



case study

drive wa





“Indepth Creative and DriveWA offer those planning a driving holiday in WA easy access to information, with an interactive and user friendly experience.”

DriveOz Pty Ltd was formed by the Hospitality Inns Group to produce the DriveWA.com website, which provides comprehensive information for people taking driving holidays around WA. Indepth Creative was called in to maintain their already established website, whilst building a new website showcasing the latest technology and design techniques.

In re-building the website, Indepth Creative will offer those planning a driving holiday in WA easier access to information, with an interactive and user friendly experience. With new PHP mapping and trip itinerary planning technology, users will be able to search for information on destinations, accommodation and tourism attractions, using mapping and other interactive forums.

DriveWA’s itineraries and digital mapping software will provide detailed maps and a set of driving directions from anywhere in Western Australia, to any point along a chosen itinerary. The unique feature of the DriveWA itineraries and mapping system is the ability to customize the itinerary to any requirements, providing personalized and detailed maps and directions.

Having received three Western Australian Tourism Awards medals for their old website, everyone involved with DriveWA has high expectations for the all new, soon-to-be-launched, Indepth Creative designed website.