

17 September 2024

Daniel Ricciardo discusses his plan to retire to the Margaret River Region

Hitting the road for the second time, WA-born Formula 1 driver Daniel Ricciardo and his childhood friend Blake Mills have traversed the incredible countryside of the South West, driving through Western Australia's premium wine region – Margaret River, where Daniel exclaims 'I could genuinely see myself retiring there one day'.

"It's like whatever weight you carry, that weight just lightens when you when you're in some of these places so that's kind of a feeling I get...Margaret River is a place I get that.

I love the tall Karri trees, and you've got the forests and then you've got this beautiful coastline. At parts, you know, calm pristine beaches but then beyond maybe a reef break, there's these massive waves that attract world class surfers. I don't know it's just everything about it," Daniel said.

Launching today, Western Australia's cinematic short film showcases the state as the ultimate destination for a self-drive holiday, capturing unscripted and authentic moments between Daniel and Blake, as they embark on a road trip from Perth / Boorloo through the Margaret River Region and beyond, inspired by the scenic [South West Nature and Wine Drive](#).

It's the second instalment to the highly successful 2023 Drive the Dream global campaign, which saw Daniel and Blake travel along the Coral Coast Highway from Perth to Exmouth.

"I've made a lot of second homes around the world over the years. Europe is a big part of that, but home is still Western Australia for me," Daniel said.

"It's where I still get that flood of nostalgia and those memories. It's still the place that makes me smile."

The campaign aims to make WA the most desirable road trip holiday destination for High-Yield Travellers and continues to align with the state's highly acclaimed destination brand, Walking On A Dream.

For Daniel, there were certainly some stand out highlights from this road trip – from surfing, to mountain biking, incredible foodie adventures, and memorable stays including Heyscape Tiny Cabins.

“It's kind of like you've got your own little cabin on your own little farm...and before going to sleep you just look up to the sky, and it's littered with stars. It's so peaceful and you can hear like little crickets and frogs... you're just very much at one with nature,” he said.

The short film has been translated into eight different languages, and will continue to rollout in key international markets over the next 12 months.

View Drive the Dream: <https://www.westernaustralia.com/roadtrips>

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Background

About Tourism Western Australia (Tourism WA)

Tourism Western Australia (Tourism WA) is responsible for promoting Western Australia (WA) as an incredible holiday and events destination. We work with a range of people from the public and private sector to develop and promote WA's iconic tourism experiences, to attract events to the State and help the tourism industry thrive.

Walk on a Dream in Western Australia and explore the awe-inspiring attributes that make the State such a wondrous, dreamlike destination. Tourism WA's new Walking on a Dream campaign is inspired by WA's unique Aboriginal culture and inspires holidaymakers to book their next visit to WA by showcasing the State's dreamlike qualities - jaw-dropping landscapes, supernatural colour contrasts, otherworldly phenomena, immersive connections with authentic characters, and one-of-a-kind experiences that inspire a sense of unparalleled freedom.

Find out more about [Western Australia](#).

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