2015-2019

Bunbury Wellington and Boyup Brook

Regional Tourism Development Strategy

REGIONAL ACTION PLAN

REGIONAL MARKETING PLAN

Harvey Dickson's Country Music Centre

REGIONAL
ACTION PLAN

The action plan for the region focuses on seven key areas:

1. Marketing
2. Events
3. Packaging
4. Infrastructure
5. Governance
6. Standards and
7. Partnerships

A memorandum of understanding (MOU) between the LGAs will provide an overarching framework to help 'regionalise' tourism.

2015-2019 BUNBURY WELLINGTON AND BOYUP BROOK REGIONAL TOURISM DEVELOPMENT STRATEGY

AIM | To consolidate the seven Shire's tourism information into a coordinated regional marketing approach.

FOCUS		MARKETING	PRIORITY	TIME FRAME	LEAD AGENCY
1.1	Website	Develop a regional tourism website with digital maps, holiday planner, suggested itineraries, gallery (video and images), bookings and ticketing (events); Linked to social media & travel sites.	HIGH	2015-2016	LGAs
1.2	Themed Regional Maps	Develop themed regional maps listing ALL[10] the region's food, wine, adventure and nature, art, culture, shopping and heritage sites; with a way-finding focus; phase out shire-based maps.	HIGH	2015-2016	LGAs
1.3	Regional Holiday Planner	Enhance Bunbury's Regional Planner with themed routes, themed itineraries, suggested packages (accom., tour, food), event and accommodation options and ALL regional events.	HIGH	2015-2016	LGAs
1.4	App	Develop an offline[11] App, driven by GPS not phone networks, to guide visitors on self drive routes and to sites, places and operators across the region. Refer to the appendix.	HIGH	2015-2016	LGAs
1.5	Drive Route Signage	Install directional signs and markers along the three main self-drive routes to complement the maps and App; Indulgence Trail, Bunbury-Collie Drive Loop and Regional 'Ring' Road.	MEDIUM	2016-2017	LGAs
1.6	Entry Statements	Install entry statements at northern, eastern and southern points of entry, at places of interest (e.g. Yarloop Workshops, Golden Valley Tree Park, Collie Tourism Precinct, Boyup Brook).	MEDIUM	2015-2016	LGAs
1.7	Roadside Billboards	Install roadside billboards on reserves/freehold along main access roads: depicting enviable images of people at scenic places, with the region's slogan and a call to action.	MEDIUM	2017-2018	LGAs
1.8	Social Media	Create a regional presence on Facebook, Twitter and Instagram; LGAs and stakeholders post text, movies and images about events, celebrities, happenings, specials, sightings, etc.	MEDIUM	2017-2018	LGAs, SWDC, Operators, Residents
1.9	Digital	Create and maintain a regional presence on Google maps, Trip Advisor, YouTube and other channels as they emerge; highlight the brand name, priority themes and images; weblinks to operators; visitor experiences; popular sites and scenery; etc.	MEDIUM	2017-2018	LGAs, SWDC, Operators, Residents

10 - Operators willing to pay for a listing get a colour photo and/or additional information displayed. Operators NOT WILLING to pay for a listing only get a phone number and address displayed.

11 - An offline app works in 'blackspot' areas with no mobile phone coverage. In future, when full mobile coverage exists across the region the App can be re-engineered or abandoned. The website can be 'mobile responsive' and can help visitors but it cannot provide the features-functionality of an offline mapping App.

AIM | To improve the Region's event standards, appeal and sustainability.

FOCUS		EVENTS	PRIORITY	TIME FRAME	LEAD AGENCY
2.1	New Food - Wine Event	Investigate a regional food and wine event along the Indulgence Trail/Harvest Highway including hospitality, wineries and food-produce suppliers packaged with accommodation.	HIGH	2015-2016	LGAs & Event Groups
2.2	New Cultural -Food Event	Investigate a bi-monthly outdoor music/performance event, 5-6 events per year, different venues across the region, supplemented with local food and wines; packaged accommodation.	HIGH	2015-2016	LGAs & Event Groups
2.3	Sport Events	Build relationships with sporting associations and DSR to increase the range and number of sporting events in the region; including masters, nationals and mass participation events.	HIGH	2015-2017	LGAs & Event Groups
2.4	Event Alliance	Investigate a regional event alliance of Bunbury's Event Coordination Group, LGAs and regional event groups to improve the focus, value and sustainability of the regional event program.	MEDIUM	2016-2017	LGAs & Event Groups
2.5	Event Framework	Introduce an event framework that fosters consistency in a regional event program, standardising resourcing, promotion, risk management, evaluation, tiered prioritising, etc.	MEDIUM	2016-2017	LGAs & Event Groups
2.6	Funding	Install entry statements at northern, eastern and southern points of entry, at places of interest (e.g. Yarloop Workshops, Golden Valley Tree Park, Collie Tourism Precinct, Boyup Brook).	MEDIUM	2016-2018	LGAs & Event Groups
2.7	Enduring Events	Identify the region's premiere events to be retained and work collaboratively to improve and build the selected events.	MEDIUM	2016-2019	LGAs & Event Groups
2.8	Event Profile	Adopt a collaborative approach to promoting the region as an event destination using common channels (e.g. social media, websites, event directories/lists and publicity).	MEDIUM	2016-2019	LGAs & Event Groups
2.9	Business Events	Develop relationships with Event Coordinators, Industry Bodies and large Corporates; establish promotional package of venues, accommodation, pre and post activities, transport options, etc.	MEDIUM	2016-2019	LGAs & Event Groups

