

# WESTERN AUSTRALIA TOURISM INVESTMENT INSIGHTS



**Tourism**  
WESTERN AUSTRALIA

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

📍 PERTH CITY | BOORLOO



# ACKNOWLEDGMENT OF COUNTRY

We acknowledge Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present.

We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community.

We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.





# WESTERN AUSTRALIA

## WALKING ON A DREAM

STEP OUTSIDE OF THE EVERYDAY AND INTO A DREAM.  
A PLACE WHERE REALITY AND THE OTHERWORLDLY COMBINE.

Just like a dream, sometimes everything is quite real, sometimes truly magical.  
This is a place of natural wonders, supernatural contrasts and rare experiences.

A truly wondrous and dreamlike place to explore.

[WESTERNAUSTRALIA.COM](http://WESTERNAUSTRALIA.COM)

♀ PERTH CITY | BOORLOO



## WESTERN AUSTRALIA IS BIG, BEAUTIFUL AND BILLIONS OF YEARS IN THE MAKING

One of the largest states in the world, Western Australia is a land of natural wonders and riches. Home to the world's oldest continuous culture, supernatural contrasts of colour and landscapes, an incredible diversity of flora and fauna and rare experiences, many found nowhere else on the planet.

Situated in the world's most populous time zone (WST/GMT +8 hours), Western Australia's capital city Perth is closer to 17 of the largest cities in Asia than Australian East Coast Capitals of Brisbane, Sydney, and Melbourne and is the natural entry point to Australia for the majority of the world's population. Perth is also the only Australian city with direct flights to Europe including the major hubs of London, Rome and Paris.

Western Australia's diverse and unique experiences, along with its proximity to major markets and outstanding connectivity, attracts millions of visitors from across Australia and around the world each year. In the year ending March 2025, **10.6 million overnight trips** were taken in Western Australia, generating a spend of **A\$13.4 billion**.

Significant investment in the past decade in a new waterfront precinct, sporting, entertainment and museum infrastructure, airport redevelopment and a plethora of high-quality hotels has transformed Perth into a vibrant, sophisticated city with a flourishing entertainment, events, retail, restaurant and small bar scene. It is also the only capital in Australia where you can experience beaches, wineries, national parks and an island playground — home to the friendly Quokka — all in a day.

Western Australia offers an attractive, unique and exciting investment proposition. Opportunities for investors to share in Western Australia's thriving tourism industry are available, with the Western Australian Government, through Tourism Western Australia (Tourism WA), supporting investment into key tourism destinations.





# ECONOMIC OVERVIEW

## AUSTRALIAN ECONOMY

Australia's reputation as an open, prosperous, and innovative economy makes it a leading and attractive destination for global business.

**A\$2.6 TRILLION**  
Gross Domestic Product (GDP)

(Source: Australian Trade and Investment Commission 2024)

**13<sup>TH</sup>** largest economy in the world

(Source: Australian Trade and Investment Commission 2024)

**14<sup>TH</sup>** largest stock exchange in the world

(Source: Department of Foreign Affairs and Trade 2025)

**3<sup>RD</sup>** country in Asia-Pacific region for Economic Freedom

(Source: Heritage Foundation Index of Economic Freedom 2025)

## WESTERN AUSTRALIA ECONOMY

The Western Australian economy grew at more than twice the pace of the national economy in FY2023-24 and is a healthy, safe and secure environment to live and invest.

**A\$455.7 BILLION**  
Gross State Product (GSP) in FY 2023-24

(Source: Western Australia Economic Profile - December 2024)

**17.1%**  
of Australia's GDP

**2.97 MILLION**  
Population in FY 2023-24

(Source: Western Australia Economic Profile - December 2024; Australian Bureau of Statistics 2025)

**3.1% ↑**  
Greater Perth increase in FY 2023-24

**1.5% ↑**  
Regional WA increase in FY 2023-24

**A\$155,644**  
GSP per capita in FY 2023-24

(Source: Western Australia Economic Profile - December 2024)

**57%**  
above the national figure



# WESTERN AUSTRALIA – TOURISM SNAPSHOT

**A\$15.9** BILLION  
GSP in FY 2023-24

**A\$13.8** BILLION  
Gross Value Added (GVA) in 2023-24

**3.1%**  
of Western Australia's  
total GVA

**A\$1.2** BILLION  
Contribution from international  
visitors in FY 2023-24

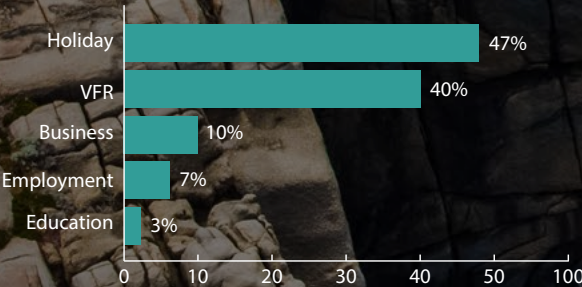
**18%**  
of direct GVA

**120,100**  
Total tourism filled jobs in  
FY 2023-24

**7.2%**  
of total jobs in  
Western Australia

(Source: Tourism Western Australia 2025)

PURPOSE OF VISIT TO WESTERN AUSTRALIA YE DECEMBER 2024)  
(INTERNATIONAL MARKETS)  
(Source: Tourism Western Australia)



TOP INTERNATIONAL MARKETS  
AND SPEND (YE DECEMBER 2024)  
(Source: Tourism Western Australia)



# WESTERN AUSTRALIA VISITATION AND SPEND (YE MARCH 2025)

**10.6** MILLION  
Overnight trips

**A\$13.4** BILLION  
Overnight visitor expenditure

**2%<sup>↑</sup>**  
growth from YE  
March 2024

(Source: Tourism Western Australia 2025)

