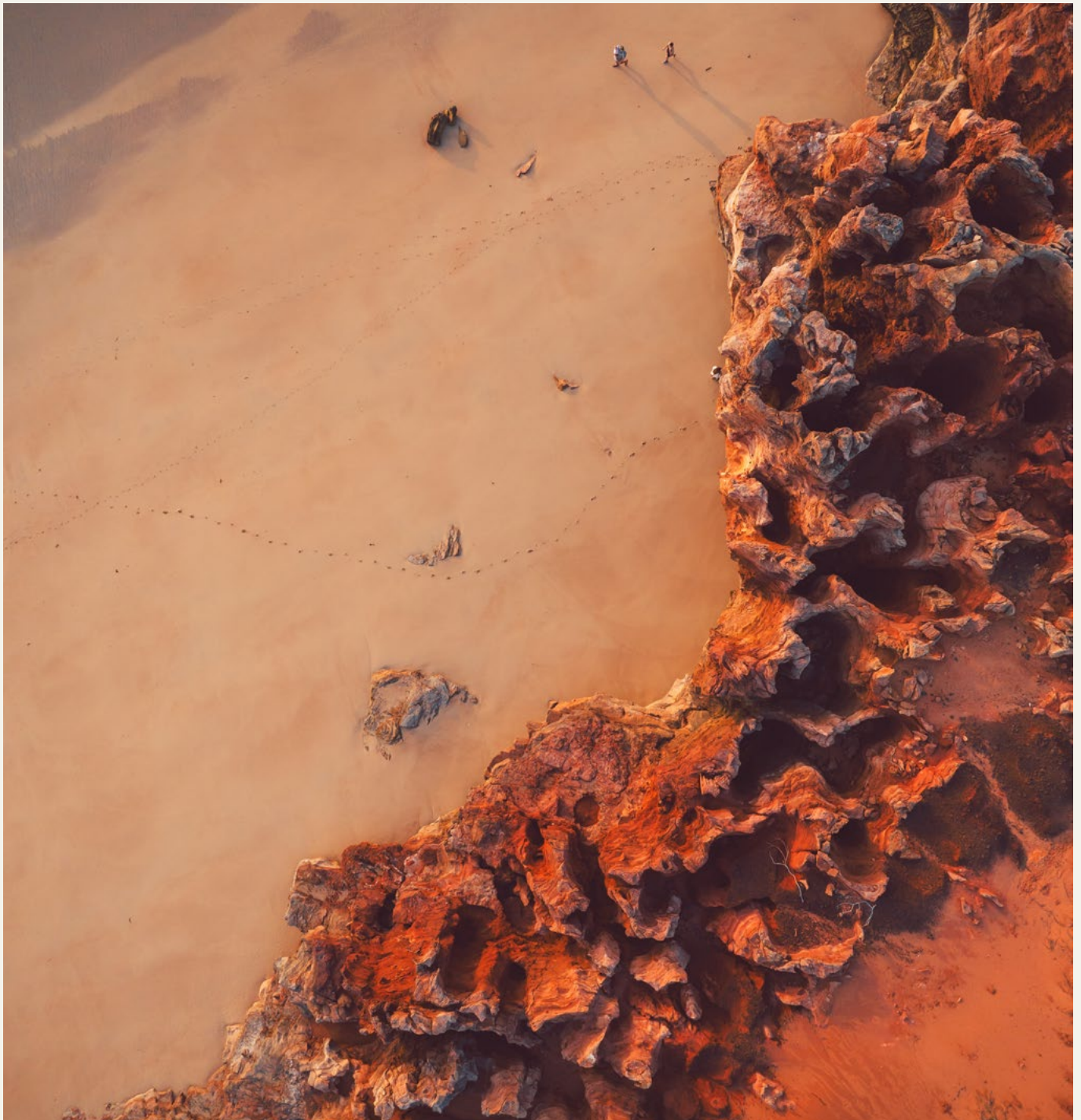


AUSTRALIA'S NORTH WEST ANNUAL REPORT 2023/24



AUSTRALIA'S
NORTH WEST

WESTERN
AUSTRALIA

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ACKNOWLEDGMENT OF COUNTRY

Australia's North West acknowledges the traditional custodians throughout the north west of Western Australia and their elders past, present and emerging.

AUSTRALIA'S NORTH WEST

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OUR VISION:

For the Kimberley and Pilbara to become a worldwide destination of choice.

OUR PURPOSE:

To collaborate with industry and to lead the regional community in destination marketing, tourism sustainability and destination management to generate positive economic and social outcomes.



