

Tourism Western Australia's

# TWO-YEAR ACTION PLAN

Welcome







“To make  
**WESTERN  
AUSTRALIA**  
the **most DESIRABLE**  
**LEISURE and**  
**BUSINESS**  
**EVENTS**  
**DESTINATION**  
in Australia”





STRATEGY

Tourism Western Australia's  
**TWO-YEAR ACTION PLAN**

PROMOTION  
AND MARKETING

DESTINATION  
DEVELOPMENT

“To make  
**WESTERN  
AUSTRALIA**  
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**LEISURE and**  
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in Australia”



We will:

1. Position Western Australia as the Western Gateway to Australia
2. Change perceptions of Perth and reignite the East Coast market
3. Attract more people, more often to regional Western Australia
4. Intensify our focus on converting core target audiences





# Tourism GERALDTON

GERALDTON TOURISM PROJECT | MARCH 2018



The Geraldton Tourism Project proposes a suite of transformational tourism projects that will help reach that goal and create jobs for regional Western Australia.

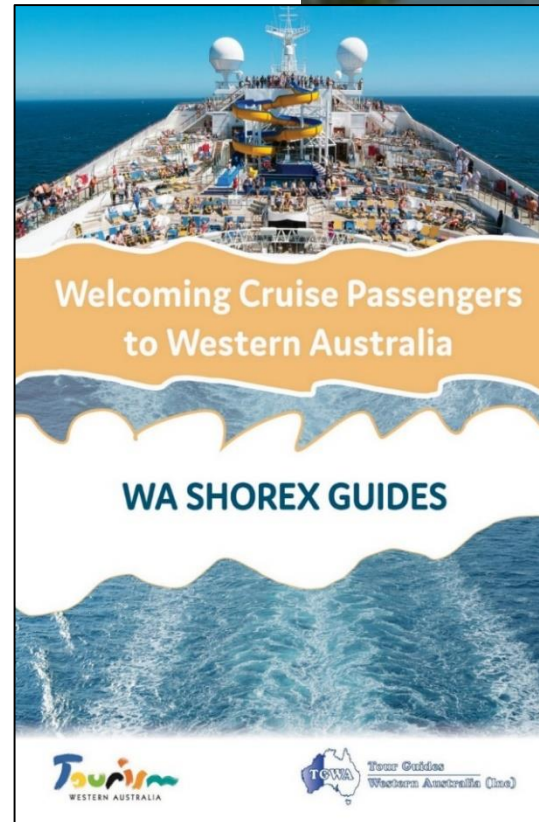
- Point Moore Lighthouse Precinct
- Houtman Adrolhos Island for Tourism
- Ferry Jetty at the Esplanade
- Geraldton Museum Expansion
- Lot 601 Redevelopment



# Cruise

- In 2016-17, Geraldton recorded \$13.3m total expenditure from 13 cruise ship visits, providing the stimulus for \$7.1 million in wages income and 98 jobs.
- In May 2017, Tourism WA supported the delivery of tour guide training for Geraldton.
  - 30 participants successfully completed the course and have been accredited by Tour Guides WA.
  - All have the skills necessary to apply for national accreditation with Guiding Organisations Australia.

Source: Economic Impact Assessment of the Cruise Shipping Industry in Australia, ACA, September 2017.





