

13 JUNE 2024

### **Shire of Esperance**

**ORDINARY COUNCIL MEETING** 

25 JUNE 2024

ATTACHMENTS EXCLUDED FROM AGENDA

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Esperance Tourism Brand Project			
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### the brand agency

# A DESTINATION BRAND FOR ESPERANCE

20 April 2024

### **OUR BRIEF**

Undertake a review of the current Esperance positioning and branding with a view to delivering the community and industry in Esperance a sense of what the essence of Esperance is, how it can be positioned in the marketplace and how the industry and community can unite behind the revised or new positioning.

Esperance Tourism Strategy 2021

### WHAT IS A DESTINATION BRAND?

A destination brand is more than a tagline.

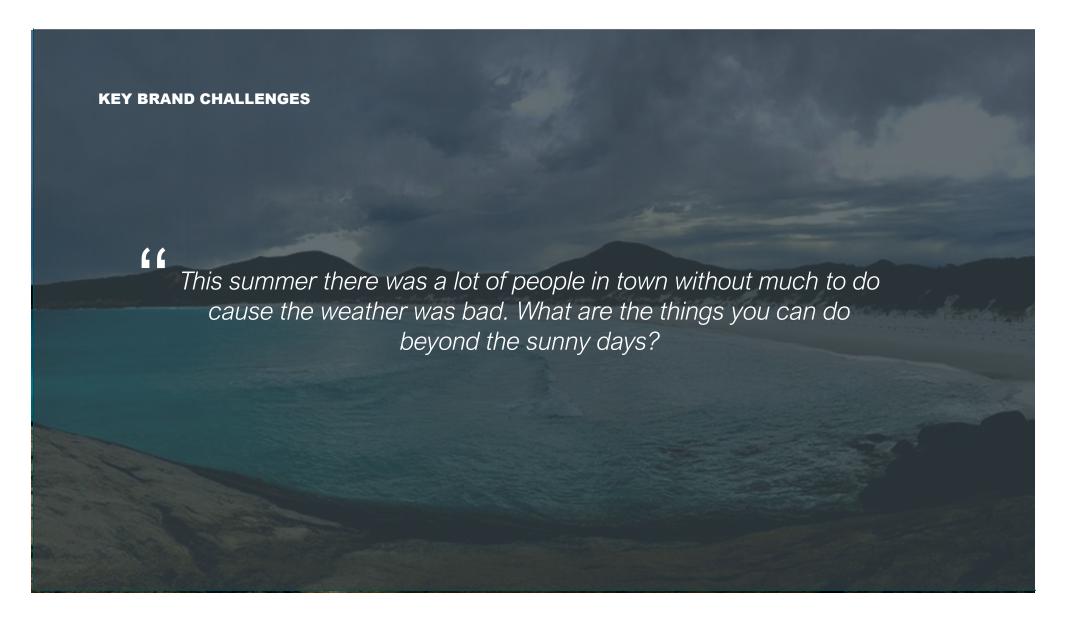
A destination brand is a powerful tool for shaping perceptions, attracting visitors and investment, and driving sustainable development.

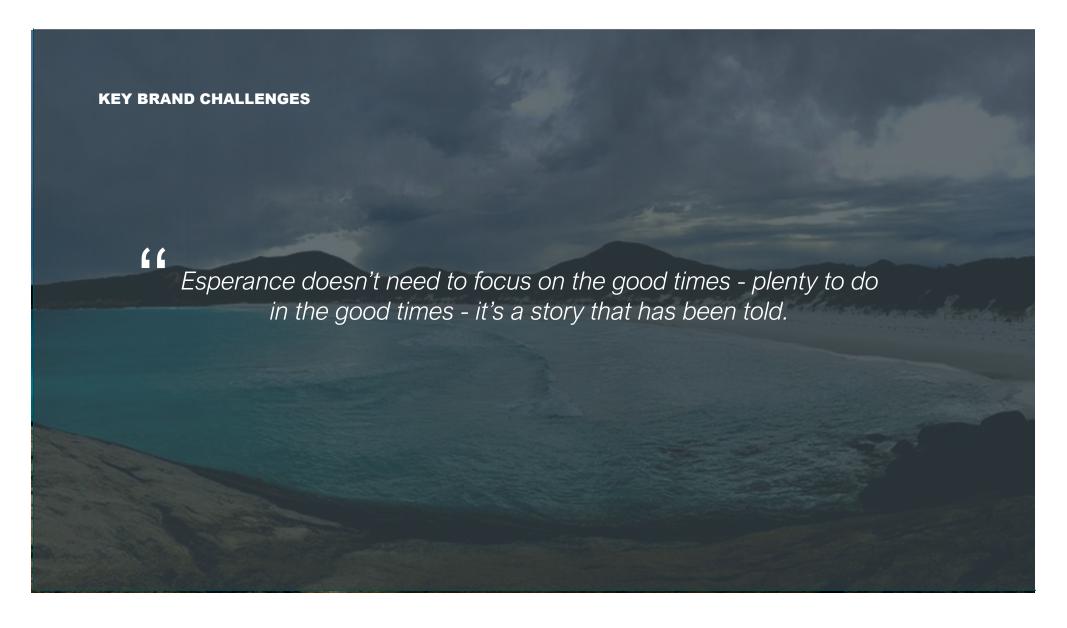
A destination brand reflects the essence of a place and its unique offerings, ultimately influencing the decisions of travelers, investors, and residents alike.

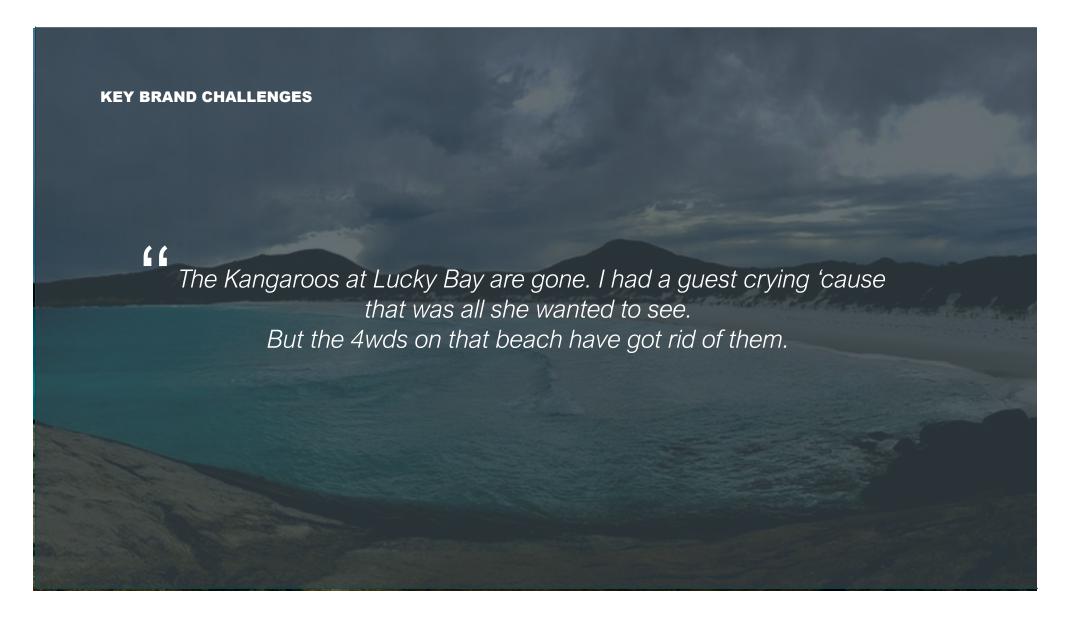
For local stakeholders, the opportunity lies in creating their own brand-aligned experiences, that will appeal to high-value-travellers, to grow their businesses and profits.

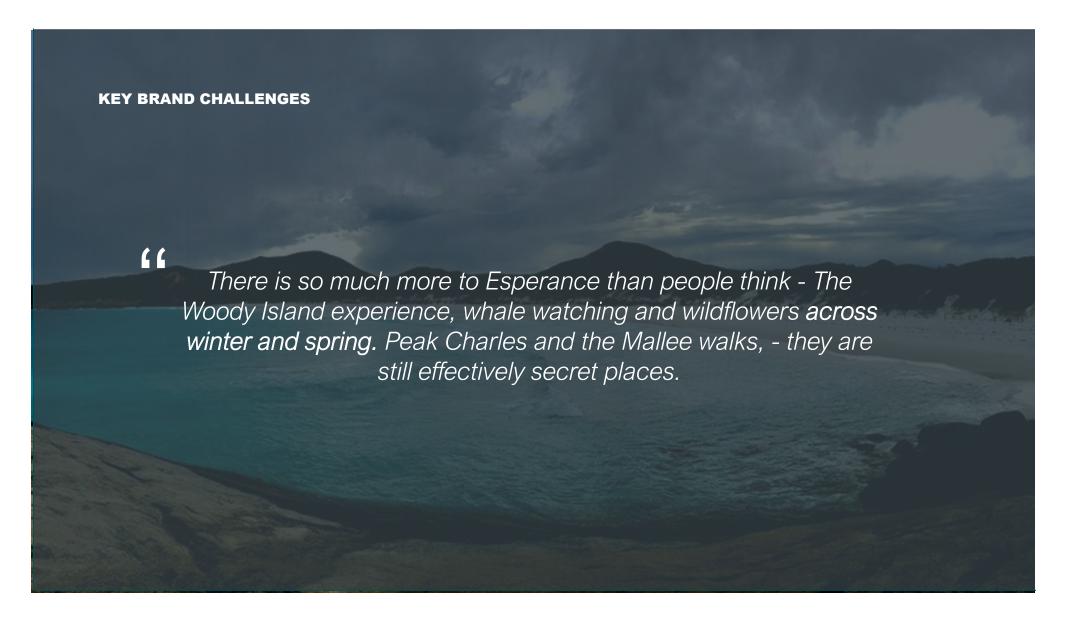
### THE BEST DESTINATION BRANDS MUST REFLECT THEIR COMMUNITY AND COUNTRY

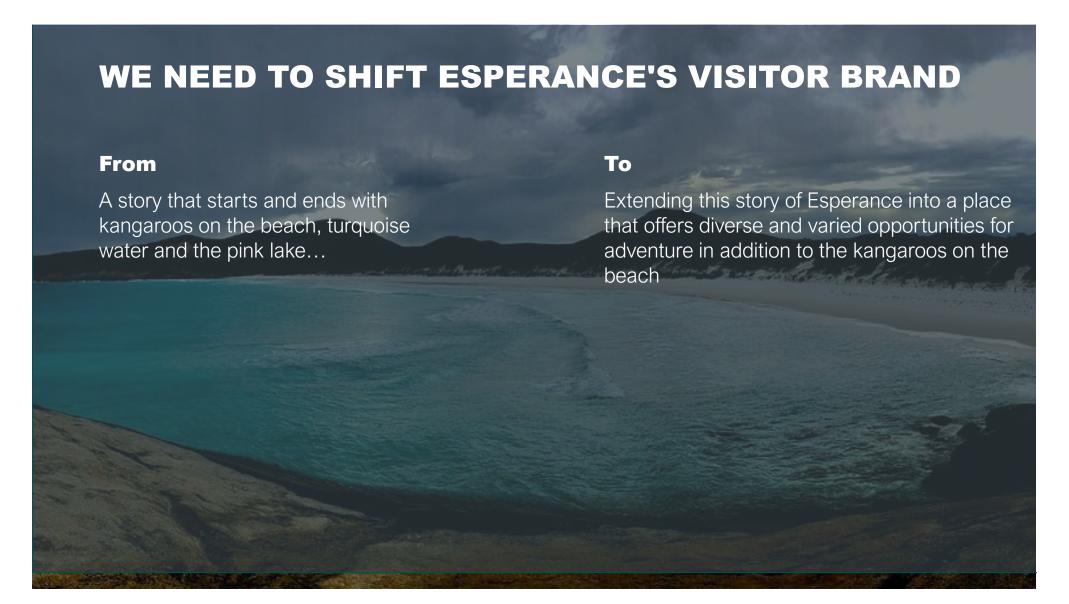
WHAT DID YOU TELL US?

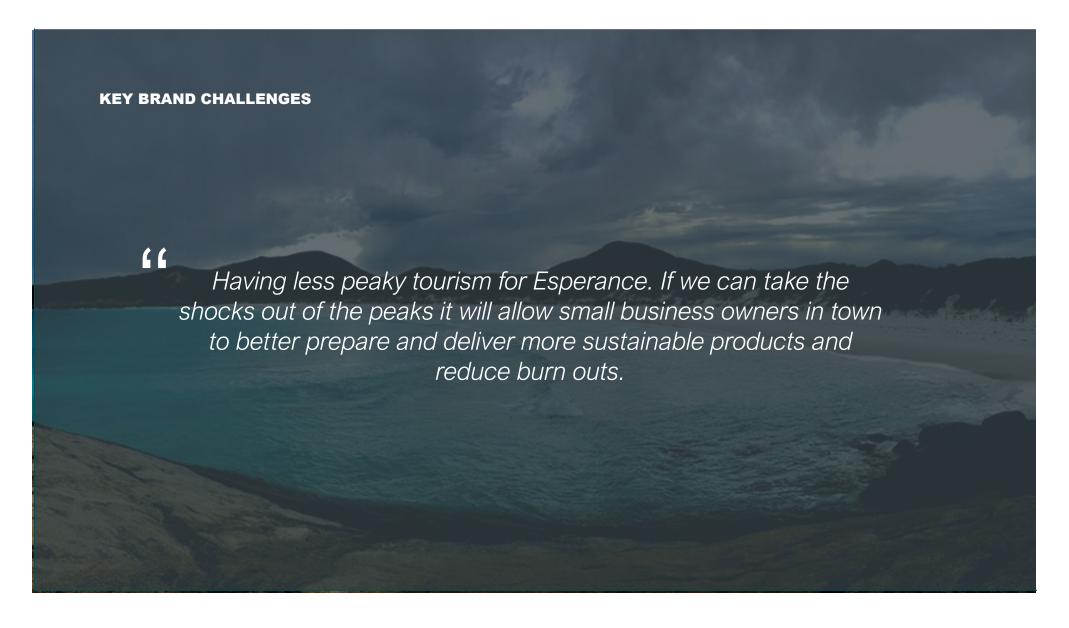


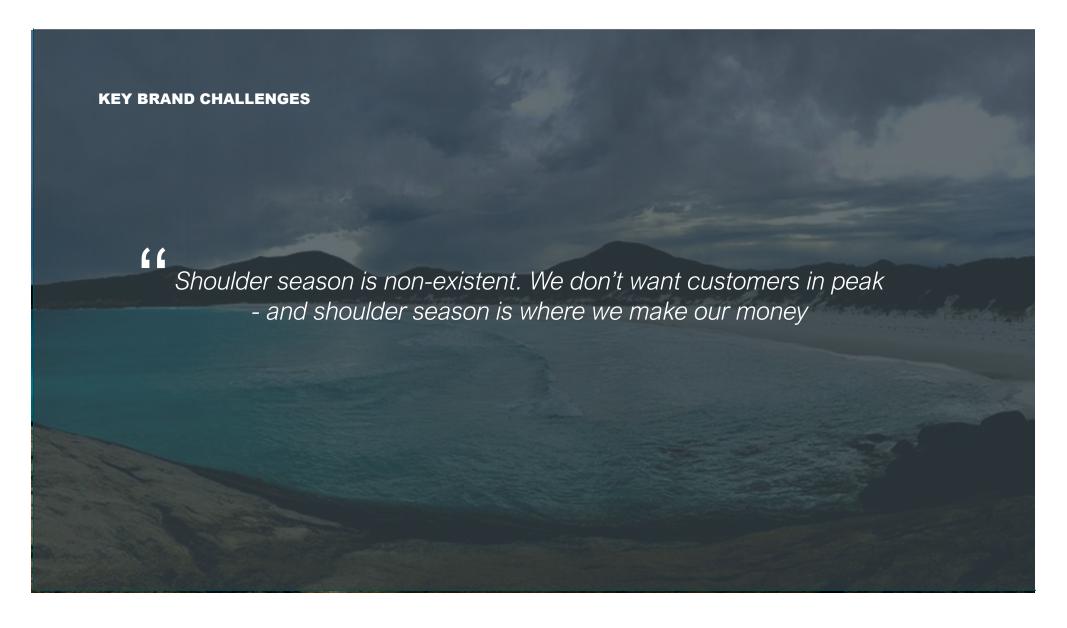












### WE NEED TO SHIFT ESPERANCE'S VISITOR BRAND From To

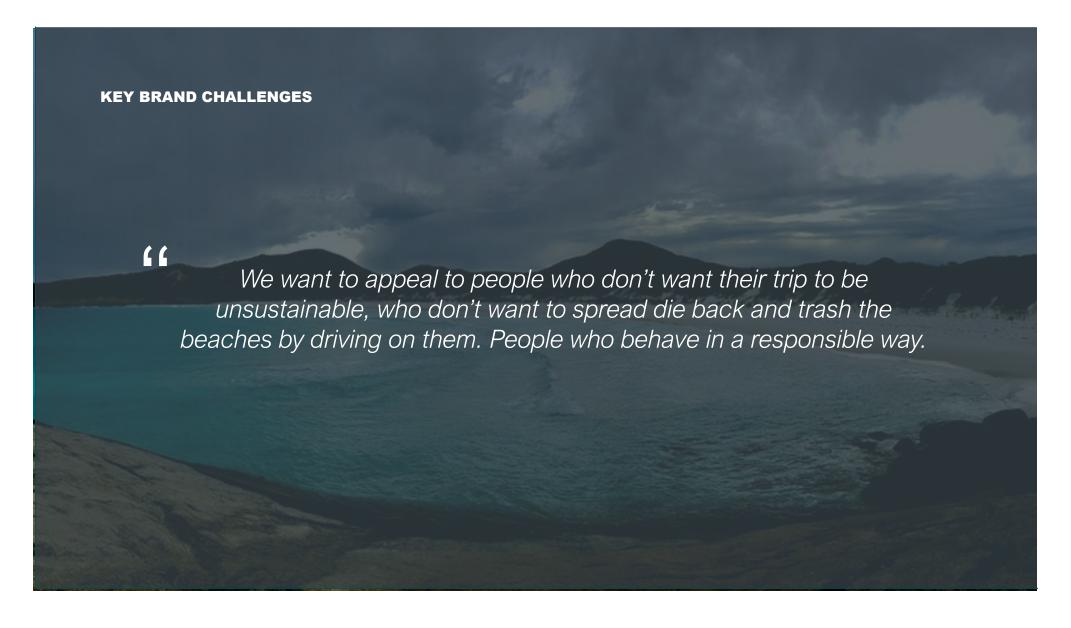
A story that starts and ends with kangaroos on the beach, turquoise water and the pink lake...

