



# OUR STORY – THE SPIRIT OF ADVENTURE

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

♀ MEELUP BEACH, DUNSBOROUGH

# ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

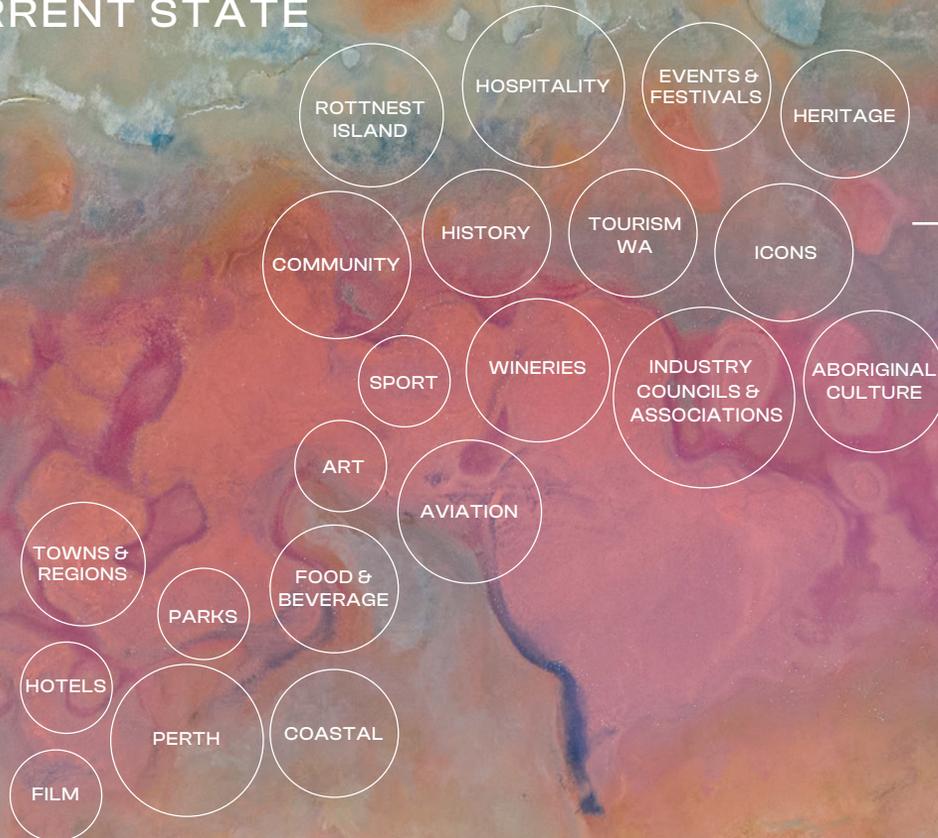
# A STRONG TOURISM BRAND DOES INCREDIBLE THINGS FOR A DESTINATION

- Elevating tourism experiences
- Inspiring new tourism products
- Unleashing the collective power of individual tourism operators
- Instilling pride and energy in locals
- Providing jobs
- Driving the economy