The event strategy is:

1. Maximise the value of existing major events and introduce approaches that grow event visitation, increase value and extend stay in the region.

2. Introduce new events that build on strong themes and regional venues/participation and muster support that enables them to succeed and prosper.

3. Increase the region's profile as an event destination, leveraging the promotion of major and unique events that help extend the visitor season.

4. Establish an event framework to prioritise, resource and coordinate events regionally, aided by a regional event alliance.

AIM To enhance the region's appeal through the distribution of 'packaged' product.

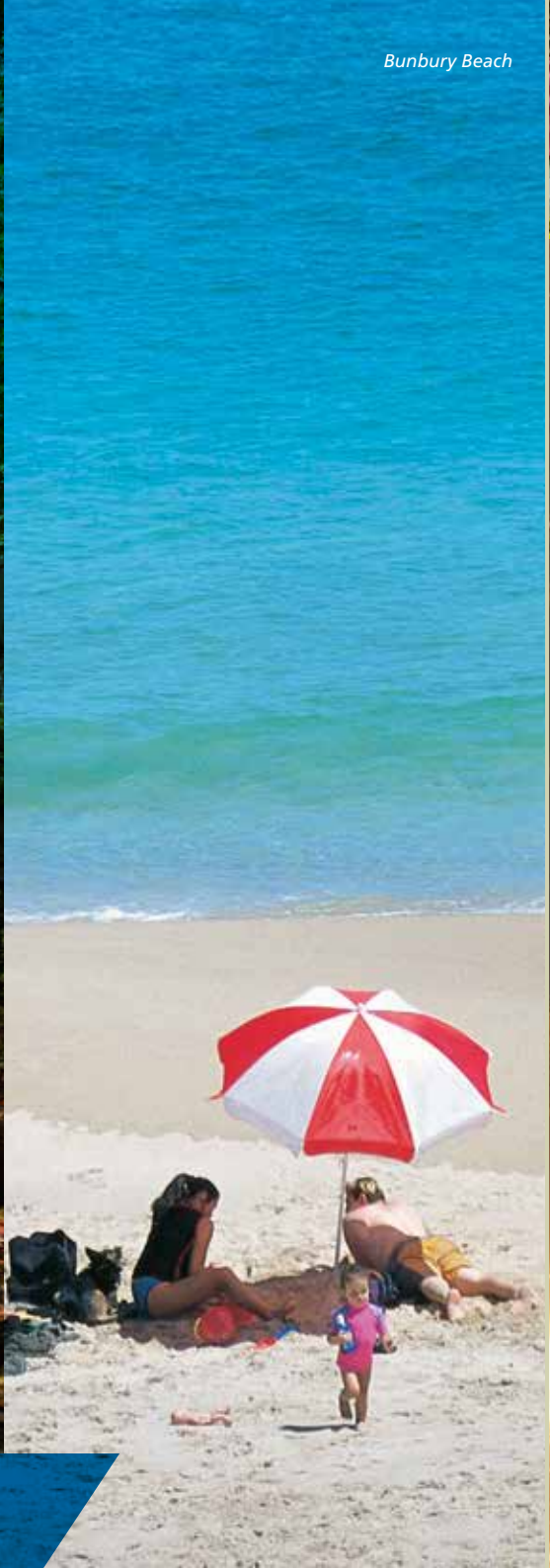| FOCUS		PACKAGING	PRIORITY	TIME FRAME	LEAD AGENCY
3.1	Business Facilitation	Chambers of Commerce, Business Incubators and Small Business Advisers encouraged to promote co-operative marketing to tourism operators and assist in facilitating packages.	HIGH	2016-2018	CCI, etc
3.2	Tourism Groups	Visitor Centres and Tourism (Progress) Associations encouraged to run a series of networking events to facilitate collaboration among tourism operators (e.g. Sundowners, Guest Speakers).	HIGH	2016-2018	LGAs
3.3	Capacity Building	ASW be supported by LGAs to roll out its 'Capacity Building' program to established tourism operators and support the Asia Tourism Development Centre concept in building capacity.	HIGH	2016-2019	ASW
3.4	Suggested Itineraries	Include themed itineraries and suggested programs in the revamped holiday planner, website and themed maps, helping prompt visitors to experience a 'package' of sites and operators.	HIGH	2016-2019	LGAs
3.5	Packaging Preparedness	Encourage operators to participate in Tourism Council WA's tourism accreditation, export-readiness programs and industry marketing forums to increase momentum towards packages.	HIGH	2016-2017	LGAs, ASW, SWDC,TCWA
3.6	Package Themes	Visitor Centres and Tourism (Progress) Associations encouraged to promote priority themes for packages such as food and wine, shopping, arts, adventure-nature and events.	MEDIUM	2016-2019	VICs & Associations
3.7	ITOs and Wholesalers	Encourage 'proactive' operators seeking to develop packages to align and open dialogue with Perth-based ITOs and tour wholesalers to identify product that is in high demand.	MEDIUM	2016-2019	ASW, VICs, LGAs, SWDC
3.8	Engaging Operators	Through social media, e-newsletters, Shire websites and community notices encourage tourism operators to join networking events and forums/groups to collaborate in developing packages.	MEDIUM	2016-2019	LGAs, VICs,SWDC, CCI
3.9	Operator Alliance	Form an alliance of operators to meet and discuss the development and promotion of packages, and compile an inventory of package-able product for distribution to tour wholesalers.	MEDIUM	2016-2019	ASW, VICs
3.10	Event Packages	Form a sub-committee to investigate / coordinate event packages for example: Leschenault Lady steam train run on local tracks, linking towns, wineries, hospitality, arts, heritage, etc.	MEDIUM	2017-2018	LGAs

