

THE ALBANY REGION

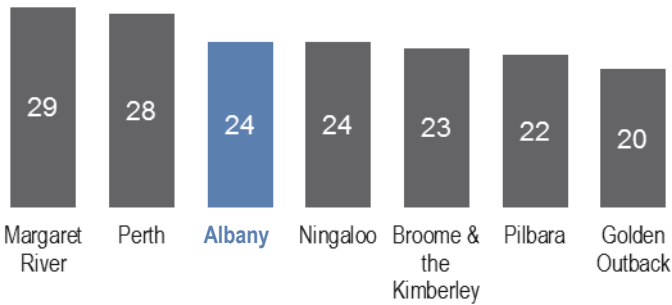
The following insights are derived from research with residents from the target domestic markets of Perth, Sydney and Melbourne ...



ACCESSIBILITY AFFORDABILITY KNOWLEDGE DENSITY DIVERSITY UNIQUENESS

The Albany Region is seen as a **slow-paced, nature-based destination**, ideally suited to those wanting to **reconnect and recharge**. However, a **perceived lack of uniqueness** in its offer, combined with closer, more attractive competitors means it can struggle to attract visitors.

Knowledge of WA destinations:



% OF DOMESTIC MARKET WHO KNOW "QUITE A LOT" OR "A LOT" ABOUT EACH DESTINATION

Perceptions of the Albany Region:

INTRASTATE: Seen as an **extremely attractive destination**, but **distance will always limit** the frequency of visitation by Perth residents.

INTERSTATE: **Relaxing and slow-paced** with **appealing natural attractions** – but it **does not stand out** as unique or have a significant draw-card of its own.

The Albany Region's appeal is driven by:



Natural scenery



Coast & beaches



History

Intrastate, Albany Region is best known for:



Coastline



Scenery



History

But, Interstate Albany Region is best known for:



Don't know

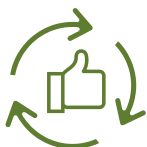
... meaning there is **very little knowledge** of the Albany Region or its offer outside WA.

Primary motivations to visit:

Intrastate



Natural environment



Repeat visitors who already know and love the offer



A change from Margaret River

Interstate



Part of a larger WA trip



Natural environment



VFR

Primary barriers to visitation:



Time and distance. Just that bit too far, especially compared to Margaret River



Lack of uniqueness to other WA, and even other Australian, destinations



More attractive competitors. Again suffers in comparison to Margaret River

Access:

Despite time/distance barrier and the availability of flights, most would prefer to **access the Albany region by car** (at least one way)



Accommodation:

Overall, the **quality of accommodation** in the Albany region was thought to need improvement



Experiences:



STRENGTHS TO LEVERAGE



Coastline



Natural landmarks, scenery



National Parks



Whale/dolphin watching, wildlife



OPPORTUNITIES TO BUILD



Wineries/
distilleries



Culinary experiences (cafes/restaurants/farmer's markets / local produce)



History (ANZAC)



Forests

Potential strategies to increase visitation include:

- The region requires promotion to address a **lack of knowledge** – particularly in terms of the distinctive aspects of the region
- The Albany Region's offer of a **slow-paced, nature-based escape** does differentiate it from close competitors like the Margaret River Region and so should be emphasised
- Promote **quality accommodation and culinary options** where the product exists and focus on developing product to fill gaps in these areas
- Focus on the **intrastate market** to drive the bulk of visitation
- **Leverage nature-based experiences** and develop a more diverse and mature food and wine offering
- For interstate market, focus on **leveraging locals through VFR** and include Albany region on wider **WA itineraries**

THE FINE PRINT

Research was conducted in April-June 2015. Research methodology comprised:

Qualitative research

- 8 focus groups and 4 in-depth interviews
- Sydney, Melbourne, Perth and Regional WA
- All holidaymakers
- Mix of visitors and non-visitors to the Albany Region

Quantitative research

- Online Survey
- N=601 respondents from Sydney, Melbourne and Perth
- Intra and interstate holidaymakers
- Sample aged 30-69 years, with income of \$75K+