# ACCOMMODATION MARKET INDICATORS (FY 2023-24)

LOCATIONS	OCCUPANCY (%)	AVERAGE DAILY RATE (ADR) (A\$)	REVENUE PER AVAILABLE ROOM (REVPAR) (A\$)
WESTERN AUSTRALIA	75.4	227.68	171.69
AUSTRALIAN CAPITAL TERRITORY	68.9	197.06	135.80
NEW SOUTH WALES	73.6	259.09	190.59
NORTHERN TERRITORY	56.2	223.37	125.55
QUEENSLAND	69.8	247.95	173.17
SOUTH AUSTRALIA	69.0	206.34	142.28
TASMANIA	71.0	213.17	151.41
VICTORIA	68.3	218.52	149.19
<b>TOTAL AUSTRALIA</b>	<b>70.6</b>	<b>238.12</b>	<b>168.18</b>

(Source: Australian Accommodation Monitor)



# WESTERN AUSTRALIA IS THRIVING

Thanks to an abundance of natural assets, science and technology innovations, world-renowned education, medical and research facilities, a skilled workforce, stable business environment and a collaborative approach to investment, Western Australia has the strongest economy in the country.

## ECONOMIC AND INVESTMENT ENVIRONMENT

An economic powerhouse with a Gross State Product (GSP) of **A\$455.7 billion** in FY 2023-24, Western Australia's economy grew by 5.7 per cent in this time period, more than twice the pace of the national economy. Business investment of A\$55 billion demonstrated the highest level of private investment in eight years. This figure is forecast to grow by over 55 per cent to 2028-29. In FY 2023-24, Western Australia also saw an increase of 17 per cent in government investment, the highest of all Australian jurisdictions.

This robust economic performance has bolstered Western Australia's attractiveness as a tourism investment destination.

## WESTERN AUSTRALIA'S POPULATION GROWTH

Western Australia's booming economy is driving population growth. In FY 2023-24, Perth had the country's highest growth rate of 3.1 per cent compared to 2.4 per cent for other Australian capital cities. In this period, more than 81,000 people moved to Western Australia, resulting in a total population of 2.97 million. The state's growing population in both the Perth metropolitan area and regions has a direct benefit to the Visiting Friends and Family (VFR) market segment, increasing demand for flights, short-stay accommodation and attractions within the city and regional trips. In 2024, Perth was ranked 15th in the Economist Intelligence Unit's annual Global Liveability Index, placing fourth in Australia and positioning the capital city as one of the world's most desirable cities to call home.

## STRONG BUSINESS AND RESOURCES SECTOR

A wealth of natural resources has made Western Australia a global centre for the resources sector, with some of the world's largest mining, oil and gas companies, including Shell, Chevron Australia, BP, Rio Tinto and BHP, having major offices in Perth. In FY 2023-24, business investment in Western Australia grew 12.7 per cent, supported by the state's significant resources sector.

Around half of Australia's export goods originate from Western Australia each year, including minerals (mainly iron ore, lithium, gold and alumina), energy (mainly liquefied natural gas), agrifood (grains, meat and livestock, dairy, wool, horticulture and seafood products), specialised manufactured goods, and services including international students and tourists.

## WESTERN AUSTRALIA'S UNIQUE INVESTMENT PROPOSITION

Whilst there are many similarities between Western Australia and other Australian jurisdictions, there are also a number of unique differences that sets it apart as a strong investment proposition.

- **Economic Resilience** — the Western Australian economy continues to outperform other Australian States, growing by 5.7 per cent in 2023-24 - more than double the rate of the national economy.
- **Stable Housing Market** — the average house price in Western Australia is more affordable than in other Australian states. Western Australia also has the highest average wage, increasing housing affordability.
- **Energy Security** — Western Australia is rich with the natural resources required for a renewable energy transition, including solar and wind energy, abundant natural gas and a wealth of battery metals.
- **Export Powerhouse** — Western Australia is one of the most productive mineral and petroleum regions in the world. Western Australia's battery minerals sales have been rising sharply, supported by a rapid expansion of the electric vehicle industry.

**A\$7.2** BILLION

Western Australia capital city investment in FY 2023-24

**A\$3.6** BILLION

increase from FY 2023-24

**12.7%** ↑

growth in private sector investment in FY 2023-24

(Source: Tourism Research Australia and Western Australian Government)

**15<sup>TH</sup>** most liveable capital city in the world (Perth)

**4<sup>TH</sup>** most liveable capital city in Australia

(Source: Economist Intelligence Unit - Global Liveability Index 2024)





## BOOMING TOURISM SECTOR

Tourism is one of Western Australia's strongest economic sectors. In the year ending March 2025, 10.6 million overnight trips were taken in Western Australia, including 2 million trips by interstate and international visitors. These visitors spent A\$13.4 billion, an increase of A\$0.2 billion, or 2 per cent, from the year prior.

Growth in spend was primarily driven by an increase in length of stay to 6.5 nights in YE March 2025 (up from 6.2 nights) as well as an increase in total nights of 4 per cent.

In the same period, international visitation to Western Australia increased by 13 per cent, equivalent to 91 per cent of the 2019 volume. Spend from international visitors was A\$3.2 billion, an increase of 28 per cent from the previous year and 33 per cent above the 2019 value. While a majority visit Perth, a quarter of international visitors spent at least one night in regional Western Australia, exploring the state's unique regional tourism destinations. A significant proportion of these international visitors visited Western Australia for a holiday (46 per cent) or to Visit Friends and Relatives (VFR) (40 per cent).

Domestic trips have also demonstrated continued growth, with 1.1 million trips by interstate visitors in YE March 2025, an increase of 12 per cent from the previous year and ahead of Australia's national growth rate of 3 per cent.

In FY 2023-24, Western Australia's average hotel occupancy rate of 75.4 per cent (77.7 per cent in Perth) was stronger than the national rate of 70.6 per cent. In the same period, hotels in Western Australia produced an ADR of \$227.68 and a RevPAR of \$171.69.

By the year ending December 2024, hotels in the Perth metropolitan region recorded an occupancy level of 79.4 per cent, demonstrating an increase of 3.9 per cent from the previous year. The state's regional destinations also experienced substantial growth in this period, with occupancy rates for the Kimberley and Pilbara regions increasing by 13.5 per cent and Bunbury and Mandurah rising by 10 per cent.

