

DESTINATION **Perth**



AUSTRALIA'S
South West



THE SOUTH WEST EDGE



INDUSTRY TOOLKIT

2021

EN-ROUTE
ALONG THE EDGE

THE SOUTH WEST EDGE

DISCOVER A JOURNEY INTO THE HEARTLAND OF AN UNDISTURBED AND UNCROWDED AUSTRALIA - A ROAD TRIP THAT WILL CHANGE YOU FOREVER.

THE SOUTH WEST EDGE IS AN ADVENTURE THAT WILL FILL YOUR LUNGS, LEAVE YOU IN AWE, AND BREATHING MORE DEEPLY. IT FEEDS YOUR SOUL WITH DISCOVERY AND WONDERMENT; EVERY TURN GIVING YOU A NEW EXPERIENCE TO LINGER AND ABSORB.



CONNECT WITH US

www.thesouthwestedge.com.au

Use these social media handles and hashtags en route.

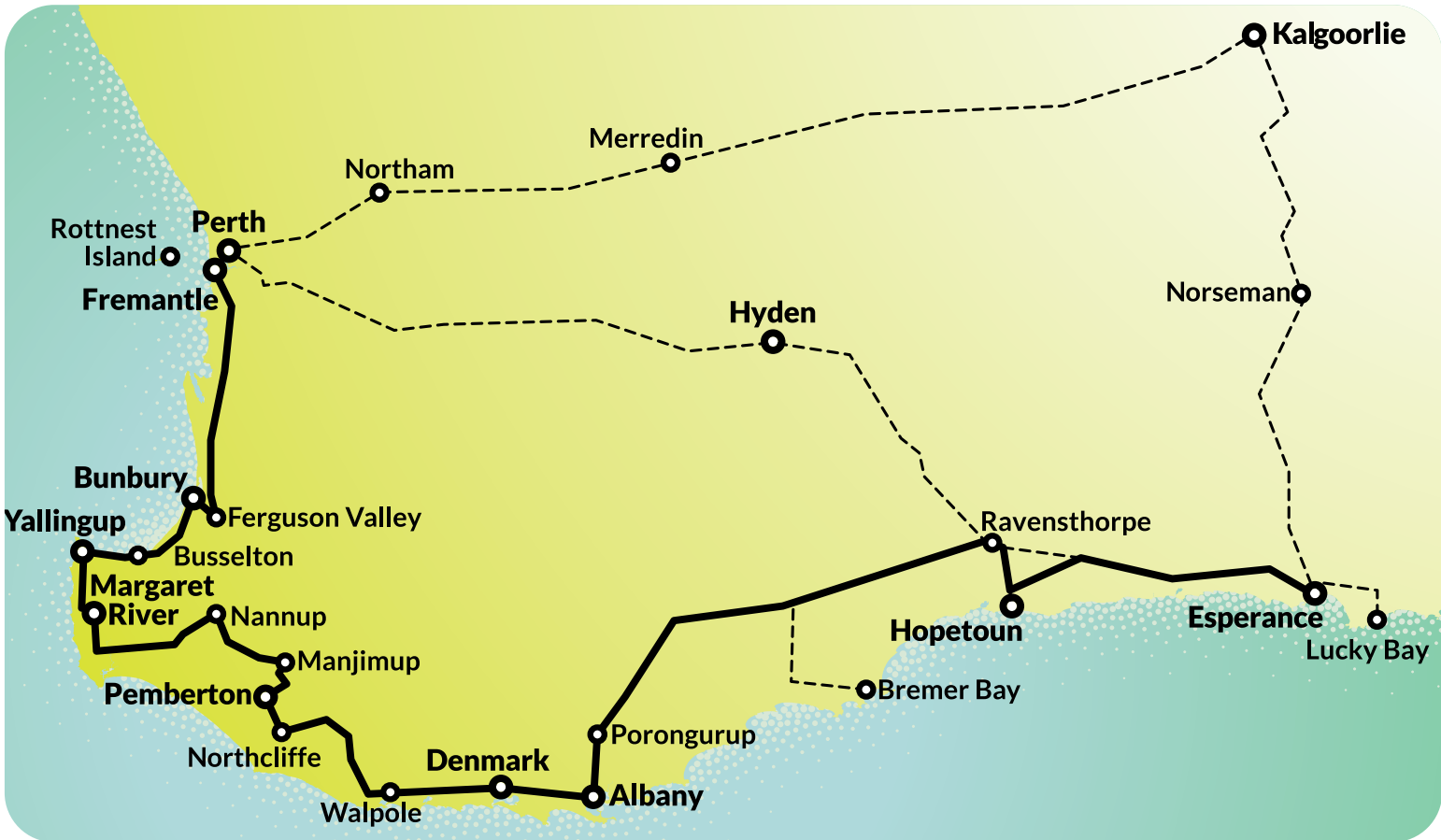
FB: @TheSouthWestEdge

IG: @thesouthwestedge
#thesouthwestedge
#TheEdge



ABOUT THE EDGE

THE SOUTH WEST EDGE IS A TOURING ROUTE WINDING AROUND THE SOUTH WESTERN EDGE OF WESTERN AUSTRALIA FROM PERTH TO ESPERANCE. IT TRAVELS THROUGH WINE REGIONS, TOWERING FORESTS AND ALONG MARINE LIFE-RICH COAST BEFORE RETURNING TO PERTH ACROSS THE OUTBACK.



THE SOUTH WEST EDGE



THE STARTING POINT

The South West Edge links together the destinations, attractions and businesses en route, allowing the entire region to compete effectively in global tourism.

Visitors encounter some of Australia's greatest hits along the way, establishing this iconic road trip as a valuable long-term asset for the State.

'The Edge' aims to drive regional dispersal, to benefit the towns and businesses along the route, its side branches, and return journeys to Perth.

It is a collaboration between three of WA's five Regional Tourism Organisations (RTOs): Australia's Golden Outback, Australia's South West and Destination Perth, with funding support from the South West Development Commission.

THE JOURNEY

The development of a three-year Strategic Action Plan provides a road map to propel the route forward, position it as an iconic road trip and drive increased visitation and expenditure into the regions.

