



From the Coast

Visit Esperance

Despite tourism data released last week 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.

Esperance's isolation isn't stopping tourists, who are looking for a unique holiday experience, from making the long trip to visit our extraordinary destination. Those who may have viewed our distant location as a barrier before, are now recognising the region offers an exclusive visitor experience associated with our remoteness and the beauty of our pristine, rugged coastline.

I've noticed, particularly over the past 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.

Last year, Australian lover of the outdoors and imaginative chef, Sarah Glover, came to Esperance to taste and create new recipes. She used our local produce, and camped out on our beaches whilst gathering stories and images for her new cookbook. Salty Wings, with their particular style of drone photography, have also captured amazing images of our coastline, notwithstanding our own Jaimen Hudson and other keen local photographers who, by tagging Esperance on their Instagram accounts, send incredible images of Esperance out to literally hundreds of thousands of their followers in Australia and across the world.

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. All they have asked in return for their hospitality is that these visitors and companies share and tag images of Esperance on Instagram, Facebook and Twitter, to ensure our town has the biggest reach possible on social media, and it's working. Thanks guys and gals - keep bucking the trend, for like our coastline, you are a truly amazing and vital part of what is putting Esperance on the world map and in the spotlight as a fabulous tourist destination.