## HOW TOURISM WESTERN AUSTRALIA DRIVES DEMAND

Tourism WA actively promotes Western Australia in the domestic market and 12 key international markets including the United Kingdom, Germany / Switzerland, New Zealand, Singapore, Malaysia, Indonesia, United States of America, India, Greater China, Italy, France and Japan.

Tourism WA partners with airlines, travel wholesalers, retail and online travel agents, as well as Tourism Australia and Regional Tourism Organisations on domestic and international marketing campaigns to encourage more visitors to Western Australia.

75.4%

hotel occupancy rate in Western Australia in FY 2023-24

4.8%<sup>↑</sup>

above the national occupancy rate in FY 2023-24

77.7%

occupancy rate in Perth metropolitan area in FY 2023-24

(Source: Australian Accommodation Monitor)





# WESTERN AUSTRALIA VISITOR ECONOMY STRATEGY 2033

Looking forward, the tourism sector has been identified by the Western Australian Government as one of six priority sectors for development as part of its [‘Future State: Accelerating Diversify WA’](#).

**A\$530 million** has been committed over the next four years to deliver targeted outcomes through the implementation of the [‘Western Australia Visitor Economy Strategy 2033 \(WAVES 2033\)’](#) — a 10-year roadmap for the future of the state’s visitor economy, which includes **growing visitor spend to A\$25 billion per annum by 2033**.

Developed in close consultation with the state’s tourism industry and across 14 state government agencies, WAVES 2033 outlines a vision for Western Australia ‘to be recognised as a world-class destination that immerses people in its unique cultures, communities, and environment’.

## WAVES 2033 GOAL AREAS

Driven by the Western Australian Government’s global tourism brand ‘Walking On A Dream’, a competitive major events strategy, state’s unique Aboriginal tourism sector, and its high-performing tourism industry, WAVES 2033 outlines goal areas to achieve the A\$25 billion visitor spend per annum, including the following key initiatives:

### INITIATIVES

#### AVIATION

Attracting new inbound aviation routes and boosting regional tourism with affordable airfares.

#### ACCOMMODATION & ATTRACTIONS

Attracting private sector investment in accommodation development, building the density and diversity of tourism experiences and growing Western Australia’s market share of the cruise tourism sector.

#### EVENTS

Developing, attracting and promoting a diverse range of events to secure Western Australia’s reputation as an always-on events destination and supporting world-class infrastructure to grow visitation.

#### ABORIGINAL TOURISM

Positioning Western Australia as the premier destination for Aboriginal tourism in Australia and developing the Aboriginal Cultural Centre in Perth.

#### DESTINATION BRAND

Enticing high-yield travellers and international students by dialling up global marketing and digital offerings.

#### HIGH PERFORMING INDUSTRY

Growing the tourism and hospitality workforce, harnessing innovative technologies and expanding sustainable and inclusive tourism experiences.





# AVIATION

The Western Australian Government works closely with Perth Airport to develop new routes, increase capacity on existing routes and secure more non-stop flights from domestic and international locations as part of the Reconnect WA strategy, which includes **A\$75 million** dedicated to aviation development.

## PERTH AIRPORT

In FY 2024-25, Perth Airport welcomed an all-time record of over 17 million passengers, including 5.1 million international passengers. According to the Bureau of Infrastructure and Transport Research Economics, in YE March 2025, Perth was the fourth most active airport in Australia, receiving 7 per cent of total domestic and 11 per cent of total international aircraft passenger movements.

This growth is reflective of the work that the Western Australian Government and Perth Airport have undertaken to increase aviation connections to Perth, including non-stop flights from 20 global destinations such as Bangkok, Ho Chi Minh City, Jakarta, Johannesburg, London, Paris, Rome, Guangzhou and Tokyo. Western Australia also remains the only Australian state or territory with non-stop flights from the United Kingdom (London) and Continental Europe (Rome and Paris), cementing Perth's reputation as the Western Gateway to Australia.

**A\$5 billion** is being invested in the Perth Airport to support the consolidation of all commercial air services into the Airport Central Precinct by 2031, including expanding international facilities, developing a new terminal and airport hotel, and adding a new parallel runway. The redevelopment will increase capacity into Perth by an additional 4.4 million seats.

## REGIONAL AVIATION CONNECTIVITY

The Western Australian Government, Busselton Margaret River Airport and Jetstar secured the first interstate flights to the South West region of the state, with Jetstar flying three-times-a-week to Busselton from Melbourne and three-times-a-week from Sydney.

Since 2018, Tourism WA has delivered its Affordable Airfares Program aimed at stimulating leisure intrastate travel by improving the affordability of regional airfares throughout WA. Since its inception, the Affordable Airfares Program has sold nearly 150,000 fares, including over 32,000 in 2024 for services into Broome, Kununurra, and Exmouth.

MAP OF DIRECT AVIATION ROUTES



3.1MILLION

International inbound seat capacity in 2024

30%<sup>↑</sup>

growth from 2023

20

Global destinations with direct aviation connections to Perth



# CRUISING

Western Australia’s ten active cruise port destinations, namely Wyndham, Broome, Dampier, Exmouth, Geraldton, Fremantle, Bunbury, Busselton Albany and Esperance, are dotted along 20,000 kilometres of pristine coastline. The state’s varied port destinations welcome visits from the world’s leading cruise lines, allowing guests to discover places of natural wonders, supernatural contrasts and rare experiences.

In FY2025-26, Western Australia has 141 scheduled calls across eight cruise destinations, with Fremantle expected to welcome 24 cruise ships.

Western Australia’s mediterranean climate in the south, and tropical climate in the north also means there are cruising options all year round. The popularity of cruising in Western Australia is evidenced by the value of its 2023-24 cruise season, which injected **A\$385 million** into the state’s economy, an increase of 15 per cent from the previous financial year and supported 1,211 jobs.