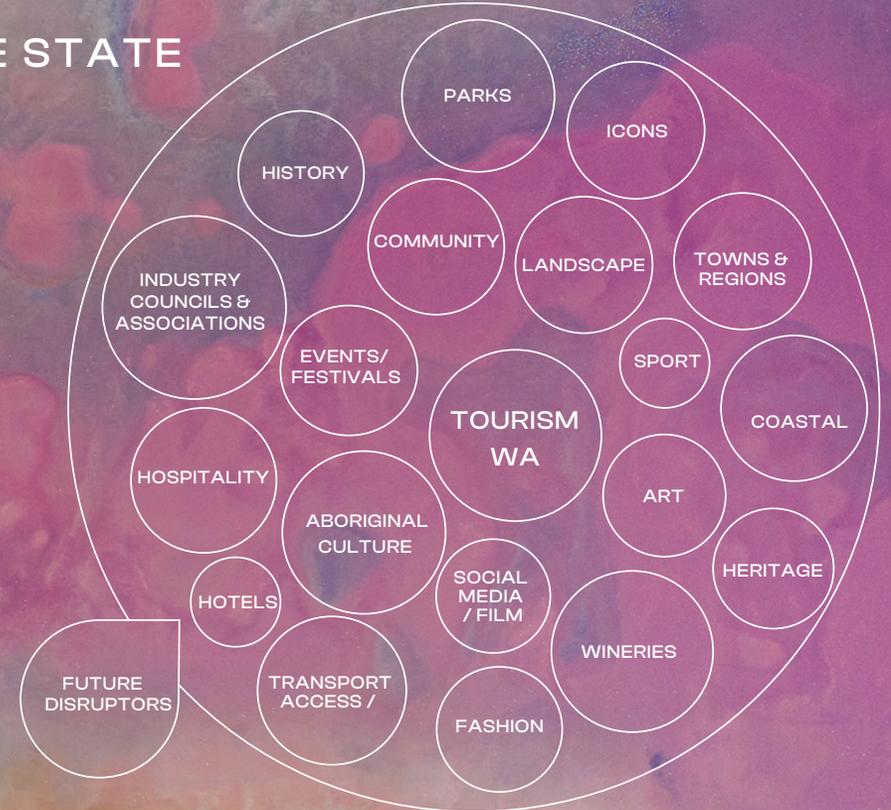
# WITHOUT A NORTH STAR, THE EXPECTED EXPERIENCE IS DILUTED FOR TRAVELLERS

DEFINING OUR SHARED STORY UNITES US AND AMPLIFIES INDIVIDUAL EFFORTS.

## CURRENT STATE



## FUTURE STATE



# OUR STORY DEFINES EVERYTHING WE DO, AND WILL INSPIRE OUR TOURISM PARTNERS - HOWEVER THEY CHOOSE TO USE IT

## TOURISM WESTERN AUSTRALIA

To develop a highly differentiated marketing strategy that gives Western Australia a competitive advantage.

- Marketing and Communications
  - Events and Partnerships
  - Destination Development

## TOURISM INDUSTRY

To amplify individual efforts and create a tourism brand that commands greater attention and value.

- Product Development
  - Brand Strategy
    - Events
  - Partnerships
  - Collaborations
    - Activations
    - Promotions





# OUR STORY HAS BEEN BORN FROM EXTENSIVE INDUSTRY ENGAGEMENT AND HAS BEEN RESEARCHED WITH TARGET VISITORS TO ENSURE IT IS UNIQUE AND MOTIVATING

## SCOPE

500 tourism business owners and leaders: 474 participated in workshops or interviews; 80 key stakeholders attended the briefing.

Qualitative research with 118 people across intrastate, interstate and international markets.

## LOCATIONS

Perth, Esperance, Porongurup, Albany, Katanning, Margaret River, Bunbury, Fremantle, Mandurah, Swan Valley, Kalgoorlie, Karratha, Geraldton, Broome, Rottneest Island, Kununurra, Exmouth, Mundaring, Karijini and the Pilbara.

# OUR STORY IS NOT A MARKETING CAMPAIGN

It is an internal strategy that will be used by Tourism Western Australia and tourism partners.

It will provide the foundation for future Tourism Western Australia marketing campaigns.  
It will also inspire our events, destination development, partnerships and policy.

# WESTERN AUSTRALIA IS ONE OF THE GREATEST PLACES ON THE PLANET

BRIMMING WITH NATURAL RICHES AND WORLD CLASS  
EXPERIENCES, MANY THAT YOU CAN'T GET ANYWHERE ELSE

The world's oldest living culture.

Evidence of the earliest known life on the planet.

Australia's sunniest capital city with the world's most beautiful stadium,  
framed by the Swan River (Derbarl Yerrigan).

Australia's most awarded fine wine region.

Australia's largest fringing coral reef, with pristine Ningaloo (Nyinggulu) spanning 300km.

The ancient Bungle Bungle Range in Purnululu National Park.

Rock art that's been carbon dated 60,000 years.

One of the world's largest collections of wildflowers.

The whitest beach in Australia.

The pink lakes.

And the happiest marsupial in the world, the quokka.

# OUR STORY MUST IMPACT HIGH YIELD TRAVELLERS

Over 80 million people globally with an average trip expenditure of AUD \$6,000 per person, more likely to stay longer and travel further into regions.

