



Destination Visitor Survey Strategic Regional Research – Western Australia

Local Attractions Development: Summary of results

This research was undertaken by Tourism Research Australia (TRA) and Tourism WA to review the development potential of three new local attractions designed to generate improved tourism outcomes for some of Western Australia's tourism regions.

The study focused on the intrastate market, Western Australia's largest source market, and will be used to support discussions with stakeholders and investors to encourage the building of local attractions that will increase visitation, length of stay and expenditure of this market.

The three potential attractions examined were:

- Monkey Around High Wire Forest Adventure (Monkey Around)
- Mammoth Cave Megafauna Centre (Mammoth Cave)
- Family Water Playground

Two of the concepts (Mammoth Cave and Family Water Playground) were researched on a location specific basis, based in Australia's South West and Australia's Coral Coast respectively. The third (Monkey Around) was studied as if based in the great forests of Australia's South West, but consideration of a location within the Experience Perth region was also included.

The concepts are not in competition with one another. They are seen as meeting different needs and if funding for them were to proceed it would likely be sought from different sources. Consequently, each concept is assessed on its own merits.

Research methodology

The attractions were tested among Perth and Mandurah residents with a sample of 265 collected for each attraction during November and December 2009. The questionnaires were self-completed using an online panel.

For comparison purposes and to validate the responses, each attraction was tested against a benchmark tourism offer.



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The benchmarks selected were current attractions that are doing well in the WA market and located in the same regions of the state. They were also considered to offer some similar experiences.

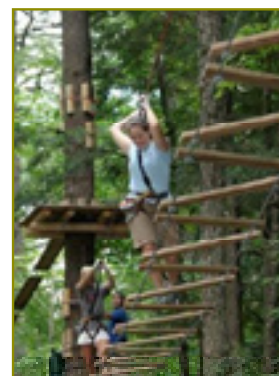
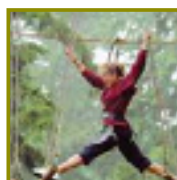
Proposed attraction	Benchmark
Monkey Around	Valley of the Giants Treetop walk in Australia's South West region
Mammoth Cave	Cave Works Eco Centre in Australia's South West region
Family Water Playground	Monkey Mia in Australia's Coral Coast

Key findings

Monkey Around – High-Wire Forest Adventure

Release your inner monkey!

This adventure course will be set in the forest of WA's South West. It will consist of various obstacle courses set on the ground and high in the trees. People will be able to swing, hang and climb on a variety of apparatus like ladders, walkways, bridges, tunnels and zip lines suspended from the trees. Courses will range from easy through to thrill-seeker level. Safety is important and all visitors will be harnessed and attached to the apparatus at all times.



- *Monkey Around* is an attraction that would excite people. It is seen as unique and that would appear to encourage visitation to Australia's South West with lead times for the next trip shorter than for existing attractions.
- Its appeal is inherent, meaning that desire to visit is similar whether it is located closer to Perth (in the Experience Perth region) or further away (in Australia's South West).
- It would strongly appeal to those under 35 and to families with older children. It is felt to offer strong potential to the corporate market as well.
- In contrast to the existing *Valley of the Giants Tree-top walk's* broader appeal, the attraction would have much less resonance to older groups or to families with younger children. This has the advantage that the attractions would be complementary to each other.
- Visitors would be more likely to visit with family and friends and less so with organised tour groups.

Mammoth Cave – Megafauna Centre

Taking you back in time to the age of the Megafauna

An exciting new experience is planned for the Mammoth Cave in the Augusta-Margaret River region. Megafauna (huge prehistoric animals) roamed this area up to 46,000 years ago and were uniquely Australian, typically 30% larger than today's marsupials. Imagine wombats the size of cows.

This new attraction will feature interactive sound and light displays and life-sized models of the Megafauna telling the story of how these animals interacted with the aboriginal people, and the changing environment and climate. There will also be a new interactive visitor centre, café and souvenir shop.



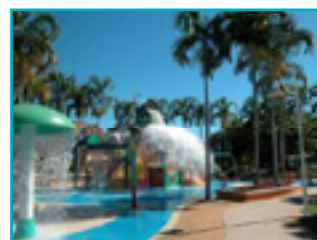
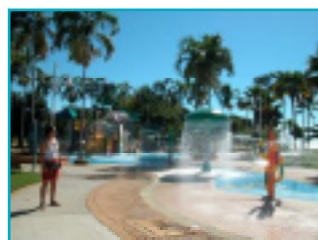
- This attraction would provide an enhanced experience on a visit to Australia's South West and would have the potential to increase the length of stay.
- It would have strongest appeal to older visitors. Women overall would prefer it to men, but older men would be its strongest advocates. It could also appeal to school groups.
- It would attract similar reactions and enthusiasm as the existing attraction (*Cave Works Eco Centre*). Careful identification of points of difference and potential cross-promotion/joint marketing would assist in optimising visitation for both enterprises.
- At least half of those willing to visit would do so in the first year of operation.

Family Water Playground

Bring the bathers –the family is going to get wet!

The water playground will be located in Carnarvon, 900km north of Perth and will be similar to water parks in Townsville and Cairns.

There will be loads of fountains, sprays, waterfalls and slides for younger kids to play on. Parents and children can play together or children can play safely on their own with parents watching. It will be one of a kind in WA.



- This attraction was conceived as an enhancement to the experience of families and the self-drive market visiting Australia's Coral Coast, or those stopping over there on their way to Australia's North West.
- The concept has a strong degree of relevance and appeal to those who already have a high propensity to travel to Australia's Coral Coast, particularly those with young families.
- The attraction **has** the potential to meet its objectives in its currently proposed form as a free attraction for families with young children. A more sophisticated concept for a broader audience or additional features to target other groups might also be viable in certain locations, given quite high levels of willingness to pay for this type of attraction.

This summary is extracted from research conducted by Tourism Research Australia in partnership with Tourism WA and Taylor Nelson Sofres. For the full Strategic Regional Research report please email tourism.research@ret.gov.au

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The Tree Top Walk, Walpole-Nornalup National Park
Image courtesy of Tourism WA

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