It underpins activities and guides direction for the new-look branding, brand positioning, future marketing campaigns and a new website with interactive mapping to help visitors plan the perfect road trip.

WHO'S COMING ALONG?

The main touring route heads along 'The Edge' from Perth or Esperance, returning via Hyden or Kalgoorlie. However, messaging about The South West Edge focuses on curating your own unique adventure in the south western corner of Australia.

We provide inspiration for seasonal activities, road trip detours, multi-day side trips and themed itineraries to encourage travellers to disperse further, visit more often, stay longer and spend more.

THE DESTINATION: AN ICONIC ROAD TRIP

The opportunity lies in transforming a touring route into a marketing platform that inspires visitors to explore and discover the depth of the unique and authentic Australian experiences on offer.

To achieve this is a collaborative, inclusive, and inventive approach to the promotion of experiences is key, working in partnership to champion each other and embed the drive into our stories.



Lucky Bay, Esperance



Rottneest Island

TO BECOME ICONIC, THE SOUTH WEST EDGE NEEDS TO BE BOLD AND BRAVE, SHOW LEADERSHIP AND BRING EXTRAORDINARY TRAVEL COMPANIONS ALONG THE JOURNEY.



THE SOUTH WEST EDGE

BRAND POSITIONING

Our product positioning and strategy help define our entire product development, from brand identity, marketing materials, campaigns, and even how itineraries are communicated and packaged. This breaks down and defines our very own *Spirit of Adventure*.



ESSENCE AND PURPOSE

An essence and purpose statement is a representation of what you stand for and why it matters. Our statement evokes the sense of a road trip, and how it relates to our visitor's thirst for adventure.

VALUES

Values represent what a business or product believes in and stand for. They are the building blocks that should define why a product or organisation exists. Our values capture the idea of adventure, and road tripping. Using the idea of the *Spirit of Adventure* we can better frame these.