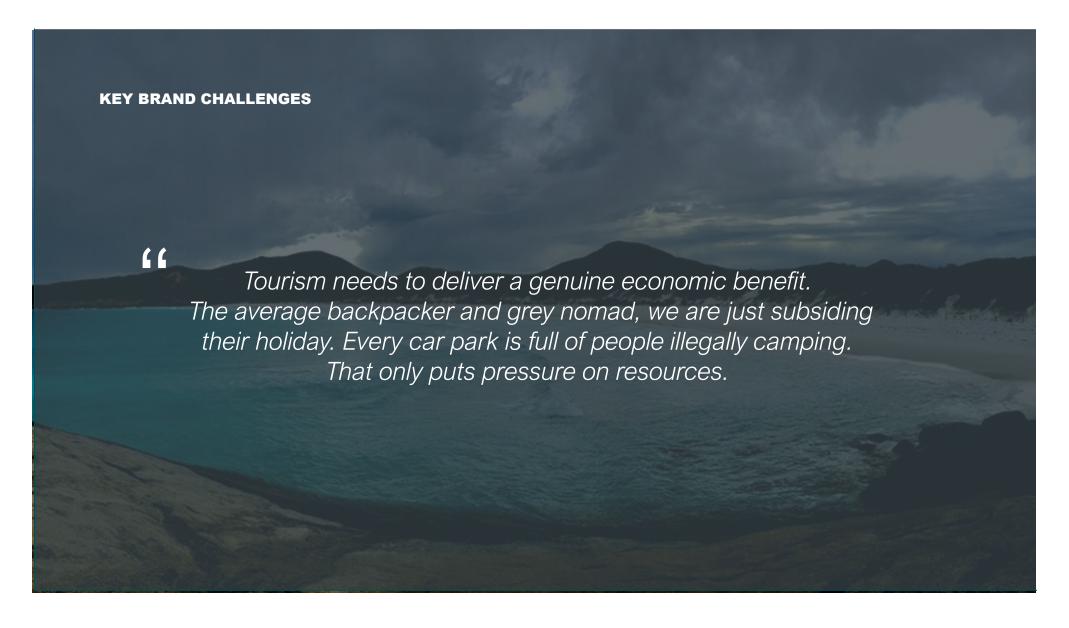
A summertime only adventure with limited visitors in winter

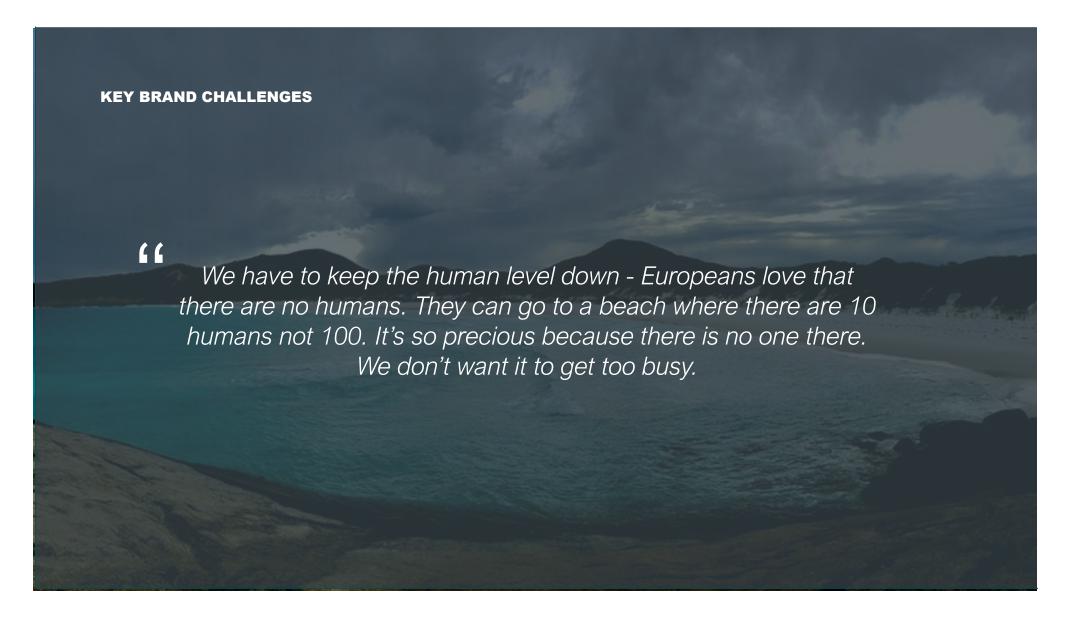
Extending this story of Esperance into a place that

offers diverse and varied opportunities for adventure in addition to the kangaroos on the beach

An all year destination for more even visitation throughout the year and across the region







### WE NEED TO SHIFT ESPERANCE'S VISITOR BRAND

### From

A story that starts and ends with kangaroos on the beach, turquoise water and the pink lake...

A summertime only adventure with limited visitors in winter

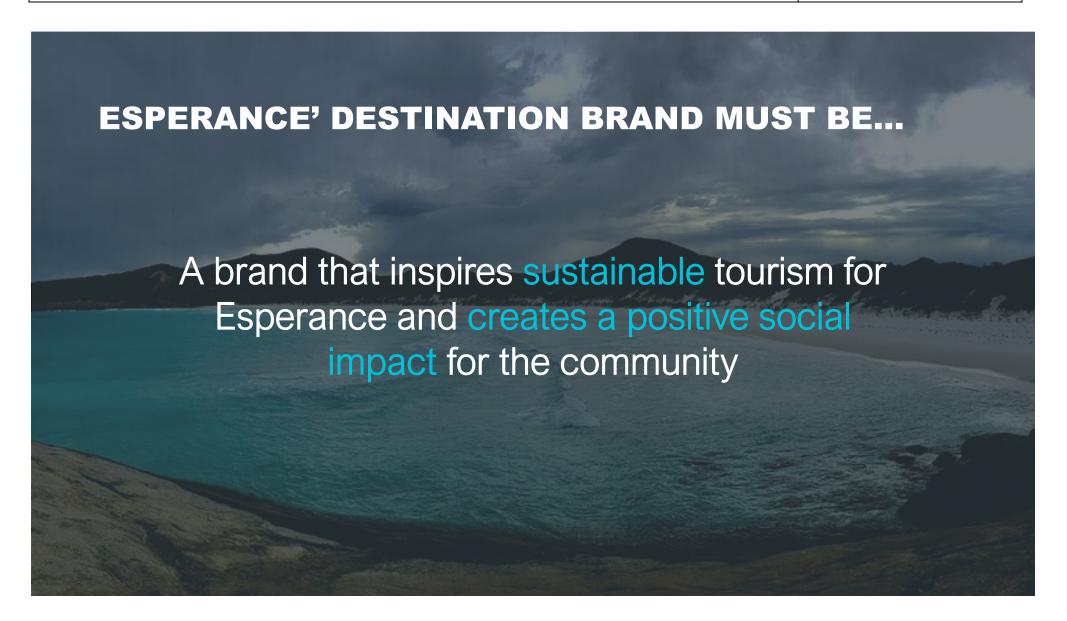
Appealing to #vanlifers seeking free camping sites and seeking growth in numbers

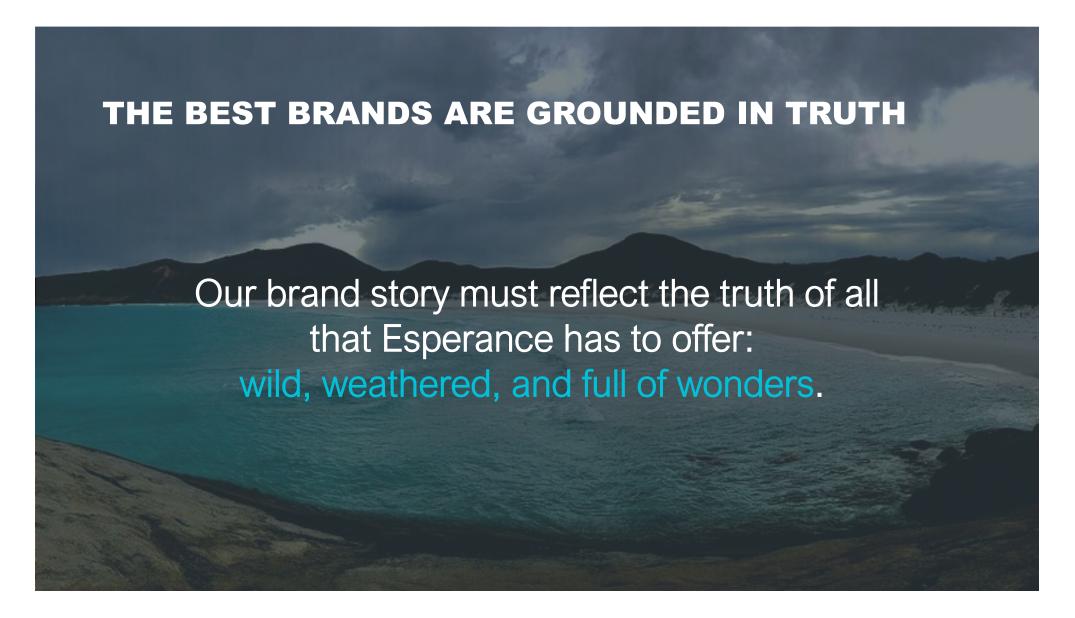
### To

Extending this story of Esperance into a place that offers diverse and varied opportunities for adventure in addition to the kangaroos on the beach

An all year destination for more even visitation throughout the year and across the region

Appealing to high value travellers seeking premium nature experiences and a more sustainable travel experience.





### **DESTINATION AWARENESS**

### Role:

Create appeal with international and interstate domestic audiences



Tourism Australia



Tourism Western Australia



Australia's Golden Outback

### DESTINATION CONSIDERATION

### Role:

Expanding the story with domestic visitors to encourage dispersal and more visitor nights (NB: Domestic Visitors account for 84% of arrivals)





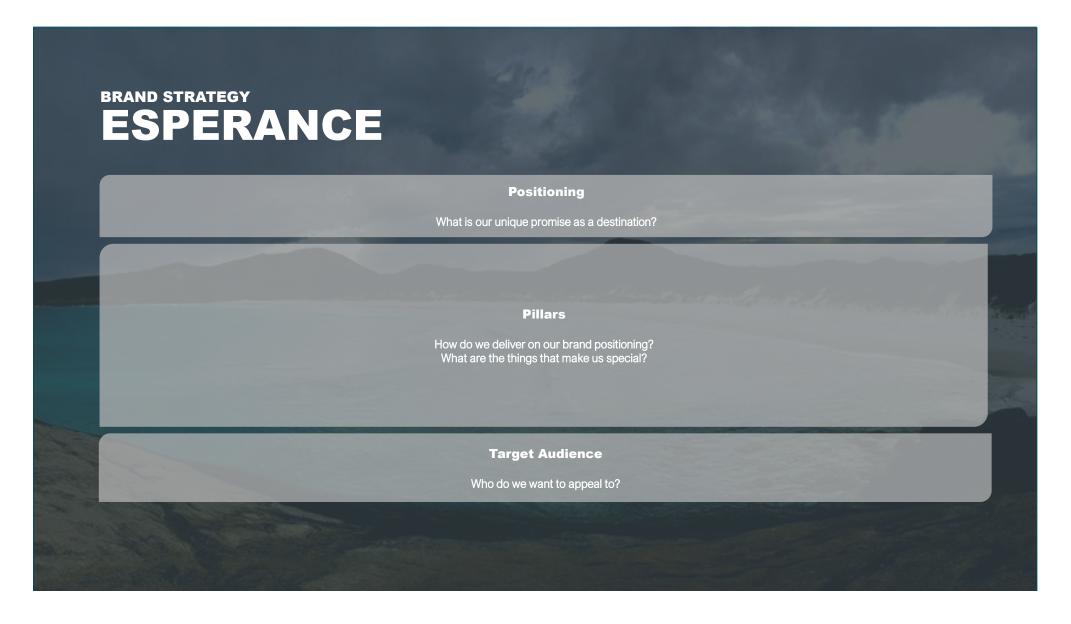












### TARGET AUDIENCE WHO SHOULD OUR BRAND APPEAL TO?

### WHO SHOULD OUR BRAND TO APPEAL TO?

Our interviews with you helped us understand Esperance ideal audience.

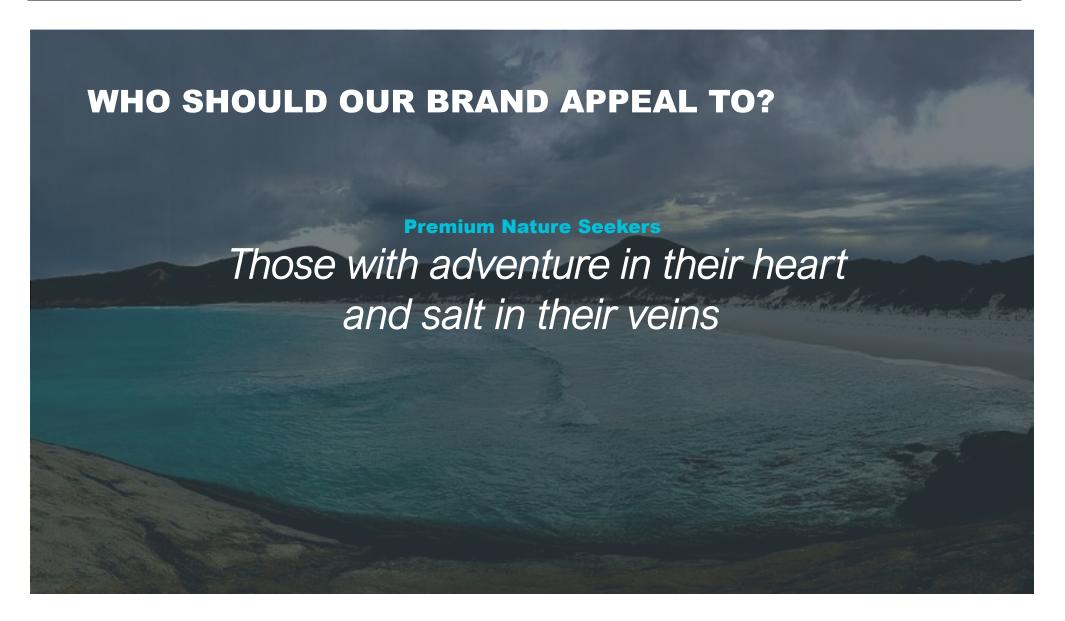
Someone that is keen to explore and be with nature, and a wild environment, I would encourage them to come down here with that sort of mindset. You're not here to get coddled. It might be magnificent one day, then 20 knots the next.