The Kimberley region is renowned as one of the world’s ‘bucket list’ cruise destinations, and the Port of Broome is set to host an estimated 53 cruise calls in FY2025-26. A fleet of local and international expedition vessels enable visitors to experience the region’s spectacular waterfalls, Aboriginal rock art and the natural beauty of the Kimberley coast.

Several expedition cruises are scheduled to head south over the coming season, providing guests the opportunity to experience highlights along the coast including Rowley Shoals, the UNESCO World Heritage listed Murujuga Rock Art in Dampier, and the Abrolhos Islands.

The Western Australian Government continues to prioritise growth in the cruise sector through the implementation of Tourism WA’s [Western Australian Cruise Tourism Strategic Plan 2023-2033](#). Priorities include cruise line attraction, cruise visit optimisation, enriching visitor experiences, developing appropriate marine infrastructure, fostering industry partnerships and supporting sustainable growth.

# ABORIGINAL TOURISM

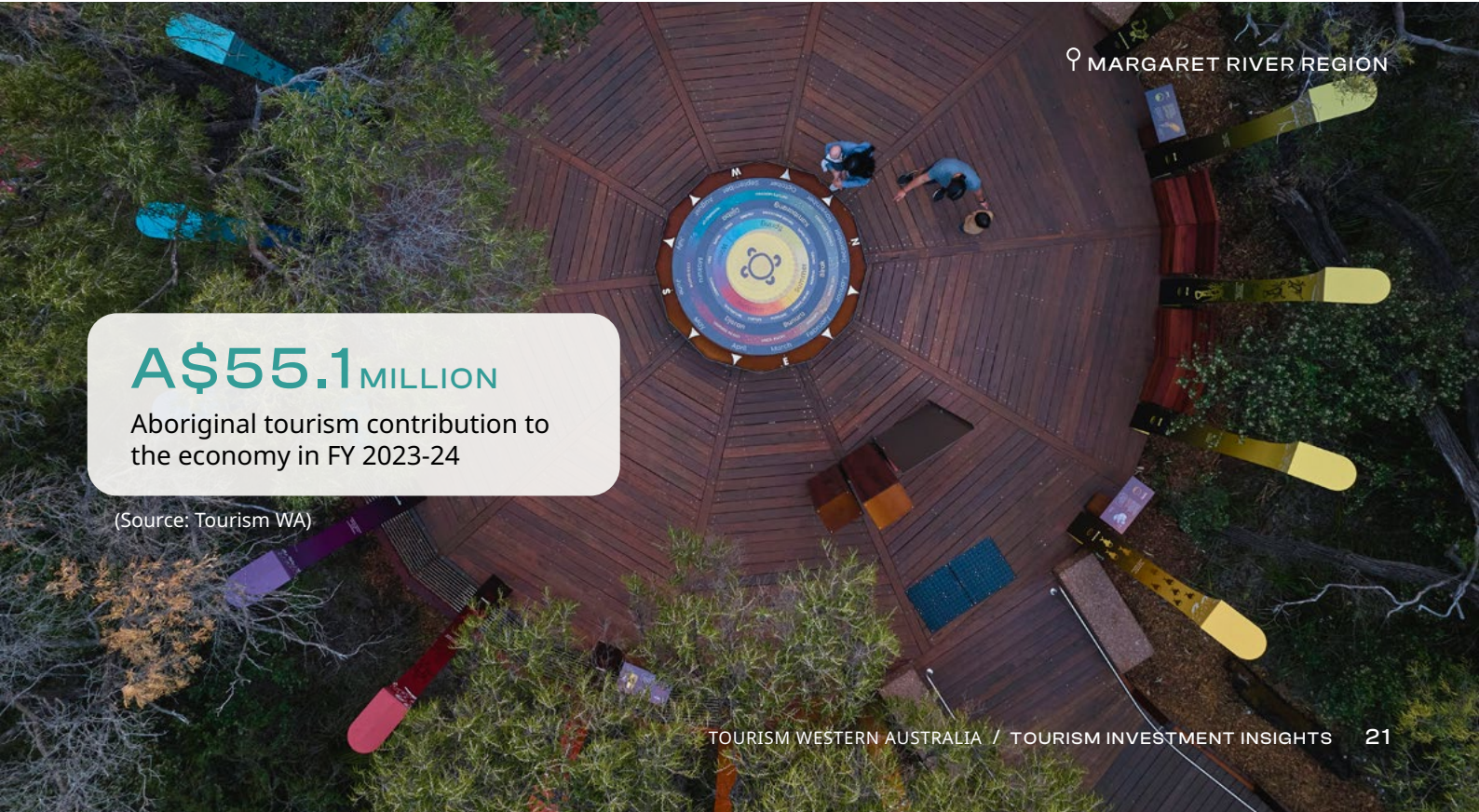
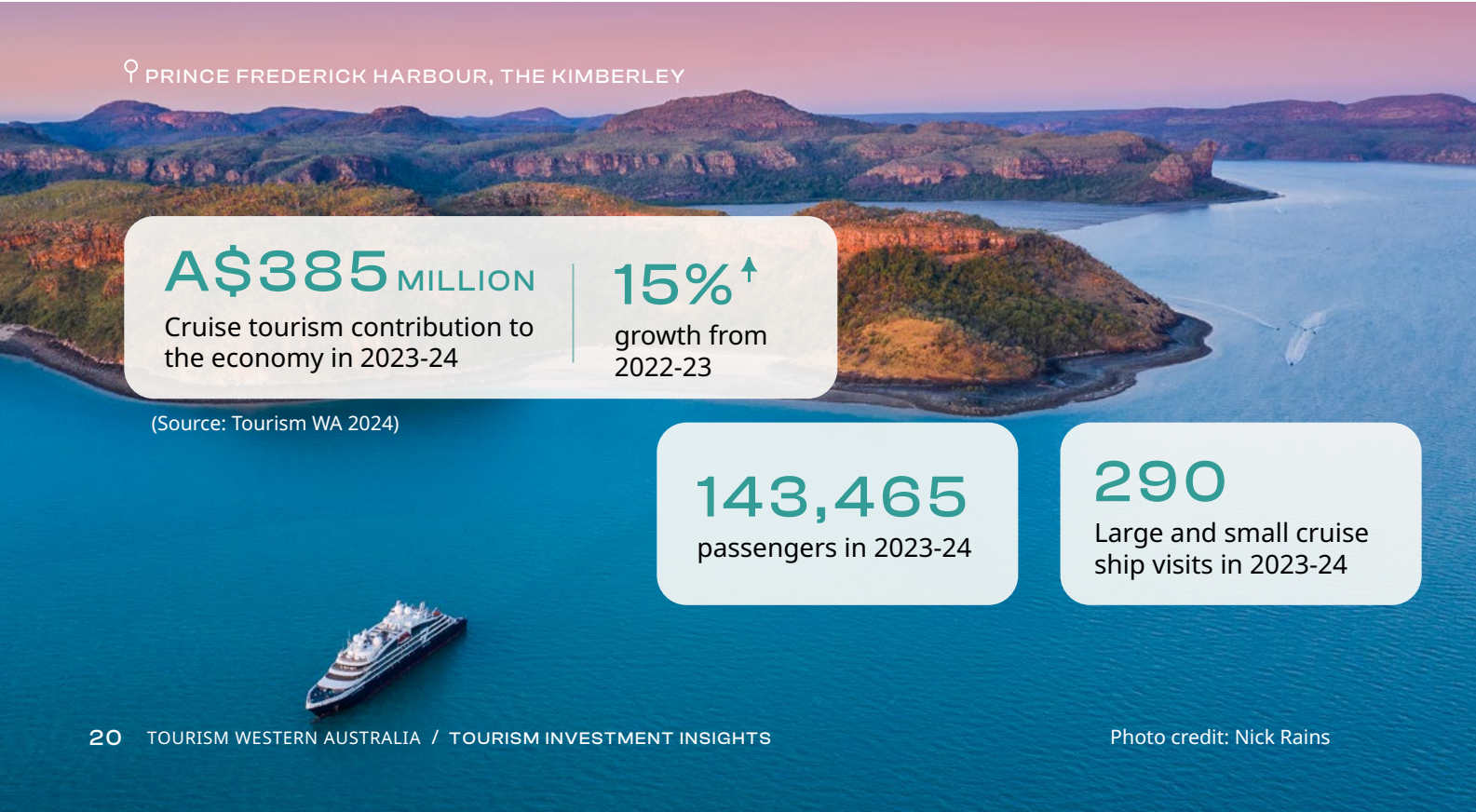
Aboriginal tourism is an important part of Western Australia’s tourism industry, contributing **A\$55.1 million** to the state’s economy in 2023-24. Rich, diverse and authentic Aboriginal cultural experiences give Western Australia a unique point of difference over other Australian destinations.

