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 destination seem better value than Broome.

### Addressing gaps in offer and functional issues:

- **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)**.

### Experiences:

- **STRENGTHS TO LEVERAGE**
  - Sunsets and beaches
  - Horizontal waterfalls
  - Seafood
  - Pearls and pearl tours

- **OPPORTUNITIES TO BUILD**
  - Staircase to the moon
  - Culinary experiences (local produce, casual eating, quality dining)
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

OPPORTUNITIES TO BUILD

National Parks and gorges

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

Wildlife

Boat tours and cruises

Aboriginal heritage tours

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

Resort accommodation
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+