An all-weather adventurer - more like Kathmandu, Patagonia vibes If you arrive and expect a metro experience you will be thoroughly disappointed, if you are willing to explore and choose your own adventure and are willing to be flexible, you'll love it.

A little bit comfortable being uncomfortable

As long as you are clean and respectful, you can choose your own adventure.

You don't get pretentious clientele.
People are out there to experience the
southern ocean



### Item:

### WHO SHOULD OUR BRAND APPEAL TO?

### This persona aligns with the Tourism WA Premium Nature Segment

3.5%

### Premium Nature Statistic Snapshot Average Spend pp per night

Premium adventure holiday in nature exploring untouched wilderness & new experiences

### What defines a Premium Nature trip?

High activity immersion in untouched nature offering unique, premium experiences.

### Top reasons for destination choice

- Authentic Aboriginal experiences
- Unique Wildlife
- Sustainable tourism
- An Unusual place, not mainstream
- . Change to immerse myself in Nature
- . Unique Experiences you can't do anywhere else

### **Top Destinations**

### Total Trips

- Uluru
- Arnhem Land
- Alice Springs
- Darwin

Interstate Trips

- Ningaloo / Coral Bay / Exmouth
- Grampians / Stawell / Horsham Esperance
- Margaret River

\$332

28% spend \$400+ per person per night

Smallest segment with the **Highest Spend** 

Interstate Trips Long Trips Intrastate Trips

Short Trips

- "I want powerful memories in my head, not just on paper"
- "Exhilarated...awestruck, Very connected to nature, Isolated from civilization in a good way.'
- "One minute you're in a tropical climate and then around the corner there's a creek and the temperature instantly drops 10 degrees. It's really amazing. Those sorts of experiences can only be described as magical Walk with me

A Premium Nature holiday offers an opportunity for immersion in nature, peppered with the types of rare experiences that are worth both the time and money required to access them. This trip is all about transcendent travel experiences that create powerful memories.

Getting off the beaten track - no matter how challenging or remote in pursuit of something truly unique - is a defining feature of this trip type. Physical challenge is welcome, as long as there's a touch of luxury and comfort to return to return to at the end of the day.

The Premium Nature Segment are seeking immersion in untouched nature.

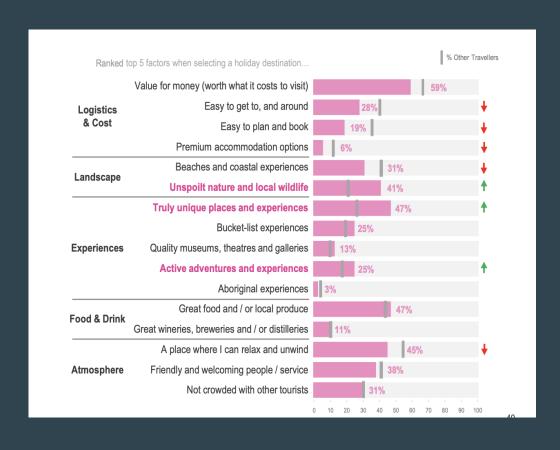
They have been identified as a growth opportunity for Esperance.

Average spend per person per night is \$332.

1 in 4 spend over \$400 per person per night.

This is compared to Simple Nature (caravanners and campers) segment who spend on average \$121 per person per night.

### WHO SHOULD OUR BRAND APPEAL TO?



Unique experiences, unspoilt nature and active adventures are more important to the Premium Nature Segment.

Logistics and premium accommodation options are less important.



**Premium Nature Seekers** 

Those with adventure in their heart and salt in their veins

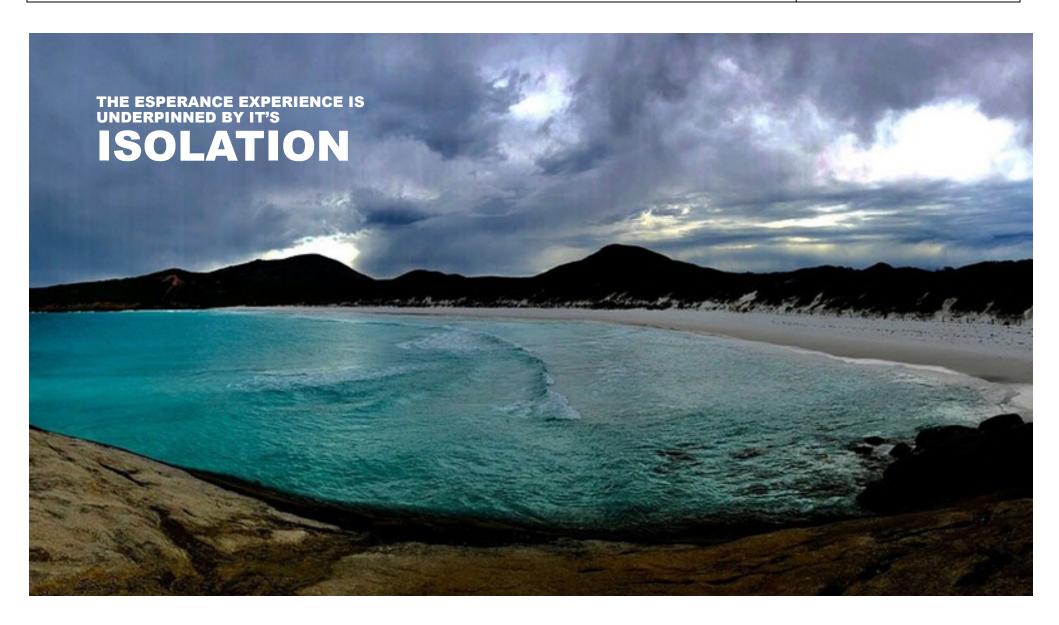
What are they looking for in a holiday destination?

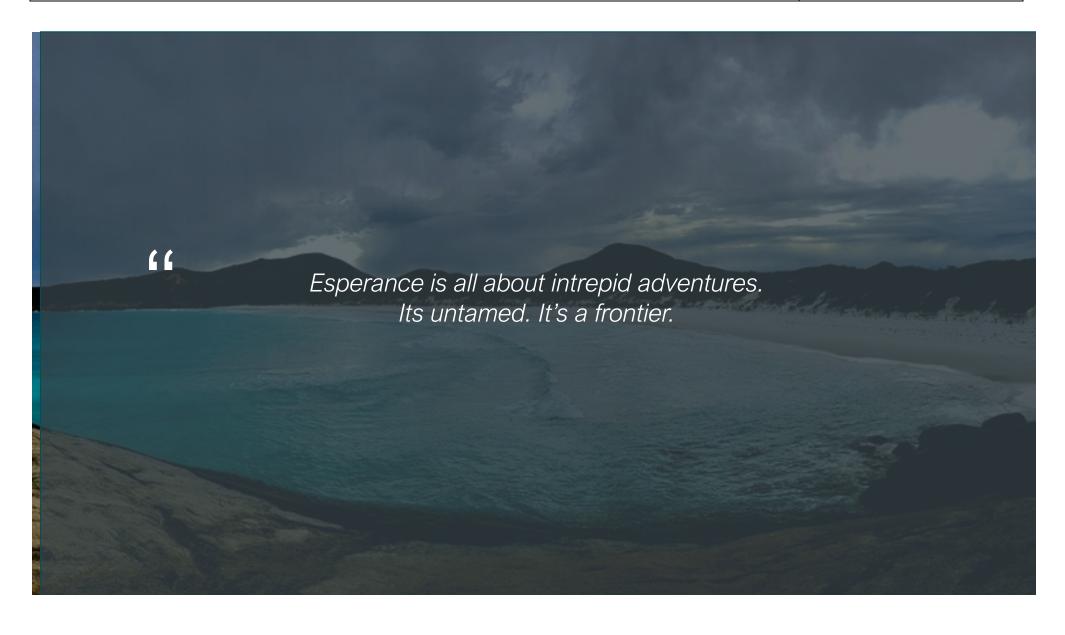
THE FREEDOM OF ESCAPE

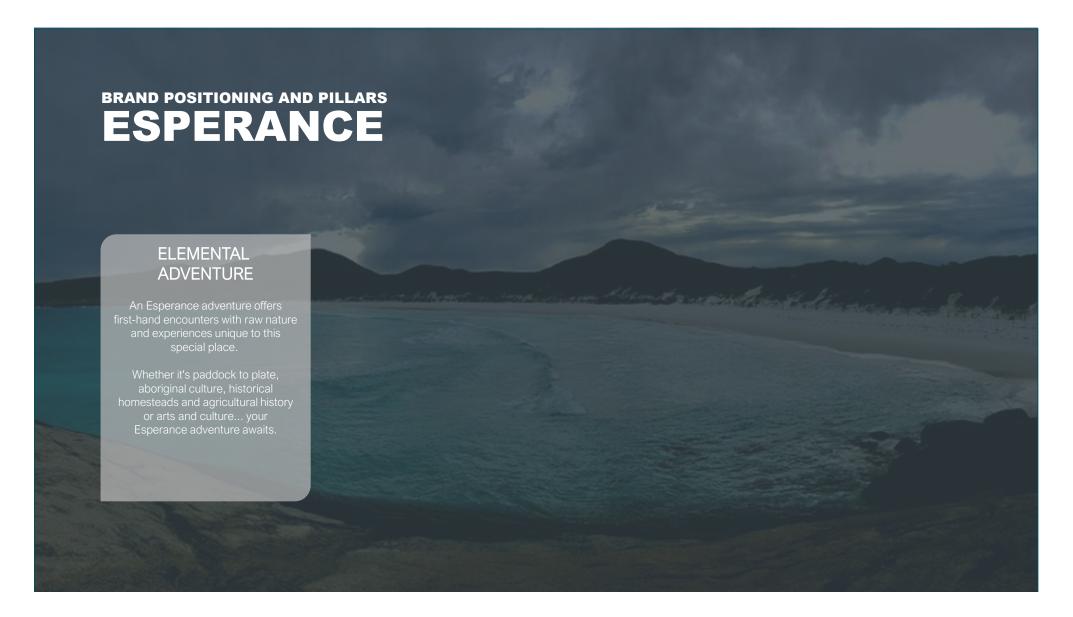
UNCOMMON ADVENTURES

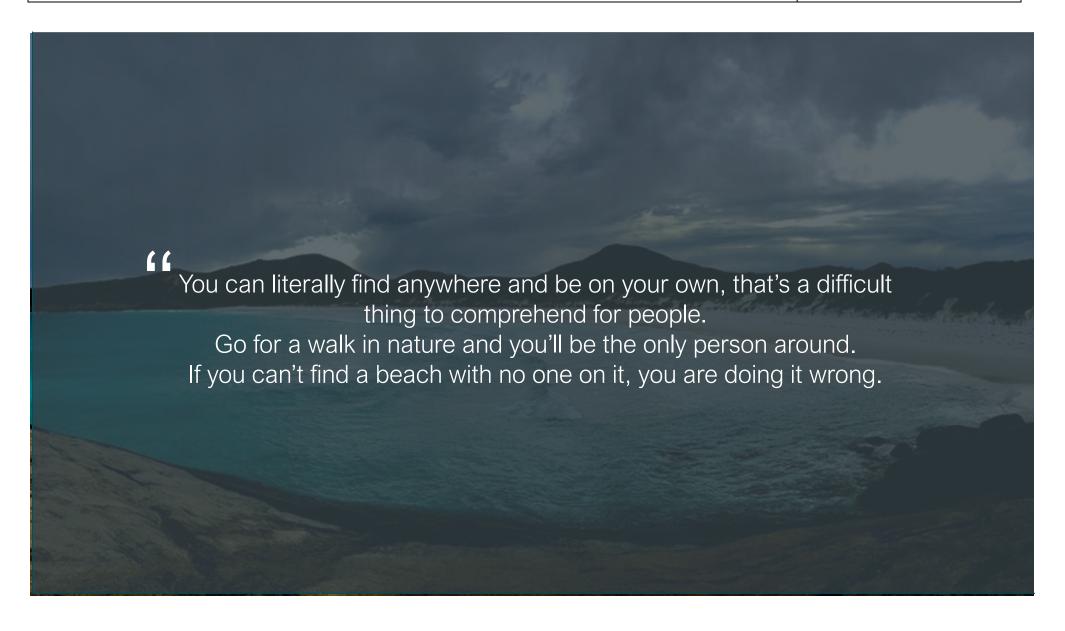
TO BE ALTERED BY
NATURE

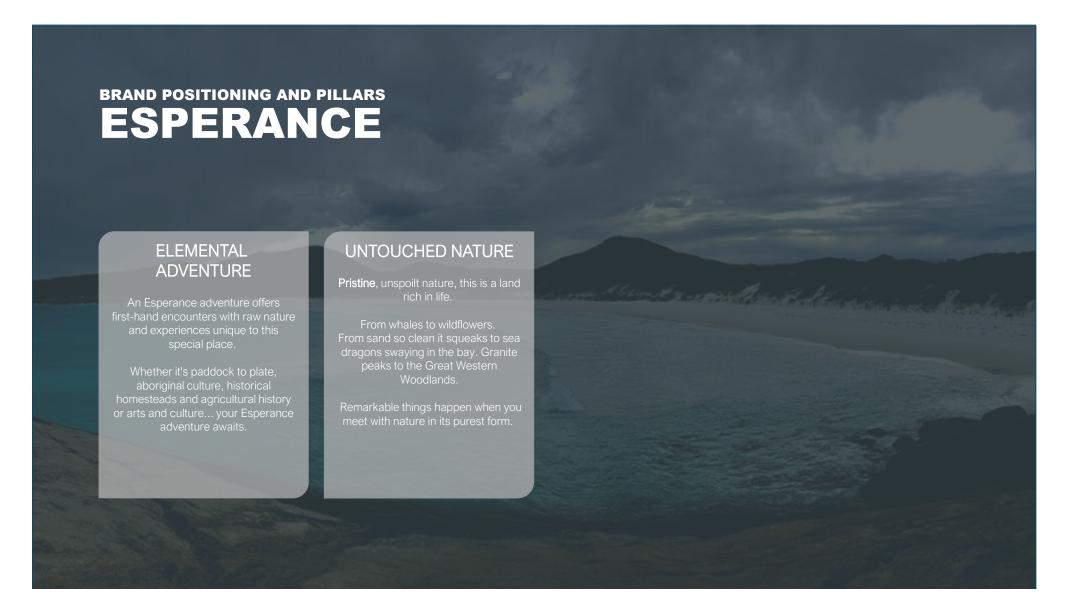
### HOW DOES ESPERANCE RISE TO THEIR NEEDS?

