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.

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

**Knowledge of WA destinations:**

<table>
<thead>
<tr>
<th>Destination</th>
<th>% of Domestic Market who know “Quite a lot” or “A lot” 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>

**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
- Wheatbelt
- North

... with the Southern Coast generating the broadest appeal

**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

**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:

<table>
<thead>
<tr>
<th>Experience</th>
<th>% of Domestic Market “Extremely Interested” in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing Wave Rock</td>
<td>31</td>
</tr>
<tr>
<td>Stargazing/ astronomy</td>
<td>28</td>
</tr>
<tr>
<td>Seeing wildflowers</td>
<td>27</td>
</tr>
<tr>
<td>Seeing native wildlife</td>
<td>25</td>
</tr>
<tr>
<td>Exploring outback towns</td>
<td>24</td>
</tr>
<tr>
<td>Visiting historical/ heritage sites</td>
<td>23</td>
</tr>
</tbody>
</table>
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

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### 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

### 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

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**TARGETED PROMOTION TO SPECIALIST AUDIENCES**
- Mining
- 4WD and camping