

# AMAZING ALBANY

## DESTINATION MARKETING

### COMMUNITY UPDATE WINTER 2014

Peppermint (*Agonis flexuosa*)

#### PURPOSE OF THIS UPDATE

The purpose of this update is to inform the community of the various tourism and destination marketing initiatives the City of Albany has, and currently is, embarking on under the Amazing Albany brand.

Amazing Albany aims to be Western Australia's most sought after destination to live, work and visit.



#### ANZAC ALBANY

The City of Albany, in conjunction with Tourism Western Australia and Australia's South West, recently hosted a group of journalists from high profile Australian publications such as Australian Traveler and Escape Ltd in a four day Anzac Albany themed media familiarisation around Albany.

They had the opportunity to meet and interview individuals connected with the Anzac Albany commemorations including Albany Heritage Park General Manager Dean Lee, Albany RSL President Peter Aspinall and St John's Church Father Edward Argyle.

The journalists also explored Albany's iconic landmarks such as the Torndirrup National Park, the refurbished Mount Clarence, Mount Romance, Discovery Bay, and the Great Southern Distilling Company, among others.

The journalists reported that they were highly impressed with the Desert Mounted Corps Memorial, Padre White Lookout and the plans for the National Anzac Centre.

One of the City of Albany's objectives in destination marketing is to nurture our connections with national and international media. Hence we have and will continue to

collaborate with media outlets and other tourism bodies to promote Albany as a premium tourist destination.

#### BRAND: AMAZING ALBANY

In order to pursue growth in the visitor economy, the City of Albany is working to develop and implement a strong Amazing Albany brand.

The City aims to increase public awareness of Amazing Albany as a brand and tourism destination, increase brand awareness and recognition within Western Australia, position Amazing Albany as Albany's destination marketing brand and highlight the unique aspects of Albany.

In order to achieve this, the City of Albany has established a destination marketing working group within the City. A number of Albany Visitor Centre and City of Albany staff attended Tourism Council WA Boost and Restaurant Australia workshops in order to engage proactively with Albany tourism operators.

Additionally the Australia's South West Albany office is now located within the Albany Visitor Centre, allowing staff to co-

mingle and work cooperatively to improve Albany tourism.

The City of Albany has and will continue to engage with stakeholders through Amazing Albany social media channels, increasing awareness of Albany as a visitor destination and driving visitor enquiry to the Amazing Albany website.

Facebook.com/AmazingAlbany  
Twitter.com/AmazingAlbany  
Instagram.com/AmazingAlbany



The Albany Classic was a huge success.

For more information contact:  
Matthew Bird  
matthewb@albany.wa.gov.au  
www.albany.wa.gov.au



The Peppermint (*Agonis flexuosa*) tree motif is featured at the top of this 'Winter Update' because it is native to Albany. The Latin term *flexuosa* (meaning 'full of bends') refers to its zigzag branchlets. The Peppermint has white flowers and leaves that smell of peppermint when crushed or torn. It is a favourite food and habitat for Western Ringtail Possums and can be found between Emu Point & Middleton Beach.



*"If you really want to see Australia, visit Albany."* source: Michelle Tchea for Jetstar Asia Magazine

**RECENT MEDIA COVERAGE**

Due to proactive destination marketing by the City of Albany's marketing team and working cooperatively with other tourism bodies, Albany has featured in several international publications in recent months, including a travel piece in The Business Times Weekend in Singapore (April 19-20), a four-page spread on Albany in Jetstar Asia's travel magazine (June), and an online article in Indonesian online publication Shoppingmagz.com.

Albany has also recently featured in high profile national publications, including Cosmopolitan Magazine Australia, RoyalAuto (RACV) and Mature Traveller.

As the City of Albany puts an increased emphasis on destination marketing and tourism, we aim to forge and maintain connections with media who influence our target markets in order to proactively market the region.

We are committed to working closely with local operators as we seek to market Albany as a premium destination.

Albany also featured in several outside broadcasts by 92.9 Breakfast radio into Perth.

The crew did their show on location from several places in Albany including Mount Romance and Maitraya Luxury Retreat.



**92.9 broadcasting from Mount Romance.**

**EVENTS IN AMAZING ALBANY**

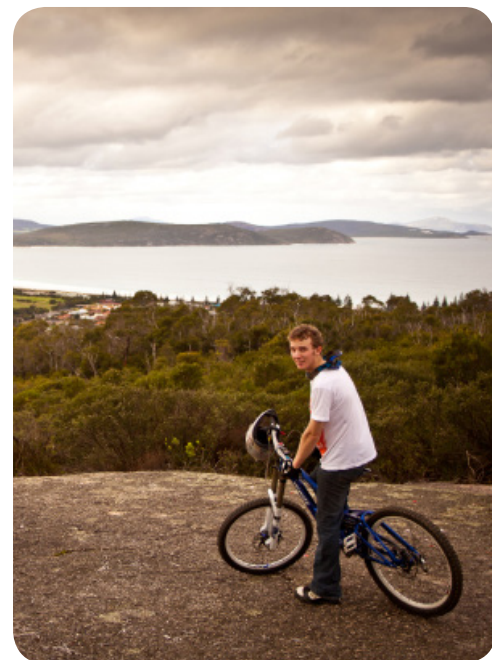
Albany recently played host to two high-profile events: the annual Albany Classic and Australia's inaugural Thule Albany Urban Downhill.

In an Australian first, the historic streets of Albany turned into the ultimate downhill battleground.

Both events attracted a great deal of attendees and public support and were sponsored by the City of Albany.

Albany will also play host to the National Athletics Cross Country Championships from August 21 to 26, an event attracting over 1,000 competitors and entourage from across Australia.

The City of Albany is also a supporter of the Bankwest Gallipoli Run to be held on October 12.



**Albany's natural topography makes it a great location for downhill sporting events.**

**BACKGROUND INFORMATION**

The City of Albany aims to increase public awareness of Amazing Albany as a national and international tourist destination, increase visitation to Albany by highlighting unique aspects of Albany as a multiproduct destination and to highlight the progressive, innovative, creative and bold achievements of Albany businesses.

Estimated Completion Date:	Ongoing
Funded By:	City of Albany
Project Team:	Management: City of Albany