



OUR VISION:

To market the NEWTravel region is locally, nationally and worldwide.

OUR MISSION:

For the communities of NEWTravel to be well recognised as a self drive route with accompanying natural attractions and experiences within Australia's Golden Outback.

OUR PURPOSE:

NEWTravel's primary purpose is to market and promote the Wheatbelt Way self drive route and the tourism assets in the NEWTravel area. We also engage with visitors and tourists through our promotional activities.

WHO WE ARE:

NEWTravel is the representative body for collective marketing in the Shires of Dowerin, Wyalkatchem, Trayning, Nungarin, Mukinbudin, Koorda, Mt Marshall and Westonia.

NEWTravel

Forward Directions

2019 – 2021

STRATEGIC OBJECTIVES

1. Consistent branding and messaging about our tourism assets

- With members develop our key storylines.
- Develop a marketing plan which outlines target markets, communications and resource allocation. It should also clearly identify no cost, collaborative and full user pay options.
- Undertake an internal marketing strategy to communicate the importance of tourism to our members, local governments and SME's in the district (informed by our data).
- With stakeholders obtain funding for brand development and marketing expertise.
- Create an inventory of "image influencers" (such as media) and undertake efforts to bring these more in line with the desired image and messaging.
- Implement our story lines and branding. Marketing collateral and App is updated and collateral is available to our members and stakeholders.
- Develop a 'visit friends and relatives and local community program' as a community pride, buy local and value of tourism campaign.

2. Data collection for decision making and marketing

- Continue to collect visitor data.
- Data informs marketing plan.
- Data informs our stakeholders and RTO so that they understand our needs and tourism trends.
- Data informs our members.

3. Partnerships

- Form relevant destination marketing partnerships with other Local Government Areas and Associations.

LONG TERM OBJECTIVES

- Marketing and promotion of the Wheatbelt Way self drive route and associated tourism assets of each of the NEWTravel communities locally, state wide, nationally and internationally.
- Capacity building of our members and tourism operators.