Intrastate, Albany Region is best known for:

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:

<table>
<thead>
<tr>
<th>Destination</th>
<th>% of Domestic Market Who Know &quot;Quite a Lot&quot; or &quot;A Lot&quot; About Each Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret River</td>
<td>29</td>
</tr>
<tr>
<td>Perth</td>
<td>28</td>
</tr>
<tr>
<td>Albany</td>
<td>24</td>
</tr>
<tr>
<td>Ningaloo</td>
<td>24</td>
</tr>
<tr>
<td>Broome &amp; the Kimberley</td>
<td>23</td>
</tr>
<tr>
<td>Pilbara</td>
<td>22</td>
</tr>
<tr>
<td>Golden Outback</td>
<td>20</td>
</tr>
</tbody>
</table>

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:

- Natural environment
- Part of a larger WA trip
- VFR

Primary motivations to visit:

Intrastate:

- Natural environment
- Repeat visitors who already know and love the offer

Interstate:

- A change from Margaret River
- Natural environment
- VFR

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