# HIGH YIELD TRAVELLERS SEEK UNIQUE, AUTHENTIC EXPERIENCES

THEY HAVE A STRONG DESIRE TO GET AWAY  
FROM THE WELL-KNOWN AND WELL-TRODDEN

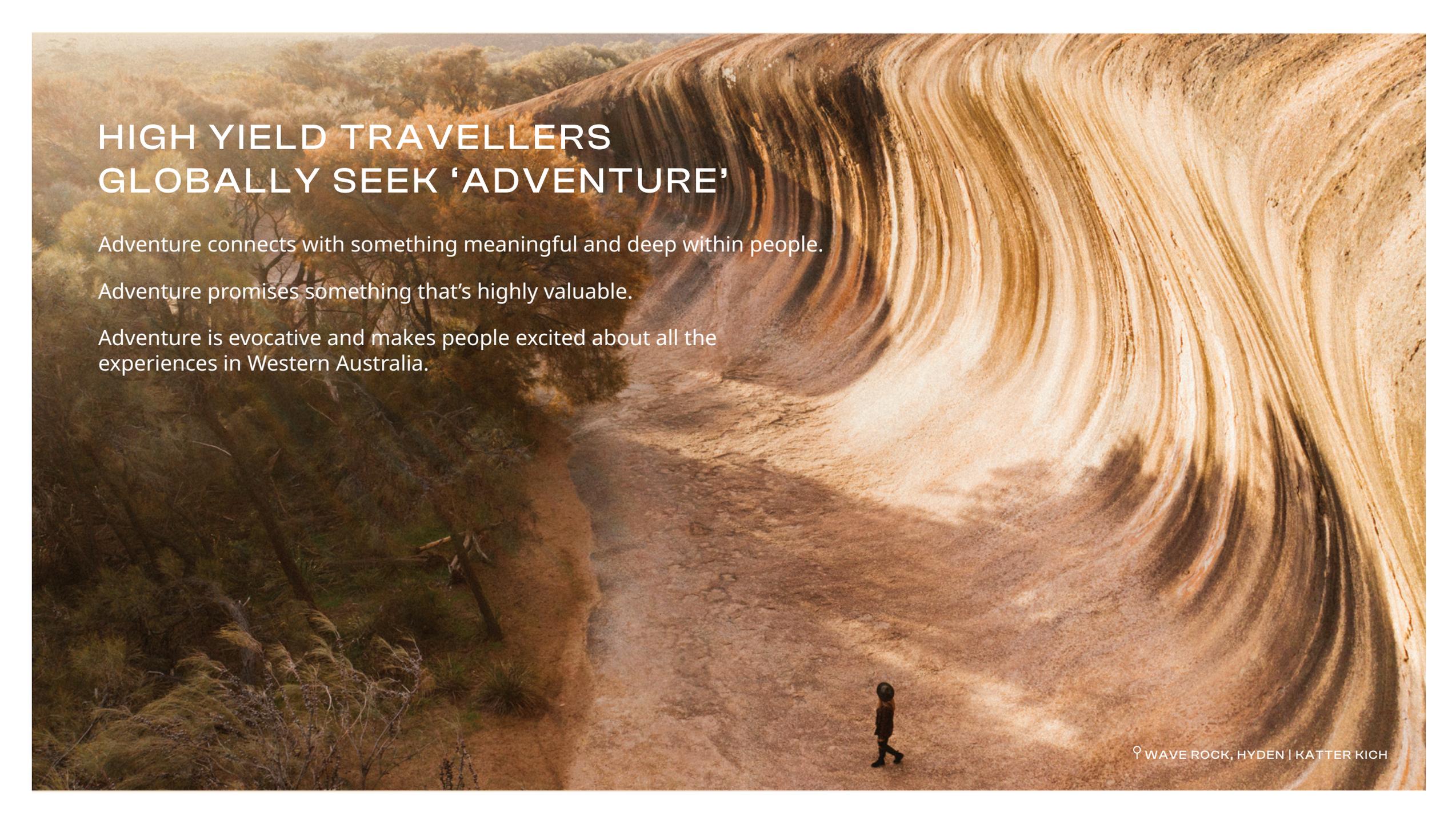
World-class nature and wildlife.

