

VISITOR EXPERIENCE & EXPECTATIONS RESEARCH (VEER) 2025-26

ABORIGINAL EXPERIENCES



Interest in Aboriginal experiences continues to outweigh participation. Three quarters of visitors (76%) would be interested in experiencing an Aboriginal tourism experience or activity if it were easily accessible in WA, however just over quarter (27%) of visitors participated in Aboriginal tourism during their WA holiday.

Of those visitors who had participated in an Aboriginal activity, 57% rated their experience as 'excellent' or 'very good'.

Experiencing native bush food and going on a tour with an Aboriginal guide 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



Two thirds (66%) of visitors claimed their holiday was somewhat or much better than expected, an increase of 3% pts from 2024-25.

Advocacy of WA as a holiday destination remains strong with a Net Promoter Score (NPS) of 77.

MEMORABLE EXPERIENCE

85% 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 satisfied with all aspects of their trip as shown below:

Aspect of Trip	Satisfaction	Change vs 2024-25
Natural Attractions	98%	-2 points
Variety of things to see and do	97%	+1 point
Customer service	97%	+3 points
Personal safety and security	97%	+1 point
Friendliness of locals	97%	No change
Accommodation	95%	+2 points
Public transport	95%	+6 points
Manmade Attractions	95%	+2 points
Food and Drinks	92%	No change
Nightlife	85%	+10 points

VALUE FOR MONEY



Three in five (58%) 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 the destination experience (eg scenery, weather, people) as good value, followed by accommodation.