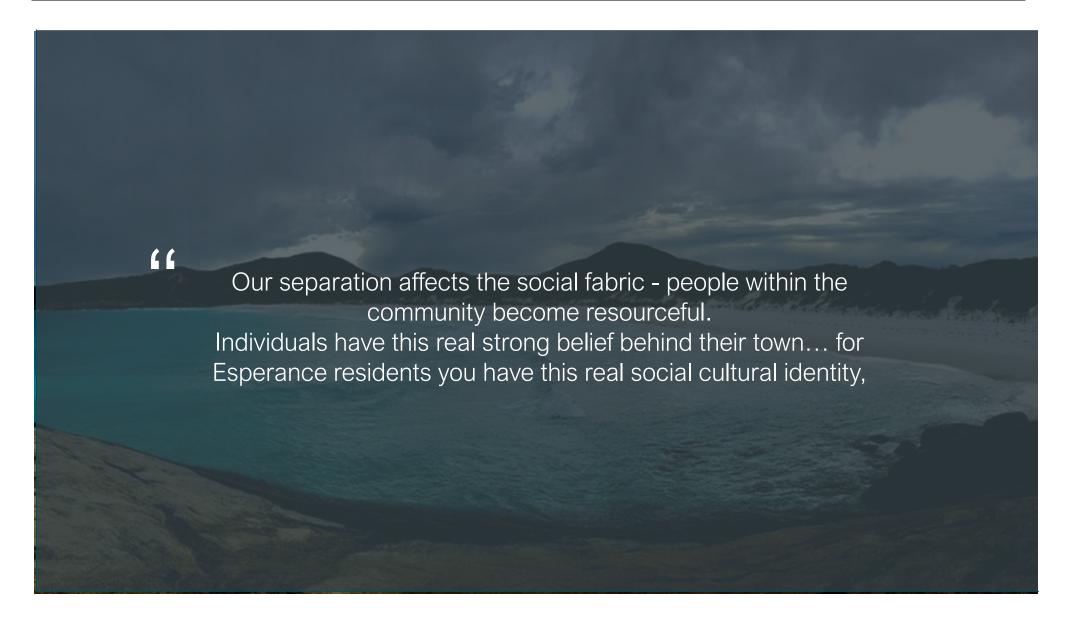


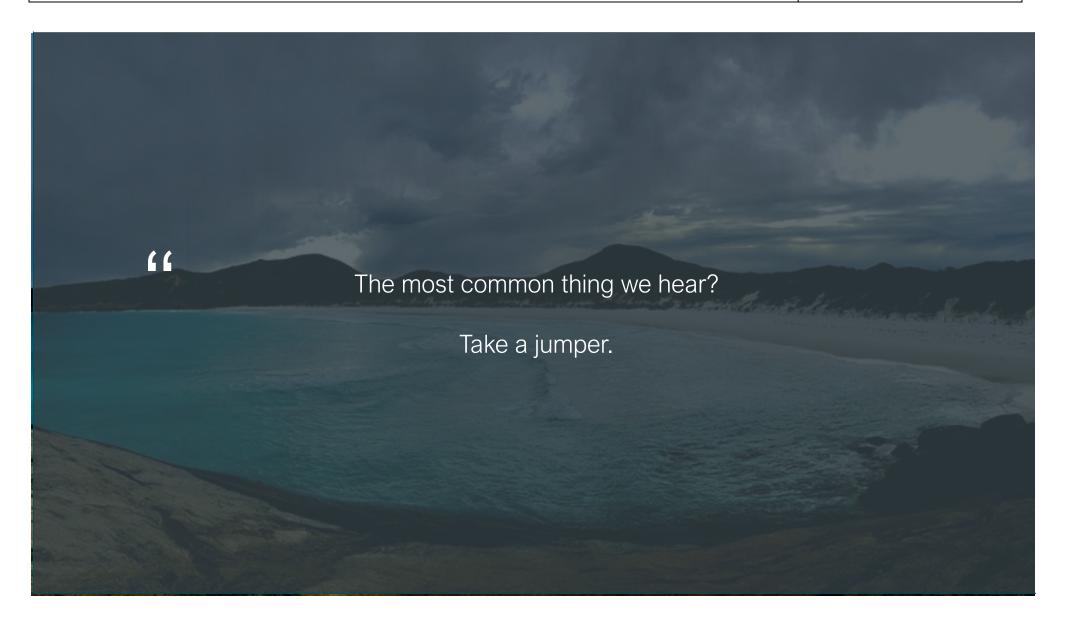


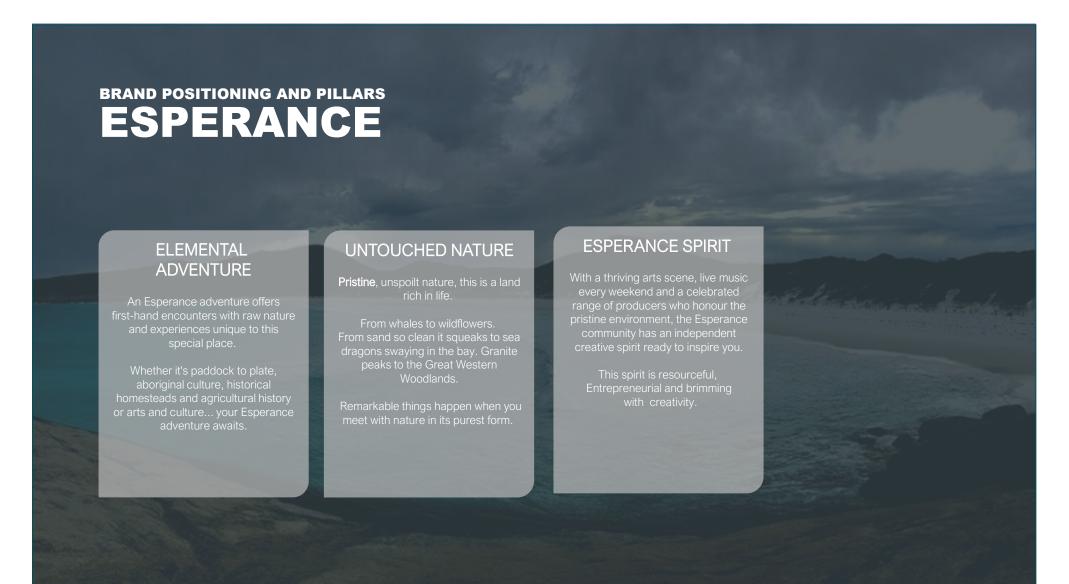


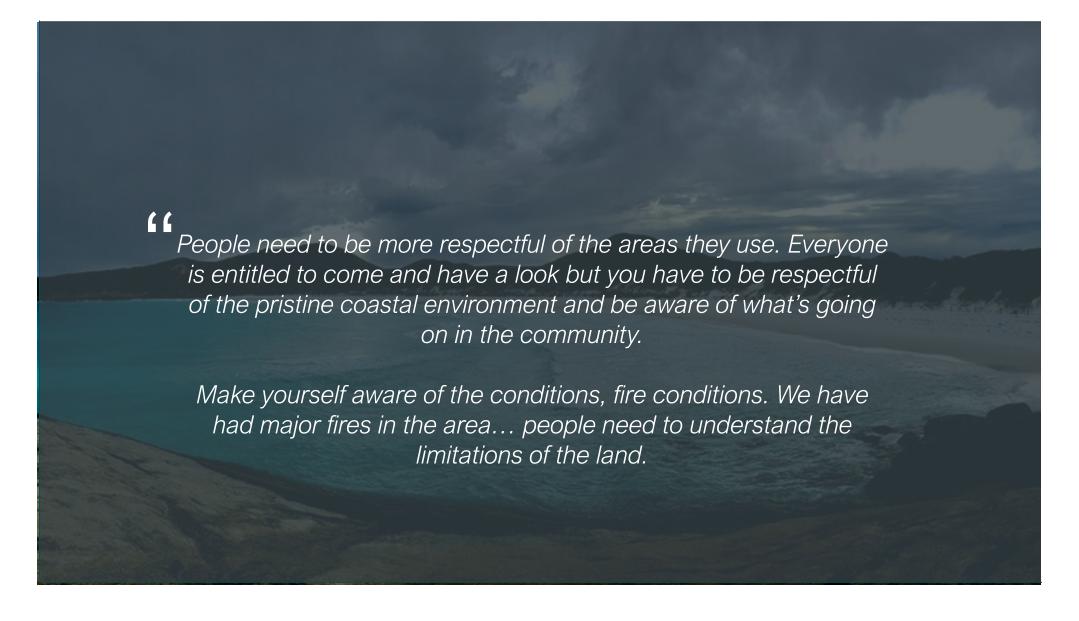












## ESPERANCE

## ELEMENTAL ADVENTURE

An Esperance adventure offers first-hand encounters with raw nature and experiences unique to this special place.

Whether it's paddock to plate, aboriginal culture, historical homesteads and agricultural history or arts and culture... your Esperance adventure awaits.

## **UNTOUCHED NATURE**

**Pristine**, unspoilt nature, this is a land rich in life.

From whales to wildflowers.
From sand so clean it squeaks to sea
dragons swaying in the bay. Granite
peaks to the Great Western
Woodlands.

Remarkable things happen when you meet with nature in its purest form.

## **ESPERANCE SPIRIT**

With a thriving arts scene, live music every weekend and a celebrated range of producers who honour the pristine environment, the Esperance community has an independent creative spirit ready to inspire you.

This spirit is resourceful, Entrepreneurial and brimming with creativity.

## DEEP RESPECT FOR COUNTRY

This is land and sea country, you can't walk in the sand, breathe the air or swim in the ocean without feeling a deep respect for country and culture.

For those who live and spend time here, there is a natural appreciation for the environment.

And a passion for protecting this special place.

## ESPERANCE

#### **Positioning**

A place where the elements reconnect you with your natural self

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## **Target Audience**

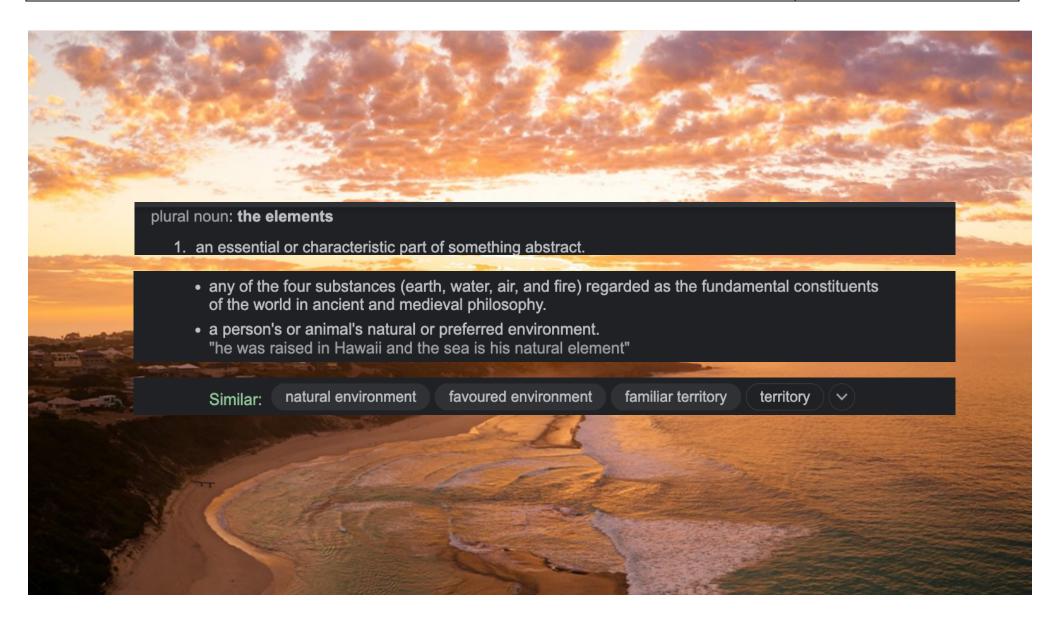
Premium Nature Seekers: Those with adventure in their heart and salt in their veins

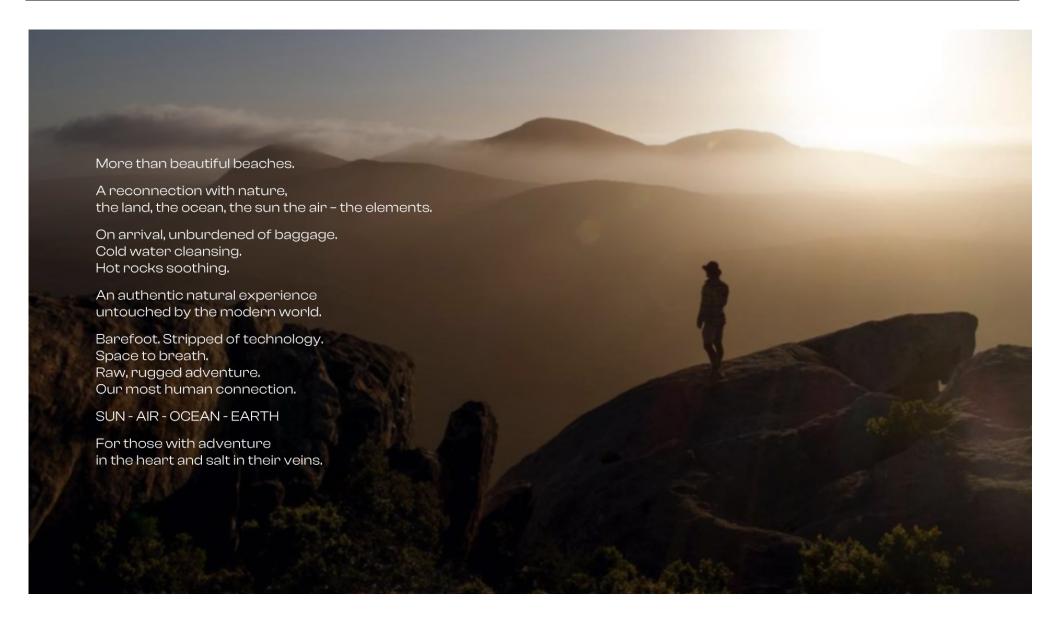


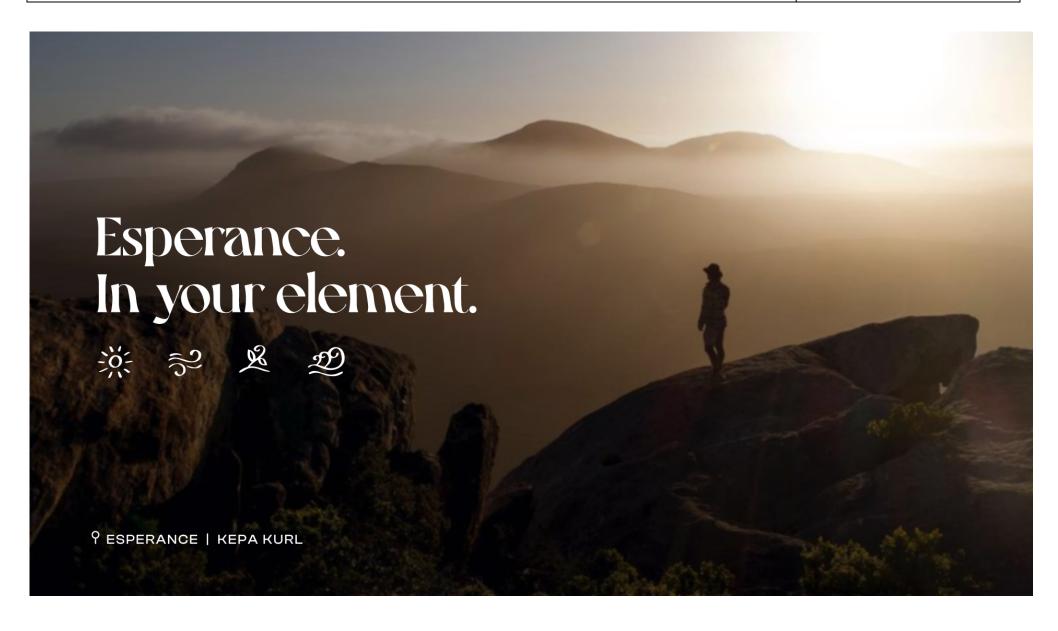
## A NEW DESTINATION BRAND FOR ESPERANCE