Tourism WA works in close partnership with the Western Australian Indigenous Tourism Operators Council (WAITOC) and the tourism industry to develop, grow and promote Western Australia’s Aboriginal tourism sector. This includes supporting the establishment of new Aboriginal tourism businesses, enabling the growth of existing businesses, building capacity for Aboriginal participation in the tourism industry, and facilitating the development of authentic Aboriginal tourism experiences.

Tourism WA’s Visitor Experience and Expectations Research has shown that interest and participation in Aboriginal tourism in Western Australia reached record levels in 2023-24, with nearly nine out of ten visitors surveyed expressing interest in Aboriginal experiences, and 36 per cent having participated in one during their trip. This result was more than double the rate recorded in 2019-20.

Key initiatives the Western Australian Government is investing in to support the growth of the Aboriginal tourism sector include:

- **Camping with Custodians:** An Australian-first initiative providing a network of nature-based campgrounds and experiences on Aboriginal owned land. These campgrounds are owned and operated by Aboriginal communities, creating income, employment, and training opportunities, while supporting people to live and work on Country. At the same time, the initiative offers visitors the opportunity to engage with Aboriginal communities and experience local culture firsthand.
- **Regional Aboriginal Events Scheme:** Funding support is allocated to events that deliver authentic Aboriginal experiences, through the leadership and participation of Aboriginal people.





# EVENTS

Developing, attracting and promoting a year-round calendar of major sporting, arts, music, cultural and mass participation events, and a robust regional events calendar, is a priority for the Western Australian Government. Events drive demand, support the state's major tourism, sport and entertainment infrastructure, and add social vibrancy to Perth and the regions.

## WESTERN AUSTRALIA'S VISION FOR DREAM EVENTS

Tourism WA's Events Visioning Document centres on a vision of Perth and Western Australia becoming the fastest growing events destination in the South East Asian region. To reach this goal, the Western Australian Government is focusing on the following areas:

- **Securing Australian-exclusive content** that motivates travel, longer stays and regional dispersal.
- **Bookable blockbusters** across sports, culinary, entertainment and arts and culture.
- **Cultural events** that showcase and celebrate Western Australia's unique Aboriginal culture

and experiences.

- **Culinary events** which cement the state's position as Australia's leading food and drink destination and capitalising on its world class food and wine offerings.
- **Mass Participation events** such as national and international championships that typically attract large travelling parties. The mass participation events held in FY 2022-23 alone generated close to **A\$97 million** in economic impact, over 300,000 bed nights, and an average return on investment of 13:1 (A\$).
- **Destination events** that showcase the state's stunning natural environment, including its magnificent coastline, beaches and connection to the Indian Ocean, incredible weather, forests and trails, and vast dark skies.
- **Regional events** which showcase the diversity of Western Australia's landscape, people and culture.

## MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS (MICE)

The Western Australian Government and its industry partner, Business Events Perth, drive demand by attracting MICE travel to Perth. Business Events Perth has secured 235 business events from 1 March 2024 to December 2026 for Western Australia which are estimated to generate **A\$495.6 million** in direct delegate expenditure.