PERSONALITY

Our personality traits help to frame the tone and attitude of the communications that will eventuate from the positioning, be it a campaign, marketing materials or brand identity.

VISITOR BENEFITS

These visitor benefits encapsulate the overarching benefits of how this road trip offers something truly unique. Rather than highlighting benefits from certain regions, instead framing the whole experience through the idea of how a road trip benefits the visitor's sense of adventure.

EXPERIENCES

Our experiences provide a clear idea of what this road trip offers. These pillars communicate a *Spirit of Adventure* and what The South West Edge road trip represents.



EN ROUTE
ALONG THE EDGE

HOW TO GET INVOLVED

TAG US ON SOCIALS

Use @thesouthwestedge when making a post, as well as the hashtags #TheSouthWestEdge and #TheEdge to let your followers know you're part of The South West Edge.

Encourage travellers to use the hashtags too - it helps more people find us. You can also re-share our social media posts with your followers on your social media channels.



UPDATE BUSINESS LISTINGS

Keep your member business listing on your Regional Tourism Organisation's website up to date.

This will ensure your correct information can be included on The South West Edge interactive maps.



CREATE CONTENT

Show travellers how you fit into a road trip along The Edge:

- Create itineraries for must-do activities in your area to encourage additional overnight stays.
- Package with nearby operators and attractions to create a single or multi-day detours and side trips.
- Link up with similar operators along The Edge to create a themed road trip so visitors can travel the same tracks with new purpose and outlook.

MAKE CONNECTIONS

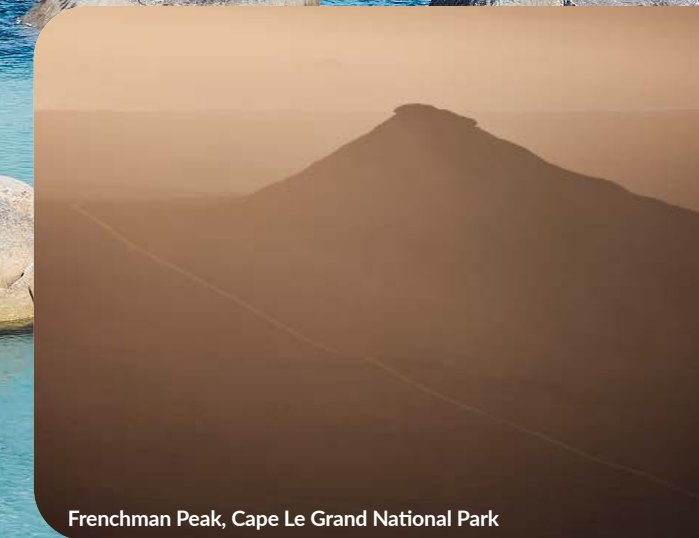
Ask visitors 'are you en route along The Edge?' Suggest nearby activities or ideas for their next leg of the journey.

Even offer to book for them - you will be directly driving visitation for neighbouring destinations and operators, and hopefully they will be doing the same for you!

BECOME A CHAMPION

Help us spread the word about The Edge within your business community.

Contact your Regional Tourism Organisation to find out about becoming an 'Edge Guide' for your local area.



ARE YOU TRADE-READY?

We communicate directly with an international network of travel trade.

Let your Regional Tourism Organisation know if you are commissioning or contracting with Inbound Tour Operators or travel wholesalers to be included in The South West Edge trade marketing.

THE EDGE IMAGE LIBRARY

MEET AUSTRALIA'S MOST INSTAGRAMMABLE ROAD TRIP

 **SPECTACULAR
SIGHTS &
SCENES**



 **NATURE'S
PLAYGROUND**

CLICK HERE TO VIEW AND DOWNLOAD THE FULL IMAGE LIBRARY FOR THE SOUTH WEST EDGE



 **FORAGE,
FEAST & INDULGE**

 **CULTURE &
CHARACTERS**





JOIN THE RIDE

Local businesses supply the ingredients for an epic road trip and make on-the-ground connections for travellers, moving them from one adventure to the next.

Get in touch with your Regional Tourism Organisation for more information on The South West Edge.

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