AIM | To invest in experiences that differentiate the Region from competitors and increase visitation.

FOCUS		INFRASTRUCTURE	PRIORITY	TIME FRAME	LEAD AGENCY
4.1	Council of LGAs	Using the existing Council of LGAs to review the recommended Strategy priorities and where appropriate prepare business cases and funding applications.	HIGH	2016-2017	LGAs
4.2	Priority Projects	Review the endorsed infrastructure priorities and their respective planning and land use implications, in preparation for economic and social benefit analysis.	HIGH	2016-2017	LGAs
4.3	Investment Attraction	Prepare business cases and funding applications for the preferred investment priorities.	HIGH	2016-2017	LGAs, CoB, SWDC, TWA
4.4	Five Star Accommodation	Compile an investor memorandum for a 5 star hotel resort located within the City of Bunbury and distribute widely through financial, investment and banking communities.	MEDIUM	2016-2019	SWDC, CoB, RDA, TWA
4.5	Camping Accommodation	LGAs to communicate with landowners and rate payers to raise awareness of and support for nature based parks and RV Friendly Destinations being established on private land.	MEDIUM	2016-2019	LGAs
4.6	Self Drive Routes	Investigate a regional-based grant application to fund signage along the proposed self-drive routes (e.g. directional signs, route markers and approach signs for points of interest).	HIGH	2016-2017	LGAs
4.7	Dams	Investigate participation in the Interagency Working Group and Master Plans for (proposed additional) recreational activity at Harvey and Wellington Dams.	HIGH	2016-2017	LGAs
4.8	Mobile Communications	Continue to lobby mobile phone network operators to address blackspots and assist in establishing Wi-Fi in regional towns or at selected hotspots (e.g. Wellington National Park).	MEDIUM	2016-2017	LGAs