Looking forward, the proposed redevelopment of the Perth Convention and Exhibition Centre (PCEC) will significantly increase the ability to attract larger international conferences to the state. A new tourism and hospitality hub on the Perth City Waterfront will be incorporated into the redevelopment, including an outdoor theatre on the Swan River, new food and beverage venues, a premium hotel and residential apartments.

**A\$181**MILLION

Events contribution to the economy in 2022-23

(Source: Tourism WA FY 2022-23)

**770,000**

Bed nights

**250,000**

Visitors, staying an average of 7.25 nights

**A\$257**

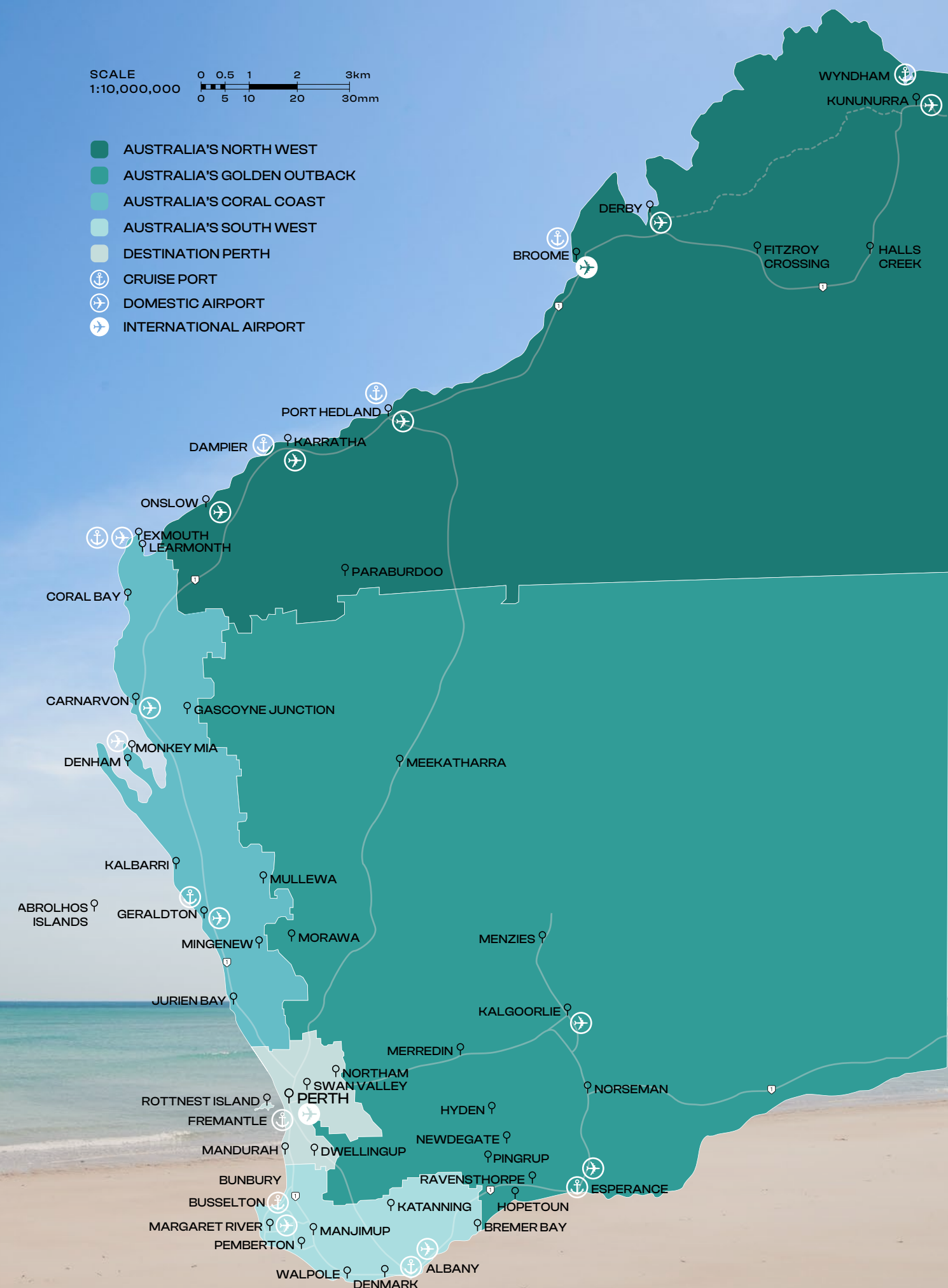
Average daily spend





# WESTERN AUSTRALIA — JOURNEY TO FIVE DIFFERENT WORLDS ALL IN THE ONE STATE

Western Australia's five tourism regions are prime for investment, featuring incredible natural beauty, world class tourism experiences and attractions.







## PERTH

Perth, Australia's sunniest capital city, effortlessly blends urban cool with raw natural beauty.

Billions of dollars have been spent transforming the city in recent years. Major developments include Elizabeth Quay which links the Swan River to the Central Business District, the 60,000 seat Perth Stadium, the WA Museum Boola Bardip, and Perth Airport's redevelopment.

This transformation also includes the addition of more than 5000 hotel rooms over the past decade with the city welcoming more than 30 new hotels including the luxury Crown Towers and COMO the Treasury, along with international brands Ritz-Carlton, Westin, Hilton and Novotel.

Further growth is forecast for Perth, supported by a healthy RevPAR, which grew by 8 per cent between FY2022-23 to 2023-24. This is off the back of an astonishing 28 per cent increase between September 2022 and September 2023.

The ongoing **A\$10.5 billion** Metronet project, which provides public transport interconnectivity between regional centres, will continue to make it even easier to travel across the Perth metropolitan area. Adding 72 kilometres of new railway and rail stations, it is the largest ever investment in Perth's public transport system.

## MARGARET RIVER AND THE SOUTH WEST

The Margaret River Region, located in Australia's South West, is recognised for its pristine coastline, world-class surf breaks, majestic caves, ancient old growth forests and unique wildlife.

