

**YOUR
MARGARET
RIVER
REGION**



AUSTRALIA'S
South West

2019/20

Direct Airline Route Melbourne – Busselton Marketing Plan

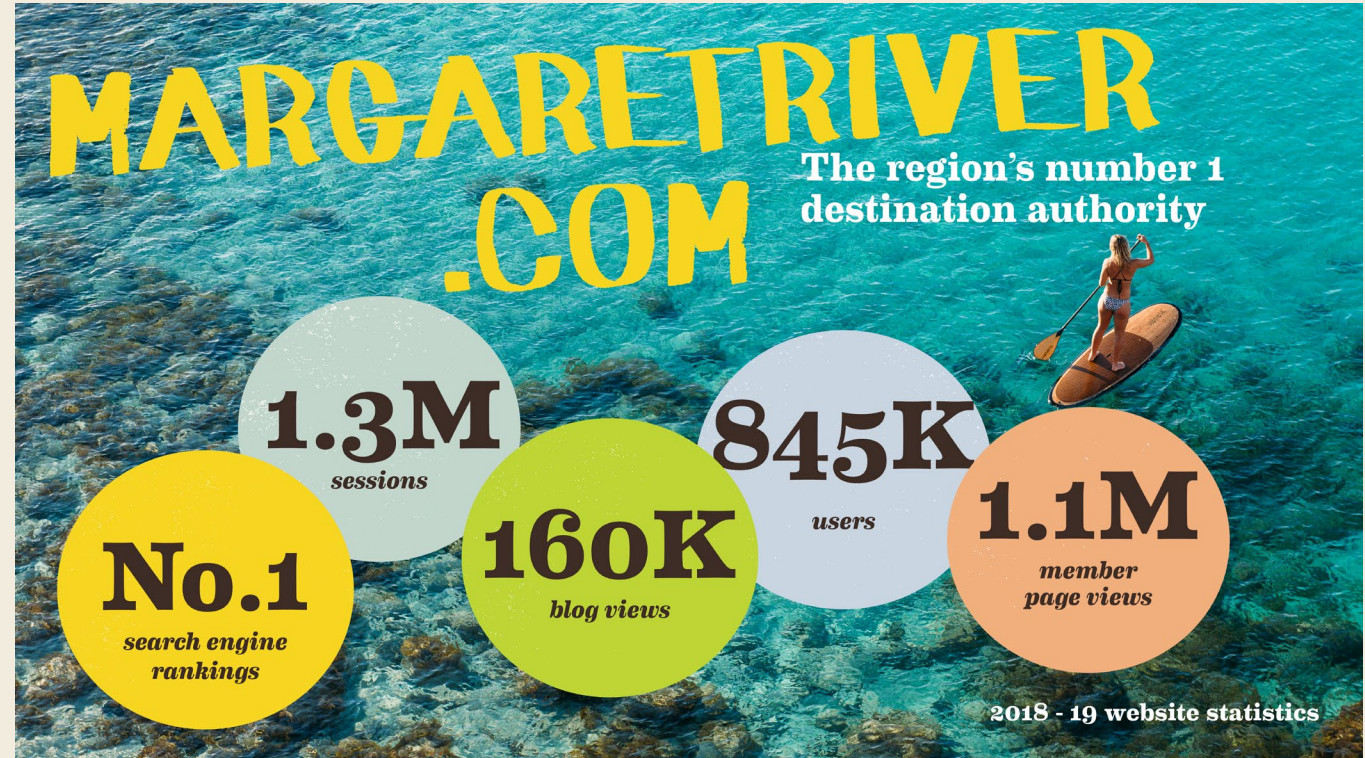
Margaret River Busselton Tourism Association & Australia's South West
In partnership with TWA, Jetstar, City of Busselton

17 October 2019

CURRENT AUDIENCE

Victoria

- Margaretriver.com - 53,000 18/19. 66% increase since direct flights announcement
- Australiasouthwest.com 8,997 18/19 just for Melbourne
- Subscriber database – 900
- **Instagram**
 - @margaretiver 2,300
 - @AustraliasSouthWest 3,942
- **Facebook**
 - Margaret River - 1,800
 - Australia's South West -1,192



