

An aerial photograph of a coastal road in Australia's South West. The road is a dark, winding asphalt path that curves along the edge of a rugged, rocky coastline. To the left of the road is a shallow, turquoise sea with visible rocky patches and coral reefs. The coastline itself is composed of large, reddish-brown rock formations. To the right of the road, the land is covered in dense, green coastal vegetation and shrubs. The overall scene is a beautiful representation of the South West region's natural beauty.

AUSTRALIA'S *South West*

Regions Rising Webinar Series: Road
Trip Revival: can domestic tourism
fill the gap?

Catrin Allsop, Chief Executive Officer



AUSTRALIA'S *South West*



INDUSTRY ANALYSIS

ASW MARKET FOCUS BASED ON VISITATION AND SPEND



88% ■ Intrastate
6% ■ Interstate
6% ■ International



PRIORITY MARKETS

Intrastate
Interstate

INTERNATIONAL MARKETS

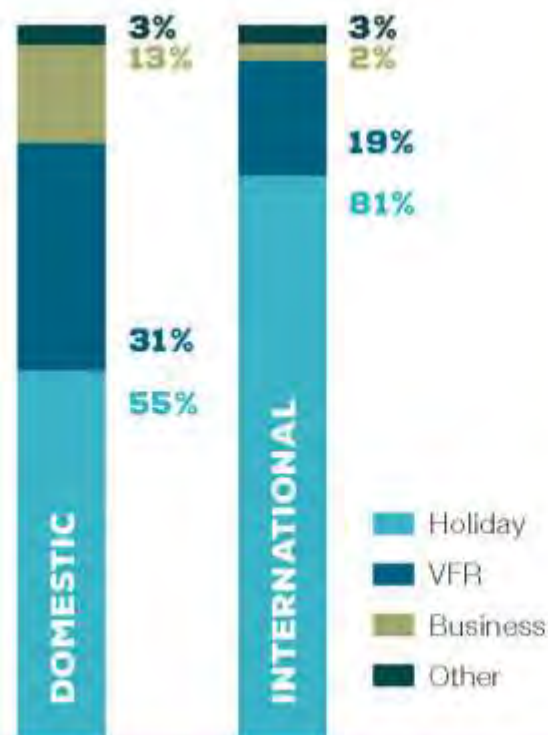
United Kingdom
Singapore
Malaysia
United States of America
New Zealand
China
Hong Kong
Germany
Japan
Switzerland
Indonesia
India

SOURCE: Tourism Research Australia – International and National Visitor Surveys

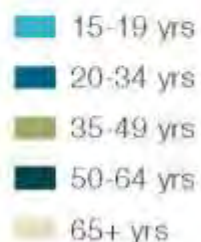
AVERAGE LENGTH OF STAY (ESTIMATED NIGHTS)