The region is also unrivalled for its fine produce and dining, boutique breweries and distilleries, and premium wine experiences. The Margaret River Region is home to 100 cellar doors, 55 of which have been awarded a 5-star rating or above. Wine from the region is exported to over 60 markets and has an export value of **A\$32.9 million**.

Dispersed throughout the region are a mix of diverse accommodation offerings. Busselton, the region's largest town, recently welcomed a 110 room Hilton Garden Inn, located on its redeveloped foreshore and overlooking the 1.84-kilometre Busselton Jetty. The **A\$45 million** redevelopment of Busselton's town centre has provided a new level of shopping, entertainment and dining options for the region.

Saltwater Busselton, a state-of-the-art convention and performing arts centre, will open its doors in 2026, supporting a growth in MICE travel to the region. Nestled in Busselton's commercial, cultural, and foreshore precincts, it is a mere 9 kilometres from the Busselton Margaret River Airport.

The Margaret River Region is an easy 3-hour drive from Perth. Interstate aviation access is enabled by direct flights from Sydney and Melbourne to Busselton Margaret River Airport.

## NINGALOO REEF AND THE CORAL COAST

The Australia's Coral Coast region boasts two UNESCO World Heritage-listed sites – Ningaloo Reef and Shark Bay. The Ningaloo Reef is the world's largest fringing reef, located just a few metres from the beach. Each year, over 36,000 visitors travel to the region to swim with the iconic whale sharks in Ningaloo Marine Park. There are also plenty of land-based adventures in the region, including Exmouth's Cape Range National Park, which is rich and diverse in wildlife.

Qantas flies direct from Perth to Exmouth (Learmonth Airport). By road, the 1,250-kilometre Coral Coast Highway offers a world-class road trip through unique destinations including Nambung National Park at Cervantes, the bustling city of Geraldton, Pink Lake at Hutt Lagoon, the coastal township of Kalbarri, Carnarvon, the UNESCO World Heritage listed Shark Bay and the beautiful settlement of Coral Bay.

## ESPERANCE AND THE GOLDEN OUTBACK

The Australia's Golden Outback region boasts historic townships, spectacular desert wilderness, quirky outback charm, gold-rush history and perfect white beaches.

Esperance, home to Australia's whitest beach, Lucky Bay in Cape Le Grand National Park, is so relaxing that even the kangaroos sunbathe on the sand. A short cruise away are the wildlife-rich islands of the Recherche Archipelago.

Esperance is located 700 kilometres from Perth, on an epic road trip which takes in the sights of the Wheatbelt along the way, including Wave Rock and super-sized art on the Public Silo Trail. Alternatively, Rex Airlines flies from Perth to Esperance (approximately 1.5 hours).

## THE KIMBERLEY AND NORTH WEST

The Kimberley region, located in Australia's North West, is a land of breathtaking landscapes forged through billions of years of history, and is one of the world's last true wilderness areas.

The exceptional natural beauty of the UNESCO World Heritage-listed Purnululu National Park and Bungle Bungle Ranges contrasts with Broome's iconic experiences including sunset camel rides along world famous Cable Beach, dinosaur footprints and the spectacular staircase to the moon. Australia's 60,000-year Aboriginal culture is showcased in this region, where local people living on Country share their Dreamtime stories and customs.

Both Broome and Kununurra serve as gateways to the Kimberley region and can be easily accessed by air. Broome is also a major cruising port and the **A\$200 million** Kimberley Marine Support Base will deliver new port infrastructure, which will provide an enhanced experience for operators and visitors.

Broome is the major hub for tourism infrastructure and accommodation in the Kimberley region, featuring a wide range of accommodation types from caravan parks to 5-star resorts, making it one of Western Australia's most popular holiday destinations with both domestic and international markets. Tourism WA research has shown that demand for additional visitor accommodation will continue to grow over the next decade.



# WESTERN AUSTRALIA'S TOURISM EXPERIENCES

Complementing Western Australia's diverse destinations are its unique tourism assets. The Western Australian Government, through Tourism WA, works closely with Traditional Owners, state, local and federal government organisations, the tourism and hospitality industry as well as private sector organisations to maintain and sustainably develop tourism assets for locals and visitors to enjoy.

## ABORIGINAL CULTURE

The rich and unique culture of Australia's Aboriginal people stretches back at least 60,000 years, making it the world's oldest continuing living culture. Across coastal, urban and outback Western Australia, more than 150 Aboriginal tourism operators proudly share their stories, cultures and lands with visitors through a variety of authentic experiences including tours, performance, art, music, food and events.

## NATURE AND WILDLIFE

Western Australia's national parks, state forests and marine parks provide visitors with the opportunity to interact with some of the world's most diverse and unique flora, fauna and landscapes. The world's largest wildflower collection on earth blooms throughout the state from June to December each year, with more than 60 per cent of the 12,000 species found nowhere else on the planet. Meet the happiest marsupial on earth, the quokka on Rottnest Island, or swim with gentle whale sharks and humpbacks as well as dolphins, manta rays, sea turtles and sea lions on the Coral Coast.

## COASTAL AND AQUATIC ADVENTURES

The waters off Western Australia's 20,000-kilometre coastline, including its myriad of islands, are some of the most pristine in the world, and home to unique marine life and adventures. Easily accessible throughout WA are uncrowded beaches of clean, soft white sands where it is easy to relax and soak up the sun, join friends for a picnic or BBQ, or dine at one of the many coastal restaurants.

## FOOD AND DRINK

Western Australia's food and beverage scene is diverse and world class, ranging from sophisticated restaurants, cafes and small bars, serving up fresh local produce from the land and sea. Western Australia is home to eight distinct wine regions, including the renowned Margaret River Region and the historic Swan Valley - the state's oldest wine region. A growing number of award-winning breweries, distilleries and cideries are available throughout the state, along with fresh seafood and rare black truffles which are making their way onto local and international menus, and at seasonal culinary events.