Good food, wine, local cuisine and produce.

World-class coastlines, beaches and marine life.

Friendly and open citizens with local hospitality.





# HIGH YIELD TRAVELLERS GLOBALLY SEEK 'ADVENTURE'

Adventure connects with something meaningful and deep within people.

Adventure promises something that's highly valuable.

Adventure is evocative and makes people excited about all the experiences in Western Australia.

# OUR STORY: THE SPIRIT OF ADVENTURE

There's something truly special about Western Australia.

Whilst many of the world's tourism destinations are well known, well-trodden, and over crowded, Western Australia is not.

Western Australia is an unpolished gem, unspoiled, and a bit wild.

Western Australia is ancient tracks brimming with adventures, ready to welcome you in.

Witness otherworldly phenomena: pink lakes, horizontal waterfalls, whale sharks, wildflowers, sweeping outback plains, a staircase to the moon, Australia's whitest beach, and red dust you can't get out of your veins.

Indulge in luxury accommodation on nature's doorstep, take a seafood cruise to catch your own wild lobster, go truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

For those wanting more, take a helicopter ride amongst Purnululu's Bungle Bungle Range, walk into Earth's time capsule in Karijini's two and a half billion year old gorges, go coastering along incredible stretches of coastline and caves in Margaret River, or go glamping in the dunes of Ningaloo Reef or Rottnest Island with the world's happiest marsupial, the quokka.

Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

There's an adventure waiting for everyone in Western Australia.

# OUR STORY PILLARS

## TIME

60,000 years of stories, shared by the world's oldest living culture on earth.

Stories that bring otherworldly landscapes to life. Traditions that have been handed down across generations, and experiences across the State and the seasons.

Bush food, rock art, adventure tours, dreamtime stories, culinary experiences, camping with custodians, and inspiring journeys that will leave you transformed.

## SPACE

Otherworldly phenomena, majestic landscapes and big sky country.

Supernatural contrasts of colour, sheer scale and spaciousness. Quiet, powerful, soulful.

Pink lakes, horizontal waterfalls, Australia's whitest beach, a staircase to the moon, wildflowers, sweeping outback plains, and ancient gorges.

## CONNECTION

Full of characters and rich with culture.

A special place, where connecting with the land helps you reconnect with yourself. Locals with a warm, welcoming and a generous spirit, who share our culture, lands and our way of life.

Local characters who will take you on an adventure to discover historic streets of Fremantle, hike the spectacular Cape to Cape Track and explore a lake so big it feels like an ocean.

## FREEDOM

Brimming with special and rare experiences, for those seeking the freedom to embark on new adventures.

Luxury, but not as you know it. One-of-a-kind experiences, set on nature's doorstep.

Relaxed and down to earth. The freedom to embark on every kind of unforgettable adventure.

Luxury stays set in the dunes of Ningaloo Reef, helicopter flights over Purnululu National Park, fine wines and incredible food in the Margaret River Region.



A photograph of a person in a white t-shirt looking up at a cave ceiling covered in numerous stalactites. The scene is dimly lit, with a warm, golden-brown glow highlighting the textures of the rock formations. The person is in the lower-left foreground, looking towards the center of the frame where the cave ceiling is most prominent.