Cycling in Collie

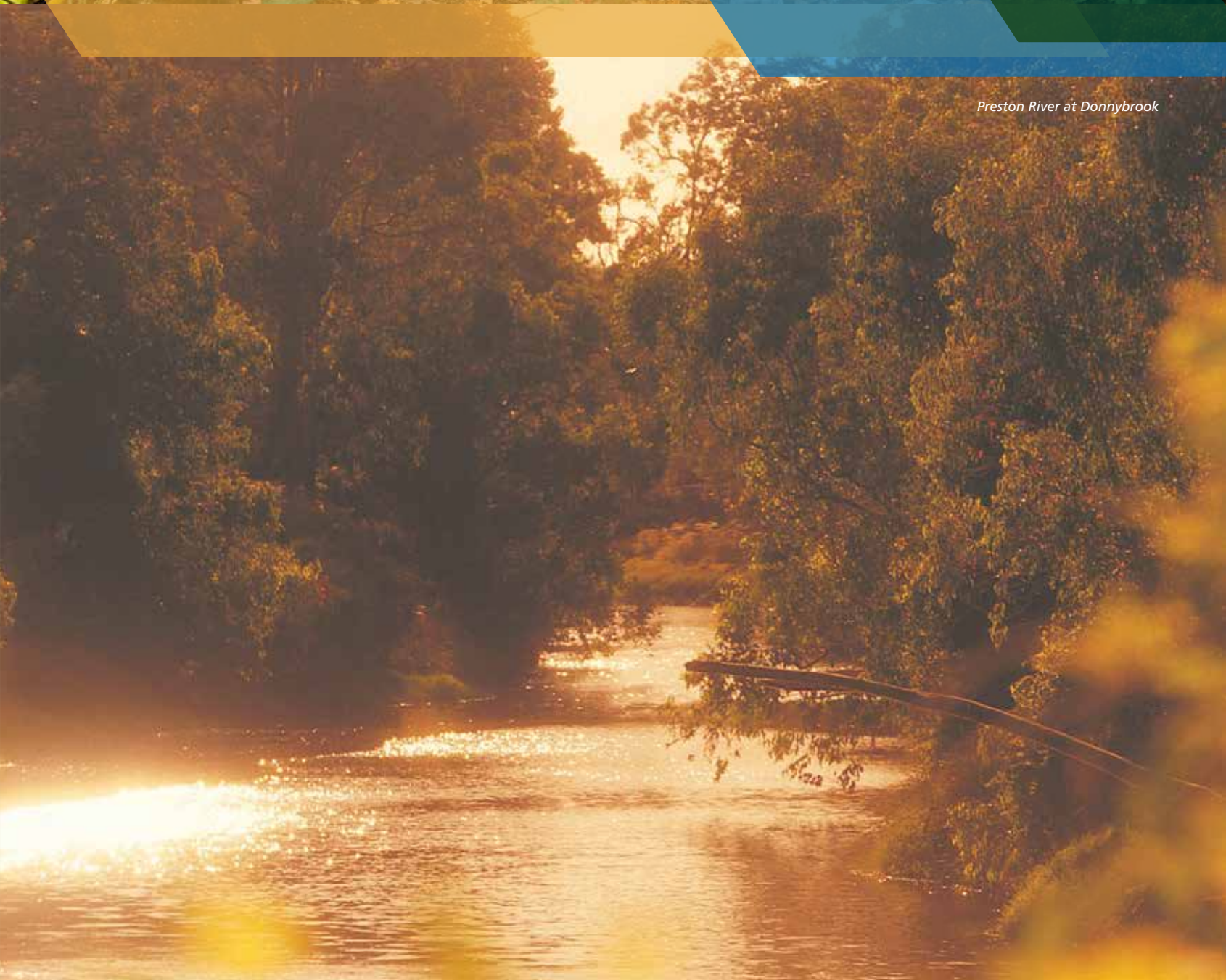Bunbury Beach

Gnomeville Furguson Valley

Preston River at Donnybrook

AIM | To develop regional approaches for organising and developing tourism.

FOCUS		GOVERNANCE	PRIORITY	TIME FRAME	LEAD AGENCY
5.1	MOU	LGAs to identify 'common ground' as the basis for a Memorandum of Understanding; principal aim is 'regionalising' marketing material, self-drive routes and tourism development.	HIGH	2015-2016	LGAs
5.2	SRTO	Potential SRTO stakeholders form an alliance as a first step in establishing an operator-driven and regionally-focused SRTO to grow tourism.	HIGH	2015-2016	Stakeholders
5.3	SRTO	Upon forming an alliance, establish a constitution, a legal entity, funding and resources and a program of networking events and operator forums to build collaboration among operators.	HIGH	2016-2017	Stakeholders
5.4	Planning	LGAs to ensure town planning controls and guidelines encourage tourism investment; planning departments practice the intent to facilitate the strategic development of tourism.	HIGH	2015-2019	LGAs
5.5	Short Stay Accommodation	LGAs establish a common policy on standards governing private residences marketed online, operating short-stay accommodation on a semi-commercial / semi-permanent basis.	MEDIUM	2016-2017	LGAs
5.6	Regional Tourism	LGAs and SRTO to explore avenues to collaborate implementing the regional tourism strategy and especially branding, packaging, drive routes and destination marketing.	MEDIUM	2016-2017	LGAs, Stakeholders
5.7	Chambers of Commerce	Local Chambers of Commerce to organise networking events, collaboration among operators, promoting accreditation and QA and business improvement, co-operative campaigns, etc.	MEDIUM	2016-2017	CCIs
5.8	Tourism Associations	Existing tourism associations be encouraged to meet regularly to explore projects they can collaborate on and how they can help upgrade/improve regional marketing materials.	MEDIUM	2016-2017	LGAs, VICs
5.9	Visitor Research	Commence a visitor research program gathering and analysing data from visitor centres, accommodation outlets, popular sites, wineries, etc and analyse/report findings twice yearly.	MEDIUM	2016-2019	LGAs, VICs