AUSTRALIA'S
South West



MARKET PROFILES



Events
target

Tourism Western Australia's Domestic Market Segments

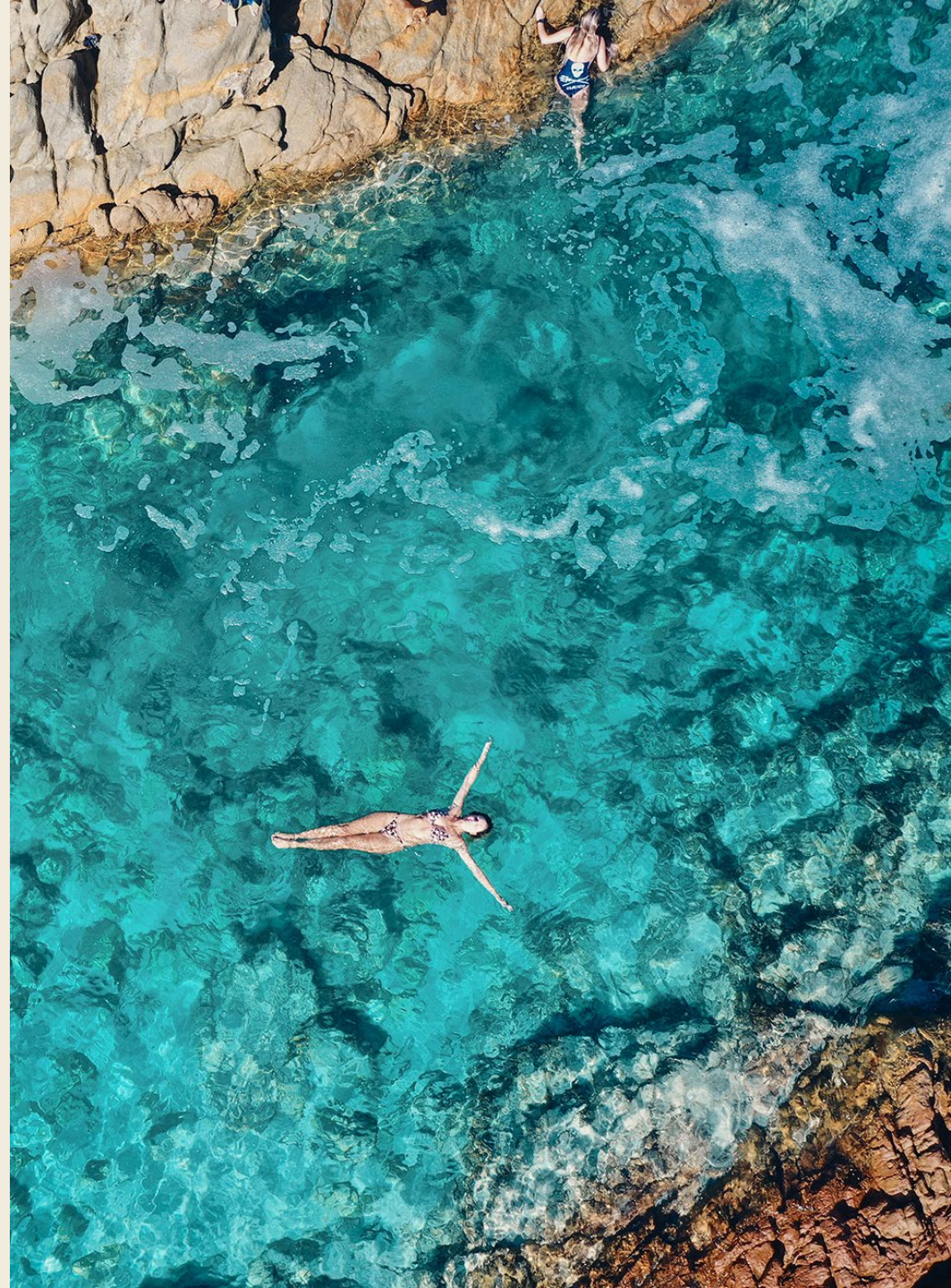
AUSTRALIA'S
South West

YOUR
MARGARET
RIVER
REGION



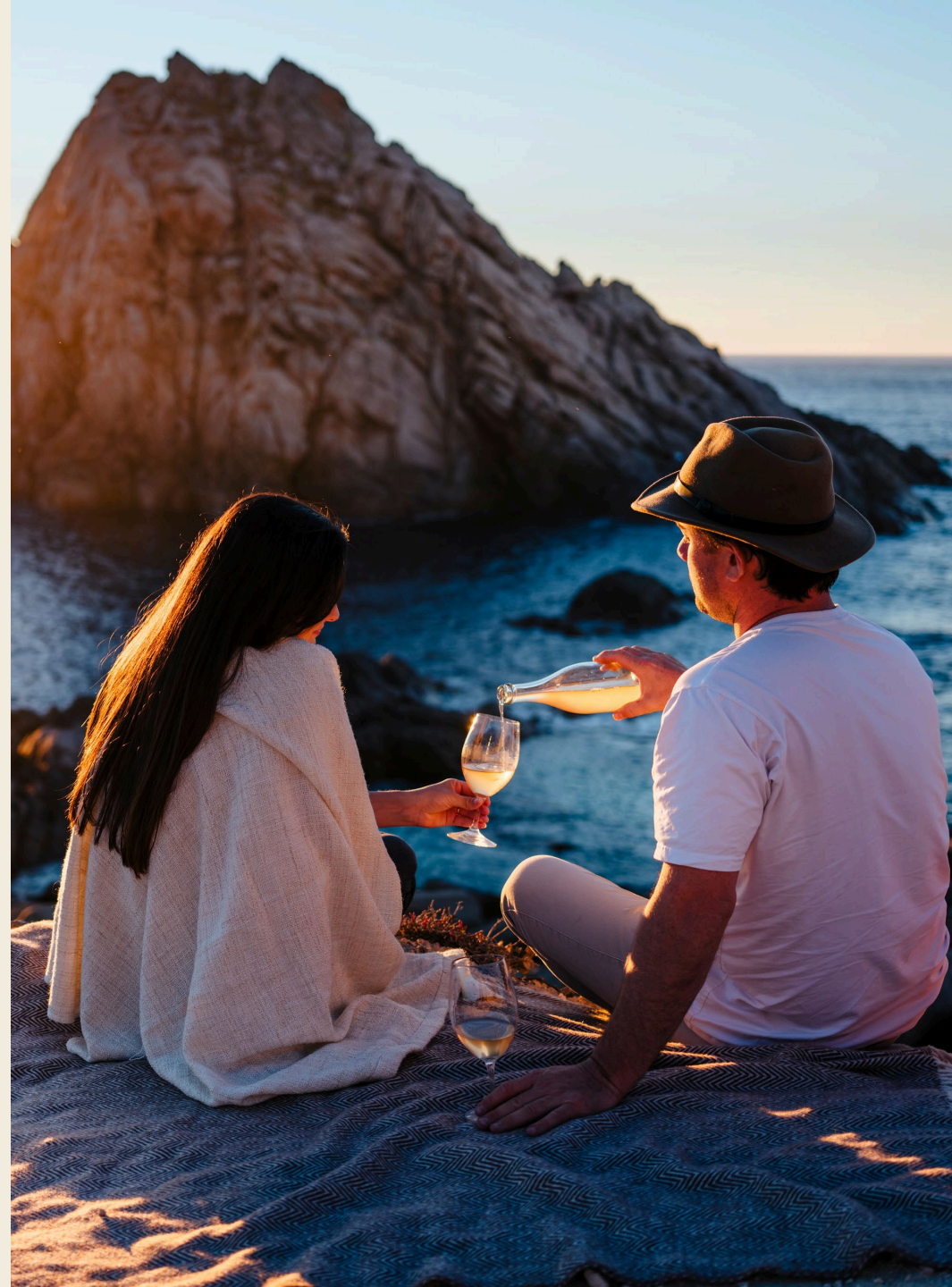
KEY MESSAGES

- World class food and wine
- Nature & Adventure: surfing, mountain biking
- Vibrant arts scene
- Major events



MARKETING PLAN

- Direct to consumer via owned channels: EDM, Social Media, website, paid digital
- Broadcast
- East Coast PR rep
- Media hosting
- Co-op partnerships
- In-market events



TIMELINE



	October	November	December	January	February	March
Owned Website/EDM/Social	Ongoing					
Public relations	Melb Media Launch	Media Famils			TravMedia International Media Marketplace	Inaugural Flight Activation
Paid digital	Rediscover Your Margaret River Region Social Campaign		ASW Holiday Planner Campaign			
Broadcast	Weekend Sunrise		National Broadcast Op - TBC			
Partner-led	JQ	JQ				JQ
	TWA			TWA		
In-Market Events						Regional East Coast Trade Roadshow

	April	May	June	July	August	September
Owned Website/EDM/Social	Ongoing					
Public relations	Media Famils & Outreach					
Paid digital	Winter Campaign					
Broadcast						
Partner-led	TWA					
In-Market Events	<div> <div>ATE</div> <div>Good Food Wine Show Melbourne</div> <div>In-market Consumer Event</div> </div>					

