

A couple is shown from the chest up, standing in a shallow stream or river. They are surrounded by dense tropical vegetation, including palm trees and various green plants. The water is dark and reflects the surrounding greenery. The overall atmosphere is serene and dreamlike.

WESTERN AUSTRALIA

WALKING ON A DREAM

WALK WITH US.

There's something truly special about Western Australia.
It's an unpolished gem, unspoiled, and a bit wild.

We have launched the next chapter of our global advertising campaign, Western Australia Walking On A Dream, calling travellers to visit our dreamlike state and discover the awe-inspiring beauty that makes it such a wondrous place to explore.

Walking On A Dream celebrates Western Australia — our people, our places and our unique and unforgettable experiences.

So, let's dream together and share our story on the world stage.

[#WAtheDreamState](#)

AUDIENCE INSIGHT

Walking On A Dream beckons High Yield Travellers (HYTs) across the globe, appealing to their desire for unique and authentic travel experiences, and adventures that transcend the well-known and the well-trodden. HYTs are more likely to disperse further and engage with experiences and operators. They are looking to experience world class nature and wildlife, premium food and wine, world class coastlines, beaches and marine life, and friendly hospitality. Western Australia is brimming with every type of adventure that HYTs seek.

CREATIVE IDEA

Western Australia is a place that calls to you.

The call to adventure is expressed through the synchronised movement of nature, to represent the collective consciousness shared by all.

Western Australia's otherworldly beauty will leave you questioning whether it is real or a dream. Perhaps it is a bit of both.

The campaign seeks to forge a connection long before a traveller arrives, using the creative to inspire, engage and motivate the audience to visit Western Australia.



WALK WITH US

Walking On A Dream belongs to all businesses and tourism operators in Western Australia. An inspiring and unified destination brand is essential to our global positioning and competitiveness. If we all build the dream in our own way, then we can harness the collective power of our industry. It's our opportunity to share our story with the world.

TELL

Guidance on how to tell the Walking On A Dream story.

WEAVE-IN DREAMLIKE LANGUAGE TO HIGHLIGHT WESTERN AUSTRALIA:

'wondrous', 'dreamy', 'dreamlike', 'magical', 'supernatural', 'enchantment', 'wonderland', 'transcendent', 'otherworldly contrasts of colour and texture', 'ancient stories', 'kissed by the gods', 'will leave you starstruck', 'the adventure of your dreams', 'creating a rich dreamscape', 'dive into a marine wonderland of colour and coral'.

USE A SMOOTH TONE AND RELAXED PACE TO MATCH THE DREAM:

'cruise alongside', 'glide with', 'journey through', 'gaze at', 'soar over', 'beckoning you', 'slip into Broome Time', 'feel the freedom', 'soak up the sun', 'wander secluded sandy beaches', 'drift and watch the passing parade of sea life', 'slow down and stand in the stillness of an ancient cave', 'float in tranquil swimming holes', 'relax on pristine beaches, each blessed with dreamy Indian Ocean sunsets', 'pause to marvel at its otherworldly hues', 'witness a sunset from the saddle of an unhurried camel', 'relax with friendly sunbathing kangaroos'.

BE DESCRIPTIVE AND ROMANTIC, TO BRING WESTERN AUSTRALIA TO LIFE IN A VISCERAL AND MEANINGFUL WAY:

'crystal-clear rock pools below thundering waterfalls', 'watch Mother Nature paint another fiery sunset over the sparkling Indian Ocean', 'where tall-timber forests meet turquoise oceans', 'a floral fantasy bursting into bloom', 'natural phenomena shaped by billions of years', 'surreal pink hues', 'where the cool ocean breeze helps create world-famous wines', 'camp out under an endless canopy of constellations', 'a cosmopolitan city, nestled in nature', 'watch a staircase climb to the moon', 'roam dazzling salt lakes and sweeping outback plains', 'a labyrinth of giant beehive-like domes', 'jewel-like caves'.

SEEK TO CONNECT AND EVOKE EMOTION, WRITING WITH SOUL AND SPIRIT:

'boundless', 'reconnecting with the land helps you reconnect with yourself', 'treasured memories', 'true awe', 'open your soul', 'recharge your spirit', 'quiet your mind', 'The Kimberley grounds you and its red dust never leaves you', 'hit the road less travelled', 'meet plenty of friendly locals eager to share their stories', 'immerse yourself in Saltwater Country', 'where friendly, passionate locals welcome you in', 'return home inspired after profound Aboriginal adventures', 'lose yourself amongst massive gorges and crystal-clear rock pools', 'escape to your own secluded beach', 'stargaze with the world's first astronomers on an Aboriginal tour'.

SHOW

Inspire travellers by using otherworldly imagery from the Tourism WA Image Library. Use supernatural contrasts of colour and texture. Seek out unexpected angles and perspectives that inspire the 'Spirit of Adventure' in travellers. Capture people and emotion that engages the audience and draws them into the scene.

We've selected imagery for the [North West](#), the [Coral Coast](#), [Perth](#), the [Golden Outback](#) and the [South West](#) to help showcase the best of our Dream State.

SHARE

Use #WAtheDreamState in your social media posts and tag us @westernaustralia for the opportunity to be featured on the Western Australia account. If re-posted, join the conversation by replying to comments and providing background on your product or experience.

We've created social tools you can use to be a part of Walking On A Dream and share your product or experience through the Dream State lens with your audience.

- Western Australia GIFs have been added to 'Giphy' on all social platforms. Simply search #wathedreamstate to add region specific gifs.
- [Download our bespoke social frames](#) to use on social media.
(Tip: Make sure you tag us when you use the social frames and we'll re-share your content to our global audience).
- Use the social tiles with dreamy destination images across your social media channels. Download social tiles for [Perth](#), the [North West](#), the [Coral Coast](#), the [South West](#) and the [Golden Outback](#).

SELL

Make sure your listing and offers are up to date in the Australian Tourism Data Warehouse (ATDW) to be included on [westernaustralia.com](#) and The WA Dream Pass.

Submit a holiday deal

Holiday deals are featured on [westernaustralia.com](#) to entice travellers to visit Western Australia. We encourage tourism operators to submit up to three holiday deals through ATDW for inclusion on our holiday deals page. Deals should be compelling, unique and attractive to the target audience and include a discount, package (packaging together several elements), value-add or an experience.

STORY TELLING

We recently launched **The Dreamers** – a collective of passionate, authentic ambassadors who embody the spirit and diversity of Western Australia. This program has been designed to inspire audiences and showcase our state's dreamlike experiences across six defining experience pillars.

Road Trips and Station Stays - [Aaron Green](#)

Art, Sports, and Entertainment - [Amberley Lobo](#)

Nature and Wildlife - [Anouska 'Nush' Freedman](#)

Hikes and Trails - [Cam Bostock](#)

Food and Drink - [Paul 'Yoda' Iskov](#)

Indigenous Experiences - [Tremane Baxter-Edwards](#)

Together, The Dreamers bring Western Australia's landscapes, flavours, cultures and creative energy to life through compelling storytelling, immersive experiences and authentic content. They're ready to collaborate with industry partners to showcase the best of Western Australia and what makes our Dream State so remarkable.

To work with The Dreamers contact media@westernaustralia.com

CONTACTS

Visit our corporate website to learn more and download the Brand Style Guide. You can also explore key resources, including Our Story: The Spirit of Adventure and the How to Work with Tourism WA guide.

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

