

PERTH

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



ACCESSIBILITY



AFFORDABILITY



KNOWLEDGE



DENSITY



DIVERSITY



UNIQUENESS

Perth is a generalist destination – it has a good number and variety of experiences, but lacks uniqueness or distinctiveness from other Australian cities. In its favour are the integration of nature and city and the diversity of experiences on offer within easy reach of the city centre.

Knowledge of Perth is high compared to most other WA destinations:



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



Aside from the CBD, **Fremantle, King's Park, the Swan River and Rottnest Island** are the best known and most visited places in Perth

BUT there are opportunities to better capitalise on:

Perth beaches	North and Eastern outskirts	South West centres
Cottesloe & Scarborough	Swan Valley & Yanchep NP	Rockingham & Mandurah

Perth is best known for:



Beaches



Wine



Hot Weather



Swan River



Rottnest Island and **Rockingham** are the locales most likely to make potential visitors more **interested** in visiting Perth, likely due to their association with "light adventure" experiences

68%

of potential visitors from Sydney and Melbourne find Perth an **appealing** destination

Primary motivations to visit Perth:



VFR



Good airfare/offer



Events



Not unique



More attractive competitors



Lack of value

Strongest barriers holding back visitation:

Perth's appeal is driven by:



Natural beauty and the **connection** between nature and city



A **diverse** range of experiences within **easy reach**



Easy **accessibility** of experiences and favoured locations



A climate that **facilitates** and **enhances** natural and outdoor experiences

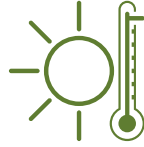


A **relaxed**, unrushed and **uncrowded** feel

Experiences:



STRENGTHS TO LEVERAGE



Weather



Beaches



Culinary Experiences (particularly those close to water)



Wineries/ wine tasting



OPPORTUNITIES TO BUILD



Wildlife (dolphins, whales, penguins, seals)



Wildflowers



Festival & nightlife



Breweries/ cideries

Potential strategies to increase visitation include:

- **Emphasise nature within the city** to differentiate Perth from other Australian cities
- **Expand the Perth offer** through development or marketing of product to reach a critical mass of experiences
- **Raise the energy level** of the Perth offer by framing Perth as the setting for an “urban adventure”
- **Promote unique aspects** of experiences and emphasise ease and accessibility
- **Promote “Perth Plus” itineraries** that pair Perth with more unique destinations such as the Margaret River Region

THE FINE PRINT

Research was conducted in October/November, 2014. Research methodology comprised:

Qualitative research

14 Focus groups

- Sydney, Melbourne, Perth and Regional WA
- All holidaymakers
- Mix of visitors and non-visitors to/within WA

Quantitative research

Online Survey

- N=397 respondents from Sydney & Melbourne
- Interstate holidaymakers
- Sample aged 30-69 years, with income of \$75K+