

BROOME

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

Broome is a **relaxing beach escape**, supported by elements of culture, nature and history, that is on many people's theoretical holiday 'to-do' list because of its **iconic experiences and status**. However, it lacks a sufficient density of experiences to make a trip to Broome 'worth it' for itself alone, for a substantial time, or for multiple trips.

There are 3 categories of Motivations to visit Broome:



Iconic Broome

Broome's fame/ iconic status means it is on the to-do/ bucket list for many people



Resort Broome

Desire for an escape, no hassles, pure relaxation



Gateway Broome

The Kimberley is the stronger draw and Broome is the start or finishing point of a Kimberley holiday

Barriers to visitation:



Expense

All aspects (flights, accommodation & experiences) are considered expensive, but flights tend to dominate



Experience density

Not enough experiences to justify a lengthy stay or a return visit



Competing destinations

Current cost of flights makes many overseas destinations seem better value than Broome

Experiences:



STRENGTHS TO LEVERAGE



Sunsets and beaches



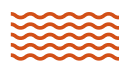
Seafood



Pearls and pearl tours



OPPORTUNITIES TO BUILD



Horizontal waterfalls



Staircase to the moon



Culinary experiences (local produce, casual eating, quality dining)

Addressing gaps in offer and functional issues could improve desirability and visitor experience:



More consistent and comprehensive **provision of information** about Broome & what to do there



Large opportunities for the development of more, better quality and better value **culinary experiences** of all kinds



Development and improvement of **nightlife** offering within Broome, and associated infrastructure (safety) and services (taxis)

THE KIMBERLEY

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 Kimberley is considered a **highly unique, adventurous and desirable Australian destination**, but its vastness creates the perception that it requires substantial time & cost to visit. Because of this, it is often **put-off until later in life** when potential visitors feel they will have fewer time constraints.

The **uniqueness** of the Kimberley region is the dominating motivation to visit:



Unique landscape. A different and striking landscape unlike anywhere else



Exploring

Barriers to visitation:



Cost

Less of a barrier than for Broome due to truly unique experiences



Time

(Lack of density) More due to distance between places than number of experiences



Intimidating

Seen as a vast and empty space

Accommodation and access



The region is rightly perceived, but also mistakenly over-perceived, as 'rough', with **camping** the only available accommodation



Similarly, **4WD off-road access** seen as the only means of access



There is a desire for more **mid-range accommodation options** e.g. permanent tents, basic chalets



Land-based packages and tours are more attractive here than elsewhere in WA, but can still be polarising

Experiences:



STRENGTHS TO LEVERAGE



National Parks and gorges



Wildlife



Aboriginal heritage tours



OPPORTUNITIES TO BUILD



Waterfalls and horizontal waterfalls (to combat flat/dry perceptions of the Kimberley)



Boat tours and cruises

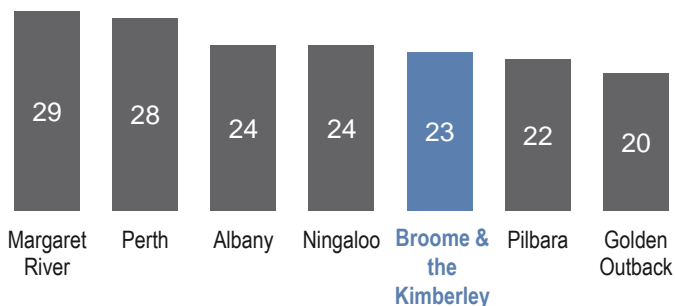


Culinary experiences (local product, casual eating, quality dining)



Resort accommodation

Knowledge of WA destinations:



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

Relationship between Broome and the wider Kimberley:

The majority of potential domestic visitors believe **Broome and the Kimberley both benefit from being more closely associated**, as complimentary aspects of a single holiday

The Kimberley adds uniqueness, adventure and extraordinary experiences to a Broome holiday, while Broome adds coastal experiences and relaxation to a Kimberley holiday

The most appealing aspects of the Broome & Kimberley offer overall are **almost entirely related to the unique natural environment**.

Potential strategies to increase visitation include:

- A **closer tie between Broome and the Kimberley** is strongly recommended to increase the 'hook' for Broome and increase the density and diversity of experiences on offer (for both areas)
- **Improve provision and accessibility of information** about Broome (particularly online)
- Develop and add to **Broome's tourism product**, particularly culinary experiences
- **Structure itineraries** by type of holiday and timeframe
- Develop / promote **mid-range accommodation options** and access options beyond self-4WD
- Utilise **attractions and landmarks** as regional signposts for the Kimberley, rather than towns, as landmarks (e.g. Bungle Bungles) typically have greater awareness

THE FINE PRINT

Research was conducted in partnership with the Broome Tourism Leadership Group in October-December, 2015. Research methodology comprised:

Stakeholder consultation

12 In-depth Interviews

- Representatives of local government, tourism bodies and industry in the Kimberley

Qualitative research

11 focus groups and 4 in-depth interviews

- Sydney, Melbourne and Perth
- All holidaymakers
- Mix of visitors and non-visitors to the Kimberley

Quantitative research

Online survey

- N=750 respondents from Sydney, Melbourne and Perth
- Inter and intrastate holidaymakers
- Sample aged 25+, with an income of \$75K+