CHAIR REPORT

As Chair of Australia's North West Tourism, I'm incredibly proud to have supported tourism in this remarkable region and to be part of an organisation so dedicated to fostering growth. Spanning the Pilbara and Kimberley, our corner of the world never fails to amaze visitors and locals alike with its raw beauty, rich cultural heritage, and diverse experiences.

This past year has not been without its challenges. Unseasonal rains in the Kimberley delayed the opening of key attractions, including Purnululu National Park, disrupting visitor access during peak periods which I know impacted many operators.

The reopening of international borders has presented another significant challenge. While it's wonderful to see global travel resume, it has led many Australians to choose overseas holidays rather than exploring our own incredible backyard. This shift, combined with rising living costs, has tightened household budgets and reduced discretionary spending on travel. These factors have made it harder to attract visitors, but they also highlight the importance of our ongoing work to promote the unique experiences Australia's North West has to offer. Despite these economic pressures, we remain committed to finding creative ways to entice travellers to discover the magic of our region.

The issue of crime remains a concern, affecting the sense of safety for locals and visitors alike and impacting our region's reputation as a welcoming destination. It is crucial that we continue to work closely with communities, law enforcement, and government bodies to address these challenges and ensure that Australia's North West remains safe and inviting for all.

On a positive note, the introduction of the Jetstar Asia Singapore to Broome flight has been a significant boost for our region. This direct international access enhances our connectivity and opens exciting new opportunities for tourism. It is a testament to the tireless efforts of all stakeholders involved, and we are thrilled about the potential it brings for further growth.

Looking ahead, we're excited about the future of tourism across the entire North West. Each sub-region has so much to offer, and we're committed to collaborating with all stakeholders to realise the full potential of our region. By continuing to share the stories and experiences that make this part of Australia so unique, we can attract more visitors and strengthen tourism for everyone involved.

I couldn't be prouder of the ANW team for the incredible work they've done over the past 12 months. Under the leadership of our new CEO, Bill Tatchell, who brings a wealth of experience in developing regional destinations, the team has worked tirelessly to promote our region and support the operators who bring it to life. Bill's understanding of tourism and his passion for showcasing our region's unique qualities have been invaluable. My heartfelt thanks to Paula for her outstanding work in destination marketing and digital projects, Kim for her dedication to destination development and stakeholder engagement, Isla for her innovative digital marketing efforts, and Paige for keeping everything running smoothly on the administration front.

I also want to extend my sincere thanks to the ANW Board. Each member volunteers their time, bringing invaluable insights and dedication to our collective goals. These are people who live and breathe the region every day, who understand its unique challenges and opportunities, and who generously contribute their time to driving tourism in the North West—thank you!

As I step down from my role as Chair, I look back with pride at what we've accomplished together. Working with such an incredible team and witnessing the magic of this region every day has been an absolute honour. Australia's North West is a special place, and I'm excited to see what the future holds for this remarkable corner of the world.

Thank you all for your support and dedication.



Kym Francesconi
Chair, Australia's North West Tourism

“ Looking ahead, we're excited about the future of tourism across the entire North West. Each sub-region has so much to offer, and we're committed to collaborating with all stakeholders to realise the full potential of our region. ”

CEO REPORT

The past 12 months have presented both opportunities and challenges for tourism in Australia, particularly in Australia's North West. Despite disruptions caused by unseasonal weather and economic pressures, the region continues to grow in appeal, attracting domestic and international visitors.

Our marketing and development efforts have sustained engagement with key markets and fostered innovation across the region.

Key Achievements

MARKETING

A combination of ANW-owned activities and strategic partnerships created a balanced mix of inspiring, educational, and tactical campaigns, keeping the region top-of-mind with our audiences and driving referrals to members.

Over 61,000 direct leads and referrals to operators were generated through the website and consumer campaigns, including the Warlu Way, Kimberley Waterfalls, and Venture the Kimberley campaigns delivered during the financial year. ANW's tactical campaign with Luxury Escapes resulted in the sale of over 600 room nights and 23 add-on experiences in Broome over the shoulder season. This campaign's engagement placed Broome as one of Luxury Escapes top 5 destinations.

On social media, ANW maintained a strong performance, with 17 million impressions on Facebook, a 3.2% engagement rate, and 543,438 total engagements. On TikTok, we reached 620,207 video views with a 6.8% engagement rate, indicating growing success in that space. ANW also supported several media famils, which resulted in features in The Australian Traveller, The Weekend Australian, and Luxury Travel Magazine.

To promote the new Jetstar Asia Singapore-Broome flights, a range of consumer and trade activities were initiated, many of which are ongoing.

