

# TOURISM BUSINESS OF THE YEAR

## ESPERANCE TIDE



The Esperance Tide is a local print and online magazine, guiding you around Esperance, Western Australia. Esperance Tide is a free magazine that comes out the first Friday of each month. The Esperance Tide was first published in Black and White in December 2016 and has been published in colour since January 2018. The Esperance Tide have a website where you can view the latest and previous issues of the 'Tide'.

The Esperance Tide website also provides information in their What's On section about upcoming local events. The Visitor Info and Explore Esperance sections of the Tide's website are a great resource for visitors and locals alike who are looking for something to do in Esperance and surrounds. The Featured Section includes information about iconic and interesting locals and the Blog includes topics such as things to do, arts & culture, tide tastes, shop local, mind/body & soul, tide kitchen and business.

The magazine is distributed across Esperance, stocked in all supermarkets, newsagents and over 25 shops, cafes and tourism operators. Distributors have expanded recently to include outer Esperance, Ravensthorpe, Norseman, Hopetoun and selected hubs around Perth.

Being a free and inclusive publication, the Tide's audience is evenly distributed across all demographics, both in print and digital. For example, the 25-34 year old bracket makes up just 33.3% of their audience online with the second highest demographic being 55-64 year olds.

In 18 months, esperancetide.com has attracted, on average, 6000 individual users per quarter and continues to grow. While most of their audience is based in Western Australia (85.9%), they have received traffic from nearly every country in the world.

Since it's inception, the Tide's social media following has steadily grown a nuanced, authentic audience of locals, holidaymakers and media. On Instragram they have nearly 6000 #esperancetide hashtags and over 3000 followers. The Esperance Tide Facebook Page has 2000 likes.

Tide Marketing has been created with the desire to help local businesses evolve to meet this new market in the most cost-effective way possible. Their job is to get customers through your door – by making sure you are offering the right product, you are packaging it well, and people know it exists. Tide Marketing can help you with social media strategies, management and campaigns and your website design and development.