

CLOSER
THAN YOU THINK
BETTER
THAN YOU REMEMBER

NINGALOO ADVENTURE VOUCHERS TOOLKIT

WESTERN
AUSTRALIA
WALKING ON A DREAM

📍 CAPE RANGE NATIONAL PARK, EXMOUTH



CAMPAIGN OVERVIEW

To drive visitation and tourism experience bookings in Exmouth, Coral Bay and Carnarvon, a voucher program offering visitors 50% off tours and experiences launched on 5 May.

A supporting intrastate marketing campaign is running across print and social.

The campaign is encouraging West Australians to explore the wonders of the region and rediscover their own backyard.

This toolkit has been created to provide supporting assets and materials so you can promote the vouchers across your own channels, and use them to drive bookings for your tours and experiences.

If you have any questions on this toolkit, marketing or assets available, please email: brandandmarketing@westernaustralia.com

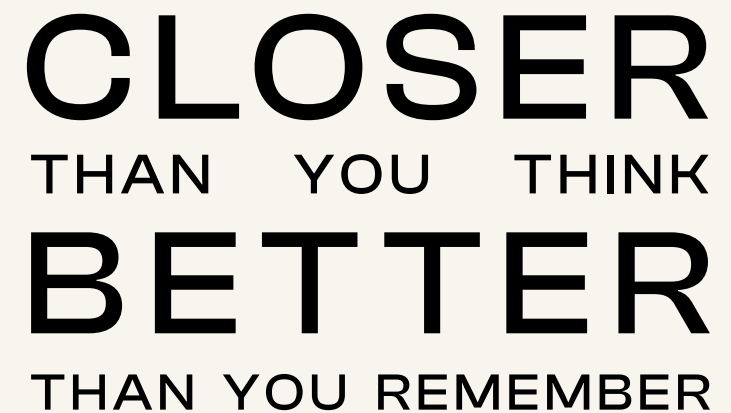


CAMPAIGN LOCKUP

The campaign lockup can be used on assets and communications by both Tourism Western Australia and its partners. The campaign lockup can be used on print and digital assets. The primary mono white lockup is the preferred version to be used where it is overlaid over the hero image.

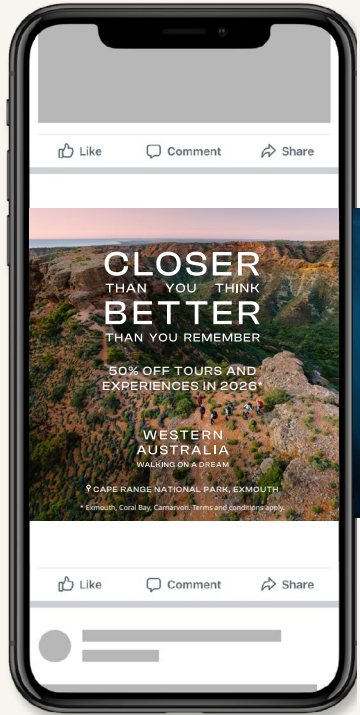


PRIMARY LOCKUP - MONO WHITE



SECONDARY LOCKUP - MONO BLACK

CREATIVE EXAMPLES



1080 X 1080 SOCIAL TILE EXAMPLES



A4 PRESS AD EXAMPLE

CLOSER THAN YOU THINK BETTER THAN YOU REMEMBER

50% OFF TOURS AND EXPERIENCES IN 2026*

Once in a lifetime adventures are waiting right here in WA. Wander along the coral coast highway on one of Australia's most scenic road trips, dive into a world of colour and coral in the World Heritage-listed Ningaloo Reef / Nyinggulu or hike across rugged limestone ranges, where the desert meets the reef.

Plan ahead and explore the wonders only the Coral Coast can offer.

Discover all offers, for a limited time only.

