

VISITOR EXPERIENCE & EXPECTATIONS RESEARCH VEER 2021-22

BACKGROUND

The Visitor Experience and Expectations research (VEER) aims to better understand visitor experiences in Western Australia (WA), conducted through face to face intercept interviews.

Due to travel restrictions in 2021-22, interviews were limited to WA residents who were currently on a WA short break/holiday or who had holidayed in WA in the past 6 weeks.

This snapshot summarises the results from 207 interviews.



EXPERIENCE & EXPECTATIONS

Half (47%) of WA residents claimed their holiday was somewhat or much better than expected, -13ppts compared to last year.

Nine in ten (91%) of WA residents rated their holiday experience in WA as very good or excellent, -3ppts compared to last year.



Advocacy of WA as a holiday destination remains very strong. WA's Net Promoter Score (NPS) amongst WA residents of 86.0%

SATISFACTION & VALUE FOR MONEY

Visitors were very satisfied with all aspects of their trip as shown below:

Aspect of Trip	Satisfaction	Change vs 2020-21
Natural Attractions	99%	+1 pts
Accommodation	93%	-2pts
Variety of things to see & do	94%	-1%
Friendliness of locals	95%	No change
Personal safety and security	95%	+1%
Food and Drinks	90%	-3 pts
Manmade attractions	91%	No change



Almost two thirds (63%) WA residents claimed their holiday was good / extremely good value for money, a decrease of -17ppts compared to last year.



ABORIGINAL EXPERIENCES

Interest in Aboriginal experiences continues to far outweigh participation. Nine in ten WA residents (89%) would be interested in experiencing an Aboriginal tourism experience or activity if it were easily accessible in WA, however less than one in five visitors (19%) participated in Aboriginal tourism during their WA holiday.

Most popular activities:

- Seeing art, craft or cultural displays
- Experiencing aboriginal interpretation on a tour

For those visitors who had participated in an Aboriginal activity, more than two thirds (69%) rated their experience as 'excellent' or 'very good'. +4% points on last year.

Potential opportunity for development*:

- Visit an aboriginal gallery
- Go on a tour with an Aboriginal guide.

* These activities generate the most interest, and also the largest gap between interest and participation

