

Councillor Column

Visit Esperance

Despite tourism data released recently showing WA recorded Australia's only decline in overseas tourist numbers over the past year, it would appear that when it comes to visitor numbers Esperance is bucking the trend. Our visitor numbers are constantly growing and tourism is fast becoming one of our core industries.

Our isolation isn't stopping tourists who are looking for a unique holiday experience from making the long trip to visit our extraordinary destination. I've noticed, particularly over the last year, certain local businesses and individuals who have been fantastic at campaigning to get large multinational companies and magazines to visit our town and associate their brand with Esperance. These have included Marie Claire magazine, which has featured stories and stunning images from their working trip to Esperance, and Seafolly Australia, who arrived in town with a team of models and photographers to shoot their latest range of bathers on our stunning beaches. We've also seen outdoor chef Sarah Glover, who came to Esperance to taste and create new recipes, and Salty Wings, who like our own Jaimen Hudson, have their own particular style of drone photography that shares beautiful images of Esperance all around the globe.

It is inspiring to see locals in our community using their initiatives and contacts to drive tourism. They've welcomed these visitors and given them an unforgettable experience on all fronts, opening their homes and holiday accommodation, whilst sharing what we already know; the Wow Factor that is Esperance.

We quietly launched our brand new website for the Visitor Centre a few weeks ago while staff and developers ironed out any kinks and made sure no functionality was lost for our operators. It's definitely worth a look with a funky fresh appearance. There are ideas on where to go out for a bite to eat that'll make your dinner choices even harder! There is so much to see and do, from tours to all our natural attractions, as well as family friendly activities, trails and walkways.

The new website also has an events calendar that showcases what's on in town. Community groups and organisations can submit their events to help promote them. Make sure you register your event so we can all plan to go! Our team at the Visitor Centre has been working hard over the summer months so pop in to say hi, and make sure you check out the new website at visitesperance.com.