

THE GOLDEN OUTBACK

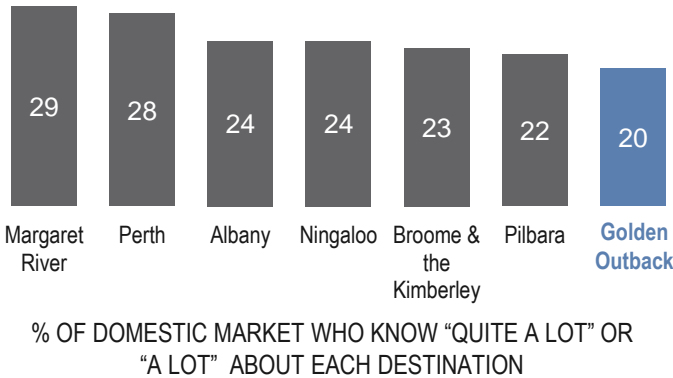
The following insights are derived from research with residents from the target domestic markets of Perth, Sydney and Melbourne ...



ACCESSIBILITY AFFORDABILITY KNOWLEDGE DENSITY DIVERSITY UNIQUENESS

The Golden Outback is not a typical 'specialist' destination, but rather a destination made up of multiple special interest offerings, and lacking in a well-known and highly attractive signature experience. A lack of density is the most serious and difficult barrier to visitation to the region.

Knowledge of WA destinations:



The dominating motivations to visit the Golden Outback are more likely to be general than related to specific experiences:



Exploring



Natural environment



Part of a larger trip

Knowledge of the Golden Outback is weak:

The region is not strongly associated with any one particular experience. Most would divide the Golden Outback into 3 or 4 sub-regions:



Southern Coast



Goldfields



North



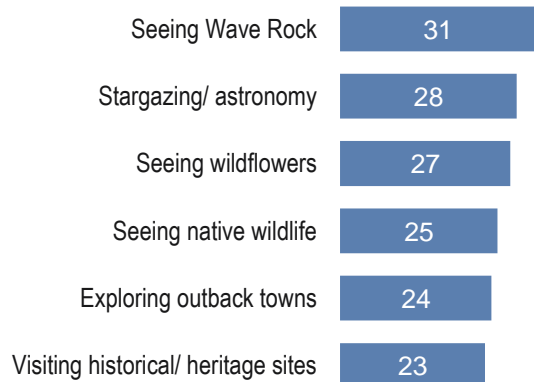
Wheatbelt

... with the Southern Coast generating the broadest appeal

Interest in experiences:

Interest in experiences in the Golden Outback are quite dispersed, with less than a third of potential visitors highly interested in any attraction:

% OF DOMESTIC MARKET "EXTREMELY INTERESTED" IN:



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



Improve support infrastructure for those who drive to the region e.g. rest stops, signage, petrol stations



Deliver **improved culinary experiences** – quality, value and in particular use of local product



Improve **range and quality of accommodation** eg. hosted camp sites

Barriers



Time and distance

Particularly between places & experiences

Lack of value

Costs not seen as extreme, but not considered good value, compared to other destinations

Lack of knowledge

For many, the region isn't even 'on their radar' as a tourism destination

Experiences:



STRENGTHS TO LEVERAGE



Outback towns and local landmarks (eg. Wave Rock)



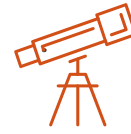
History and heritage



Wildlife and wildflowers



OPPORTUNITIES TO BUILD



Stargazing and astronomy



Casual eating and local produce



Historical hotels / pubs and sites

TARGETED PROMOTION TO SPECIALIST AUDIENCES



Mining



4WD and camping

Potential strategies to increase visitation include:

- Structure and promote the region by **experience themes**, in addition to location, and target specific audiences with an established interest in the experience types on offer
- Develop Astronomy** as a 'new' specialist experience for the region
- Improve culinary experiences** and leverage local produce wherever possible
- Explore opportunities for personalised, **small group tours** that employ local guides
- Fill basic infrastructure and facilities gaps** to address the inconveniences of access by car that exacerbate the time and difficulty barriers

THE FINE PRINT

Research was conducted in August-September, 2016. Research methodology comprised:

Qualitative research

6 Focus Groups & 2 In-depth Interviews

- Melbourne & Perth
- All holidaymakers
- Mix of visitors and non-visitors to the Golden Outback

Quantitative research

Online Survey

- N=400 respondents from Sydney, Melbourne & Perth
- Inter & Intrastate holidaymakers
- Sample aged 30-75, with an income of \$75K+
- All aware of at least one destination within the Golden Outback