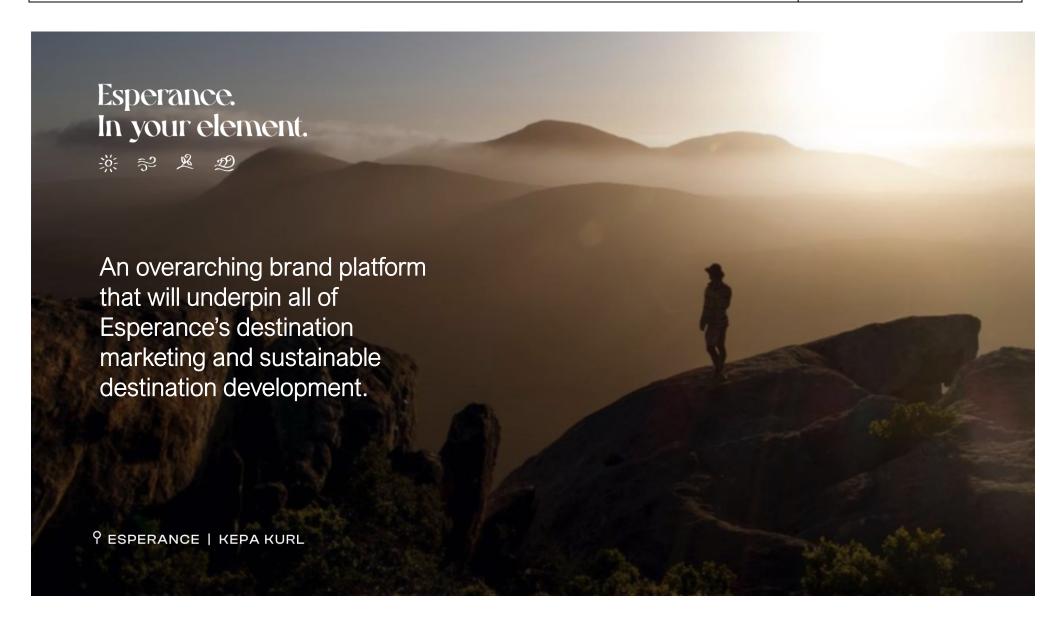
# INSPIRED BY THE PLACE AND THE PEOPLE

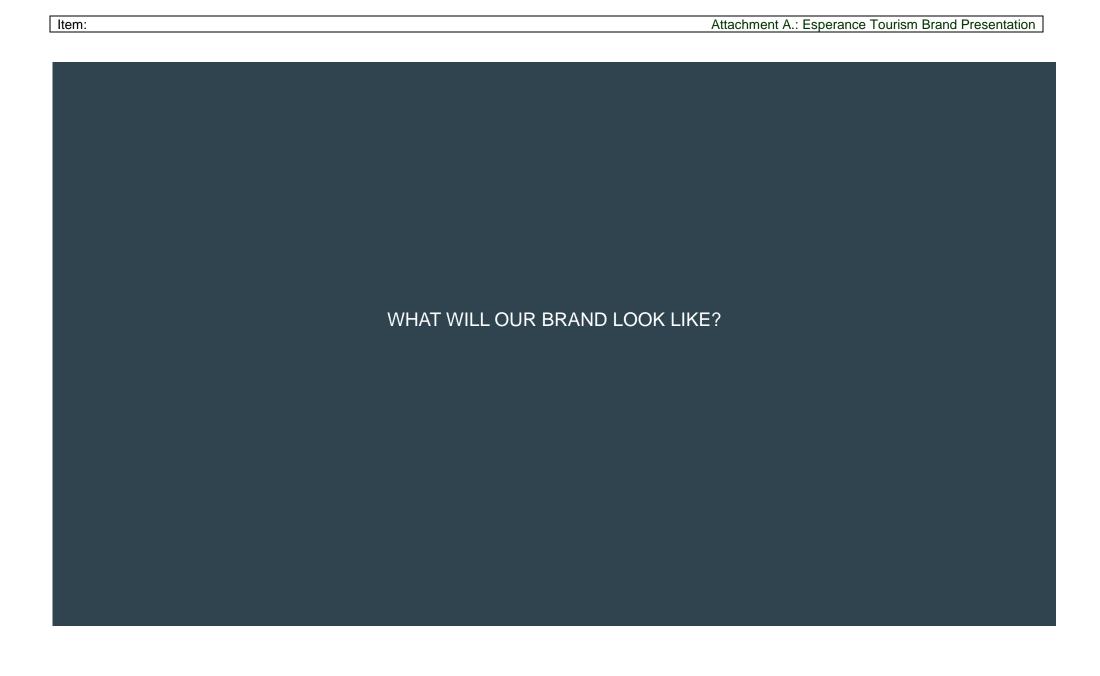
Item:	Attachment A.: Esperance Tourism Brand Presentation
	<del>-</del>
	The wind in our face, sand in our toes. It's raw, unrefined.
	The sky is actually dark at night. We are surrounded by the elements
	Stakeholder Interview, February 2024

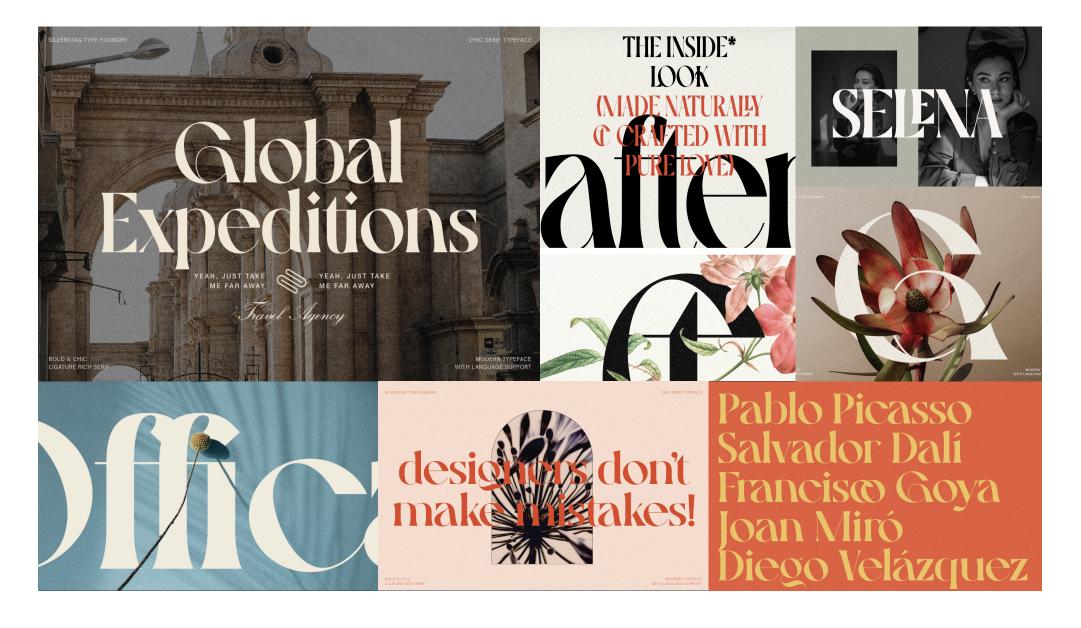


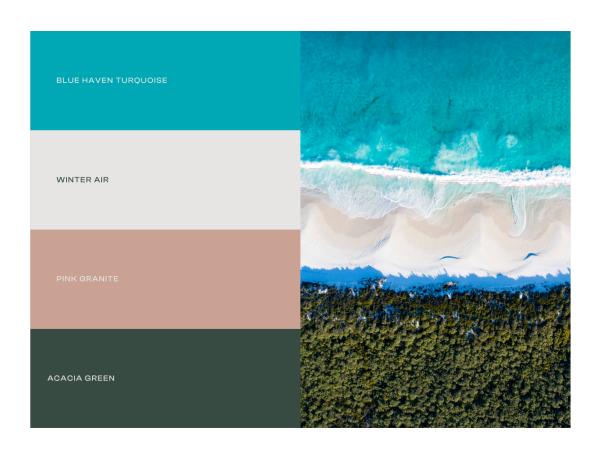






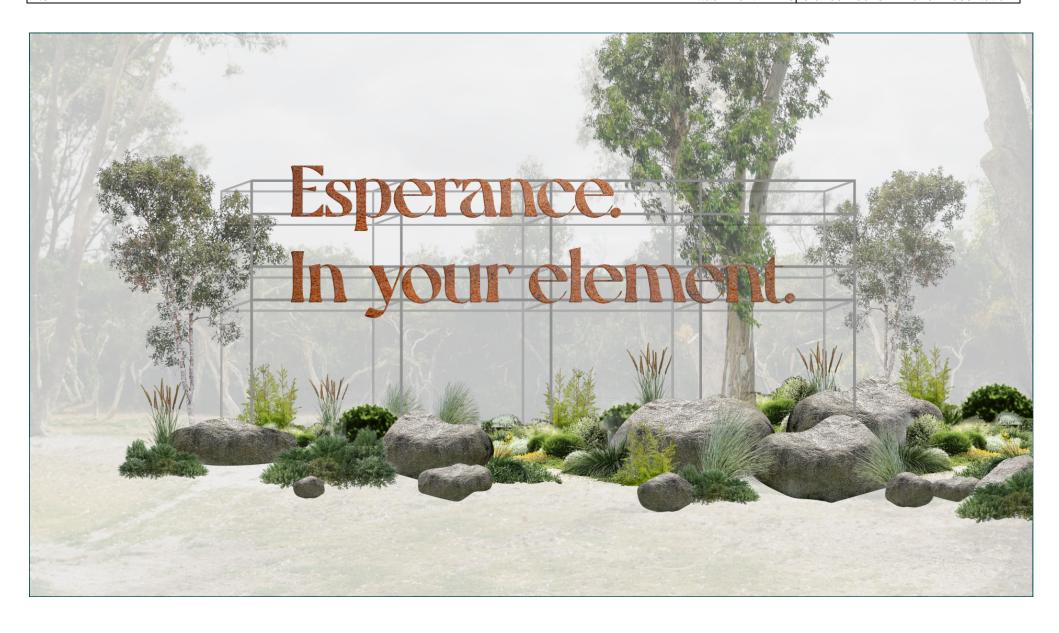






Be nice to arrive into town and not see a 200 woodchips as a first impression.	0 foot stack of Interview

Attachment A.: Esperance Tourism Brand Presentation



#### PLANTS NATIVE TO ESPERANCE Blue gum, Banksias, Wildflowers



#### NATURAL MATERIALS

Using local stone and Corten steel, a construction material designed to weather and be exposed to the outdoors.

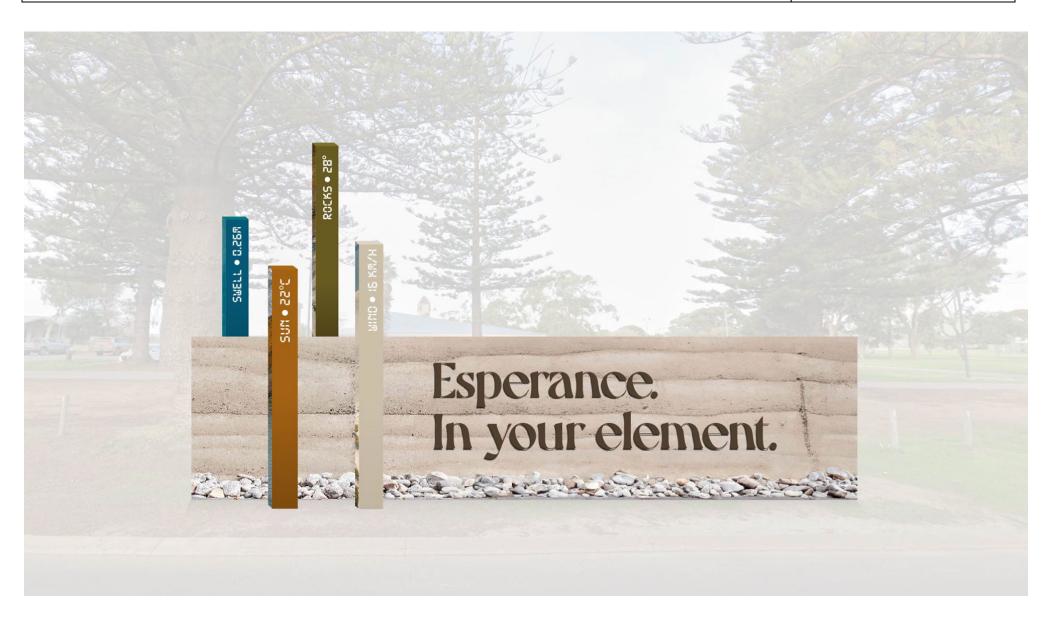




#### LANDSCAPED GARDEN

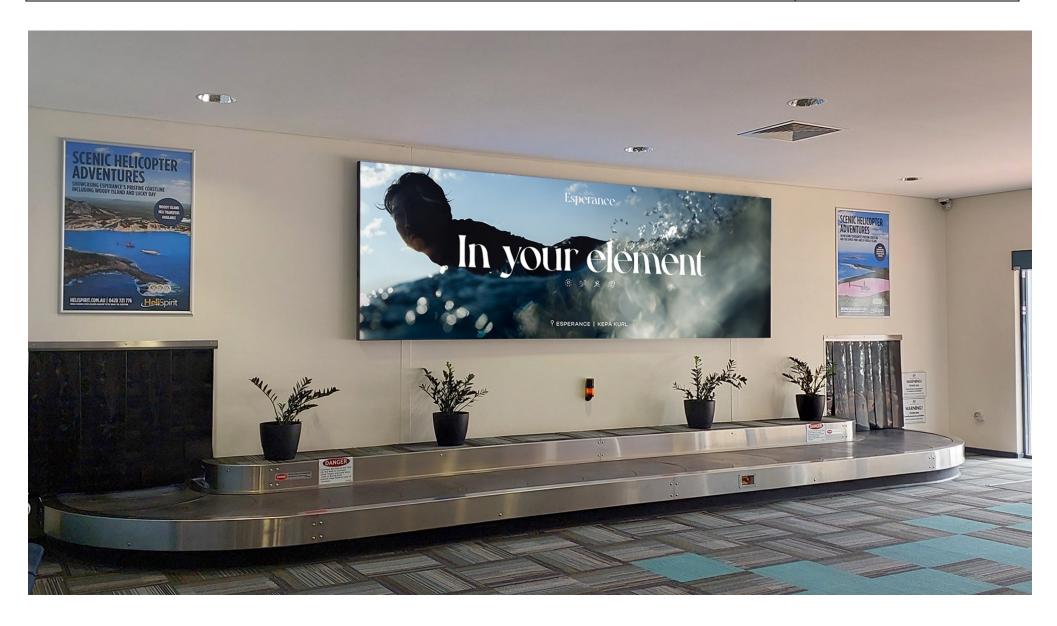
Over time the entry signage will grow with native plants and become a landscaped garden.



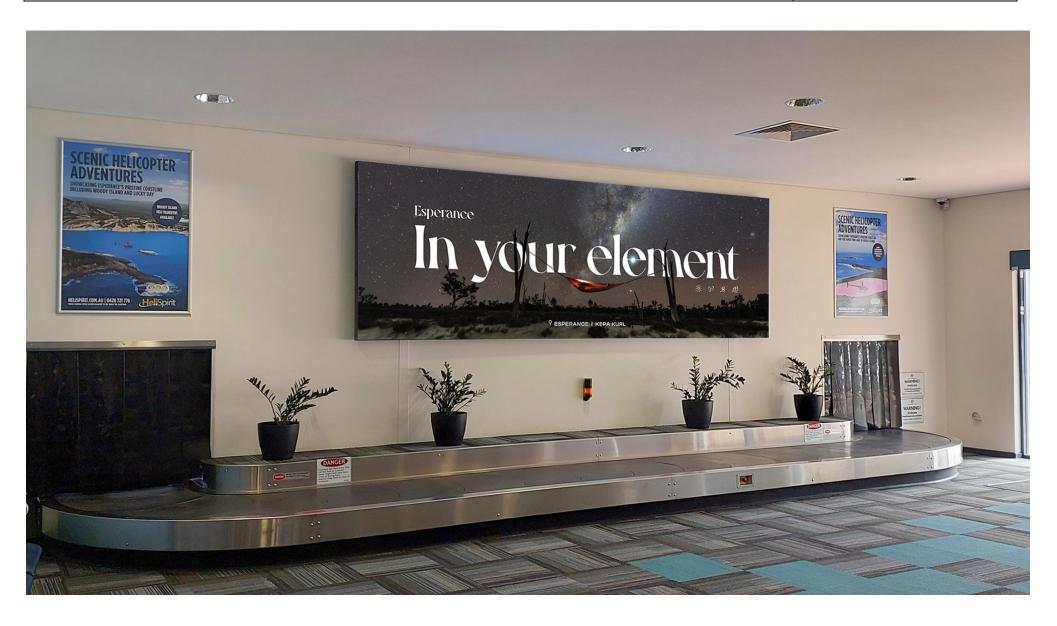


	Attachment A.: Esperance Tourism Brand Presentation
HOW CAN WE LAUNCH OUR NEW BRAND TO THE WORLD?	
THE WELL CONTROLLED TO THE WEIGHT	

