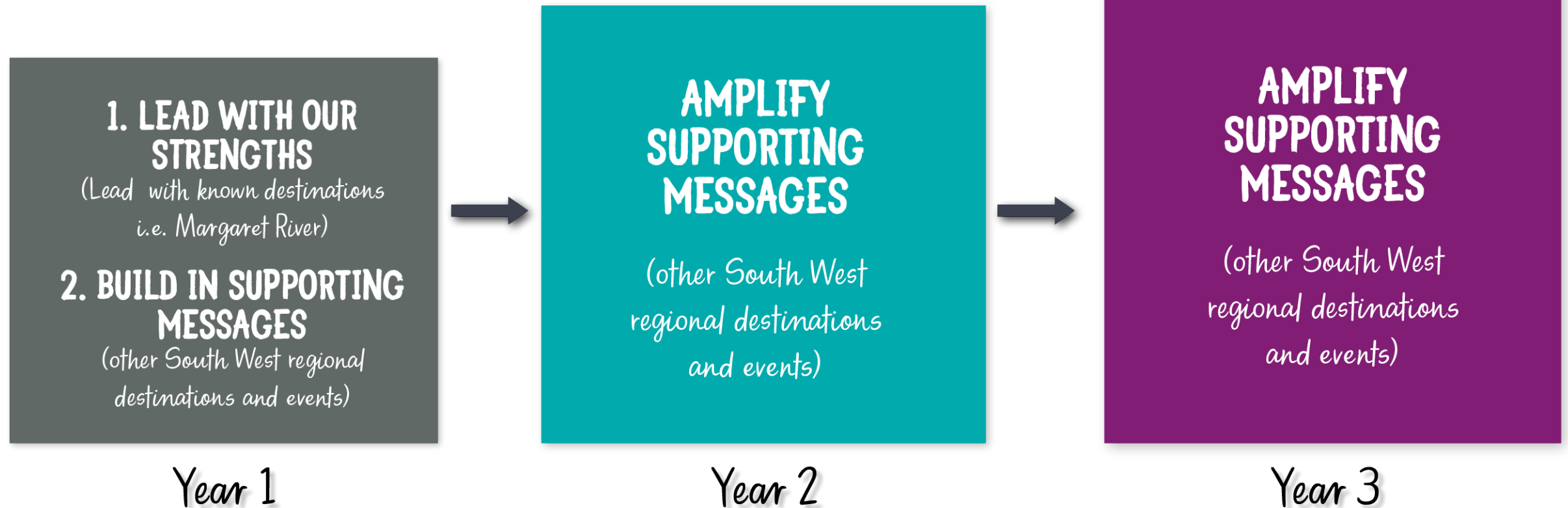
Margaret River Pro, WA Gourmet
Escape, Cinefest Film Festival,
Leeuwin Estate Concert Series

FLIGHT MESSAGE

built into our current domestic strategy

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
Social & Digital (Facebook & Instagram)	EDMs					EDMs				
	Socials					Socials			Socials	
	Website									
Destination PR	Media Release TWA Media Kit	Media Famill								
	Media Familiarisations & outreach									
Partner-led	JQ		JQ	JQ		JQ				
		TWA			TWA	TWA			TWA	
Trade engagement	Ongoing activity									

We need to **TAKE A LONGER TERM APPROACH** to our **COMMUNICATIONS**



What our
COOPERATIVE
MARKETING
looked
like...

The Margaret River region
just got closer.

From wine tasting to whale watching there's something for everyone in the Margaret River region. Starting 25 March 2020, we'll be flying there direct three times a week!

New Route Launch Sale

Fly Melbourne (Tullamarine) to
**BUSSELTON
MARGARET RIVER**

FROM

\$89[^]

*Sale ends 11.59pm AEDT Tuesday 8 October 2019,
unless sold out prior.