**AIM** | Raise awareness of resources available for operators / VIC's to improve standards.

FOCUS		STANDARDS	PRIORITY	TIME FRAME	LEAD AGENCY
6.1	Tourism Accreditation	Tourism Operators be encouraged to familiarise with Tourism Council WA training and development programs, especially pathways to becoming tourism accredited.	HIGH	2016-2019	VICs, Tourism Associations
6.2	Business Standards	Tourism Operators be encouraged to support (collectively fund) TCWA facilitating a series of workshops on accreditation, packages, quality assurance, co-operative marketing, etc.	HIGH	2016-2019	VICs, Tourism Associations
6.3	Business Standards	Visitor Centres (LGAs) be encouraged to keep members and operators informed of tools and resources available to improve standards[12], participate in packages, align with ITOs, etc.	HIGH	2016-2019	VICs, Tourism Associations
6.4	Export Ready	Tourism Operators be encouraged to familiarise with Australian Tourism Export Council by participating in industry forums, training workshops and trade shows to become 'export ready'.	MEDIUM	2016-2019	VICs, Tourism Associations
6.5	Business Support	Visitor Centres be encouraged to keep members and operators informed of government programs aimed at planning, training, staff development, etc.	MEDIUM	2016-2019	VICs, Tourism Associations
6.6	Skills Development	TAFE / Vocational education institutions be encouraged to collaborate with VIC members and tourism operators to facilitate trial placements / volunteer work experience for students.	MEDIUM	2016-2019	SWDC, ASW,LGAs
6.7	Familiarisations	Commence a program of Visitor Centre staff visiting intra-regional visitor centres to familiarise with tourism products/services across the region, during the low periods.	MEDIUM	2016-2019	VICs, LGAs
6.8	Collaboration	Local CCIs to facilitate forums / networking opportunities for tourism operators to promote resources and approaches that improve standards, professionalism and sustainability.	MEDIUM	2016-2019	CCIs
6.9	Promotion	Once a regional brand is developed encourage operators to use the regional brand, logo and approved images consistently across all their promotions to deliver coordinated branding.	MEDIUM	2016-2019	All

12 - Tools and resources available online via Tourism Australia, Tourism WA, Small Business Development Corporation, Federal Department of Industry, Business Enterprise Centres, Small Business Centres, etc.

AIM To build relationships that help foster a regional approach to tourism development.

FOCUS		PARTNERSHIPS	PRIORITY	TIME FRAME	LEAD AGENCY
7.1	WAITOC	SWDC and LGAs open dialogue with WAITOC to investigate approaches to develop tourism at Roelands, help establish mentoring for Aboriginal tourism entrepreneurs and start-ups.	HIGH	2016-2019	SWDC, LGAs
7.2	DPaW	Open dialogue with DPaW's regional managers to investigate product development opportunities at Ludlow Tuart Forest and Wellington National Parks, Wellington Dam and Harvey Dam.	HIGH	2016-2019	SWDC, LGAs
7.3	CCIs	LGAs open dialogue with local CCI's to help facilitate networking events, business (operator) forums and assistance in the development of collaboration between operators.	HIGH	2016-2019	LGAs
7.4	Interagency Working Group	LGAs open dialogue with the Water Catchment Interagency Working Group to participate in master planning for recreation use in Wellington and Harvey dams.	MEDIUM	2016-2019	LGAs
7.5	TWA	LGAs open dialogue with Tourism WA in respect to famils, regional promotion campaigns, event programs and infrastructure development programs.	MEDIUM	2016-2019	LGAs
7.6	ASW	Subject to funding – LGAs and the SRTO investigate options to advertise or promote the region through ASW's existing campaigns, with an emphasis on establishing a regional brand.	MEDIUM	2016-2019	LGAs, SRTO
7.7	ASW	LGAs and the visitor centres open dialogue with ASW to encourage tourism operators to participate in the 'capacity building' program and proposed Asia Tourism Development Centre.	MEDIUM	2016-2019	LGAs, Visitor Centres
7.8	Transwa	LGAs open dialogue with Transwa to explore rail / coach package options with local operators and advertising campaigns on trains (e.g. posters, billboards, etc).	MEDIUM	2016-2019	LGAs
7.9	SRTO and Operators	Open dialogue with TWA to identify interested ITO's and tour wholesalers to commence assessment of priority packages that could be established and marketed to niche segments.	MEDIUM	2016-2019	SRTO & Operators
7.10	Local Tourism Associations	Local tourism associations to establish a regular forum to convene and investigate regional approaches including famils, staff training, accreditation / standards and websites.	MEDIUM	2016-2019	Visitor Centres

