

# \$2.2m to get tourists to gorgeous Kimberley

BEATRICE THOMAS

The State Government has shrugged off the global economic crisis, travel impediments and questions over the unknown success of a new film to launch its latest tourism campaign to lure travellers to the Kimberley.

Piggybacking on a national marketing strategy capitalising on the highly anticipated Baz Luhrmann film, Australia, the \$2.2 million Tourism WA campaign describes WA as "the real star of Australia".

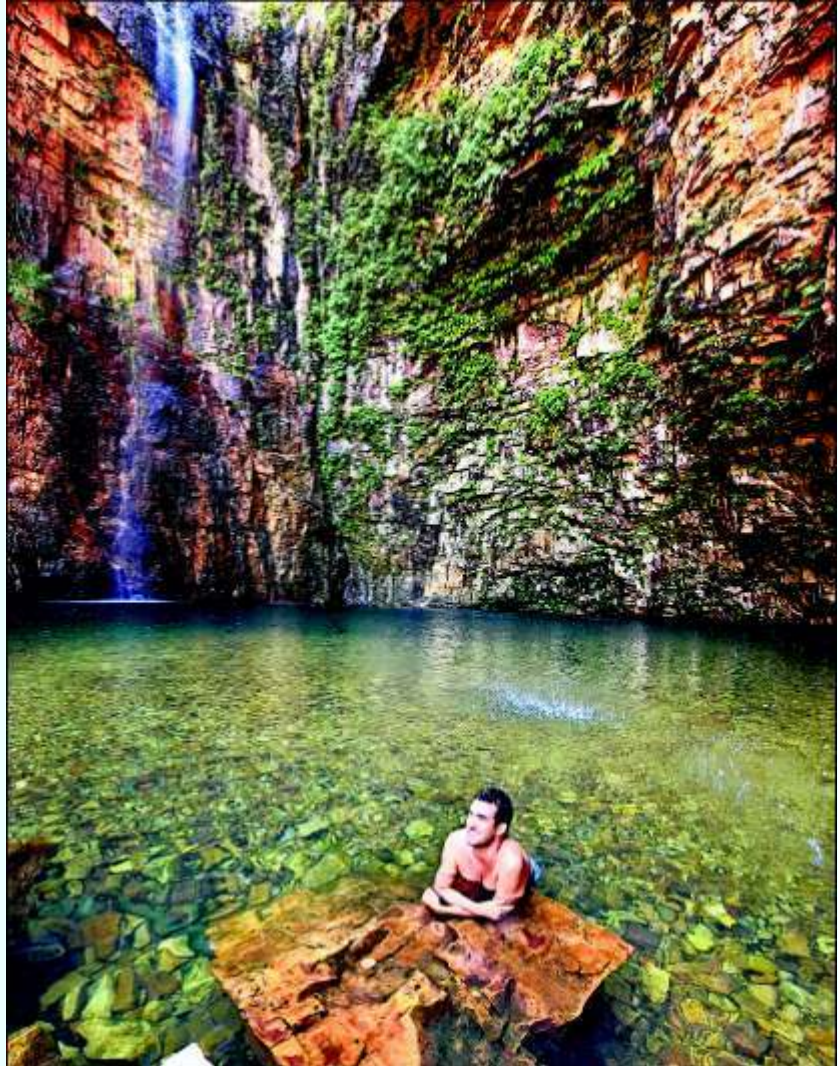
The campaign showcases the colour and sweeping landscapes of the Kimberley through cinema, print, online and in-flight television advertisements across Australia and in key global markets.

Drawing on themes in Luhrmann's film such as romance, adventure and outback journeys, the advertisements will also promote other WA regions.

Rejecting suggestions the investment was risky because the success of the film was unknown, Tourism Minister Liz Constable said yesterday the State had a "once-in--a-lifetime" chance to show an extraordinary destination to the world.

Dr Constable said the Kimberley may be too expensive for some people but she had met three airlines and was working to increase competition by boosting flights to Broome.

The advertisements were locally produced, unlike the



Extraordinary: Kimberley colour, including Emma Gorge, is part of the pitch.

Luhrmann-produced Tourism Australia versions, and would coincide with the film's worldwide release dates and run until next June

Australia's North-West chairman Ian Laurance said the film gave the industry a chance to package holidays that were cheaper.

Tourism Council of WA chief executive Graham Moss wanted the State to develop tourism regions.

Watch the launch of  
the new tourism  
campaign at  
[thewest.com.au](http://thewest.com.au)