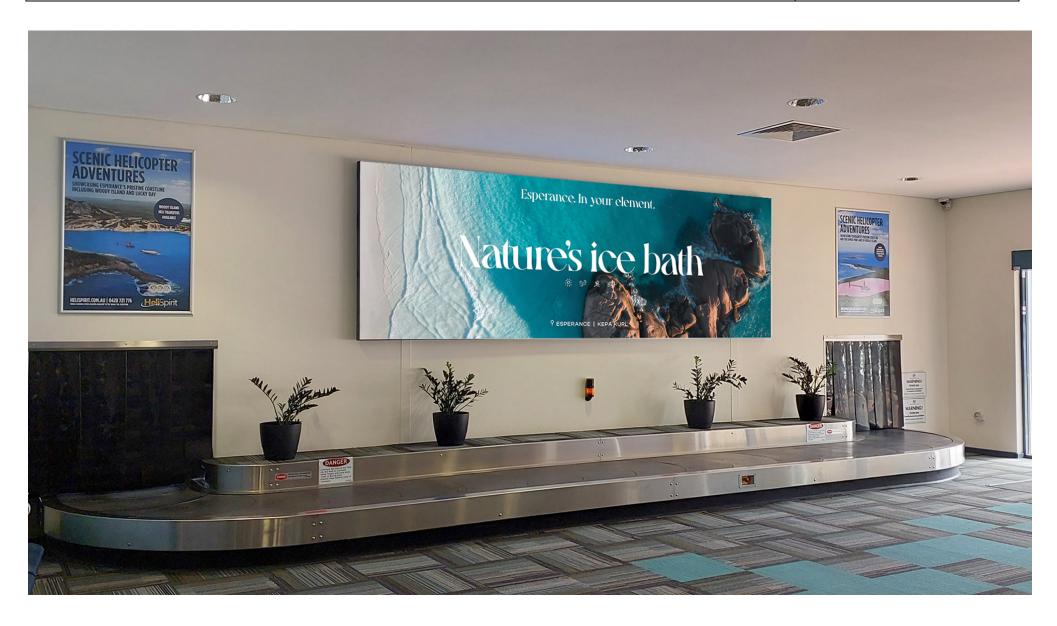


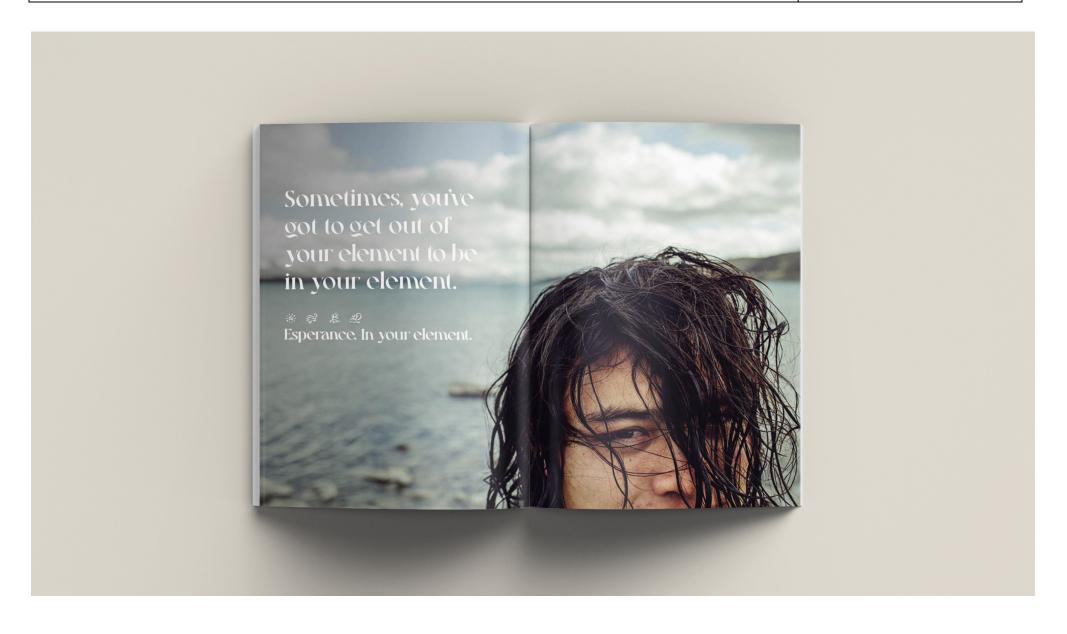


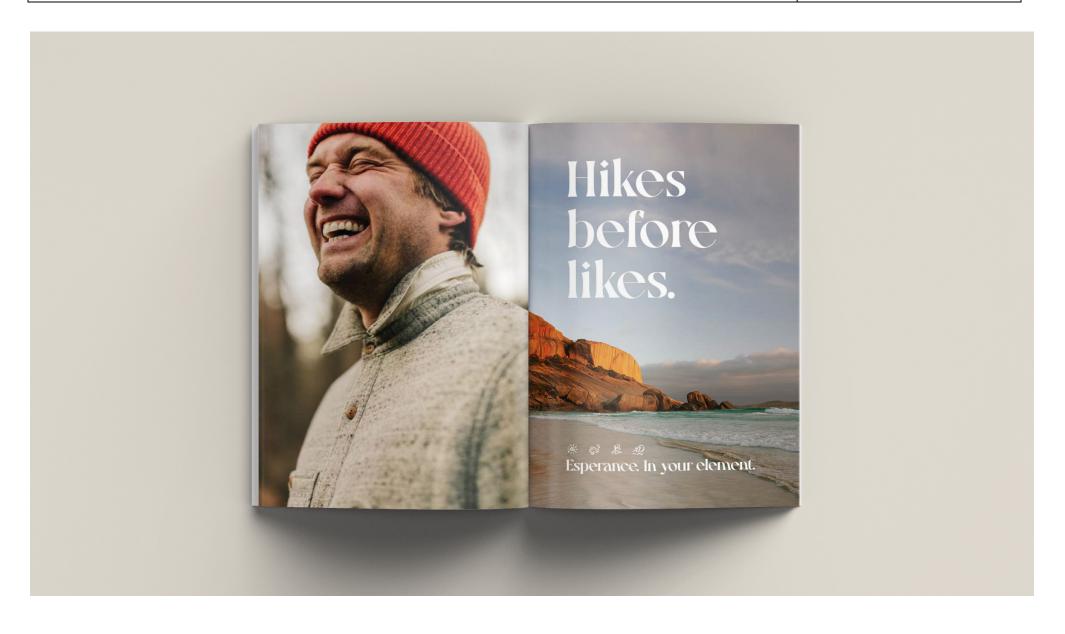
















COLLABORATING WITH KEPA KURL WUDJARI COMMUNITY  *Thinking subject to consultation and collaboration

Attachment A.: Esperance Tourism Brand Presentation

## In your element

ESPERANCE KEPA KURL - WUDJARI

# THE ELEMENTS KEPA KURL

Our 'elements' platform sets a good stage on which First Nations stories can be told.

We respectfully look forward to collaborating with the *Kepa Kurl, Wudjari* community to bring that story to life.

### DABUNGOOL CULTURE EXPERIENCE

The Six Seasons – elements of nature Flora and Fauna Connection to land Bush Tucker Traditional plants for food and medicine Bush bread – local ingredients



## IDEA: <u>The ELEMENTS of Esperance</u> <u>through Wudjari eyes.</u>

A macro look at local flora and fauna through Wudjari eyes. What the land, the seasons and nature can teach us about balance.

HEADLINE: SIX SEASONS IN ONE DAY HEADLINE: NATURE'S SUPERMARKET HEADLINE: FANCY A NICE CUP OF TEA

HEADLINE: THE STORY OF OLD MAN SALTBUSH, BLUEBERRY LILY AND THE RAVENSTHORPE RADISH

Endline: In your element.

Esperance Kepa Kurl – Wudjari Country

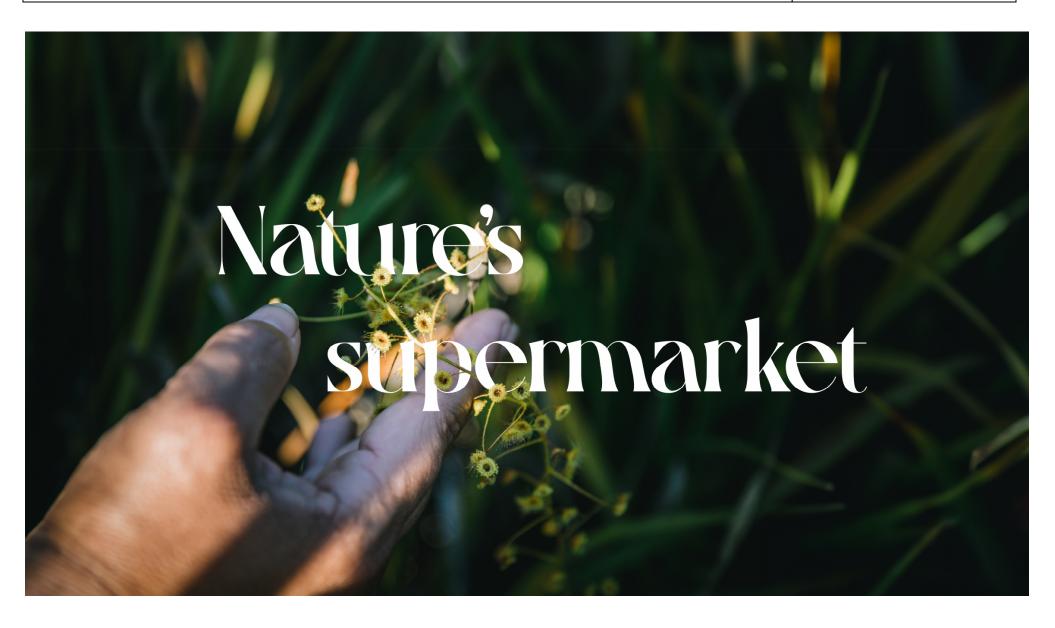








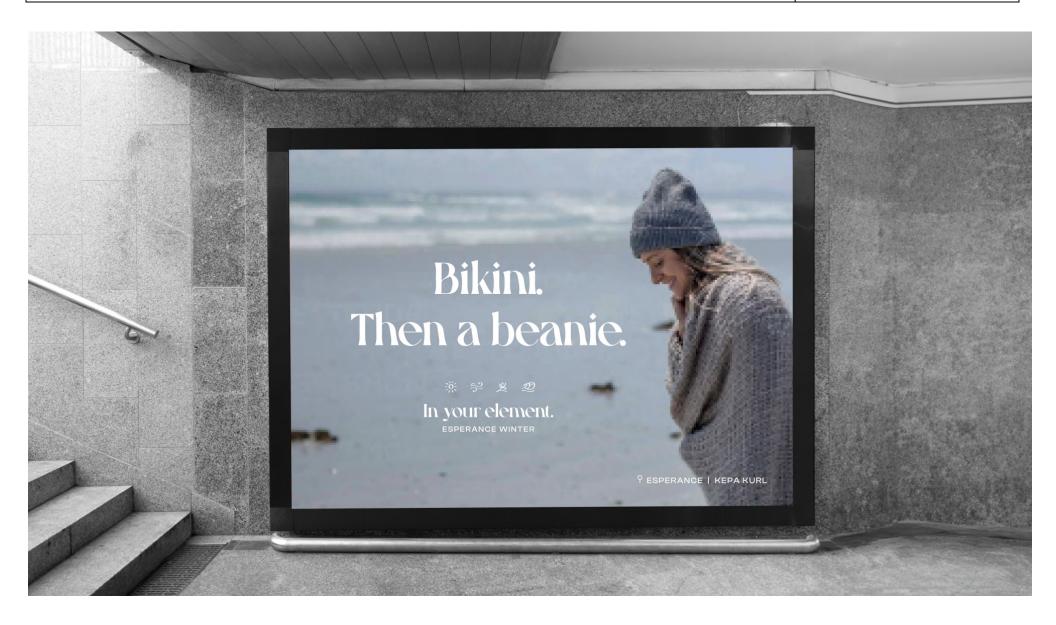


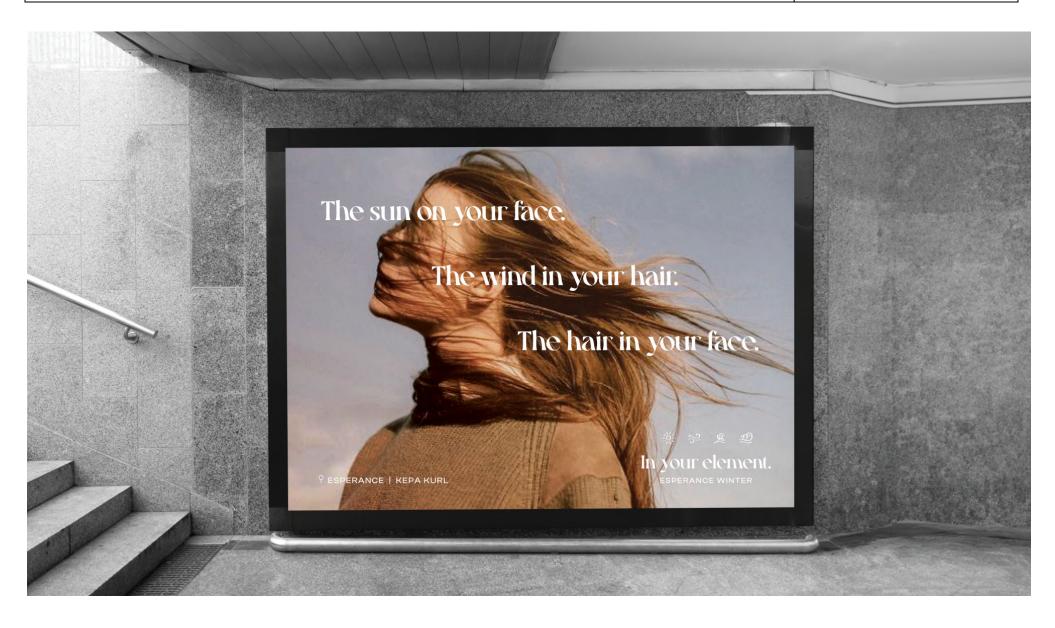




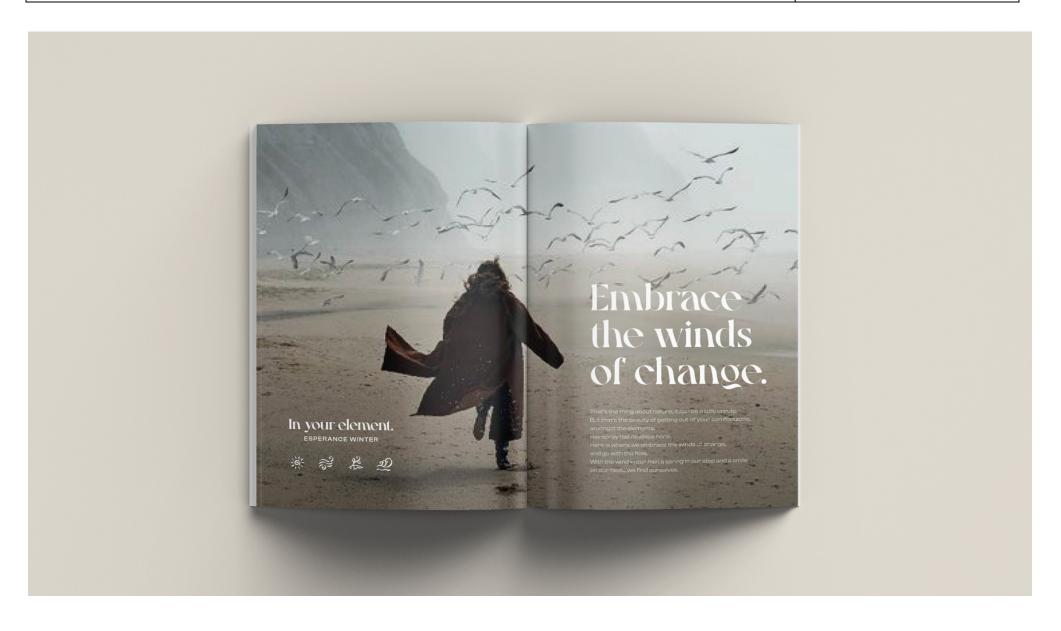
# In your element.

