Visitor Experiences and Expectations Research
- Key Findings

September 2013
Research Overview

The research involved a 10 minute face to face survey conducted with n=400 visitors to Western Australia (WA). Visitors were classified into three markets (intrastate, interstate or international) based on their origin. The sample structure is shown in the table below.

Intrastate residents were either currently on a short break or holiday in WA (n=33) or had been on one in the previous six weeks (n=120). Visitors from all markets spent at least two nights in WA during their holiday. Respondents were surveyed at multiple locations, across the wider Perth area.

### Sample Structure

<table>
<thead>
<tr>
<th></th>
<th>Intrastate Visitors</th>
<th>Interstate Visitors</th>
<th>International Visitors</th>
<th>Total Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>153</td>
<td>122</td>
<td>125</td>
<td>400</td>
</tr>
<tr>
<td>Kings Park</td>
<td>21</td>
<td>30</td>
<td>43</td>
<td>94</td>
</tr>
<tr>
<td>Perth Visitor Centre</td>
<td>0</td>
<td>2</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Fremantle</td>
<td>21</td>
<td>32</td>
<td>27</td>
<td>80</td>
</tr>
<tr>
<td>Mandurah</td>
<td>21</td>
<td>12</td>
<td>12</td>
<td>45</td>
</tr>
<tr>
<td>Other Perth</td>
<td>82</td>
<td>26</td>
<td>17</td>
<td>125</td>
</tr>
<tr>
<td>City of Perth</td>
<td>8</td>
<td>20</td>
<td>19</td>
<td>47</td>
</tr>
</tbody>
</table>
Evaluating a WA Holiday
Evaluating Performance

Consistent with the 2012 results, the majority of visitors rated their holiday very good or excellent.

Q1  How would you rate your entire holiday in WA?
Drivers of Performance

**Good Weather**
“The weather was cooler and there were friendly people and beautiful scenery.” Intrastate
“I love the weather, it’s very different to Darwin.” Interstate
“It’s always lovely weather.” International

**The People are Nice and Friendly**
“The people were all great.” Intrastate
“The people are friendly, helpful and young.” Interstate
“We love the people and the sunshine.” International

**Enjoyed Being with Family and Friends**
“It was nice to have time with the family away from work.” Intrastate
“I enjoyed being able to catch up with my family.” Interstate
“I like catching up with friends in a beautiful city.” International

**The Lifestyle**
“It was very relaxing, Margaret River is great for young kids.” Intrastate
“It’s a relaxing holiday in a friendly city.” Interstate
“It has a very relaxing, slow pace.” International

**The Landscape/Scenery is Good**
“There was spectacular scenery and I love the smell of the bush.” Intrastate
“I liked the scenery in Esperance and Albany. It wasn’t crowded, it was unspoilt.” Interstate
“There are breathtaking views.” International

**Liked the Accommodation**
“It’s a top class resort, really close to the beach.” Intrastate
“Everywhere we have stayed has been clean and friendly.” Interstate
“It’s an excellent hotel, very helpful.” International
Visitor Advocacy

In all three markets, the majority of visitors would be ‘very likely’ to recommend WA as a holiday destination to other people. This result is particularly strong in the intrastate market, where we know there is a sense of pride in their home state.

Q10 How likely are you to recommend Western Australia to other people as a destination for a holiday?

*Don’t knows have been removed
Almost all intrastate visitors indicated they were likely to take another short break in WA in the next year (95%). Just under six in ten interstate and international visitors are also likely to travel back to WA in the next 3 years.
Meeting Visitor Expectations
Consistent with 2012, the majority of visitors in all markets felt that their holiday in WA had either met or exceeded their expectations.

Q3 Using this scale, could you please rate whether or not your holiday in WA met, exceeded or fell below your expectations?
Drivers of Delivery Against Expectations

**Visited/Lived Here Before**
- "I've been so many times, I know what to expect." Intrastate
- "I come over often and learn more each time I come." Interstate
- "I lived here three years ago, it was better than we expected." International

**Good Weather**
- "It was great weather this year." Intrastate
- "The weather has been good." Interstate
- "I was surprised by the good weather and the wildflowers are very nice." International

**There is Lots to See and Do**
- "There's more to do than I thought there would be." Intrastate
- "I thought I would be bored but there's plenty to do." Interstate
- “There's more things to do that we didn't find last time we came.” International

**Landscape/Scenery is Good**
- "The landscape and beaches were beautiful." Intrastate
- "The scenery is really good." Interstate
- "There are spectacular views and weather." International

**Liked the Accommodation**
- "The standard of accommodation was very good." Intrastate
- "I wasn’t too sure about the accommodation, but it was better than expected." Interstate
- "Our accommodation was fantastic." International

**The People are Nice and Friendly**
- "I didn’t think the people would be so friendly." Interstate
- “Everyone is friendly and helpful.” International