Visit Sydney’s West: Strategy & Campaign

Getting Airport Ready – Case Study
Setting the scene

- Affordable, functional communities
- Little thought given to ‘lifestyle’
- Reservoir for labour for ‘The City’
- Growing income disparity West vs. Sydney
- Entrenched socio-economic perception

2000

- No Brand
- No promotion
- No meaningful tourism visits
- Declines in recreation / leisure / hospitality
- No destination strategy or campaign

2020

- Functional infrastructure development
- Significant migration
- 3 City Plan

- Establish a cooperative alliance of councils, industry and state government
- Develop cohesive strategy and campaign

2030

- New Airport
- People centricity
- Talent attraction
- Recreation, activities leisure importance to resuscitate lifestyle reality and perception

Marketing strategy and plan

Focussed on:

- The competitive city
- Leisure / recreation resuscitation
- Visitors as a means to and end rather as an end in itself
Changing Market Demographic

- Professional
- Managers
- Degree & +

1980
- Born Here: 40%
- Migrant: 10%

2016
- Born Here: 30%
- Migrant: 20%

2025
- Born Here: 20%
- Migrant: 30%
Over 95% of the (+-9m) visitors to western Sydney only go to Sydney Olympic Park.

- Pre occupation with tourism
- Visitor economy = 1-2% GRP v. almost 7.9% in Sydney or 7.8% in Brisbane
- The visitor economy assets and experiences are underutilised by the local residents.
- Low awareness and stigma
- Under funded
Strategy exploration

Global international arrivals:

- 6,000,000
- 5,500,000

Global international arrival spend/investment (US $m):

- Tourists: 1,322,000
- Students: 570,000
- Migrants: 1,017,500
- Total: 3,009,500
TOURISM V VISITOR ECONOMY
Assessing the Current State

Problem

- Western Sydney’s visitor economy is stagnant.
- Compelling product and experiences - widely dispersed providing no sense of critical mass
- The declining visitor economy has detrimentally effected perception of livability and lifestyle

Specific marketing problems

- Few people can conceptualize ‘Western Sydney’ (its spacial and relevant context)
- Few, have a compelling positive view of western Sydney (even for many residents) there is a perception that better experiences are available elsewhere

The challenge

- To simultaneously build compelling knowledge of the (unknown) destination (BRAND VALUE) whilst inducing short term visits and spend (BRAND SALIENCE)

Key Success Factors

- Present the destination as a compelling interwoven set of experiences
- Build a multi-faceted, relevant destination brand
- Overcome the sparseness of product by combining product sets (networks) into diverse experiences
- Induce visits by presenting reasons to ‘try it’
The Strategy & Campaign
Welcome to Sydney’s West

Sentiment:
Whoever you are
Wherever you come from
You are welcome here
Whatever your interest...
Visitor campaign summary

**Phase One**

- **Activate the Local Population**
  - Expand ‘Local’ Catchment Area
  - Give them reasons to ‘play’

- **Attract Day Visitors**
  - Create unique experience trails
  - Give them incentives to visit

- **Invite Overnight Guests**
  - Invite interstate guests
  - Enhance their reasons to stay and ‘play’

- **Invest in the Future**
  - Align events with societal imperatives
  - Establish and display competencies

**Create Value for Visitors and Businesses**
Stage 1: Activate the Local Population
YOU'LL LOVE IT AS MUCH AS WE DO
The App
Stage 2: Attract Day Visitors
Trails & Clusters

- Walking/Hiking
- Cycling/Mountain Biking
- Cuisine
- Craft Beverage
- Artisanal Producers
- Specialty Grocers
Stage 3: Invite Overnight Guests
Invest in the Future
SOUND WEST
Thank you!