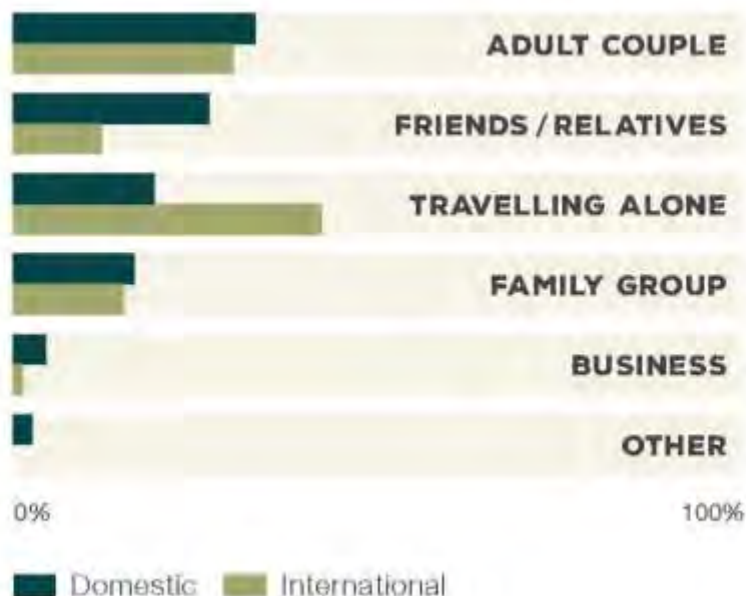
PURPOSE OF VISIT



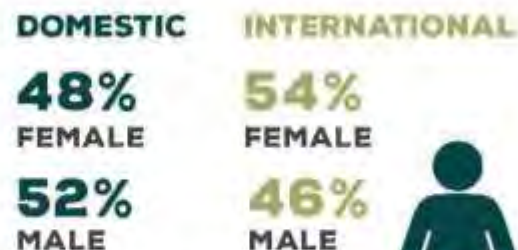
VISITOR AGE GROUPS



TRAVEL PARTY



GENDER STATISTICS



TOP 5 LEISURE ACTIVITIES FOR VISITORS DURING THEIR TRIP

DOMESTIC VISITORS

- 1 EAT OUT / DINING
- 2 GO TO THE BEACH
- 3 VISIT FRIENDS & RELATIVES
- 4 SIGHTSEEING / LOOKING AROUND
- 5 VISIT WINERIES

INTERNATIONAL VISITORS

- 1 EAT OUT / DINING
- 2 GO TO THE BEACH
- 3 SIGHTSEEING / LOOKING AROUND
- 4 GO SHOPPING
- 5 VISIT NATIONAL PARKS / STATE PARKS

Monthly Domestic Visitors and Spend in WA

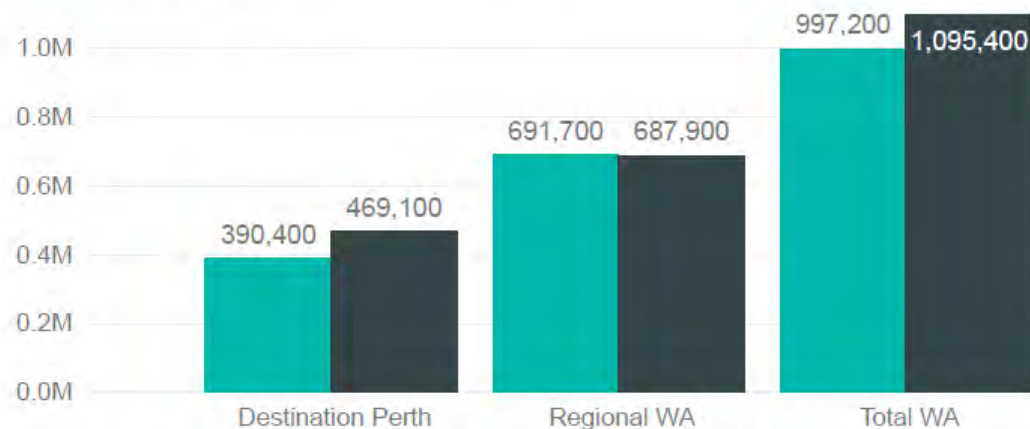
Source: Tourism Research Australia, National Visitor Survey

Select Date:

January

Visitors to/within WA by Region Visited

Year ● 2019 ● 2020



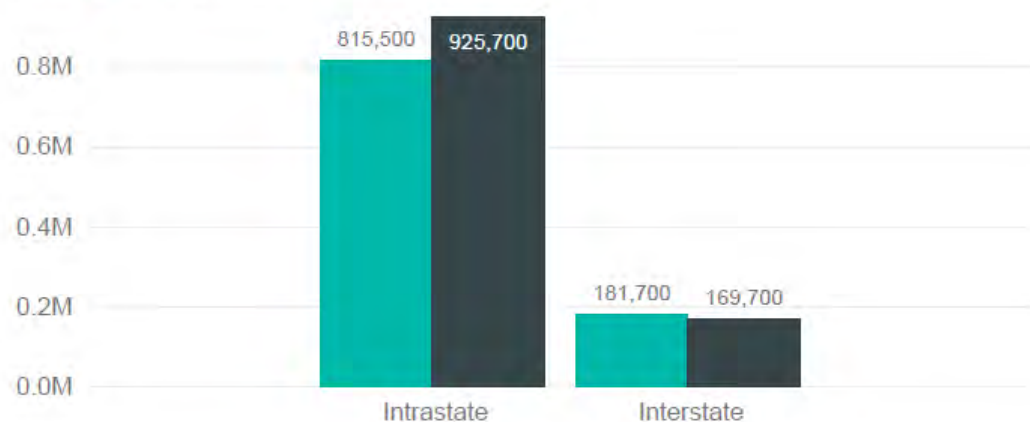
Visitor Spend in WA by Region Visited

Year ● 2019 ● 2020



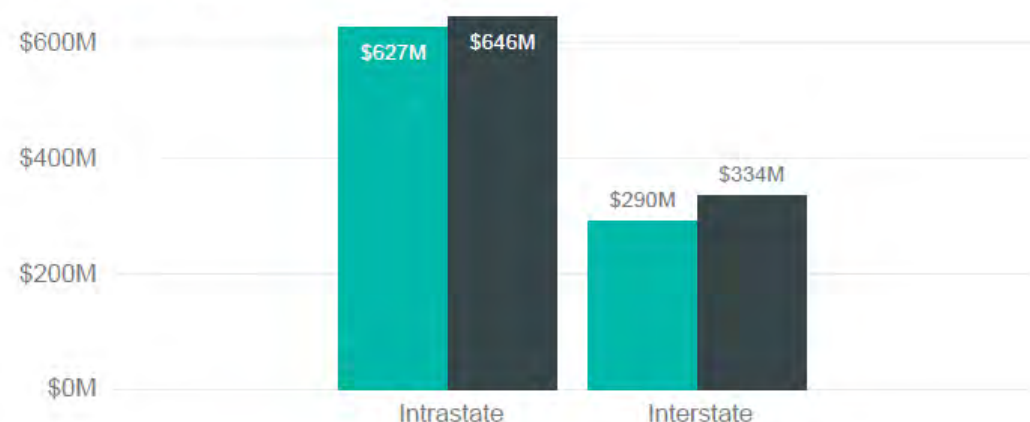
Visitors to/within WA by Market

Year ● 2019 ● 2020



Visitor Spend in WA by Market

Year ● 2019 ● 2020



Monthly Domestic Visitors and Spend in WA

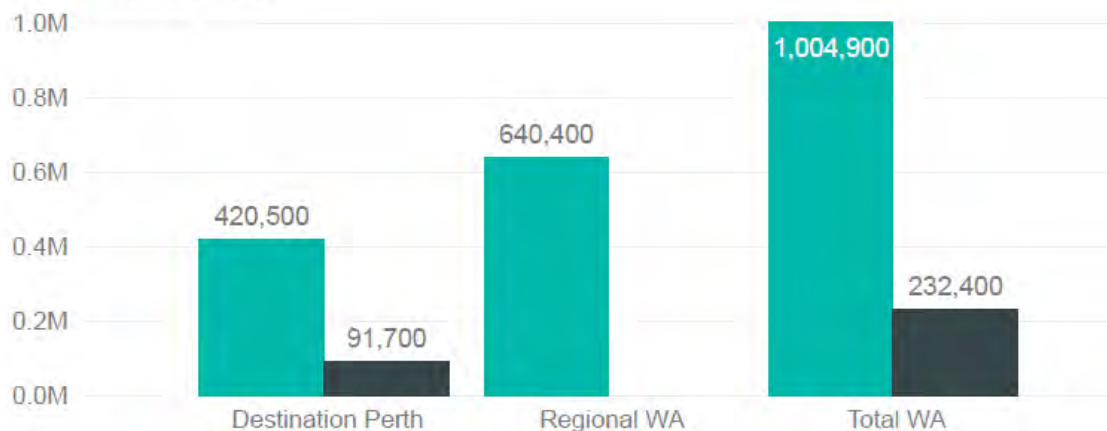
Source: Tourism Research Australia, National Visitor Survey