## ROAD TRIPS

The open roads of Western Australia offer drive journeys through dreamlike landscapes and into wondrous worlds. From adventurous 4WD tracks crossing rugged terrain, picturesque coastal highways, spectacular forest drives, outback trails through gold mining towns and unique outdoor art galleries, to iconic food and wine trails, Western Australia is a known international road trip destination. Australia's largest state was made for road trips with hundreds of different routes to choose from, and plenty of accommodation and rest-stops along the way.



# INCENTIVES AND SUPPORT

Western Australia has a secure and stable investment environment, demonstrated through sustained economic prosperity.

There has never been a better time to invest in tourism in Western Australia to capitalise on the state's strong visitation, capital investment, excellent international access, innovative marketing and unique and diverse destinations and experiences. The Western Australian Government has a number of programs and strategies that are designed to assist with streamlining investment in various industries, including tourism.

## TOURISM WESTERN AUSTRALIA

### SIGNATURE ACCOMMODATION OPPORTUNITIES IN NATIONAL PARKS

Through the National Park Tourism Experiences Development Program, locations in some of the state's most spectacular national parks are being made available for high quality, environmentally and culturally sensitive accommodation investment opportunities.

Tourism WA, in partnership with state government agencies, has established a pathway designed to connect tourism investors and operators with Traditional Owner groups to deliver signature and unique accommodation offerings in Western Australia's protected areas.

The program involves:

- Support to identify and de-risk an identified development site.
- Case management to streamline government processes and facilitate collaborative stakeholder engagement.
- Assistance to negotiate suitable lease terms.

### EXPERIENCE DEVELOPMENT

Tourism WA has a network of in-region Tourism Experience Development Managers who aim to achieve density and diversity of high quality, environmentally conscious and culturally sensitive tourism products in and around national parks and managed estates. They can provide the following assistance:

- Facilitating support to develop new destination driving accommodation, attractions, and experiences.
- Undertaking demand and feasibility assessments.
- Assisting with business case development, progression of approval and community consultation.

- Assisting private sector operators through the various stages of delivering new tourism products that activate national parks.

### TOURISM INVESTMENT ATTRACTION

Tourism WA also works to position the state as an attractive investment proposition by:

- Conducting studies to determine the demand for new short stay accommodation in key tourism locations, available [here](#).
- Preparing collateral to promote the range of tourism investment opportunities throughout the state, including the [WA Tourism Investment Opportunities Booklet](#).
- Working directly with investors to facilitate new short stay accommodation development.

## INVEST AND TRADE WESTERN AUSTRALIA

Invest and Trade Western Australia assists investors and businesses with engaging with established industries and has access to critical information that makes it easier to do business in and with Western Australia.

In addition to the Perth Hub, Invest and Trade Western Australia operates an extensive network of international offices across the ASEAN region, China, India-Gulf, North-East Asia, United Kingdom/Europe and Americas regions.

For more information on Invest and Trade Western Australia please follow this [link](#).

Review current, shovel ready investment opportunities across Western Australia [here](#).

## TOURISM INVESTMENT COMMITTEE OF CABINET

The role of the Tourism Investment Committee of Cabinet is to support the efficient and effective delivery of tourism investment in Western Australia. The key responsibilities of the TICC include:

- Providing strategic guidance and oversight of major tourism attractions and infrastructure investment proposals, including establishing key Government priorities;
- Strengthening collaboration and coordination across agencies to drive timely delivery of approvals through government processes;
- Identifying and removing barriers to tourism investment;
- Investigating potential legislative reforms to elevate and expedite government approvals and investment decisions.

Complementary to the activities of Tourism WA, the Tourism Investment Delivery Division (TIDD) of the Department of Creative Industries, Tourism and Sport aims to coordinate approvals and investment in tourism through lead agency support for the TICC; case management for projects of state strategic priority; facilitating development ready sites and optimising tourism delivery pathways.

Complex tourism initiatives identified by the Western Australian Government as being of strategic priority may be suitable for case or issue management through the TIDD. The team can assist with navigating approvals and the resolution of key matters across state government agencies.

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MARGARET RIVER REGION



# GLOSSARY

ADR	Average Daily Rate. Calculated by dividing room revenue by rooms sold.
Bed nights	A measure of bed occupancy, rather than room occupancy/occupancy rate. Calculated by dividing the total number of beds occupied by total number of beds available.
CAGR	Compound Annual Growth Rate.
Direct Flight	A flight from a traveller's origin to their final destination with one or more intermediate stops. No change in aircraft occurs.
Domestic Visitors (Intrastate)	Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.
Domestic Visitors (Interstate)	Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.
Economic Freedom	The right of every human to control their own labour and property. In an economically free society, individuals are free to work, produce, consume, and invest in any way they please.
FY	Financial year (i.e. June – July).
GDP	Gross Domestic Product.
GSP	Gross State Product. GRP is GVA plus net taxes.
GVA	Gross Value Added. GVA is the labour income and capital revenue received by the industry from tourism and the net taxes government receives from production.
International Visitors	Aged 15 years and over who spent at least one night in the region and are staying in Australia for 12 months or less.
MICE	Meetings, Incentives, Conferences, Exhibitions.
Non-stop flight	A flight that does not land in between the departure and arrival destinations.
Occupancy rate	The percent of hotel rooms expected to be filled during a specific time period.
RTO	Regional Tourism Organisation.
RevPAR	Revenue per available room. Calculated by dividing a hotel's total room revenue by the room count and the number of days in the period being measured.
Tourism Filled jobs	Refers to all positions of employment which are currently filled as a result of WA's tourism industry. Includes secondary jobs.
VFR	Visiting friends and relatives.
Visitor economy	Includes international and domestic leisure travellers, business travel, international students studying in Australia, business and major events, people visiting friends and relatives, and those working as part of a short term stay in Australia. The visitor economy takes in all businesses that provide goods and services to this wide variety of different visitors.
Visitor nights	A measure of the total number of nights spent by overnight visitors on overnight trips.

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#WAtheDreamState

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