

MARGARET RIVER REGION

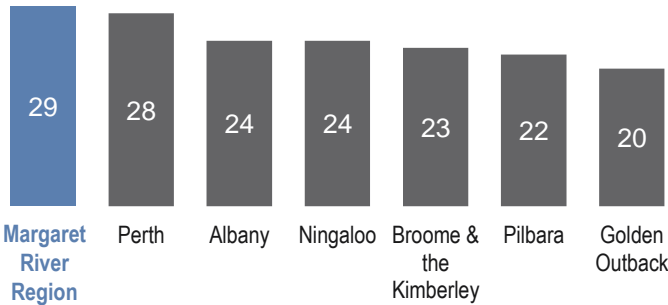
The following insights are derived from research with residents from the target domestic markets of Perth, Sydney and Melbourne ...



ACCESSIBILITY AFFORDABILITY KNOWLEDGE DENSITY DIVERSITY UNIQUENESS

Currently one of the **best-positioned destinations** in WA to attract visitors, the **Margaret River Region (MRR)** has **broad appeal** based on a **strong reputation for wine and culinary experiences**. The region is differentiated from other Australian wine regions by the **combination of wine region with coastline** and a variety of other experiences. Knowledge of the full extent of this offer interstate is a limiting factor on visitation.

Knowledge of the MRR is high compared to other WA destinations:



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

Intrastate, the Margaret River Region is **best known for**:



Wine



Wineries



Food



Coast

But **interstate**, perceptions are dominated by:



Wine

78% of potential domestic market visitors find the MRR an **appealing destination**

Barriers to visitation for potential interstate holiday makers are:



Lack of knowledge of the full experience offer (ie. beyond food and wine)



Confusion as to logistics of **accessing** the region from Perth

Addressing some minor, and some more substantial, **functional issues** could improve the visitor experience:



Improve lighting of roads at night



Increase frequency and size of directional and location **signage**



Desire for more **transport** options within region – particularly winery shuttle bus



Desire for more venues to be **open later** into the night



Improve service quality in some venues



A desire for more **development along the coast** – access and accommodation

The region's appeal is driven by:



Strong reputation for wine and (by association) culinary experiences



The combination of wine region plus coast



The number and variety of experiences available in a relatively small area



A relaxed environment / atmosphere

Experiences:



STRENGTHS TO LEVERAGE



Wine & wineries



Coastline, nature and landscape



All food, dining and produce experiences (Intrastate)

TARGETED PROMOTION TO SPECIALIST AUDIENCES



Surfing



Fishing



OPPORTUNITIES TO BUILD

Intrastate



Festivals



Shopping – particularly local markets

Interstate



Food, dining and local produce experiences



Whale watching



Caves and nature walks



Wildflowers and forests

Potential strategies to increase visitation include:

- Promote the **combination of wine and coast** interstate
- **Dial up culinary experiences** in interstate promotions, particularly those in spectacular natural surroundings
- **Dial up caves** – a unique attraction with wide demographic appeal
- **Soft adventure is appealing** - coast and river-based in particular, along with forests
- Consider **seasonal and specialist campaigns** targeted at specific audiences ... whales / wildflowers/ wines/ winter / festivals / surf events
- Emphasise the **diversity of experiences** and that these are available in a compact area
- **Communicate ease of access** of region from Perth

THE FINE PRINT

Research was conducted in partnership with Margaret River Busselton Tourism Association in June-August 2014. 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/within WA

Quantitative research

Online Survey

- N=591 respondents from Sydney & Melbourne
- Interstate holidaymakers
- Sample aged 25+ years