The 2024 Holiday Planner was printed and distributed, featuring 79 members and generating over 55,000 copies. The Planner was distributed nationally and internationally.

DESTINATION DEVELOPMENT

Significant progress was made in developing tourism infrastructure and experiences in the Pilbara and Kimberley:

- **Station Stay Programme:** ANW and TWA are working with stations across the region on this initiative, which will offer immersive regional experiences and diversify the visitor experience.
- **Trade Engagement:** ANW facilitated regular webinars, updates and information sessions to travel trade and attended key events such as ATE24, Meeting Place and G'day Australia boosting regional operators' exposure.
- **Product Development:** ANW has worked with a number of members to assist in developing their visitor experiences. The support provided assists in strengthening members businesses and ensuring the region has new experiences to take to market.

COLLABORATION AND STAKEHOLDER ENGAGEMENT

ANW maintained strong collaboration with Tourism WA, especially in response to the ongoing long-reaching impacts of the Kimberley floods. We worked closely with industry and local governments to ensure tourism resilience. Additionally, the launch of ANW's new website marked a milestone in improving user engagement and streamlining access to member services.

CHALLENGES

The rising cost of living and inflation affected consumer behaviour, with visitors increasingly seeking value for money. A shift in domestic travel patterns, where more Australians opted for international holidays, posed additional challenges. Nevertheless, domestic visitor numbers remained resilient, with 1,482,000 visitors in 2023/24, 5.6% over the 5 year average.

LOOKING AHEAD

With the continued support of our members, stakeholders, and industry partners, ANW is well-positioned to support the further development and marketing of the region's tourism industry. The introduction of Jetstar Asia's Singapore-Broome flights, the expansion of immersive cultural and station experiences, and strategic partnerships with media outlets provide a solid platform for continued growth. As we look ahead to 2025, our focus will be on improving digital engagement, expanding campaign reach, and working closely with local operators to deliver unique, high-quality visitor experiences.

I extend my sincere thanks to the entire ANW team and Board for their dedication and hard work. Together, we are building a brighter future for tourism in Australia's North West.



Bill Tatchell

CEO, Australia's North West Tourism



ANW BOARD



Kym Francesconi
Board Chair



Drew Norrish
Vice Chair



Simone Kapiteyn



Jessie Hornblow



Narelle Brook



Lucy Sands



Bart Pigram



Craig Shaw



Scan to find out
more about our
Board members.

ANW TEAM



Bill Tatchell
CEO



Kim Brown
Destination Development Manager



Isla Bell
Digital Marketing Specialist



Paula O'Brien
Projects (p/t)



Paige Hurihanganui
Bookkeeper (p/t)



Scan to find out
more about
our team.

ANW LIFE MEMBERS

The following individuals are recognised for their outstanding service to the organization and, in turn, to the tourism industry in the North West over a period of years.

Frank Camer-Pesci Graeme MacArthur

Heather Midgely Ian Gay

Ian Laurance AM Mike Dunnett

Ron Johnston Stephen Scourfield

ACTIVITIES REPORT

MARKETING CAMPAIGNS

Warlu Way

Refreshed campaign creative and increased spend to enhance awareness of the Warlu Way and increase referrals to members.

4M+

Impressions during campaign.

986K

Video plays during campaign.

45K

Pageviews on campaign microsite (200% increase YoY).

2,655

Direct referrals to 42 members (104% increase YoY).

2

Social media creators partnered with to produce fresh content.

45C CPC ACHIEVED;
21C UNDER INDUSTRY
AVG CPC.

Luxury Escapes – Unwind on Broome Time

Tactical partnership across multiple channels (video, article, social media, landing page and podcast).

1M+ views

Social media post by one of the engaged creators went viral.

\$421K+

Gross sales across 15 featured operators, including 663 room nights.

8%

WA sales decreased by over 30% in 2023, however Broome sales declined by only 8% in this time period.

25% INCREASE
IN GROSS SALES
COMPARED TO 2019.

Always-on Advertising

Carousel ads delivering direct referrals to members.

Activity focused in first half of financial year.

10.5K

Referrals to members at 28c CPC.

Kimberley Waterfalls

Intrastate & NT campaign promoting waterfall experiences around Kununurra.

7.2K pageviews

Dedicated landing page supported by video, carousel and blog ads.

4.9K

Referrals to 27 featured members.

45c CPC

Achieved by campaign.

OVER 1.9M
IMPRESSIONS.

Perth is OK! Drive the Dream

Joint RTO campaign supporting TWA Drive the Dream activity; the best performing campaign on Perth is Ok! channels in 2023.