Rail display at the Boyanup Transport Museum
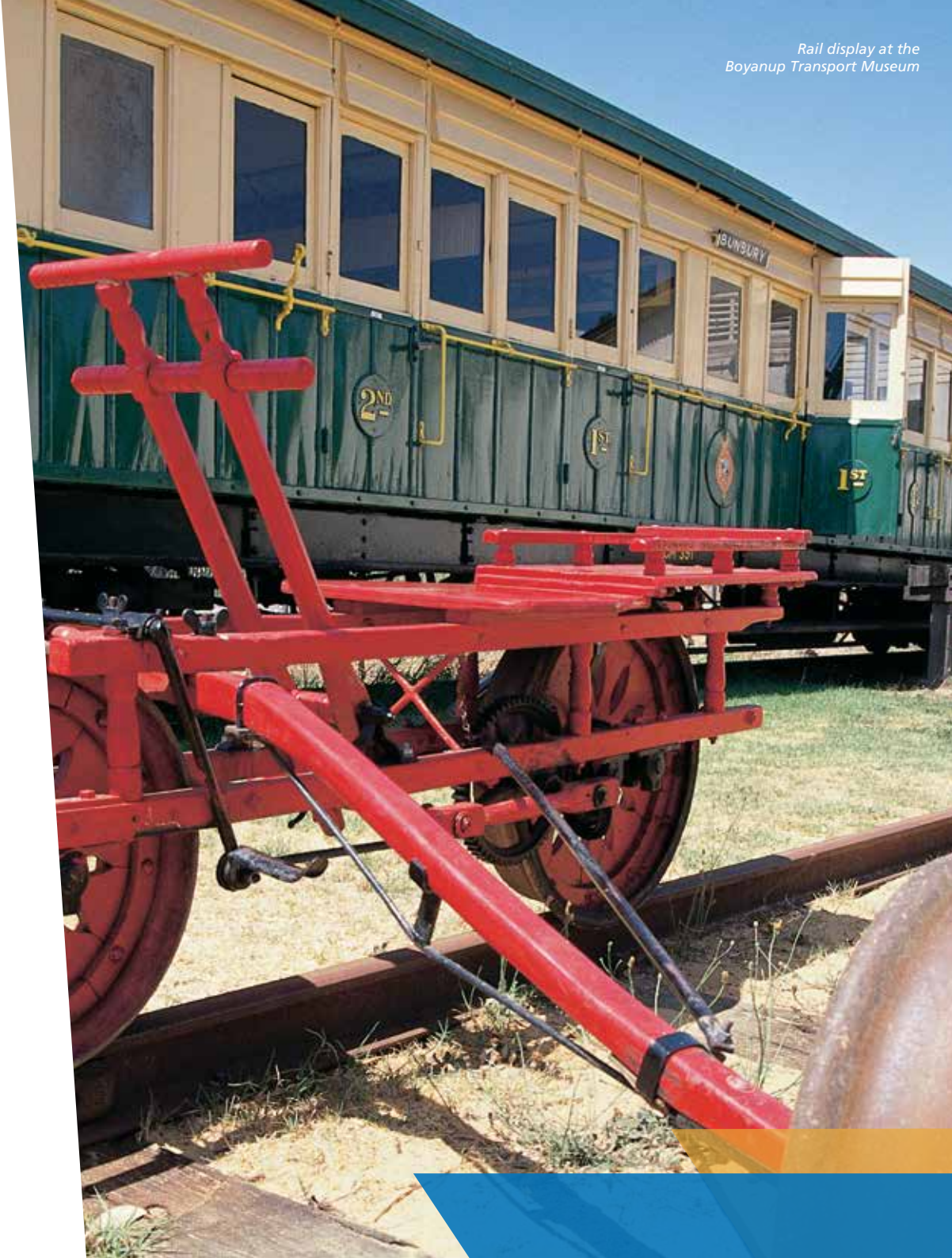
Ferguson Valley vineyards

Camping

Swimming with dolphins in Bunbury

REGIONAL
MARKETING PLAN

During 2010-2013, the region's visitor market averaged: 1,307,000 day trip visitors, 403,000 overnight domestic visitors and 27,000 international visitors. Total visitors: 1,738,000. Visitor expenditure 2010-2013 averaged an estimated $328,000,000p.a. The region's market share of all WA visitors was steady at 8%.

The region's products (i.e. include attractions and activities), which influence visitors motivation to visit the region, includes 141 recreation-adventure options, 103 heritage options, 90 shopping-art-culture options, 90 nature-aquatic-marine options, 82 wine-hospitality options and 49 events. The region offers a predominance of recreation-adventure and nature-aquatic-marine options (233) closely followed by culture-shopping-wine-food options (172). The region's 'stock' of attractions and activities underwrites its positioning as an adventure-nature getaway bolstered by boutique wine, food, culture and shopping experiences.