EVERY PART OF WESTERN AUSTRALIA  
OFFERS A DIFFERENT TYPE OF ADVENTURE

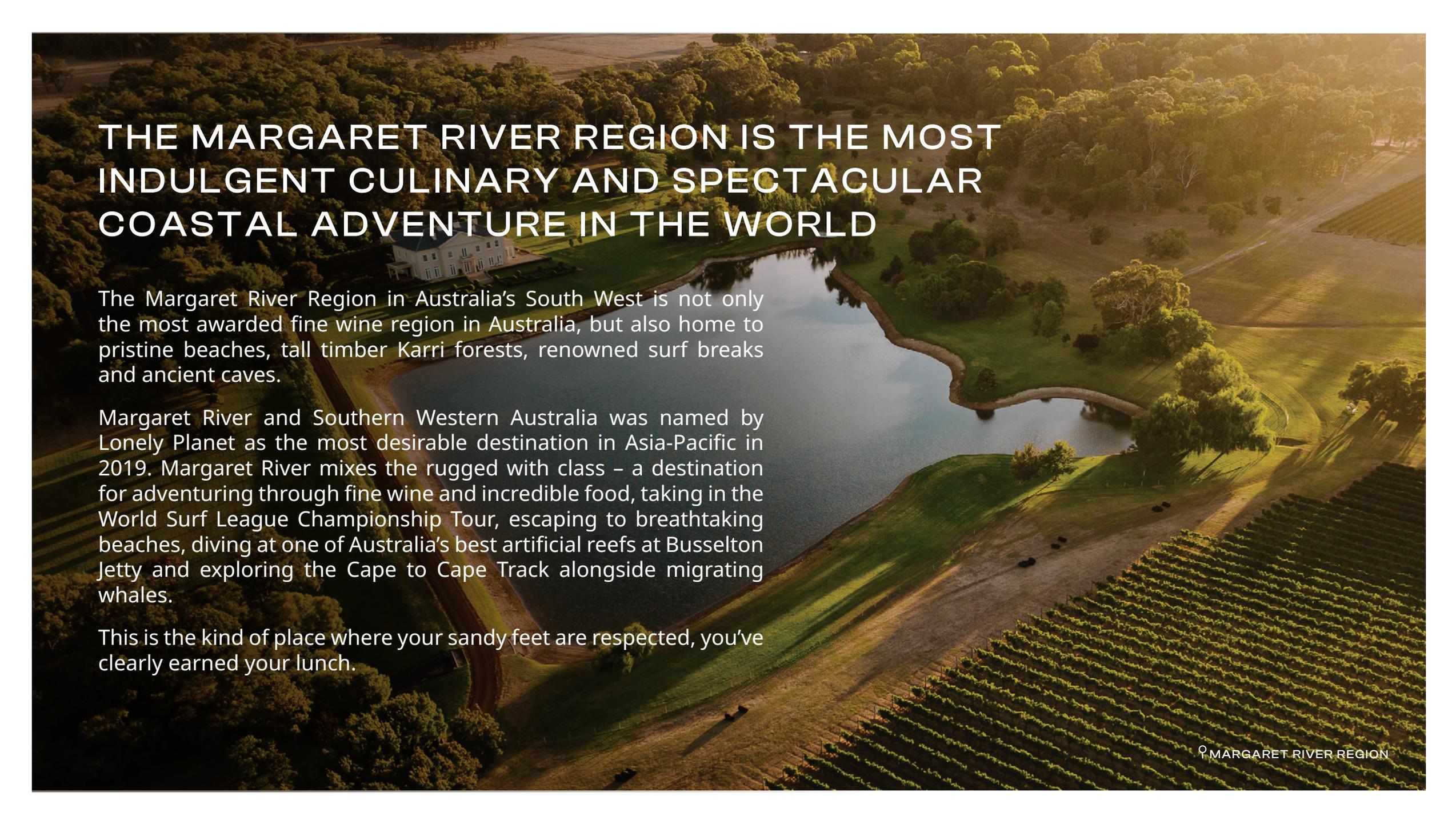
♀ NGILGI CAVE, YALLINGUP

# PERTH IS EFFORTLESSLY AUSTRALIAN, THE MOST RELAXED AND NATURALLY ADVENTUROUS CAPITAL CITY IN THE WORLD

Australia's sunniest capital, Perth (Boorloo), is home to 19 pristine beaches; ocean sunsets; a world class wine region; one of the world's largest inner-city parks that gets taken over by wildflowers; a summer festival season and the world's most beautiful stadium, framed by the Swan River (Derbarl Yerrigan).

Perth's luxury hotels make it an effortless day trip city across the six seasons: Boat up the Swan River to explore the world class wineries and pick fruit in Perth's pantry; wander through the historical, spirited port city of Fremantle (Walyalup); indulge in a wild seafood cruise or swim with wild dolphins; choose from one of 63 beautiful beaches on Rottnest Island (Wadjemup) to lay out your towel alongside the world's happiest animal – the quokka.

While the food, events and experiences are special, Perth is anything but stuffy. It's a city you can dress up or down and feel comfortable.

