

# VISITOR EXPERIENCE & EXPECTATIONS RESEARCH (VEER) 2023-24

## ABOUT THIS RESEARCH

The Visitor Expectations and Experience Research (VEER) aims to better understand visitor experiences in Western Australia (WA). Face to face interviews are conducted with 400 holiday makers (visitors), split evenly between international, interstate and WA residents.

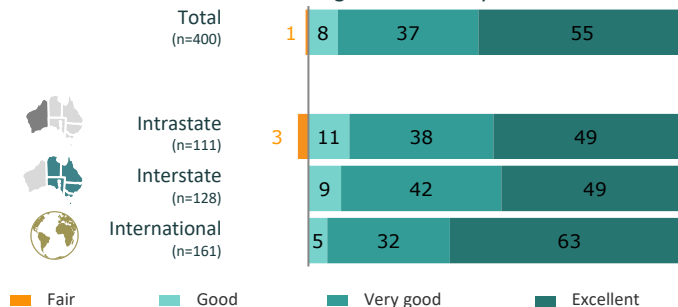


## SATISFACTION & VALUE FOR MONEY



All markets rated their holiday in WA highly with at least nine in ten rating it as 'excellent' or 'very good'.

### Overall Rating of WA Holiday



Three in five (62%) visitors rated their holiday as good / extremely good value for money, a decline of -5% points compared to the high of 2022-23 but well above previous years.

## NATIONAL PARKS



Participation in National Park activities is very high, particularly for International visitors where 8 in 10 participated in at least one of the activities listed.

"Hiking, trekking, bush walking and trail running" has the highest participation closely followed by "beach/water activities".

## SUSTAINABILITY



Sustainability was important to all markets (7 in 10 or more). Interstate visitors were most likely to say that it is important for the places they go on holiday to operate sustainable practices, with 83% rating it important or very important. WA tourism was rated fairly well or very well by 67% of visitors in terms of operating in a sustainable way.

## EXPECTATIONS & ADVOCACY



Two-thirds (65%) of visitors claimed their holiday was somewhat or much better than expected, +5% points compared to 2022-23, the highest result in over 10 years.

Advocacy of WA as a holiday destination remains strong with a Net Promoter Score (NPS) of 75. This is a drop of -9 points compared to 2022-23 but in line with earlier years.

## TOURISM WORKFORCE

Satisfaction with the tourism workforce is very high with over 90% of visitors "fairly satisfied" or "very satisfied" with the knowledge, professionalism and helpfulness of the staff they interacted with on their trip.

## ABORIGINAL EXPERIENCES



Interest and participation in Aboriginal tourism experiences continues to grow, with the highest results recorded to date. Almost nine in 10 visitors are interested (87%) and more than a third (36%) participated in Aboriginal tourism in WA in 2023-24.

## DARK SKY TOURISM



Dark Sky Tourism is a significant opportunity for WA, evidenced by almost all (95%) of visitors saying they are interested in Dark Sky tourism experiences in WA. As at 2023-24, only 24% participated. Wildlife tours and dining under the stars are highly appealing.



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