This positioning puts the region in direct competition with Peel, Augusta-Margaret River-Busselton and Southern Forests albeit differentiated by Bunbury City, rivers and valleys (scenery, topography) and 12 rural townships in proximity to tourism attraction/activity nodes. These differences are to be leveraged through drive routes, themed maps, itineraries, website, events and infrastructure, which supports access to these differentiating features.

AIM | To increase communication to families, friends and communities close to the region.

FOCUS		DAY TRIP VISITORS	PRIORITY	TIME FRAME	LEAD AGENCY
1.1	Branding	Appoint a specialist to facilitate focus groups to develop a brand, tag line and logo; register the name, brand and logo with 'IP Australia' and register a branded URL.	HIGH	Immediate	LGAs
1.2	Events	Establish a standard approach to event promotion targeting residents of greater South West and Perth via social media, event directories, lifestyle websites, regional newspapers and publicity.	HIGH	2016-2019	LGAs, Event Alliance
1.3	Sports Events	Establish a calendar of regional sports events promoted on a regional website; upcoming events posted on social media; video footage uploaded to a YouTube.	HIGH	2016-2019	LGAs, Event Alliance
1.4	Residents as Ambassadors	Residents and the community to encourage family and friends to visit by showcasing the region's appeal via social media and word of mouth: aided by a website and marketing material.	HIGH	2016-2019	LGAs, SRTO
1.5	Residents	LGAs encourage households to host visits by friends and family by promoting monthly 'top 10' things to do in the region including events, scenery, self-drive routes and suggested itineraries.	MEDIUM	2016-2019	LGAs
1.6	Social Media	Establish a 'regional' presence on popular social media sites, e.g. Facebook, Instagram, Twitter, YouTube, Pinterest, Google +, Tumblr, Flickr, etc. Promote reasons to visit.	MEDIUM	2016-2019	LGAs,
1.7	Social Media	Appoint a team to post regular updates, images, videos, event notices, sporting highlights, happenings, etcetera on social media, YouTube and online forums. Promote reasons to visit.	MEDIUM	2016-2019	LGAs
1.8	Publicity	Appoint a team to distribute event and holiday information to print and online magazines, newspapers and directories; promoting activities-experiences and itineraries / packages on offer.	MEDIUM	2016-2019	LGAs
1.9	Marketing Material	Refer to the Marketing Material Action Plan. Promote these on social media and website.	MEDIUM	2016-2019	LGAs
1.10	TV Advertisements	Investigate advertisements on regional TV channels promoting major events and seasonal highlights (i.e. what's on in the region); promote website, App, self-drive routes, maps, etc.	MEDIUM	2016-2019	LGAs
1.11	Digital (Online)	Promote the App[14] and regional tourism website on social media, online forums and in printed maps and regional holiday planner.	MEDIUM	2016-2019	LGAs
1.12	Information Nodes	Gradually establish a series of tourism information outlets (nodes) in each town to replace smaller visitor centres and further increase distribution of information to day trip visitors.	MEDIUM	2016-2019	LGAs

14 - Refer to the appendix for an overview of the proposed App.

AIM | Raise awareness of the region and the experiences on offer and grow / extend visitation.

