RESEARCH INSIGHTS

Kate Gibb
Strategy Evaluation and Research Manager, Tourism WA
WHAT ARE ‘INSIGHTS’?
Currently the market is local residents – 86% of overnight visitors are WA residents (around half a million a year).

Plus 2.4 million daytrips mostly from Perth residents.

The domestic market, and with local residents in particular, are hugely important to the Peel region.
VFR is almost as big as holiday and leisure trips. Perhaps local ambassadors, encouraging locals to show their visiting friends and relatives around the region.
Pool of current visitors already in Experience Perth that are not visiting the Peel region = low hanging fruit.
BUT WHAT DO VISITORS WANT?
Primary research – late 2014

12 Focus groups:
Perth
• 4 Groups
• AA’s and DD’s
Sydney & Melbourne
• 6 Groups
• 2 Non-visitors to Perth
• 2 Recent visitors to Perth (past 2 years)
• 2 Past visitors to Perth (6-14 years ago)

Online survey
• N=200 in each Sydney & Melbourne
• Interstate holidaymakers
• Aged 30-69
• Household income of $75,000+
What do people know top of mind. Beaches, ocean, nature.

Few specifics though.
Soft adventure – engaging with the environment is what potential visitors saw as appealing. The ‘surrounds’ of Perth and the green heart was appealing.

The Peel offering fits in with the attractions that are most appealing.

Appealing helps but it doesn’t necessarily mean motivating....
The blue and green heart
WHO IS VISITING EXPERIENCE PERTH AND NOT THE PEEL REGION?
Currently the peel region over indexes on UK visitors – VFR & adult couples
PROFILE OF DOMESTIC VISITORS TO EXPERIENCE PERTH

**Home States**

% Total Interstate Visitors

- New South Wales: 31%
- Victoria: 31%
- Queensland: 20%
- South Australia: 9%
- Other: 8%

**Travel Party**

% Total Domestic Visitors

- Alone: 38%
- Adult couple: 24%
- Friends: 17%
- Family: 15%
- Other: 7%


Visit Sample Size: Interstate = 1,795 | Interstate = 1,219 | International = 1,346 | Daytrip = 1,624
Tourism WA collates a wide range of research and statistics on tourism in Western Australia including the latest market visitation details. Information on our key inbound tourism markets and data on the value of tourism.

- Latest visitor facts and figures
- Regional fact sheets and visitor profiles
- Specialist research reports
- Other reports and strategies

Up-to-date information on WA’s visitor numbers, origin and spend, as well as overseas arrivals, departures, airport and accommodation data.

Tourism WA undertakes a number of strategic research projects. Please refer to the sections below for more information.

Reports and strategies commissioned by Tourism WA.

Changes to International and National Visitor Survey Data: Please note methodological changes were made to IVS and NVS data in 2013-14. Please click here for more information.
QUESTIONS?