LAUNCH EVENT

Melbourne – 4 October

- Media gifts
- Wine
- Talent
- Imagery



SOCIAL MEDIA

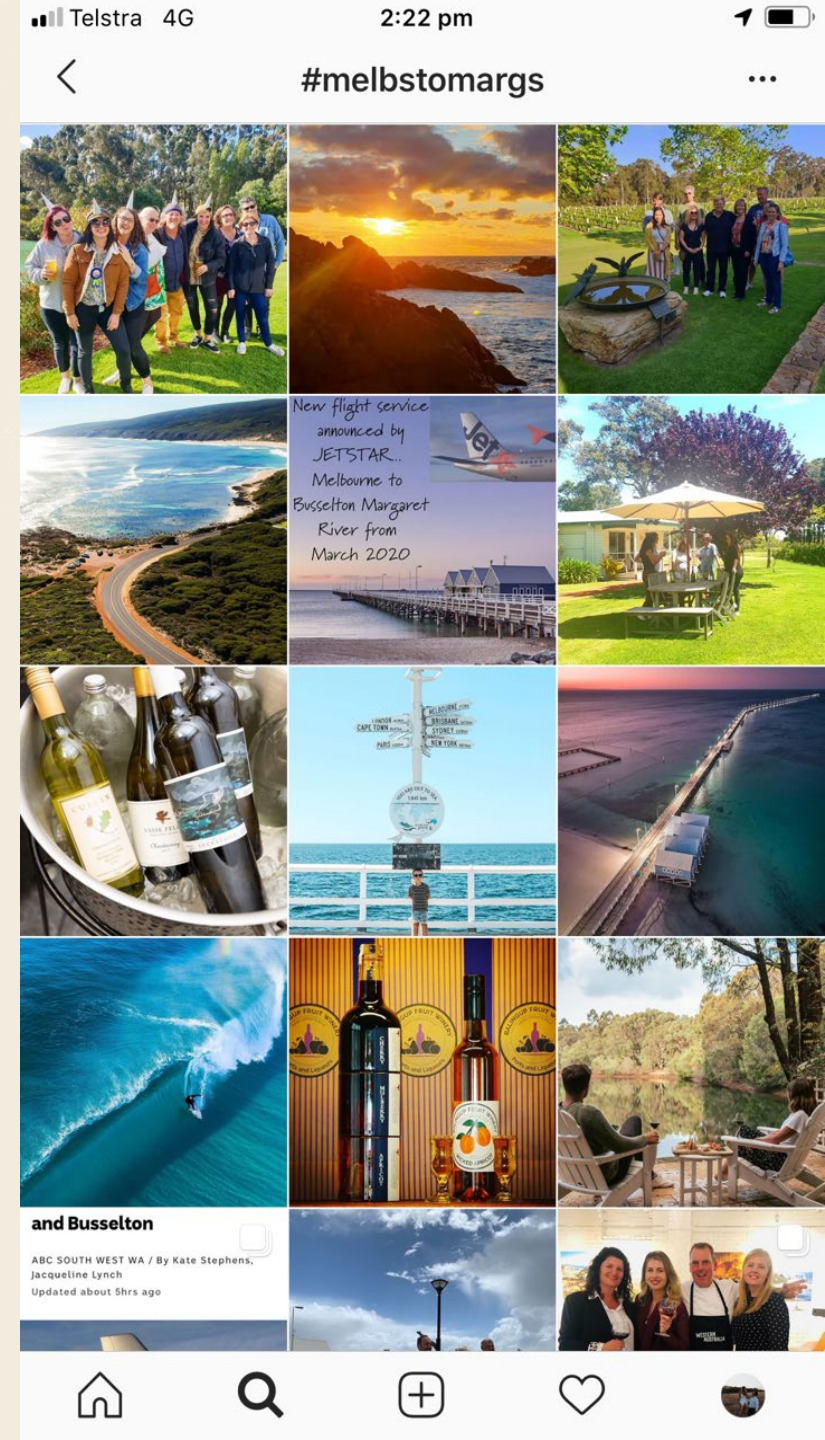
Join the #MelbstoMargs Campaign

#Margaretriver

#AustraliasSouthWest

#BusseltonMargaretRiverAirport

#ThisIsWA #JetstarAustralia



TRADE

- ASW – Quarterly + Post Trade Event EDM
- Corroboree West – October, Perth
- ATEC Meeting Place – Brisbane, November
- ATE – Melbourne, May
- ASW Regional East Coast Trade Roadshow, March, Victoria & NSW
- ASW Region Representation in International Markets ie Japan, US, UK, Europe, Singapore, Malaysia



REGIONAL DISPERSAL

- Open jaw itineraries
- One-way car hire
- Caravan & camping hire in region
- Events – Truffle Kerfuffle, Taste Great Southern
- Promoting driving routes ie media famils with FORM
- Horizons magazine features
- Great South West Edge trade and consumer packaging and promotion
- PR opportunities



AUSTRALIA'S
South West

THANK YOU