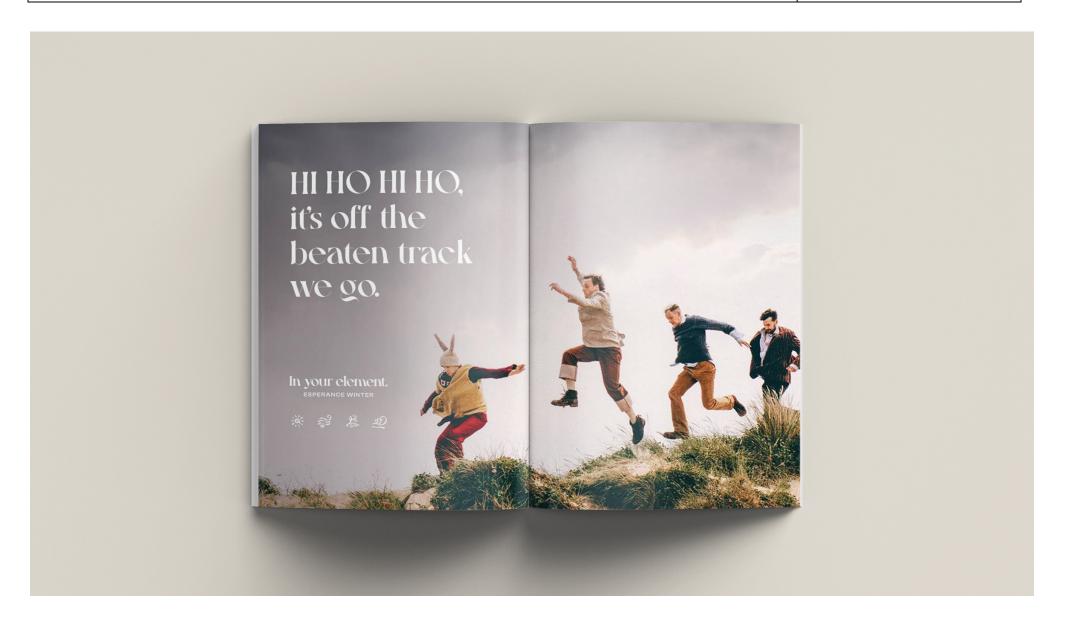
**ESPERANCE WINTER** 











#### AGRITOURISM - HEYSCAPE - TINY CABINS

#### **HEADLINES**

- EVER WANTED TO PLAY FARMER?
- LITTLE HOUSE ON THE PRAIRIE
- FEEL SMALL, IN A LUXURIOUS WAY
- WILD HORSES COULDN'T DRAG YOU AWAY

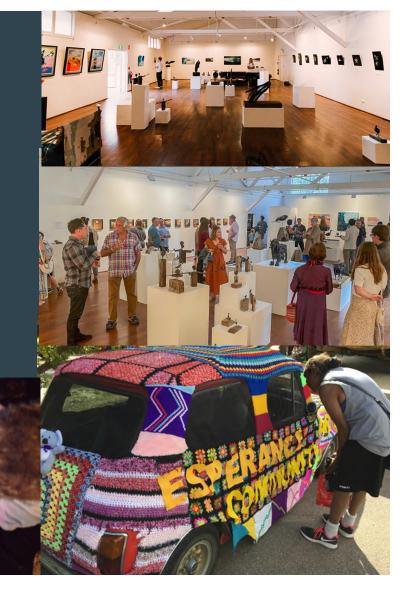


## COMMUNITY SPIRIT - FESTIVE - VIBRANCY - ARTS

#### **HEADLINES**

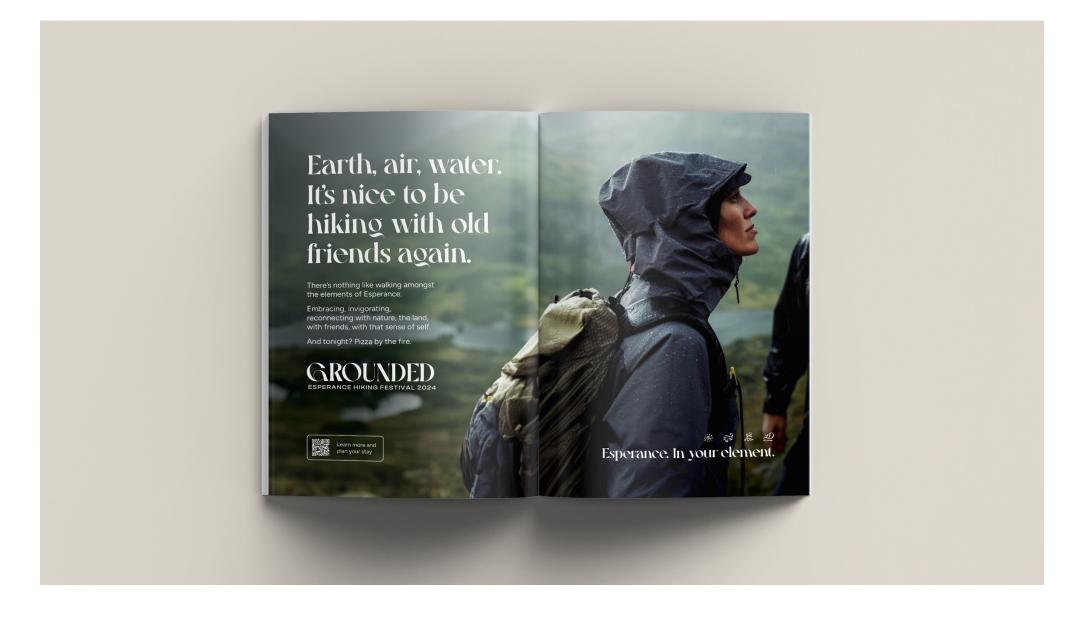
- WHERE NATURE MEETS CULTURE
- ARTY TYPE? YOU'LL BE IN YOUR ELEMENT IN ESPERENCE
- LOCALS LIVE LIKE TOURISTS. TOURISTS LIVE LIKE LOCALS.
- COME TO GET AWAY FROM PEOPLE. Or not.





HOW CAN WE USE OUR BRAND TO BRING EXPERIENCES TO LIFE?

# GROUNDED ESPERANCE HIKING FESTIVAL 2024







HOW CAN WE BRING THE BRAND TO LIFE WITH LOCALLY MADE AND SOLD PRODUCTS?



## ELEMENTAL

BY ESPERANCE

A range of food and beverage products, made to celebrate how the elements shape local ingredients.



# ESPERANCE PRESENTS THE ELEMENTS OF WELLBEING

#### <u>PRODUCTS</u>

Aromatherapy oils. Created with local elements by local people. Sold with love.

Oils: Fire, Air, Water, Earth



USING THE BRAND TO SHAPE VISITOR CONDUCT

#### THE ESPERANCE AGREEMENT

"Welcome to Esperance" Plaques are displayed around town inviting people to scan a QR code to receive your Welcome to Esperance message.

Visitors then are taken to a website that invites them to sign the Esperance Agreement.

HI, thanks for coming to Esperance.

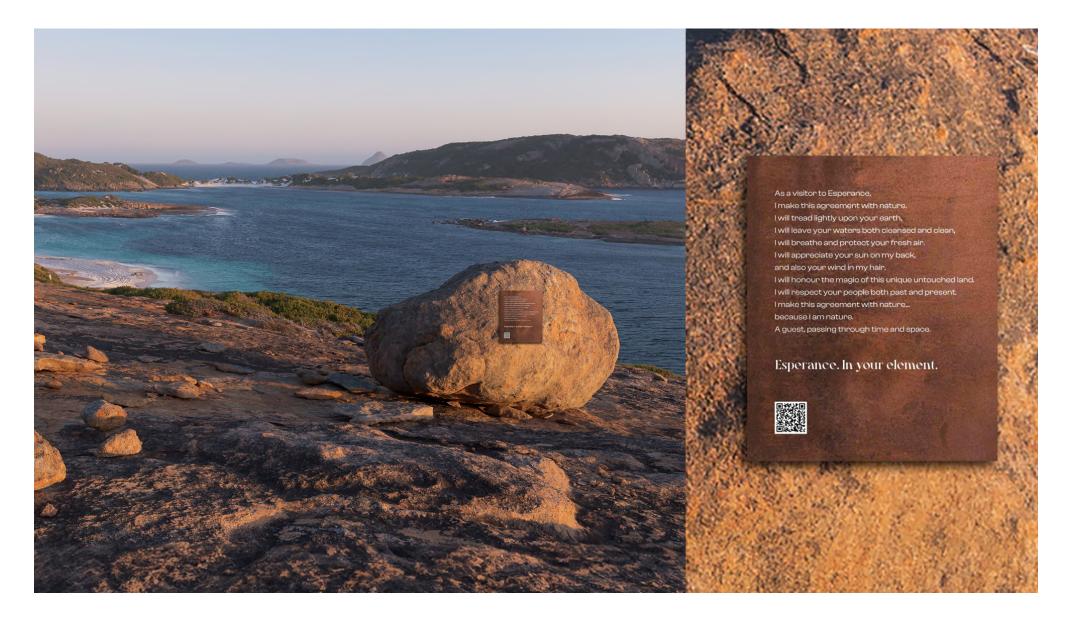
As a visitor here, we invite you to sign the Esperance Agreement.

It is an agreement with nature.

The site also houses helpful information about the weather, fire risks, tide charts and other information that will help make their stay in Esperance amazing and to make sure they get the most out of Esperance without making any damaging impact.







## COMMENTS, THOUGHTS, AND FEELINGS?

#### Item:

## Esperance. In your element.

How does this concept make you feel?

What stands out about this concept?

What do you like about this concept?

How can we make it better?

What do you think others will like about this concept?

Where can you see this brand showing up in Esperance?

# BRINGING THE BRAND TO LIFE

#### **BRAND OPPORTUNITY**

#### WE NEED YOU TO HELP BRING THIS BRAND TO LIFE.

The Esperance destination brand is more than a tagline.

It's a platform for what makes Esperance a unique and special destination.

The opportunity lies in tapping into what our premium nature seekers are looking for and creating your own brand-aligned experiences.

Whether that's a hike in the elements, a wildlife tour that puts you in touch with nature in its purest form, a festival that celebrates the raw energy of local artists or produce crafted from local earth and ocean, Esperance offers a place where the elements reconnect you with your natural self.

Using the guiding beacon of this destination brand, we can collectively develop a tourism offering that is sustainable, responsible and positively impacts the community for years to come.

## Esperance. In your element.

We need you to help us build this brand.

Brainstorm: How could you use *In your Element* brand to design experiences for premium nature seekers?

Consider natural elements.

- EARTH
- AIR
- WATER
- FIRE/SUN

Consider our brand pillars.

- Elemental Adventures
- Untouched Nature
- Esperance Spirit
- Deep respect for Country

## Esperance. In your element.

IDEA NAME:		DRAW THIS IDEA:
DESCRIPTION:	] ]	
DESCRIPTION.		

## Esperance. In your element.

What are the things that we can develop to help you bring this brand to life?

Design toolkit? Templates? Digital marketing guides? Social media guides?



### APPENDIX DISCOVERY FINDINGS



#### **BRAND FILM**

#### Elements of Esperance 60' / 15' / 6' cutdowns

We will create a brand film that will give the viewer that very same sense of elemental connection by using visuals and sounds to connect with senses.

Think an art film slash ASMR experience.

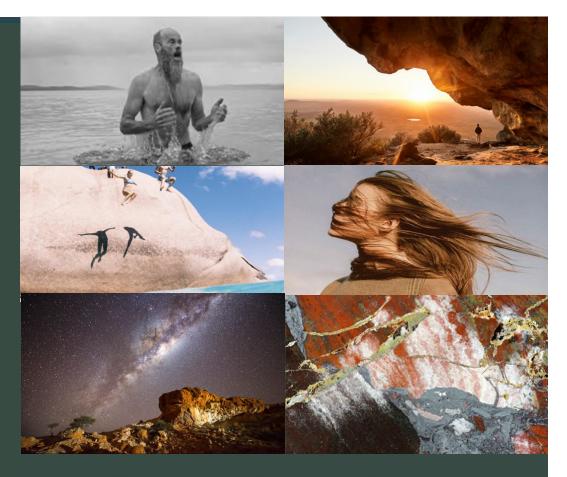
For different creators to capture images to our elemental themes: WATER, AIR, EARTH, FIRE.

We will then edit these together to create a 'whole' mixedmedia brand film.

Rather than a music track and VO, we will have a soundscape created from sounds captured locally.

Nature sounds, the ocean, the wind in the trees... etcetera

END FRAME: Esperance. In Your Element.



Esperance. In your element.









# **ENGAGEMENT PARTNERS**

Our approach: Let the creators create!

#### **ENGAGING INFLUENCERS – INFLUENCER BRIEF**

#### Target Audience

Premium Nature Seekers - those with adventure in their heart and salt in their veins. They are high value travellers who seek unique adventures, pristine nature and transcendent travel experiences.

#### **Positioning**

Esperance is isolated, wild, weathered and full of wonders, making it the perfect place to experience the elements as human beings, not tourists. It's a place that offers untouched nature – air, water, earth and fire.

Our goal is to position Esperance as a place that lets you experience the elements to reconnect with the natural world.

In a highly competitive tourism market, this brand platform will position Esperance as the place to go for high-value travelers who want authentic, raw and natural experiences.

#### Content Pillars

#### Theme One - THE PLACE

You are invited to capture content, imagery and videos, around the different elements that shape Esperance.

- WATER: Ocean, lakes, rivers
- AIR: Pristine air, breeze, wind
- EARTH: Rocks, grounding, barefoot tourism, wildflowers and plants, granite
- FIRE/SUN: Sun, warmth, warm rocks, winter fires

#### Theme Two - WHAT THE PLACE DOES TO YOU

Look beyond just the features itself and explore content that shows how people are transformed by embracing Esperance's wild and pristine nature.

Be awakened by the icy water, grounded by a granite monolith, awe-struck by an encounter with a whale, or having a belly laugh with a local.

We want to showcase the transformative experience of a unique adventure in Esperance, the awe of being in untouched nature and the joy of connecting with the Esperance community's creative, proud spirit.

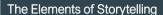
#### **ENGAGING FIRST NATIONS**

Our goal is to position Esperance as a place that lets people experience the elements to reconnect with the natural world.

In a highly competitive tourism market, this brand platform will position Esperance as the place to go for high-value travelers who respectfully seek authentic, raw and natural experiences.

Although we feel that the platform of 'elements' should provide a good stage on which First Nations stories can be told, we respectfully look forward to collaborating with the Kepa Kurl Wudjari community. As a first step, we would suggest engaging with the First Nations Wudjari Nyungar to identify which stories they want to share, and how they want to share them.

Areas for exploration and consultation include:



Walking on country.

Connecting with land and nature.

Seasonal connection to the elements told

through stories, art and music.

#### Dual naming of locations and themes

Dual naming to illustrate the custodianship and highlight areas of cultural significance.



#### Elements of Culture

Bringing the Kepa KuriWudiari culture to life using the elements – earth, air, water and fire using sculptural, visual and performance art.

# ENCOURAGING VISITOR RESPECT

**Our approach: AN AGREEMENT WITH NATURE** 

#### THE ESPERANCE AGREEMENT

An agreement with nature. Best done barefoot on the sand, floating in the ocean, standing upon ancient granite, or at the local pub.

As a visitor to Esperance,

I make this agreement with nature.

I will tread lightly upon your earth,
I will leave your waters both cleansed and clean,
I will breathe and protect your fresh air.

I will appreciate your sun on my back, and also your wind in my hair.

I will honour the magic of this unique untouched land.
I will respect your people both past and present.

I make this agreement with nature...
because I am nature.
A guest, passing through time and space.

Esperance. In your element.

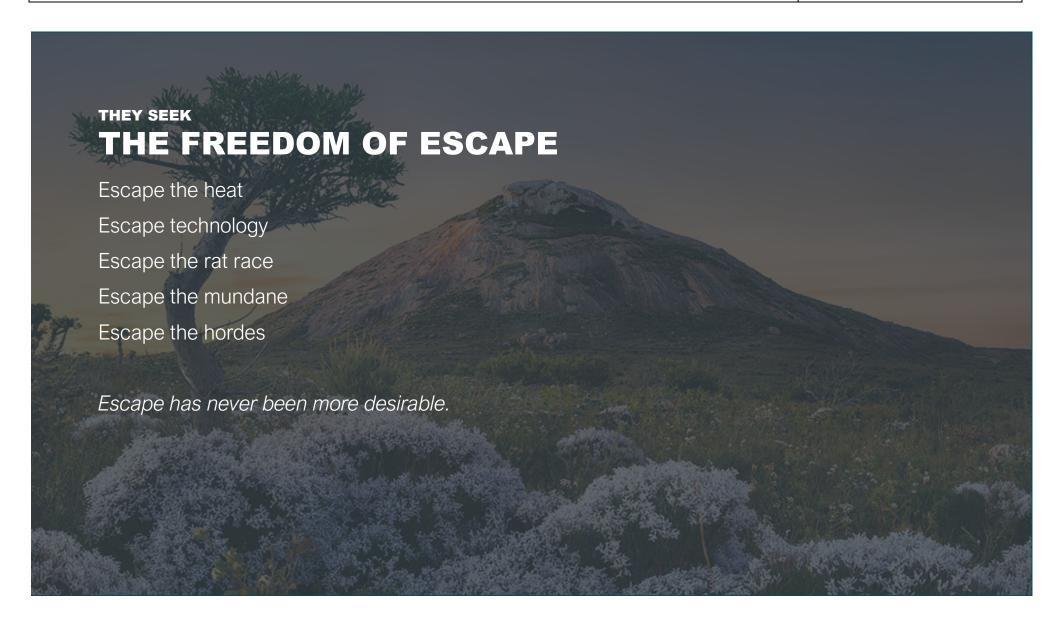
#### SOCIAL

Influencers and visitors recite the agreement in their own forms of ceremony

#### AGREEMENT DISCOUNTS

Visitors are encouraged to recite the agreement at venues to receive a discount on products, food and bevrerages.

