



FROM THE COAST

Esperance is on the Board

You can now buy Esperance for \$160m... in a game at least! Last week, the Australian Monopoly board was unveiled and it was exciting to see Esperance claim a spot.

Esperance is featured as one of 22 destinations or properties on the board with Sydney Harbour claiming the most expensive 'Mayfair' spot. Last year Australians voted on their favourite locations around Australia, with the winners making it on the board.

You'll even be able to land on Esperance with a kangaroo (just like what we have on our beaches!) Esperance was nominated amongst five other WA destinations and along with Broome and Margaret River we made it onto the final board, being the highest ranked WA spot.

You might have also seen Esperance featured in some of the 'Just Another Day in WA' promotions. It is great to be able to pick out our beautiful coastline in the gorgeous destinations the rest of WA has to offer. This is a great little plug for Esperance which shows off what we have to offer.

Earlier this year, Lucky Bay was named Australia's whitest beach and this is not the first time this has happened. However, it's not just beaches Esperance has to offer!

We have an exciting new skate park which has been very popular. Many people flocked to Esperance for the skate park's official opening at Edge of the Bay and we have had six lots of skate clinics – all of which have been booked out!

We also have our Museum, different galleries and cafés for those days when it isn't beach weather. With Esperance popping up in all sorts of spots as a prime tourist location it is a good reminder of what our tourism operators are already doing in Esperance. They work tirelessly to provide services for our visitors that can still be enjoyed by locals as well. From attractions, to tours, to places to stay; they are all important to Esperance's vibrancy and economy. If you want to find ideas for entertaining your guests when they are in town, or even a family adventure, you can head in to the Esperance Visitor's Centre where they can answer all your questions.

The Visitor's Centre is open from 9am to 4:30pm Monday, Tuesday and Thursday; 8am to 4:30pm on Wednesday and Friday; 9am to 2pm on Saturday, and 9am to 12pm on Sunday. They are located in the Museum Village, so pop in and say hi!