

VISITOR EXPERIENCE & EXPECTATIONS RESEARCH (VEER) 2024-25

ABORIGINAL EXPERIENCES



Interest in Aboriginal experiences continues to outweigh participation. Four in five visitors (82%) would be interested in experiencing an Aboriginal tourism experience or activity if it were easily accessible in WA, however just quarter (24%) of visitors participated in Aboriginal tourism during their WA holiday.

Of those visitors who had participated in an Aboriginal activity, three in five (62%) rated their experience as 'excellent' or 'very good'. +3% points on 2023-24.

Going on a tour with an Aboriginal guide and experiencing native bush food generated the highest interest.

BACKGROUND

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.



EXPECTATIONS & ADVOCACY



Three in five (63%) of visitors claimed their holiday was somewhat or much better than expected.

Advocacy of WA as a holiday destination remains strong with a Net Promoter Score (NPS) of 84. This is an increase of 9 points compared to 2023-24.

MEMORABLE EXPERIENCE

81% of visitors had a particularly memorable experience in WA. A natural attraction was the most common reason.



SATISFACTION



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

Visitors were very satisfied with all aspects of their trip as shown below:

Aspect of Trip	Satisfaction	Change vs 2022-23*
Natural Attractions	100%	+1 point
Friendliness of locals	97%	-1 point
Variety of things to see and do	96%	No change
Personal safety and security	96%	+1 point
Customer service	94%	Not measured
Manmade Attractions	93%	-1 point
Accommodation	93%	+3 point
Food and Drinks	92%	+1 points
Public transport	89%	-5 points
Nightlife	75%	-6 points

*satisfaction for aspects of trip was not measured in 2023-24

VALUE FOR MONEY



Three in five (60%) visitors rated their holiday as good / extremely good value for money, a decline of -2% points from last year but well above pre-COVID levels. Visitors most commonly cited accommodation as good value, followed by food & drink and transport.