# Scheduled Calls

Sat 12 May 2018

Tue 23 Oct 2018

Sun 4 Nov 2018

Thu 20 Dec 2018

Fri 28 Dec 2018

Mon 7 Jan 2019

Mon 11 Feb 2019

Thu 31 Oct 2019

Mon 4 Nov 2019

Thu 26 Dec 2019

Mon 24 Feb 2020

Sat 29 Feb 2020

Mon 20 Apr 2020

Wed 22 Apr 2020

Sun Princess

Sun Princess

Sun Princess

Azamara Quest

Seabourn Sojourn

Maasdam

Amadea

Sun Princess

Maasdam

ms Regatta

Radiance of the Seas

mv Albatros

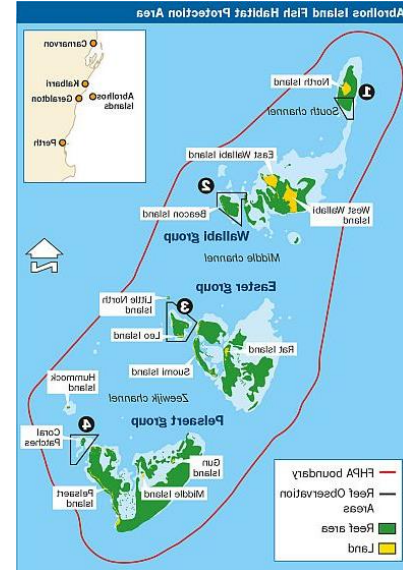
Ruby Princess

Ruby Princess



# Abrolhos Islands

- Unique wildlife
- Batavia Story
- Commercial Cray Fishing
- Pearl Shell Harvest





# Kalbarri National Park

State Government investment in Kalbarri National Park includes a Skywalk and major infrastructure upgrades.

- \$20 million project
- \$500,000 through Tourism WA via Commonwealth grant program
- Scheduled to be completed December 2018
- Transformational iconic attractions can change travel behavior
- Geraldton will benefit from this investment





# WESTERN AUSTRALIA'S CORAL COAST

FLYING NON-STOP  
WITH QANTAS

**Journeys**  
Tailor-made holidays  
from Flight Centre

17 DAYS FROM **£2359**<sub>pp</sub> **WAS** **£2714**<sub>pp</sub>



EXMOUTH  
CARNARVON  
KALBARRI  
CERVANTES  
PERTH  
CORAL BAY  
MONKEY MIA  
GERALDTON

Western  
Australia



**QANTAS**  
Spirit of Australia

**WESTERN  
AUSTRALIA**  
EXPERIENCE EXTRAORDINARY

## YOUR AUSTRALIA TAILOR-MADE HOLIDAY INCLUDES...

PERTH | CERVANTES | KALBARRI | CARNARVON | EXMOUTH | CORAL BAY | MONKEY MIA | GERALDTON | 14 NIGHTS 4-5★  
HOTELS & HAND PICKED ACCOMODATION | 12 DAYS CAR HIRE | DISCOVER ROTTNEST ISLAND TOUR | WHALE SHARK  
DISCOVERY TOUR | **INCLUDES NON-STOP INTERNATIONAL FLIGHTS WITH QANTAS & TRANSFERS** | REF: 3119596

**FLIGHT  
CENTRE®**



**Flight  
Centre  
UK**

**April  
2018**



西澳(Western Australia)自然風光麗美如畫，除美麗的海岸線，內陸更有沙漠、湖泊、尖峰石陣等各種天然地貌，其中名鎮Geraldton以北的粉紅湖Pink Lake，景致更是夢幻，看牠每天隨光線與天氣變化折射出豐富色彩，真是浪漫迷人。

文：王、Kang 攝影：Tourism Western Australia, Singapore Airlines Limited



## 西澳Hutt Lagoon

# 鳥瞰夢幻粉紅湖



●當遠處對岸大橋時，粉紅湖變色。



●湖面上現出不同顏色程度的粉紅色。



●我乘坐的飛機，可容納七名乘客。

關於粉紅湖為何會呈現出粉紅色，學術上的解釋是：粉紅湖屬於鹽湖，由於湖內含有大量的硫酸銨結晶，分解出一種叫「β-胡蘿蔔素」，因此在光線的折射下，會呈現出正紅色的顏色，反而出現偏紅現象。此外天氣變化，也會影響湖的顏色，造成不同季節也有各異色彩。事實上當地人對粉紅湖並無太大好感，覺得湖內的植物會發出不太宜人的氣味，儘管如此，風景還是如此美觀也吸引不少遊客前往。粉紅湖觀賞最高，當地一家經營小飛機飛往湖岸的公司Geraldton Air Charter，更特別訂出相關的飛行之旅，帶大家飛越粉紅湖上空，從多角度的觀賞，欣賞其色彩變化。