An aerial photograph of a lush landscape in the Margaret River region. In the foreground, there are rows of grapevines in a vineyard. A large, winding lake or reservoir is the central feature, surrounded by green grass and trees. In the background, a large, white, two-story house with a blue roof is visible, nestled among more trees. The overall scene is bathed in warm, golden light, suggesting late afternoon or early morning.

# THE MARGARET RIVER REGION IS THE MOST INDULGENT CULINARY AND SPECTACULAR COASTAL ADVENTURE IN THE WORLD

The Margaret River Region in Australia's South West is not only the most awarded fine wine region in Australia, but also home to pristine beaches, tall timber Karri forests, renowned surf breaks and ancient caves.

Margaret River and Southern Western Australia was named by Lonely Planet as the most desirable destination in Asia-Pacific in 2019. Margaret River mixes the rugged with class – a destination for adventuring through fine wine and incredible food, taking in the World Surf League Championship Tour, escaping to breathtaking beaches, diving at one of Australia's best artificial reefs at Busselton Jetty and exploring the Cape to Cape Track alongside migrating whales.

This is the kind of place where your sandy feet are respected, you've clearly earned your lunch.

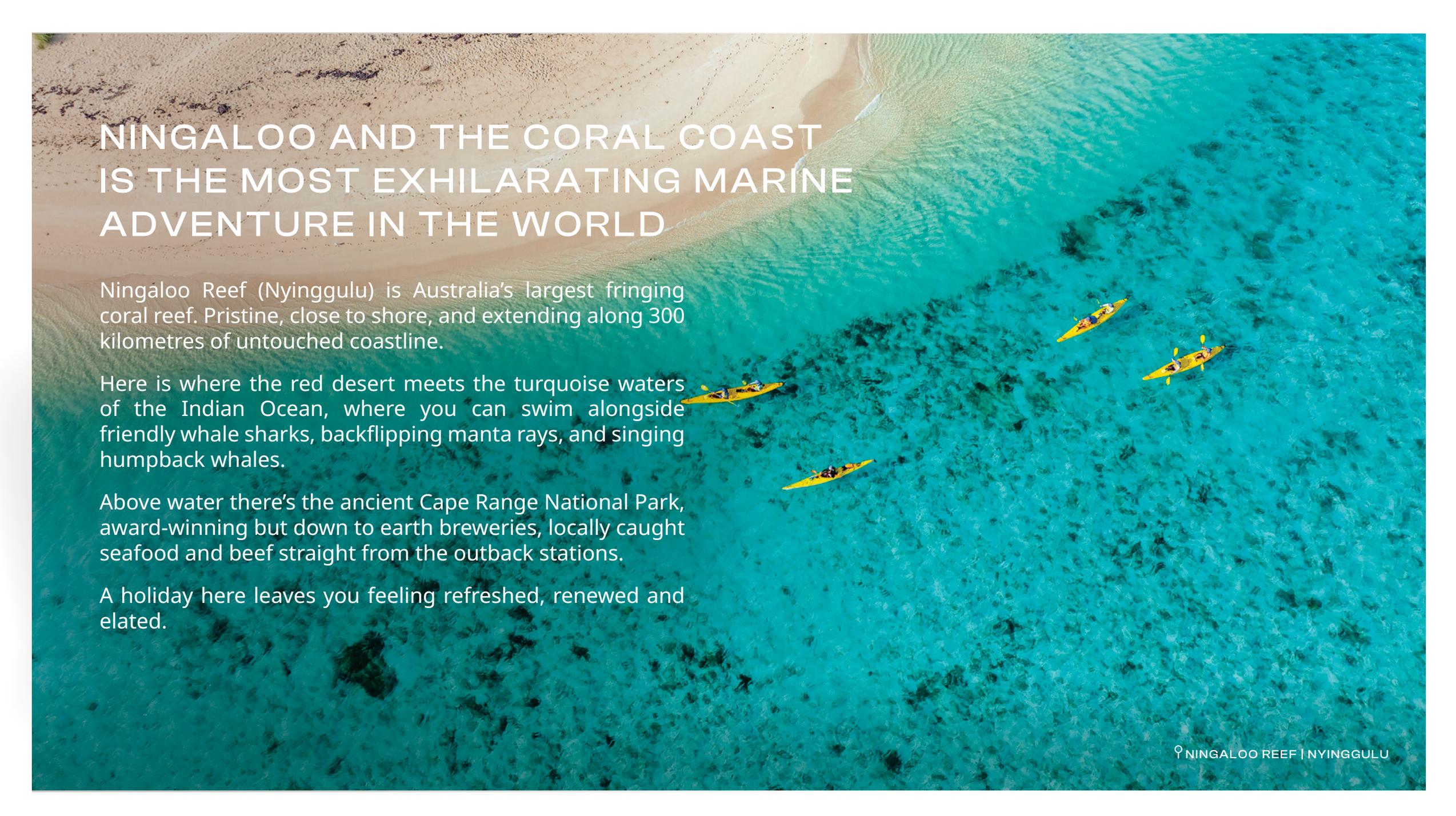
# THE KIMBERLEY IS THE MOST AWE-INSPIRING WILDERNESS ADVENTURE IN THE WORLD

The Kimberley is where ancient culture, landscapes and nature abound. A land of horizontal waterfalls, gorges shaped like cathedrals, ancient art galleries, boab trees giant tides, rapid evolution, snubfin dolphins and an 80 mile beach.

The adventure is for all senses and all seasons; whether it's staying at El Questro, taking a scenic flight through Purnululu National Park's Bungle Bungle Range, cruising the Kimberley coastline, the Ord River or Lake Argyle, admiring Argyle pink diamonds, snorkelling at Rowley Shoals, fishing for barramundi, discovering waterfall season, or challenging yourself to the Gibb River Road.

