Currently one of the best-positioned destinations in WA to attract visitors, the Margaret River Region (MRR) has broad appeal based on a strong reputation for wine and culinary experiences. The region is differentiated from other Australian wine regions by the combination of wine region with coastline and a variety of other experiences. Knowledge of the full extent of this offer interstate is a limiting factor on visitation.

Knowledge of the MRR is high compared to other WA destinations:

<table>
<thead>
<tr>
<th>Margaret River Region</th>
<th>Perth</th>
<th>Albany</th>
<th>Ningaloo</th>
<th>Broome &amp; the Kimberley</th>
<th>Pilbara</th>
<th>Golden Outback</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of domestic market who know &quot;quite a lot&quot; or &quot;a lot&quot; about each destination</td>
<td>29</td>
<td>28</td>
<td>24</td>
<td>24</td>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>

Intrastate, the Margaret River Region is best known for:

- Wine
- Wineries
- Food
- Coast

But interstate, perceptions are dominated by:

- Wine

78% of potential domestic market visitors find the MRR an appealing destination

Barriers to visitation for potential interstate holiday makers are:

- Lack of knowledge of the full experience offer (i.e. beyond food and wine)
- Confusion as to logistics of accessing the region from Perth

Addressing some minor, and some more substantial, functional issues could improve the visitor experience:

- Improve lighting of roads at night
- Increase frequency and size of directional and location signage
- Desire for more transport options within region – particularly winery shuttle bus
- Desire for more venues to be open later into the night
- Improve service quality in some venues
- A desire for more development along the coast – access and accommodation
Potential strategies to increase visitation include:

- Promote the combination of wine and coast interstate
- Dial up culinary experiences in interstate promotions, particularly those in spectacular natural surroundings
- Dial up caves – a unique attraction with wide demographic appeal
- Soft adventure is appealing - coast and river-based in particular, along with forests
- Consider seasonal and specialist campaigns targeted at specific audiences … whales / wildflowers/ wines/ winter / festivals / surf events
- Emphasise the diversity of experiences and that these are available in a compact area
- Communicate ease of access of region from Perth

THE FINE PRINT
Research was conducted in partnership with Margaret River Busselton Tourism Association in June-August 2014. 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/within WA

**Quantitative research**
Online Survey
- N=591 respondents from Sydney & Melbourne
- Interstate holidaymakers
- Sample aged 25+ years