



VISITOR ECONOMY STRATEGY

BUNBURY GÉOGRAPHIE

2019-2024

CONTEXT + OVERVIEW

The Visitor Economy is a vital sector of the Bunbury Geopraphe (BunGeo) region. It provides jobs and small business opportunities for the region and diversifies our economic base.

The Bunbury Geopraphe Tourism Partnership (Partnership) incorporates the seven local government areas of Bunbury, Dardanup, Collie, Harvey, Capel, Donnybrook-Balingup and Boyup Brook, plus the South West Development Commission (SWDC) and Australia's South West (ASW).

The region offers exceptional local produce, diverse natural, cultural and adventure experiences, and genuine, sincere characters.

The *Bunbury Wellington and Boyup Brook Regional Tourism Strategy 2015-2019* and supporting *Regional Action Plan and Marketing Plan*, released by the Bunbury Wellington Group of Councils with support from the SWDC, Regional Development Australia, Tourism WA and ASW and Evolve Strategic Solutions, set the overall direction and framework to grow BunGeo's visitor economy.

It set an objective to:

“Guide seven local government authorities (LGAs) towards unified tourism branding, marketing, governance and product development.”

DEFINING THE VISITOR ECONOMY

The term ‘visitor economy’ refers to the production of goods and services for consumption by visitors, which includes the industries that directly serve visitors, such as accommodation, transport providers, attractions, car hire companies, and tour companies, as well as those involved indirectly, such as retail and food production.

This recognises that visitor activity contributes to investment and jobs across a range of industry sectors.

Visitors include leisure tourists – people travelling and staying outside their usual place of residence for a limited time period for the purpose of a holiday, sight-seeing and recreation, plus people travelling for other reasons such as visiting friends and relatives, business, work, or education.



CONTEXT + OVERVIEW

Many have worked hard to achieve this objective.

Moving forward, the Partnership has committed to continuing to work together, and with the tourism industry, to drive the sector.

This document has been developed to outline the key actions required to further the achievements of the Partnership and capitalises on the ongoing transformation of BunGeo's visitor economy from 2019-2024.

Following consultation and research, the *2019-2024 Bunbury Geographe Visitor Economy Strategy (VES)* has four achievable and succinct focus areas:

- Destination Positioning
- Outstanding Events
- Industry & Product Development
- Leadership.

The VES focuses on collaboration and communication between key stakeholders while celebrating their individual strengths and unique selling points. Because, together our 'whole is greater than the sum of our parts'.

OUR BIG HAIRY AUDACIOUS STATEMENT

By continuing to work in partnership, BunGeo is a highly desirable destination with a diverse range of outstanding experiences that attract more visitors, and drive jobs and sustainable investment across the region.



THE VISION

BunGeo is recognised as a highly desirable visitor destination and our visitor economy contributes to BunGeo's sustainable future.

BGTP MISSION

We exist to grow the visitor economy through leadership, promotion and development. With our partners, we will build BunGeo's image, drive visitation, and boost the economy.

OUR GOALS

- *Inspire*: Change the perception of BunGeo and establish an emotive connection.
- *Inform*: Build awareness for the BunGeo offering.
- *Activate*: Increase product development and visitation to BunGeo.
- *Unite*: Expand the growing sense of continuity and unity within BunGeo.



WHAT WE WANT!

- **Overnight Visitors p.a:** 800,000 by 2024
- **Visitor Nights:** 2,600,000
- **Day Trip Visitors:** 1,686,000
- **Growth:** Sustainable medium term growth in visitation of 1.9% p.a. (annual average).

OUR AUDIENCE

Primary

- Millennials, Young Couples and Young Families within Perth and the South West.
- BunGeo locals (so they can share tell our story) to the VFR market.
- Markets aligned with pillars:
 - **Arts & Culture**
 - » Culture Vultures: 60% aged 50 years plus who are predominantly females.
 - **Adventure & Nature**
 - » MTB riders: 88% males, 26-50 years. 50% 35-50 years.
 - » Off The Beaten Track: predominantly split between Millennials and Baby Boomers.
 - **Eat & Drink**
 - » Predominantly Millennial market.
 - **Events (focused on the above pillars)**

Secondary

- Interstate via Australia's South West (ASW) & Tourism WA, following their domestic market segments, including:
 - » Escape & Connect
 - » Bright Lights (Bunbury only)
 - » Off The Beaten Track
- International: Experience Seekers.
- Geographical: Through ASW target interstate and international markets, including Sydney, Melbourne, New Zealand, Indonesia, Singapore, Malaysia, Japan, China & Hong Kong, UK, Germany, Switzerland, and USA. Plus, our sister cities.

EXPERIENCES ARE
OUR HEROES, WITH
BRILLANT STORYTELLING,
DIGITAL CONTENT
AND ENGAGEMENT
OUR MANTRA!