我參與的觀光行程，由一架可坐七名乘客的小型飛機駕駛，行程先會途經Geraldton上空，一路俯瞰完好的湖岸，之後繼續沿湖岸飛行，機師Clarence還不時我們從湖面上看鯊魚及海豹出現，及至飛行的十分鐘後，我們終於抵達目的地粉紅湖，只見從上空俯瞰時，面積約十平方公里，二、三公里寬的湖岸，確實與湖水顏色有很大對比，由於此時陽光正從東邊升起，故湖邊自湖岸向南側湖岸，色彩由粉紅變為粉紅，和往常湖邊顏色上不同，對岸的土庫會產生偏紅效果，粉紅色就相對變淡了。值得一提的是，從空中還可俯瞰湖岸兩側的地帶，其所呈現的粉紅色，深淺度皆有所不同。

整趟約一小時的飛行行程，讓我們盡享其美，其後飛行公司創辦人兼機師Wendy Mann交機，才知她早在七十年代已考得執照，屬於全澳洲首屆獲頒執照的女性，今年五十四歲。她於1989年之成立公司，一直致力提供飛行體驗活動，除了這趟一小時的粉紅湖之旅，尚有多種合伴小飛機與飛行體驗之旅，最特別是他們擁有私人飛行員，可安排飛行行程，而Wendy可有旅客要求在空中飛越中求職，她笑說求職者通常會向人向女友表白，成功率是百分之十，但倘若求職者成為粉紅湖上空求職的第一人，也可大談她們經驗！



●因折光線，在湖的南端可欣賞到偏紅的色彩。



●機師擁有十二架飛機，提供國內不同的空中遊歷。



●湖岸一列穿過田野，風景宜人。



●公司創辦人Wendy Mann交機，可近距離觀湖的飛行經驗。



●小型飛機，可近距離觀湖的飛行經驗。



●湖邊環境清幽，只是少數遊客及碎石。

Info Geraldton Air Charter  
地址：Geraldton Airport, Moonyoonooka WA 6552, Australia  
電話：61 8 9623 3434  
價錢：粉紅湖一小時飛行體驗每位約1,405港元  
網頁：www.geraldtonaircharter.com.au

沿海漫步 細看黃金日落



●海濱的步行道相當寬闊，可容納七名乘客。

Biguda Trail外的Island Rock是著名景點。



●沿海岸線，對出便是印度洋。

旅遊記事簿  
持特價機票或BNO護照辦理簽證，可上網申請ETA電子簽證。  
查詢：www.eta.immi.gov.au  
新加坡航空經新加坡轉機往珀斯，來回經濟客位由633港元起，已附加費用。  
查詢：www.singaporeair.com  
入住Waldorf Geraldton Serviced Apartments, Studio Room每晚房費由169港元起(約1,033港元)。  
查詢：www.geraldton-waldorfapartments.com.au  
www.westernaustralia.com (西澳旅遊官方網頁)  
www.australia.com/zh-hk (澳洲旅遊官方網頁)



西澳精彩每一天  
西澳州 WESTERN AUSTRALIA  
體驗多元  
wingtontravel.com

## 西澳夢幻粉紅湖

【西澳天與地】超夢幻粉紅湖，你想同佢邊個角度睇？  
詳情：[www.weekendhk.com/?p=684871](http://www.weekendhk.com/?p=684871)  
一片嫩粉紅色，夢幻到暈嘅粉紅湖，幾乎係遊西澳嘅指定必玩熱點。近距離沿湖岸遊，可以睇到層次分明嘅粉紅調；想豪啲，跟local tour坐飛機上天，更可以睇到佢溫柔底下嘅壯麗！想知點解粉紅湖咁粉紅？入去睇埋原因！仲有其他西澳好玩、龍蝦新食法推介！

▼西澳夢幻「粉紅色湖」起底！可遇不可求！  
[www.gotrip.hk/?p=32024](http://www.gotrip.hk/?p=32024)