FOCUS		DOMESTIC OVERNIGHT VISITORS	PRIORITY	TIME FRAME	LEAD AGENCY
2.1	Branding	Appoint a specialist to facilitate focus groups to develop a brand, tag line and logo; register the IP with 'IP Australia' (i.e. name, logo, slogan); establish a library of 'approved' images.	HIGH	Immediate	LGAs
2.2	Printed Materials	Compile self-drive route and themed experience maps and a regional holiday planner for distribution from visitor centres, information nodes, Shire offices, popular sites and events.	HIGH	2016-2019	LGAs
2.3	Website and App	Establish a regional tourism website with a high degree of functionality[15]; establish an offline App offering maps and audio-guide for self-drive routes showcasing ALL sites-experiences.	HIGH	2016-2019	LGAs, CoB
2.4	Digital Maps and Planner	Distribute digital (PDF) versions of the self-drive route and themed experience maps via regional tourism and shire websites, visitor centre websites and promoted via social media.	MEDIUM	2016-2019	LGAs
2.5	Travel and Tourism Websites	Develop a regional profile on popular tourism and travel websites[16] by establishing a presence on lists and directories; monitor postings, reviews and listings; expand the profile where possible.	MEDIUM	2016-2019	LGAs, SRTO, VICs
2.6	ASW	Subject to funding for regional promotion – assign ASW to promote the region via selected newspaper features, Winter Escapes, consumer shows, trade promotions and famils.	MEDIUM	2016-2019	LGAs, SRTO
2.7	Social Media	Maintain a profile on social media e.g. Facebook, Instagram, Twitter, YouTube, Pinterest, Google +, etc. Promote events, sport, happenings, tourism websites, App, maps, etc.	MEDIUM	2016-2019	LGAs, SRTO
2.8	Marketing Material	Use social media to promote the maps and planner and their availability. Distribute digital (PDF) versions via websites and distribute print versions via visitor centres, info nodes and popular sites.	MEDIUM	2016-2019	LGAs, SRTO
2.9	Online	Subject to funding for regional promotion - establish a Google Adwords campaign targeting Gen X and Y and Baby Boomers seeking adventure getaways, food-wine and event experiences.	MEDIUM	2016-2019	LGAs, SRTO
2.10	Famils	Through ASW and / or TWA aim to host media, travel and transport famils at selected high profile sites across the region and supply information kits to each participant.	MEDIUM	2016-2019	LGAs, SRTO
2.11	Publicity	Develop an information e-kit and supply to popular travel and tourism publications such as RAC, Scoop, Wanderer, Australian Traveller, Get Up and Go, Gourmet Traveller, etc.	MEDIUM	2016-2019	LGAs, SRTO
2.12	Billboards	Investigate installing large roadside billboards on private land along major routes into the region showing people enjoying adventure-nature-hospitality experiences.	MEDIUM	2016-2019	LGAs, SRTO

15 - High functionality includes language translator, bookings facilitated by a global booking site, event ticketing, forum and reviews, itinerary and package options, map and planner downloads, operator advertisements, link to App store, event calendar, trip planning tools and suggestions, conference-seminar options, fly-drive options, live web cams, video and image library, seasonal trip planner, camping-adventure guide, shopping and gourmet guide, family and kids planner, mobile responsive, etc.

16 - Websites such as Trip Advisor, Gogobot, Virtual Tourist, Scoop Traveller, Fodor's, DriveWA, VisitWA, RAC, etc.

AIM | Raise awareness of the region and the experiences on offer and grow visitation.

FOCUS		INTERNATIONAL VISITORS	PRIORITY	TIME FRAME	LEAD AGENCY
3.1	Branding	Appoint a specialist to facilitate focus groups to develop a brand, tag line and logo, register the IP with 'IP Australia' (i.e. name, logo, slogan) and register-secure a branded URL.	**HIGH**	2015-2016	LGAs
3.2	Website	Regional tourism website – with language translator, links to popular travel-tourism websites, linked to a global booking system and linked to the region's social media pages.	**HIGH**	2015-2016	LGAs, CoB
3.3	App	Develop an offline App offering maps and audio-guide for self-drive routes showcasing ALL sites-experiences; ideally supplementing the maps and planner to way-find sites of interest.	**HIGH**	2015-2016	LGAs, CoB
3.4	Online Video	Develop a collection of video's taken at popular sites showing visitors engaging in adventure, nature, food-wine and shopping experiences and post to YouTube, Facebook, Pinterest, etc.	**MEDIUM**	2016-2018	LGAs, CoB
3.5	Online Advertising	Subject to funding for regional promotion - establish a Google Adwords campaign targeting Gen X and Y (20-50yrs) seeking adventure, nature, food-wine and shopping experiences.	**MEDIUM**	2017-2019	LGAs, SRTO
3.6	Travel and Tourism Websites	Develop a regional profile on popular tourism and travel websites[17] by establishing a presence on lists and directories; monitor postings, reviews and listings; expand the profile where possible.	**MEDIUM**	2016-2018	LGAs, SRTO, VICs
3.7	Marketing Material	Use social media to promote the maps and planner and their availability. Distribute digital (PDF) versions via websites and distribute print versions via visitor centres, info nodes and popular sites.	**MEDIUM**	2016-2019	LGAs, SRTO
3.8	Collaborative Marketing	Subject to funding for regional promotion - Partner with ASW and participate in selected famils, overseas trade and consumer shows, and online promotional campaigns.	**MEDIUM**	2017-2019	LGAs, SRTO
3.9	Packages	Attend industry networking forums / trade shows hosting inbound tour operators, tour wholesalers and online travel agents to promote locally packaged product.	**MEDIUM**	2017-2019	SRTO, CoB
3.10	Publicity	Develop an information e-kit (on a USB) and supply to global travel and tourism publications such as Lonely Planet, Fodors, Virtual Tourist, Rough Guides, World Travel Guide, etc.	**MEDIUM**	2017-2019	LGAs, SRTO

17 - Websites such as Trip Advisor, Gogobot, Virtual Tourist, Scoop Traveller, Fodor's, DriveWA, VisitWA, RAC, etc.