5 channels

Awareness campaign across website article, social media, eDM and display advertising.

280K

Impressions on social media posts.

9K

Views to featured Gibb River Road article, hitting the key 35-44 demographic with over 2 minutes spent on page.

15.8K

Views on TikTok.



Holiday Planner 2024

79

Member Ads.

55K

Print Distribution.

8.9K

Views of Holiday Planner website landing page.



Caravan and Camping Shows

For the first time, 12 ANW members collaborated with Visitor Centre and ANW representatives at the 2024 Perth Show. While members showcased their individual businesses, they also united as a team to promote the region as an essential destination to the thousands of visitors at the caravan show.

ANW was also represented at shows in NT, NSW and VIC.

Australian Traveller - Kimberley Moments that speak for themselves

3.9K visitors

Native print and digital article supported by eDM features and a Facebook post.

2.9K pageviews

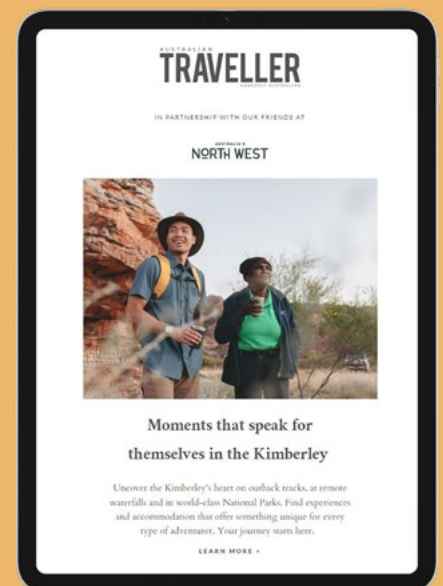
ANW landing page featuring 23 members supported by display ads.

265K

Impressions for display ads.

600

Member referrals; 8 members featured in Solus eDM.



ACTIVITIES REPORT CONTINUED

ANW BRAND REFRESH

Let Nature do the Talking

For the first time in over 10 years, ANW's branding was refreshed, with an updated logo suite, colour palette and overarching brand concept – *Let Nature do the Talking*. This concept is about personifying the natural region to reflect the instinctive connection and soulful dialogue between the region and those who explore it. The open space used throughout the visual style also allows the dramatic imagery of the region to be much more impactful.

Roll-out of the new brand will continue during the year.



LET NATURE DO THE TALKING.



AUSTRALIA'S
NORTH WEST



DIGITAL

New website
launched
July 2023

621K
Sessions.

1,046,598
Pageviews.

78.66%
pageviews from organic
search (4.46% increase
from previous year).

31.2K
Member listing
referrals.

Social Media

FACEBOOK

17,205,462
Impressions.

3.2%
Engagement rate.

110,554
Followers.

INSTAGRAM

3,885,731
Impressions.

5%
Engagement rate.

135,000
Followers.

TIKTOK

620,207
Video views (+115% YoY).

6.8%
Engagement rate.

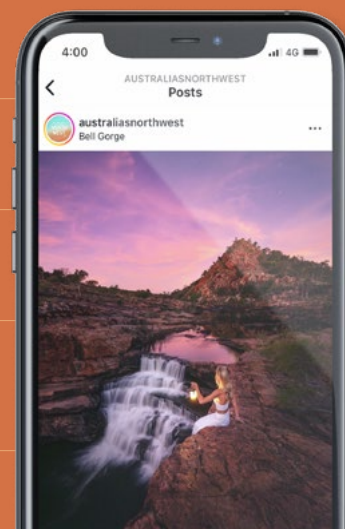
4,632
Followers (+81% YoY).

EDMs

45k+
Database.

36%
Open rate
(industry avg is 15–25%).

425.4K
Total sends.



MEMBER ENGAGEMENT

Inaugural Tourism Industry Forum

With 95 attendees and 19 speakers, the two day industry forum provided an invigorating kick-off to the 2024 tourism season. The free-to-attend forum incorporated the TWA Roadshow, workshops, motivational speakers and networking opportunities to promote collaboration and strategic relationships throughout the region and industry, and to help build skills to build a successful and sustainable tourism businesses.

58% OF ATTENDEES REPRESENTED BUSINESSES/ LGA'S OUTSIDE OF THE SHIRE OF BROOME.

Across the forum, participants shared a vision of a region that supports a longer, sustainable tourism season, a place that has culture at its heart and is accessible to many.

With support from Tourism WA, the Shire of Broome, Regional Development Kimberley and Regional Development Pilbara, ANW was able to make the forum free to attend. Support from Nexus Airlines and a range of Broome hotels meant that the costs of travel for attendees outside the region were reduced.

