



13 JUNE 2024

Shire of Esperance

ORDINARY COUNCIL MEETING

25 JUNE 2024

ATTACHMENTS EXCLUDED FROM AGENDA



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Esperance Tourism Brand Project

Attachment A: Esperance Tourism Brand Presentation4

A DESTINATION BRAND FOR ESPERANCE

20 April 2024

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the brand agency

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?**

KEY BRAND CHALLENGES

“

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?

KEY BRAND CHALLENGES

“

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

KEY BRAND CHALLENGES

“

*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.*

KEY BRAND CHALLENGES

“

There is so much more to Esperance than people think - The Woody Island experience, whale watching and wildflowers across winter and spring. Peak Charles and the Mallee walks, - they are still effectively secret places.