All day, every day, low fares

Jetstar

*Flight schedule subject to change. Flights subject to Government and Regulatory approval.
*Things you need to know: prices based on payment by POLI, Jetstar voucher, Jetstar Gift Card, Jetstar Mastercard/Platinum Mastercard, or where the total flight booking is redeemed in Qantas Points Plus Pay through Jetstar.com. For other payment options, a Payment Fee applies. See Jetstar.com/fees. Fares are one-way. Limited changes are permitted, charges may apply. No fees apply if you are entitled to a refund or alternate flight under the Australian Consumer Law or Conditions of Carriage. Availability is limited (not available on all flights or days). Limited availability on school and public holiday weekends. Travel dates: Busseton Margaret River: from 25 March to 6 April, 13 April to 24 June and 6 July to 31 August 2020. Checked baggage not included. Carefully check the carry-on baggage limits, including size restrictions, as they will be strictly applied. Passengers with more than the applicable carry-on baggage allowance will need to check in baggage, and charges will apply. All travel is subject to the Jetstar Conditions of Carriage. See Jetstar.com for more details. Jetstar Always Fly Ltd - ABN: 53 069 720 245. JETSJMO222_MRS

The Margaret River region
just got closer.

Hurry, ends Tuesday!

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JETSJM0223_CAFE_MEL

What our DIGITAL MARKETING ACTIVITIES looked like...



What our PR SUPPORT looked like...

Traveltalk SUBSCRIBE TO

HOME NEWS DESTINATIONS FLY CRUISE HOTELS & RESORTS SMART BUSINESS TRAINING INCENTIVES QUIZ COMPETITIONS

New Melbourne-Margaret River flights unveiled

Jetstar to hit popular WA region with new non-stop service

Exploring one of Western Australia's most diverse destinations is now easier thanks to Jetstar's new direct flights between Melbourne and Margaret River region.

From March 25 2020, Jetstar will operate three direct services between Tullamarine Airport and the Busselton-Margaret River Airports for visitors from the Australia's east coast to travel non-stop to one of Australia's premium wine regions – either for a short or long.

Named by Lonely Planet as the number one destination to visit in 2019 on its *Best in Asia Pacific* list, Margaret River is the only region in Australia where visitors can hop from award-winning wineries, breweries and restaurants, to stunning beaches, tall-timber forests, and ancient caves.



MELBOURNE

BROADSHEET

ART & DESIGN | ENTERTAINMENT | FASHION & STYLE | FOOD & DRINK | THINGS TO DO | TRAVEL | THE SHOP

EXPLORE THE HR-V **HONDA**

SPONTANEOUS

You Can Now Fly Direct From Melbourne to Margaret River (for \$89)

Skip the three-hour drive from Perth Airport – instead, land right inside one of Australia's preeminent food and wine regions, where you can explore pristine beaches, discover hundreds of wineries and dine at world-class destination eateries.

Photography: Courtesy of Tourism Western Australia

1/2

Published on 07 October 2019 by BROADSHEET

SHARE

On Friday, Jetstar announced it'll be flying direct between Melbourne Airport in Tullamarine to Busselton-Margaret River Airport, Western Australia, starting in March 2020. The move by the budget airline means travellers can

YOU MAY ALSO LIKE

Hop It Lets You Go Your Own

DEAL OF THE DAY

DEALS DESTINATIONS CRUISES ADVICE EXPERIENCES NEW

Experiences

Destinations

10 reasons Aussie spot will be our new No. 1

Sammy Stewart October 8, 2019

Thanks to Jetstar's new direct flights to Busselton, Australia's premium wine and food destination just got closer. Here are 10 things you have to do.



Tourism
WESTERN AUSTRALIA



INDUSTRY Opportunities

1. Meeting with trade and get your product or business in front of them!
2. Make sure your tour or product is listed on the Australian Tourism Data Warehouse (ATDW).
3. Follow us on Facebook, Instagram and Twitter.
4. Use the hashtags #thisisWA #AustraliasSouthWest and any other relevant destination hashtags.
5. Tourism Western Australia image gallery. Visit imagegallery.tourism.wa.gov.au and register your business to access.
6. Have you got a new product offering you think Tourism WA should know about?
7. Add media@westernaustralia.com to any of your email news databases so you can update us on new products or services

An aerial photograph of a rugged coastline. The water is a vibrant turquoise color, contrasting with the dark brown and grey rocks. A person in a red swimsuit is sitting on a large rock in the water. The text 'THANK you' is overlaid on the left side of the image.

THANK you

Keep in touch:



@Western Australia
@TourismWesternAustralia



@WesternAustralia
#thisisWA

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