**It's time to share our cool, diverse
and authentic region to thousands of
potential visitors who share
Bunbury Geographe's values**

OUR EXPERIENCE PILLARS

Nature & Adventure

*

Eat & Drink (Wine)

*

Arts & Culture

*

Events

#1 DESTINATION POSITIONING

Increase awareness, raise the appeal,
and generate demand for the
destination through engaging marketing
and content-rich PR

- **PR The Focus:** Change consumer perceptions through a PR-focused communication strategy centred on storytelling.
- **Strong Brand:** Maintain a strong, cohesive brand that appeals to our target segments and fosters positive sentiment. Encourage continued brand adoption and maintain branding standards across the region.
- **Customer/Visitor Driven:** Targetting audience appeal drives everything we do! Implement a market-driven approach to all communication and marketing, focused on primary target segments.
- **Engaging Marketing:** Implement inspiring, research-driven campaigns that leverage strategic marketing partnerships.
- **Pump Our Pillars:** Work with industry to raise the awareness of hero product, competitive advantages and experiences that drive visitation.

We will tell the stories of our region to spark the curiosity of our target market segments and inspire them to visit.

#2 OUTSTANDING EVENTS

Drive visitation and assist industry growth through sustainable events that appeal to our visitors

- **Hero & Experience Pillar Events:** Identify and raise awareness of seven hero events to change perceptions and drive visitation.
- **Jam-Packed Calendar:** Create vibrancy by supporting a jam-packed calendar of experience pillar-focused events.
- **Inspire Business Events & Weddings:** Build business event and wedding demand to create consistent visitation and assist with seasonality and supply issues.

Through our events, visitors will find what makes BunGeo real; our authentic characters, our love of food, our love of sport, our love of the outdoors, and our love of arts & culture.

#3 INDUSTRY & PRODUCT DEVELOPMENT

Empower the tourism industry and drive product development, infrastructure and investment

- **Accelerate The Big Projects:** With government agencies and stakeholders, motivate, lobby, target, advocate and support tourism infrastructure development to help the region reach its full potential.
- **Stay Ahead Of The Curve:** Anticipate and effectively respond to supply trends and infrastructure demand growth to maximise customer satisfaction.
- **Encourage Iconic Experiences:** Identify opportunities and encourage new, quality product and iconic experiences that grow capacity, satisfy visitors and generate positive economic outcomes.
- **Sustainable Investment:** Encourage sustainable investment to stimulate visitor demand.
- **Encourage Access, Connectivity, Routes and Transportation:** With government agencies and stakeholders, lobby to make BunGeo a destination (not a gateway) and getting here as easy as possible through public transport, cruising, roads/BORR, airport links and signage.
- **Drive Dispersal:** Support the creation of experience-pillar trails and itineraries to drive dispersal.
- **Be The Best We Can Be:** Build capacity, appeal and resilience. Support the industry with leading research and insights, and encourage collaboration to improve the quality of product and experiences.

We will provide our experience hungry Millennials and other audiences with must-do options and market regional drawcards that attraction state and national attention.

#4 LEADERSHIP

Lead a strong and coordinated tourism industry with a united and compelling voice

- **Together We Grow:** Encourage industry collaboration to improve awareness and capability. Increase public and private sector understanding of their impact on BRAND BUNGEO and their role in the visitor economy. Enhance leadership through leveraging peak body alliances and communication with stakeholders.
- **Put BunGeo On The Trade Map:** Raise awareness and relationships with key tourism trade and industry partners including Tourism WA.
- **Be Valued:** Improve the knowledge of the benefit and value of the visitor economy to the BunGeo community.
- **Remove Barriers:** Identify and support the removal of roadblocks and barriers to visitation.
- **Good Governance and a Sustainable Future:** Investigate models and create a sustainable, effective and responsible body focused on growing the visitor economy.

We will work together to spread the BunGeo story. The compound messaging pay-off is huge and will lay the groundwork for steady visitor growth for years to come.

METRICS

Through leadership, promotion and development with our partners, we will raise BunGeo's image, drive visitation and boost the visitor economy.

- Growth and awareness of the BunGeo brand, including sub-brands
- Increase visitor numbers
- Increase the length of stay
- People telling our story - PR received
- Seven major events and one iconic events identified and facilitated by 2022
- By 2024, local government, and the public and private sectors, will be working together as part of the BGTP.

* Note: Our focus on yield will increase as tourism grows and high yielding product develops.

* The VES will be supported by a *Bunbury Geographe Visitor Economy Communications and Development Action Plan 2019-2024* and annual implementation plans.

Disclaimer

The information contained in this report is provided for general guidance and assistance only and is not intended as advice. You should make your own inquiries as to the appropriateness and suitability of the information provided. While every effort has been made to ensure the currency, accuracy or completeness of the content, we endeavour to keep the content relevant and up to date and reserve the right to make changes as required. The Bunbury Geographe Tourism Partnership, authors and presenters do not accept any liability to any person for the information (or the use of the information) which is provided or referred to in the report.

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OUR PARTNERS





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