Perth is a generalist destination – it has a good number and variety of experiences, but lacks uniqueness or distinctiveness from other Australian cities. In its favour are the integration of nature and city and the diversity of experiences on offer within easy reach of the city centre.

Perth is best known for:
- Beaches
- Wine
- Hot Weather
- Swan River

Aside from the CBD, Fremantle, King’s Park, the Swan River and Rottnest Island are the best known and most visited places in Perth.

BUT there are opportunities to better capitalise on:
- Perth beaches
- North and Eastern outskirts
- South West centres
- Cottesloe & Scarborough
- Swan Valley & Yanchep NP
- Rockingham & Mandurah

Rottnest Island and Rockingham are the locales most likely to make potential visitors more interested in visiting Perth, likely due to their association with “light adventure” experiences.

Knowledge of Perth is high compared to most other WA destinations:

% OF DOMESTIC MARKET WHO KNOW “QUITE A LOT” OR “A LOT” ABOUT EACH DESTINATION

Perth is best known for:
- Beaches
- Wine
- Hot Weather
- Swan River

68% of potential visitors from Sydney and Melbourne find Perth an appealing destination.

Primary motivations to visit Perth:
- VFR
- Good airfare/offer
- Events

Strongest barriers holding back visitation:
- Not unique
- More attractive competitors
- Lack of value

The following insights are derived from research with residents from the target domestic markets of Perth, Regional WA, Sydney and Melbourne.
Potential strategies to increase visitation include:

- Emphasise nature within the city to differentiate Perth from other Australian cities
- Expand the Perth offer through development or marketing of product to reach a critical mass of experiences
- Raise the energy level of the Perth offer by framing Perth as the setting for an “urban adventure”
- Promote unique aspects of experiences and emphasise ease and accessibility
- Promote “Perth Plus” itineraries that pair Perth with more unique destinations such as the Margaret River Region

Experiences:

**STRENGTHS TO LEVERAGE**
- Weather
- Beaches
- Culinary Experiences (particularly those close to water)
- Wineries / wine tasting

**OPPORTUNITIES TO BUILD**
- Wildlife (dolphins, whales, penguins, seals)
- Wildflowers
- Festival & nightlife
- Breweries / cideries

Perth’s appeal is driven by:

- Natural beauty and the connection between nature and city
- A diverse range of experiences within easy reach
- Easy accessibility of experiences and favoured locations
- A climate that facilitates and enhances natural and outdoor experiences
- A relaxed, unrushed and uncrowded feel

**THE FINE PRINT**
Research was conducted in October/November, 2014. Research methodology comprised:

**Qualitative research**
14 Focus groups
- Sydney, Melbourne, Perth and Regional WA
- All holidaymakers
- Mix of visitors and non-visitors to/within WA

**Quantitative research**
Online Survey
- N=397 respondents from Sydney & Melbourne
- Interstate holidaymakers
- Sample aged 30-69 years, with income of $75K+