# WHAT ARE PREMIUM NATURE SEEKERS LOOKING FOR IN A HOLIDAY DESTINATION?



### THEY SEEK UNCOMMON ADVENTURES

There are beautiful walks, hikes, trails and beaches all over the world but most of them are overrun with people, making it harder to get the sense of awe and wonder that we yearn for.

Against this backdrop, travellers are asking, is it really an adventure if everyone else is doing it too?

We had a guy stay from New York, he stayed at COMO before and complained it was a bit noisy. They kept saying "this is the ultimate luxury – This place it's so natural, all I do is wake up to the birds and that is everything. The luxury comes from being alone in nature as much as the beds, they loved it.

## THEY SEEK TO BE ALTERED BY NATURE

Researchers believe that awe-inducing events may be one of the fastest and most powerful methods of personal change and growth.

Spending time in a pristine, untouched, aweinspiring environments can have a profound impact on both physical and mental health. Our mission is to help connect people to nature. We never want to build an indoor dining area. People love being exposed to the elements... raw, unrefined, exposed, embracing the elements.

## 8 HOURS OR AN \$800 FLIGHT AWAY... IS IT REALLY WORTH THE DISTANCE?

Esperance is without a doubt a long way from anywhere.

This is both benefit and barrier.

### **OPPORTUNITY**

How can we celebrate our isolation?

The distance is a barrier but it's also a strength. You have to be committed to come down. People need to come stay for a week.

As busy as tourism got, locals would always find somewhere to get comfortable and relax.

You need to strike the tone of selling Esperance as unique and not a substandard Margaret River. It's got its own thing, worth the big drive. A unique experience - unlike anything else.

### WHAT'S BEYOND THE BEACHES?

The hero beach shot is out there already. But this can lead to disappointment when the weather turns.

### **OPPORTUNITY**

We need to build on the magic of the coast and expand the story into all-weather elements, without watering down our hero core.

This summer there was a lot of people in town without much to do cause the weather was bad. What are the things you can do beyond the sunny days?

If you don't like beaches, you aren't going to like it very much.

If its terrible beach weather, what do you do?

The Kangaroos at Lucky Bay are gone. I had a guest crying cause that was all she wanted to see. But the 4wds on that beach have got rid of them.

Esperance doesn't need to focus on the good times - plenty to do on the good times - it's a story that has been told.

### FULL NOVEMBER TO APRIL, TOO QUIET FOR THE REST OF THE YEAR.

The perfect turquoise beach shot has led to the perception that Esperance can only be enjoyed during summer. The reality is the shoulder seasons are often the best time of year.

#### **OPPORTUNITY**

How can our brand help promote visitation during the off season?

Having less peaky tourism for Esperance. If we can take the shocks out of the peaks it will allow small business owners in town to better prepare and deliver more sustainable products and reduce burn outs.

The shoulder season is where we make our money

How do you sell the Esperance dream beyond the sunny days?

I really feel people haven't figured Esperance out -January is the worst month of the year - its windy.

Jun, July, August we get the best days, And we have the Southern-right whale migration. People talk about it must be arctic, but its not.

### DISPARATE QUALITY OF PRODUCTS AND SERVICES

As the tourism industry develops and evolves, visitors will be dealing with a lack of amenities and products while it finds its feet.

#### **OPPORTUNITY**

How can we inspire tourism stakeholders to develop experiences that align with the new Esperance brand?

Feels like our town is yet to be equipped to handle the manic Jan, tourists come down expecting beautiful restaurants and beaches and they don't often get it.

Biggest problem with Esperance, short on decent accomodation. Almost any motel was built in 1965

Our ideal visitor is the higher end market – there is no hotel to cater for that - no four star hotel. Nice caravan park - not going to attract the level of tourist we need.

Farming industry is booming. We have some of the most profitable farms in the country and the businesses that serve them There isn't the impetus to start a risky tourism business.

Tourism needs to be addressed sustainably – not just in terms of the environment but in terms of the outcomes for the community with housing and things.

Esperance hasn't changed a lot - we are getting drips of good branding coming in, but it still baffles me that you see good businesses pop up without good branding

## ESPERANCE APPEALS TO A SPECIFIC MINDSET, NOT A SPECIFIC DEMOGRAPHIC

It takes a certain type of person to get the most out of a trip to Esperance - those who have adventure in their heart.

### **OPPORTUNITY**

We need to build a brand that speaks to this mindset – the true adventurer

Someone who wants to stay for a few days, not just blast in and blast out

Their mindset is they are more prepared to go a bit further afield... more intrepid. Frontier people. More of an unknown - further afield than other people have been in WA.

We want to appeal to people who don't want their trip to be unsustainable, who don't want to spread die back and trash the beaches by driving on them. People who behave in a responsible way. Visitors who acknowledge and celebrate the first nations culture

Tourism needs to deliver a genuine economic benefit. The average backpacker and grey nomad, we are just subsiding their holiday. Every car park is full of people illegally campaign. That only puts pressure on resources and land managers who manage that.

Important for Esperance not to promote as luxury, if you are an adventurous spirit you can find something.

If you want the tourism experience that's a box upped package you wont get the most out of Esperance.

### NEED TO MAINTAIN THE MOMENTUM

Covid created a huge opportunity for Esperance. As locked in West Aussies travelled there for the first time, they then shared their magical photos which were amplified to the world. This created a huge boost for Tourism, but with borders open, this is now starting to wane

#### **OPPORTUNITY**

We need a brand that maintains this momentum

Covid suddenly made Esperance seem attainable. It triggered a herd mentaility, RAC caravan park has been done so beautifully. Fiona with the chalet village its quite exclusive and that adds to the appeal.

There was a flat energy in town, and then covid came and food and bev did really well, so there is still the turbulence and wake from that flood of customers. Covid blew the place up. Its still on the decline, it pushed it high but its still benefiting.

Becoming more popular, people are starting to find out, the more people come down the better for the whole Community, IGA or hairdressers, As the turquoise water gets out on Instagram, people are getting down here.

Esperance is self-sustaning but if we want the nice things and we want our kids to choose to come back to live in Esperance, then tourism plays a massive role in that.

## ESPERANCE IS AT ITS BEST WHEN YOU HAVE LOCAL KNOWLEDGE

Because of the importance of weather and landscape on the experience, having local knowledge is highly necessary to get the most out of Esperance as well as to make sure you make the least impact

#### **OPPORTUNITY**

Can our brand help share local knowledge and encourage reciprocal respect?

We need to make it more accessible to people - help people have the local knowledge. The Tourist loop, could be blowing its arse off, go to corner of Salmon Beach completely protected and offshore. In the holiday planner it used to say strong Easterly, go to these locations.

People aren't getting the best experience. We have this amazing great ocean trail all the way out to Twilight beach, she has been here for three months, and had no idea about it. Feb is a quiet month across the state, it's the quietest month, and yet it's when the weather is amazing.

I think people need to be more respectful of the areas they do use. Everyone is entitled to come and have a look but you have to be respectful of the pristine coastal environment, be aware of what's going on in the community We need more respectful people people feel like they are entitled to do it. Can this be highlighted somewhere? Make yourself aware of the conditions, fire conditions. We have had major fires in the area, lives have been lost, understand the limitations of the land.

### ADVENTURE IN THE ELEMENTS

A real adventure forces you to have first-hand encounters with the world. Esperance strips you bare, reconnecting you to the earth and the elements and what really matters in life. The wind blows its freshness into you, the storms give you their energy, the icy water is an awakening.

#### **Proof Points**

- Ocean, bush, sand, granite, great western woodland, wind, storms, rain.
- Drive on kilometres of white sandy beaches
- Rugged coastal walks and mountain hikes
- Fishing & island charters
- Snorkelling and diving
- Woody Island experience
- All weather adventures
- Dark sky experiences

We are surrounded by the elements, the wind in ou face sand in our toes. Its raw, unrefined, The sky is actually dark at night.

Flying along the coastline, it's a real treat, looking down at the glass clear water, the white sand, the colour is spectacular. It's a pretty awesome, I never get sick of doing it. It's the juxtaposition of colour.

Standing in the sand dunes, It's like standing in the Sahara. Pretty unreal.

People think its photo shopped, they didn't think it was so blue or so white.

Beautiful, unique, rugged. Rugged Beauty. A raw untouched part of Australia. Really pretty.

Peak Charles and the Mallee walks - they are still effectively secret places - a good option if its a howling easterly, there are other things to do.

When you come back everyone is blown away by the natural beauty of our town and beyond that our ability to access it, we can drive on the beaches for so far...

The Woody Island experience isn't captured as well as it should be - that should be a serious drawcard. The recherche archipelago it's the biggest island chain in the southern hemisphere, Peak Charles and the Mallee walks - they are still effectively secret places - a good option if its a howling easterly, there are other things to do

### UNTOUCHED NATURE

Pristine, unspoilt nature, this is a a land rich in life. From whales to wildflowers. From sand so clean it squeaks to sea dragons swaying in the bay. Granite peaks to the Great Western Woodlands. Remarkable things happen when you meet with nature in its purest form.

#### **Proof Points**

- A biodiversity hotspot "Kwonkan"
- Wildlife: sea lions, whales, dolphins, sea eagles, leafy sea dragons, roos, echidnas, lizards, birds
- Wildflowers
- Great Southern Reef
- Great Western Woodlands
- Recherche Archipelago
- Frenchmans Peak, Mt Ridley, Peak Charles
- Alone on the best beaches in the world

Huge, natural untouched areas

There's 155 islands in the archipelago, that's a really dense island group. People will be like we had no idea you had all these islands

Need to add the botanical side of Esperance ... The Aboriginal term for it is KWONKAN- where the light touches the sand – its a type of terrain... a biodiversity hotspot, that is so dense in such a small area

The whale watching is awesome, starts around June July, wraps up late Sept. Southern Rights - odd blue whale

Because of its remoteness, the reefs are healthy, abundant and full of life

The wildlife, sea lions, whales, dolphins, sea eagles

Leafy sea dragons are here. It's a huge part of the japanese culture so we get Japanese people coming here for that

Britney Schmidt hunts for clues about the universe in a West Australian salt lake. The NASA-funded researcher says the otherworldly landscape, with its pink-hued water and fringing trees, is no mere illusion — it is more like Mars than almost any other location on Earth

### THE ESPERANCE SPIRIT

Protective but willing to share, the Esperance community has an independent, creative spirit. If you look after their land, the Esperance locals will look after you by telling you where to go when the easterly's blowing, towing you out of the soft sand, and always reminding you to take a jumper.

#### **Proof Points**

- Dabungool culture
- Flying pub crawl
- Feed a sea eagle by hand
- Vibrant music scene
- Stonehenge of the South
- Shared local's knowledge
- Agri tourism
- Cannery Arts & Festivals
- Local food experiences Lucky Bay Brewery, Yirri Grove, Bread Local
- Quirky accommodation

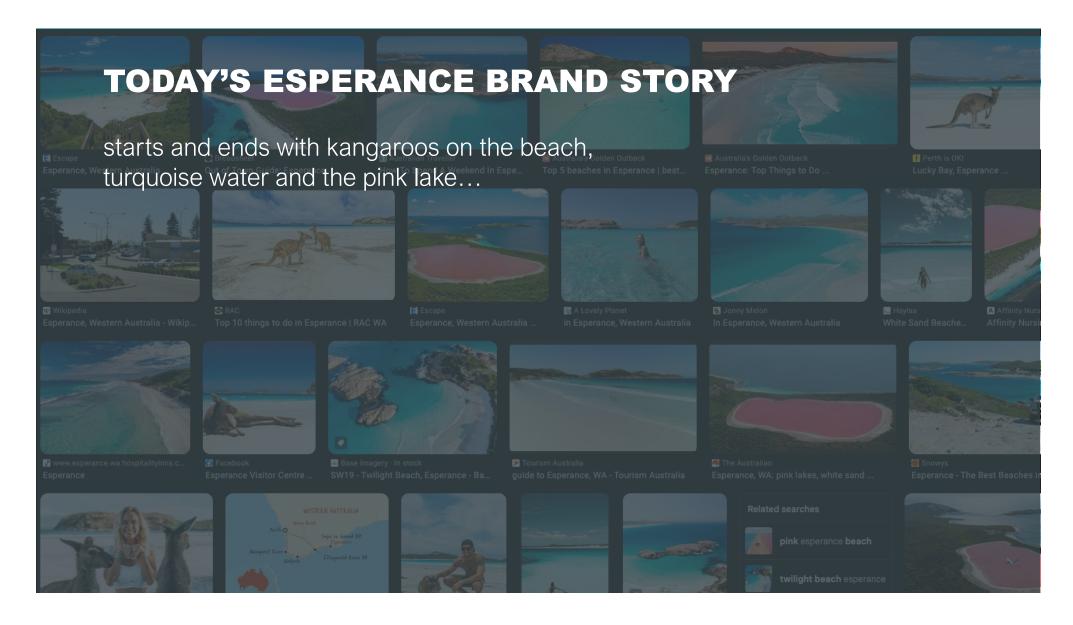
I want to create opportunities for people to perform in Esperance. My ambition is for people to know that there is a "Good live music scene". And we arent' relying on one big festival to draw people in, its more people are attracted because of consistent live music scene

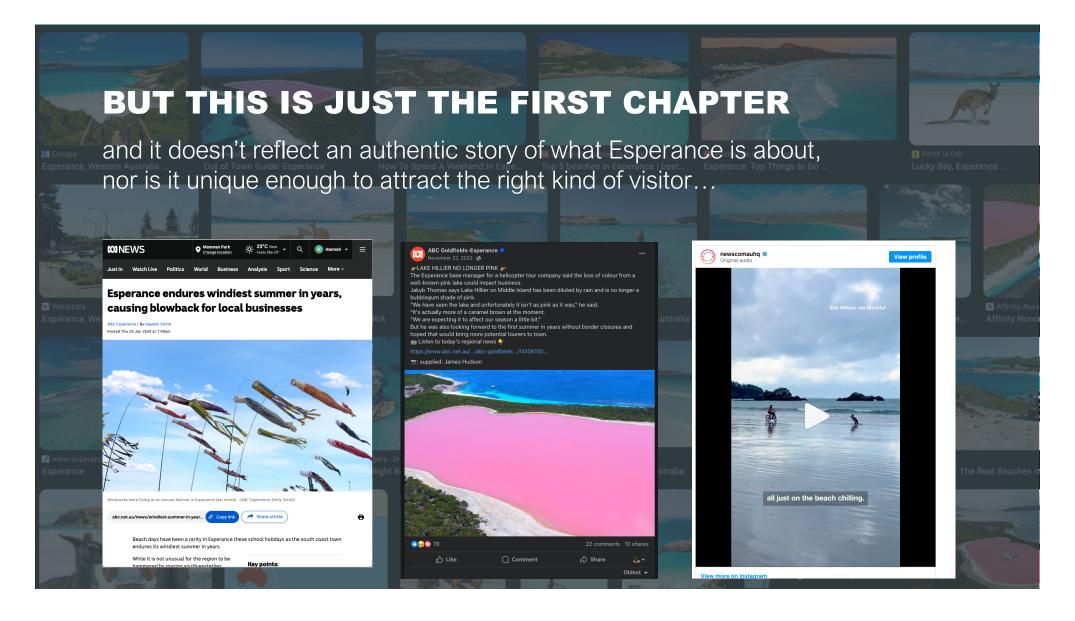
The biggest one is the welcoming community - that goes for people engaging with hospitality and accommodation, people are extremely helpful, eager to inform or learn more about local environment.

When we go out, we are there to take care of people, the kids throw their herring to a sea eagle, its like an interactive fun experience for them.

The most common thing we hear in Esperance? Take a jumper.

# HOW DOES ESPERANCE RISE TO THEIR NEEDS?





### THE DISCOVERY STAGE REVEALED KEY CHALLENGES WE NEED TO SHIFT ESPERANCE'S VISITOR BRAND

### From

- The single bucket list experience
- Appealing to #vanlifers seeking free camping sites
- A summertime-only adventure with limited visitors in winter.
- Using visitor numbers as a marker of success

### To

- Diverse opportunities for adventure
- Appealing to high value travellers seeking premium nature experiences
- An all-year destination for more even visitation throughout the year
- A brand that inspires a sustainable tourism future and a creates positive social impact for the community