Quiet but powerful, part soulful, part magic. The Kimberley grounds you and the red dust never leaves you.



An aerial photograph showing a sandy beach on the left that meets clear, turquoise water on the right. Three yellow kayakers are visible in the water, moving away from the shore. The water's clarity reveals the sandy bottom and some dark patches of coral or rocks.

# NINGALOO AND THE CORAL COAST IS THE MOST EXHILARATING MARINE ADVENTURE IN THE WORLD

Ningaloo Reef (Nynggulu) is Australia's largest fringing coral reef. Pristine, close to shore, and extending along 300 kilometres of untouched coastline.

Here is where the red desert meets the turquoise waters of the Indian Ocean, where you can swim alongside friendly whale sharks, backflipping manta rays, and singing humpback whales.

Above water there's the ancient Cape Range National Park, award-winning but down to earth breweries, locally caught seafood and beef straight from the outback stations.

A holiday here leaves you feeling refreshed, renewed and elated.

# THE GOLDEN OUTBACK IS THE MOST OTHERWORLDLY OUTBACK ADVENTURE IN THE WORLD

The Golden Outback extends inland from Esperance (Kepa Kurl) to Mount Augustus (Burringurrah), the world's largest rock. From Australia's whitest beach to red dirt, green bush, golden fields, bronze trees and big blue skies.

In Esperance, Lucky Bay offers the world's only kangacino, with sunbathing kangaroos and surfing dolphins for company.

In Kalgoorlie (Karlkurla), discover a heritage town on the edge of a super pit in the middle of the outback, with a giant mirror left by an American President who fell in love. This is gold rush country, where a mythical and extra-terrestrial heavy metal has changed the fortunes of many.