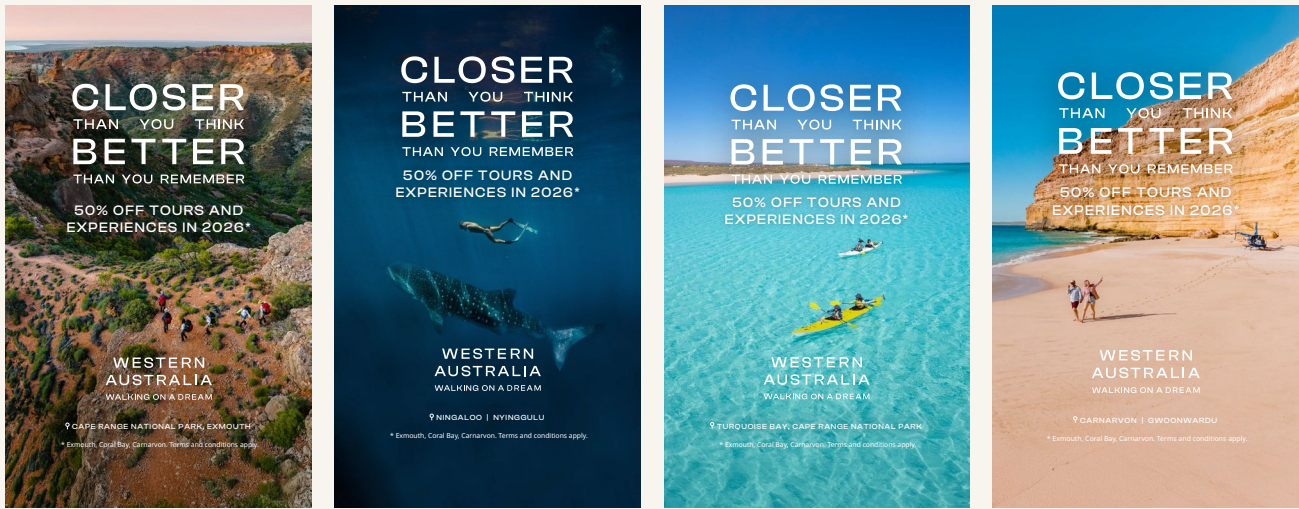
BOOK NOW AT
[WESTERNAUSTRALIA.COM/ADVENTUREVOUCHERS](https://westernaustralia.com/adventurevouchers)

WESTERN AUSTRALIA
 WALKING ON A DREAM

NINGALOO REEF | NYINGGULU

*Exmouth, Coral Bay, Carnarvon. Terms and conditions apply.

1080 X 1920 STORY TILE EXAMPLES



CAMPAIGN IMAGERY

Below are the key images we have used in the campaign. You can download images from the Tourism WA [image library](#).



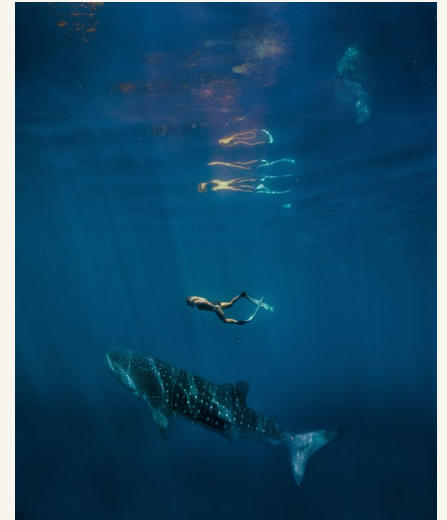
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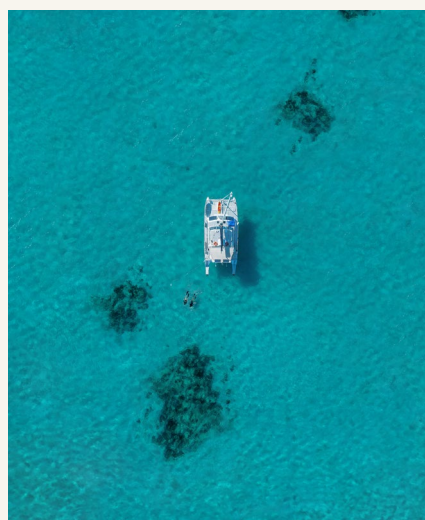
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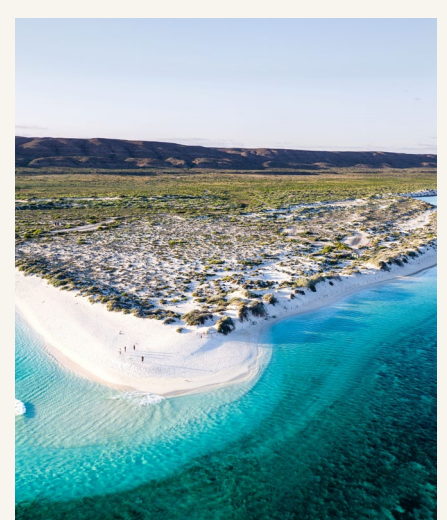
127687



119108



127324



120538



GET INVOLVED

This campaign belongs to all businesses and tourism operators in the region. Together, we can harness the collective power of the industry and drive visitation to the Coral Coast.

SHARE

We've created social tools so you can be a part of the campaign and encourage bookings for your tour or experience.

- Download our bespoke [social frames](#) to use on social media.
- Download the ready to use [social tiles](#) with campaign imagery and lock-up.
- Add the campaign lock up and social tiles to your own bespoke content and assets.

CONTACTS

Visit our Image Library to download associated imagery.
You can also explore key resources, including How to
Work with Tourism WA guide.

Please contact your Tourism WA representative with
any queries, or email: brandandmarketing@westernaustrialia.com