Select Date:

April

Visitors to/within WA by Region Visited

Year ● 2019 ● 2020



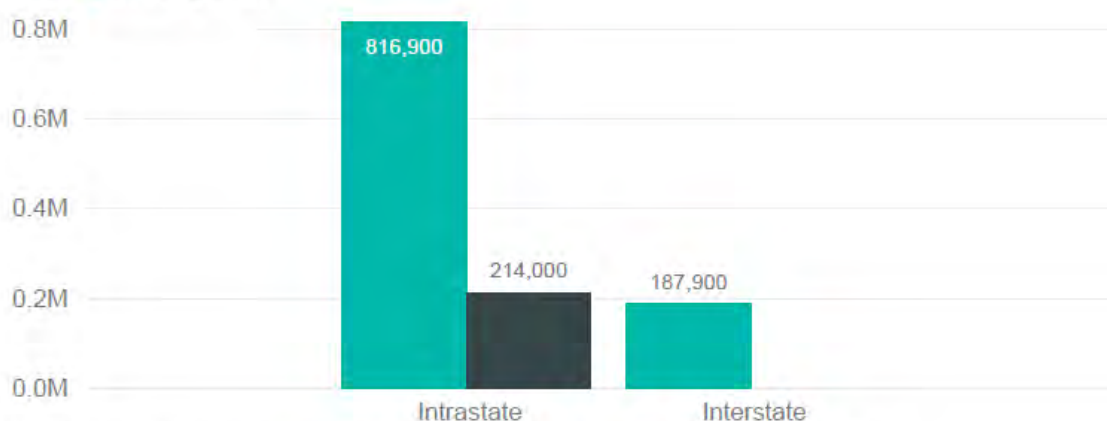
Visitor Spend in WA by Region Visited

Year ● 2019 ● 2020



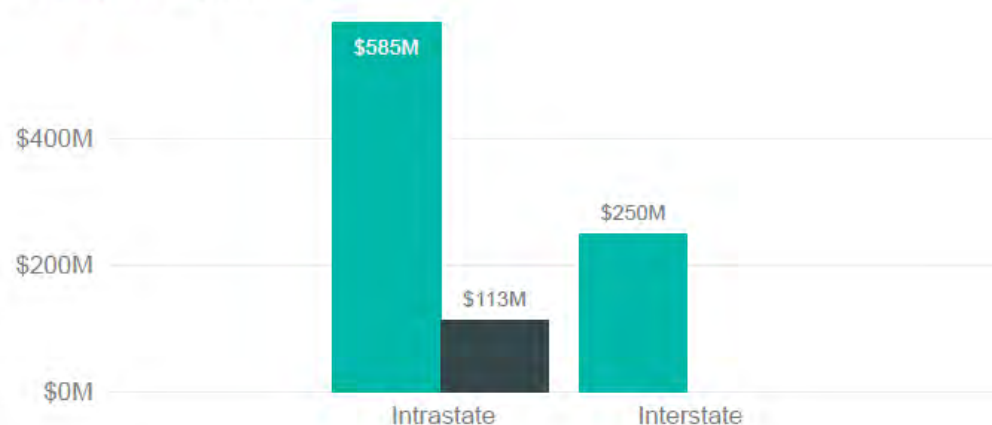
Visitors to/within WA by Market*

Year ● 2019 ● 2020



Visitor Spend in WA by Market*

Year ● 2019 ● 2020



*Due to the small sample size, interstate visitors to WA cannot be published for 2020

Monthly Domestic Visitors and Spend in WA

Source: Tourism Research Australia, National Visitor Survey

Select Date:

June

Visitors to/within WA by Region Visited

Year ● 2019 ● 2020



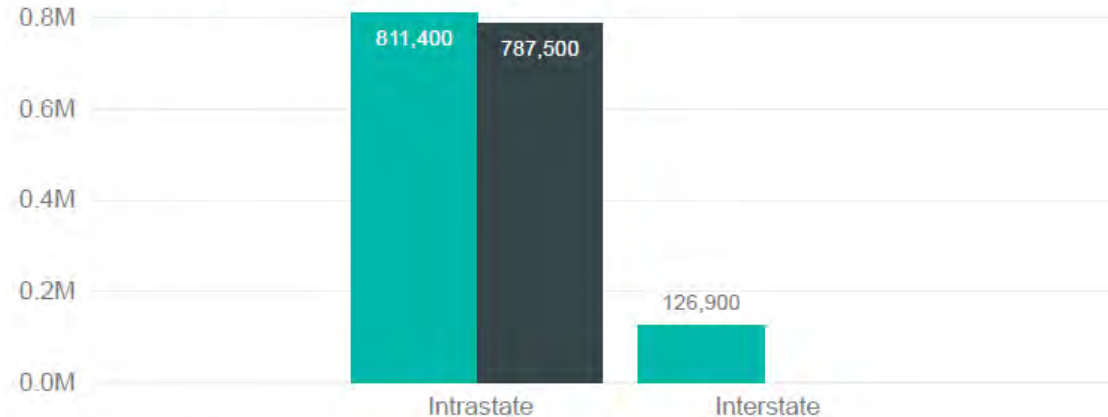
Visitor Spend in WA by Region Visited

Year ● 2019 ● 2020



Visitors to/within WA by Market*

Year ● 2019 ● 2020



Visitor Spend in WA by Market*

Year ● 2019 ● 2020



*Due to the small sample size, interstate visitors to WA cannot be published for 2020



CHALLENGES

- Border uncertainty
- Labour force and rental accommodation pressure points
- Aviation access



POSITIVES

- Evening out of dispersal
- Longer length stays
- Adaptation of tourism businesses
- Collaboration
- Intrastate advocates
- Future prospects



PRODUCT DEVELOPMENT

CASE STUDY – ROADTRIP REVIVAL: THE CREATION OF AN ICONIC ROUTE

An aerial photograph of a beach with turquoise water. Several people are scattered along the shoreline and in the shallow water. A large, dark, triangular shape, likely a shark, is visible in the water near the center. A metal structure, possibly a lifeguard stand or a diving board, extends into the water on the right side.

THE SOUTH WEST EDGE

EN-ROUTE

ALONG THE EDGE

THE ROUTE

The South West Edge is a touring route winding around the south western edge of Western Australia from Perth to Esperance. It travels through wine regions, towering forests and along marine-life rich coast before returning to Perth across the outback.



An aerial photograph of a coastal landscape. On the left, a large, irregularly shaped lake with a vibrant pinkish-red hue occupies the foreground. To the right of the lake, a dense, green forested peninsula or coastline stretches towards the top right. A narrow, light-colored path or road runs along the edge of the forest, separating it from a sandy beach. The ocean is visible on the right side of the image, with a clear turquoise shallow area near the shore transitioning into a deeper blue. The overall scene is serene and remote.

**DISCOVER A JOURNEY INTO THE HEARTLAND OF AN
UNDISTURBED AND UNCROWDED AUSTRALIA – A
ROAD TRIP THAT WILL CHANGE YOU FOREVER.**

An aerial photograph of a person floating on their back in crystal-clear turquoise water. The water is so transparent that the rocky seabed is visible beneath the surface. The person is positioned in the lower right quadrant of the frame, with their arms and legs spread wide. In the top left and bottom right corners, there are rocky shorelines with brown and tan hues. The overall scene conveys a sense of tranquility and natural beauty.

**THE EDGE IS A ROAD TRIP THAT WILL FILL YOUR
LUNGS, LEAVE YOU IN AWE, AND HAVE YOU
BREATHING MORE DEEPLY.**



**IT FEEDS YOUR SOUL WITH DISCOVERY AND
WONDERMENT; EVERY TURN GIVING YOU A NEW
EXPERIENCE.**

Thank You