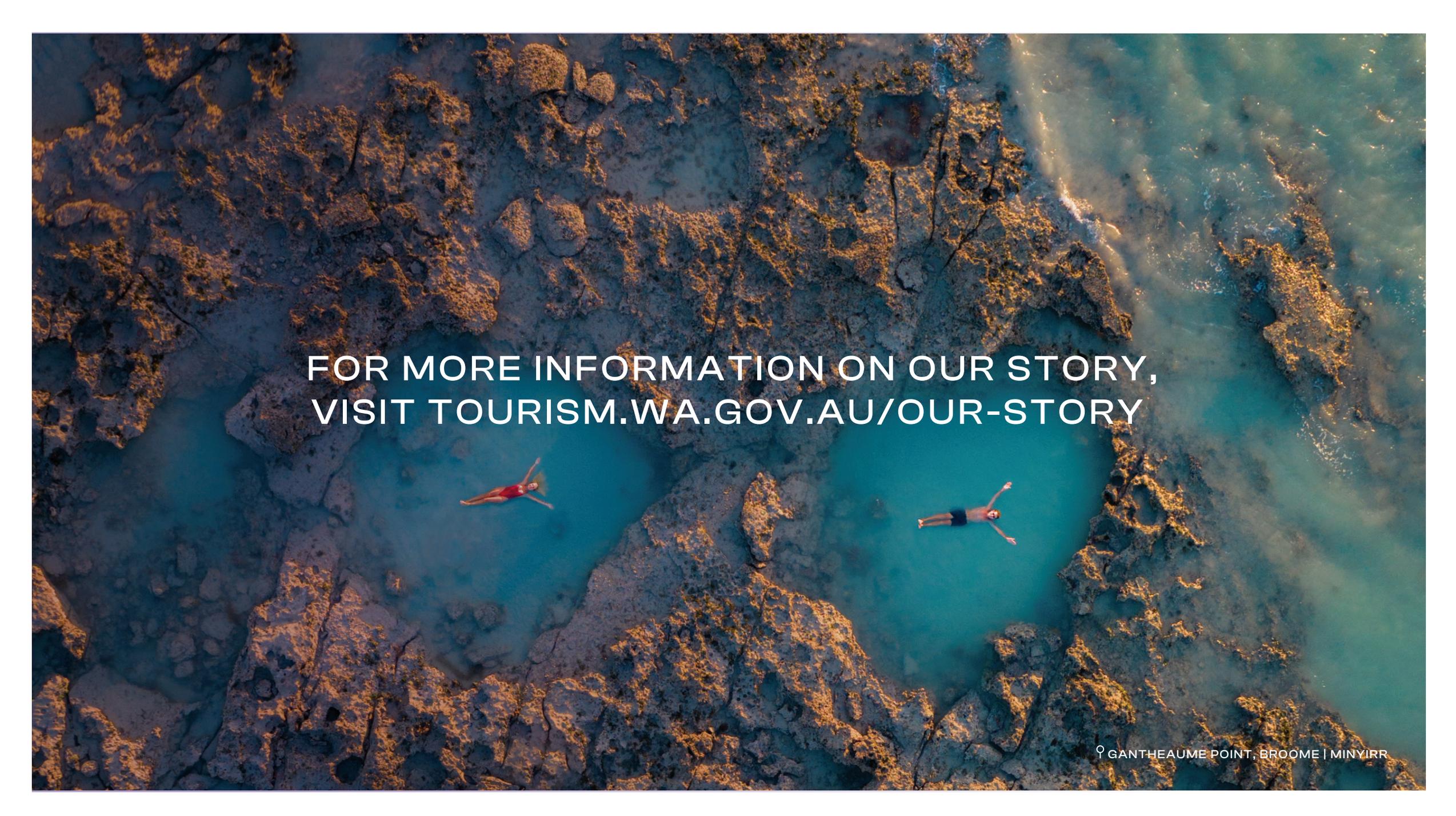
Explore roads less travelled. Witness the oldest wave in the world and the surreal sculptures of Lake Ballard. Be alone with your footprints on a salt lake; it changes colour with the weather and leaves you wondering if you're in outer space.

This part of the world blows your mind then takes you right back down to earth.

A couple is silhouetted against a vibrant sunset over a body of water. They are wearing wide-brimmed hats and are sitting on a dark, pebbly shore. The sky is a mix of orange and yellow, with some clouds. The water is calm, reflecting the light from the sky. A single tree is visible in the distance on the right side of the frame.

THE SPIRIT OF ADVENTURE  
BELONGS TO US ALL

♀ CYGNET BAY PEARL FARM, THE KIMBERLEY

An aerial photograph showing two people floating on their backs in a clear, turquoise pool of water. The pool is surrounded by dark, rugged, and rocky terrain. The lighting is warm, suggesting late afternoon or early morning. The overall scene is serene and scenic.

FOR MORE INFORMATION ON OUR STORY,  
VISIT [TOURISM.WA.GOV.AU/OUR-STORY](https://tourism.wa.gov.au/our-story)

📍 GANTHEAUME POINT, BROOME | MINYIRR