"I thought it was a great event – was awesome to see people that we don't normally get to network with i.e. Pilbara and East Kimberley. Was good to get updates from industry and opportunity to give opinions and feedback in the collaborative workshops."

12
Industry eDMs.

30%
Open rate.

24%
CTR.

2
Member Mingles.



INCREASING PRODUCT OFFERINGS, ENCOURAGING LONGER STAYS, AND ENRICHING THE VISITOR EXPERIENCE.

STATION STAYS PROGRAMME

Six stations have confirmed their participation in the first year of the Station Stay PRIME Mentoring Programme, which has been successfully run in the Coral Coast and Golden Outback. The programme aims to improve station-based accommodation and experiences, leveraging the region's natural beauty, cultural heritage, and unique historical stations. Initial station visits have been completed in the Kimberley, with upcoming Pilbara visits.

Of the six participants, two stations are engaging with the development of tourism on their properties for the first time.

JETSTAR ASIA

- Member information session in Broome
- Assisted members to connect with relevant wholesalers and agents, and to create packages designed to appeal to the Singapore market
- Online training provided to Singapore travel agents and industry reps, through Tourism WA
- Represented the region at the TWA Singapore & Malaysia Roadshow
- Ongoing support to Singapore trade through TWA
- Provided logistical support to TWA for trade and media famils
- Ongoing advertising to Jetstar's in flight magazine to promote the region to frequent flyers; opportunities for member involvement.

PROVIDING MARKETING, TRADE AND INDUSTRY SUPPORT TO HELP UNDERPIN A SUCCESSFUL FLIGHT TRIAL.

Activities are ongoing, including promotion to consumers through Jetstar Asia, and expanding promotion to include Kimberley destinations and packages.

ACTIVITIES REPORT CONTINUED

TRADE ACTIVITIES



Met with over 500 trade partners
at trade events.



Attended WA Cruise Exchange.



138 member referrals
to trade.



Published 2024
Trade Ready Guide.



Region & product updates to
Indonesia, Singapore & Malaysia.



Worked directly with Business Events
Perth and event organisers to secure
3 conferences in the region.



VISITATION STATS



Visitors



Average length of stay
(nights)



Average Daily Spend



Total Expenditure

2023/24

Intrastate

1,197K

6.4

\$169

\$1,298M

Interstate

285K

8.8

\$189

\$459M

International

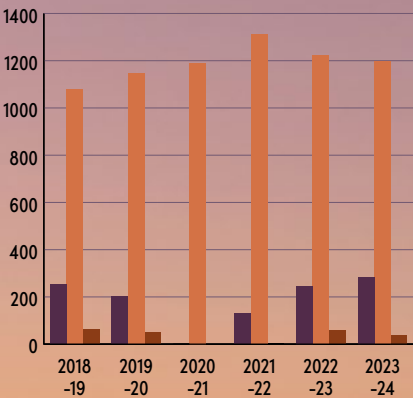
39K

39

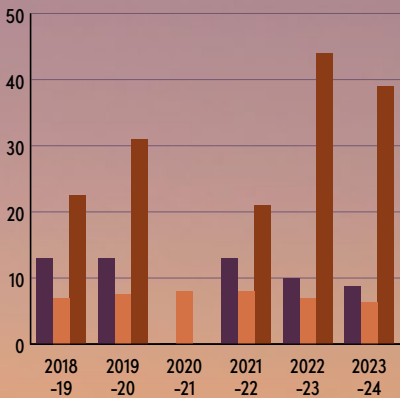
\$50

\$75M

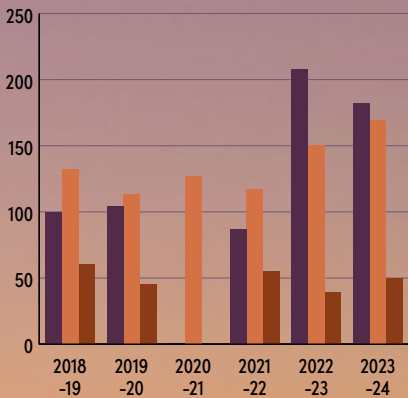
ANW Total Visitation (000's)



Average Length of Stay (Nights)



Average Daily Spend (\$)




● Interstate | ● Intrastate | ● International

No result is shown where sample size is too small to provide a reliable result.


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 [@austnorthwest](https://www.pinterest.com/austnorthwest)

 [Australia's North West](https://www.youtube.com/Australia's%20North%20West)