會係你同佢嘅  
Bucket List揮手區

GOtrip New Media Group  
已讀好的專頁 6月22日 · 已編輯

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讚好 4,918  
181次分享  
367則回應

粉紅控

讚好 回覆 2 · 6月23日 0:38  
Annie Wong Anthony Levenston aus hutt lagoon pink lake have you been? So pretty !!  
讚好 回覆 1 · 6月26日 22:39 · 已編輯  
1 個回應  
Adam Choi Vanesse Chan is this blue tears gosh fd?  
讚好 回覆 1 · 6月27日 21:00

發表回應

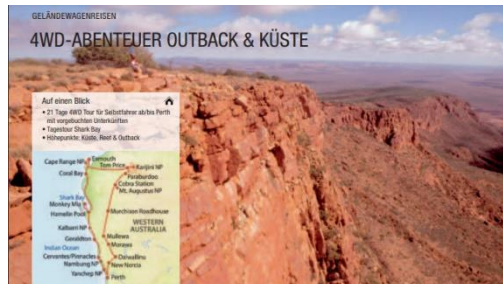


# Famils and PR

8 travel agents from Germany and Switzerland visited Kalbarri in October on a famil after attending Corroboree West.

Geraldton/Kalbarri are featured in the latest **Best of Travel Group** WA self-drive brochure.

*3 pages here show intro page featuring Geraldton, 2 pages include Geraldton and Kalbarri in self drive itinerary.*



## Australiens Westküste entdecken

Starten Sie in Broome zu Ihrer Western Australia Reise! Auf dem Weg nach Perth besuchen Sie u. a. die bekannte Coral Bay nahe dem Taucherparadies Ningaloo Reef, sowie Monkey Mia, berühmt für seine Delfine. Auch der Kalbarri NP, die „Sun City“ Geraldton sowie die Pinnacles im Nambung NP sind einen Besuch wert.

**15 Tage Mietwagenrundreise inkl. Flug mit  
Singapore Airlines, Transfer, Üb. & Mietwagen**

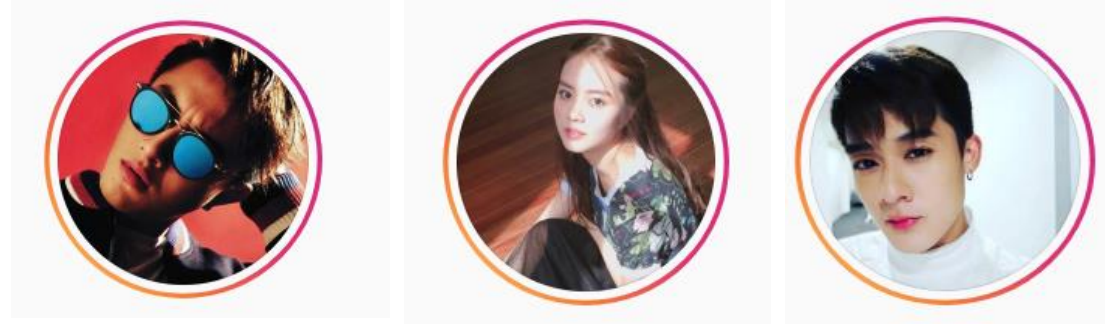
ab € 2.675,-

zum Angebot

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# Amos in Wonderhouse



- Chinese Drama
- Singapore's first 'road trip' on television – the drama will concentrate on Amos Song, is a rich boy born and raised in Australia. He was pampered since young but a sudden dispute caused him to fall out with his father. His father has cut off all his financial support, leaving him only a house. To Amos' dismay, the "house" is just a caravan.
- Broadcasting August/September in Singapore.
- Featuring Perth, Cervantes, Greenough, Geraldton, Northampton (Pink Lake) and Kalbarri.

## Aligned Marketing initiatives

- Tourism WA and Tourism Australia are developing marketing collateral from the shoot.
- Tourism WA will be partnering with Chan Brothers Travel to package experiences seen on the TV show. Specific Coral Coast itineraries and content will be developed and distributed through Chan Brothers' channels.
- There will be a designated Caravan convoy led by a celebrity from the show.





Derryn Belford  
Executive Director  
Destination Development  
Tourism Western Australia

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