

EAST KIMBERLEY TOURISM PLAN 2025



Table of Contents

1. INTRODUCTION	5
Purpose	5
Approach	5
2. SUMMARY.....	6
3. ACTION PLANS.....	11
4. SITUATION	15
Tourism Stakeholders.....	16
SWOT	19
5. PLANNING FRAMEWORK.....	21
Tourism Planning	25
Leadership.....	25
Tourism Seasonality	26
6. PRIORITY TRAVELLERS.....	27
SWEK Visitor Data 17/18/19.....	28
BDA STUDY.....	29
TWA Segmentation	33
7. DEMAND DRIVERS.....	35
Iconic Experiences	36
Branding	36
Marketing	38
Aviation	39
8. VISITOR EXPERIENCES.....	40
Over-Tourism	40

Hero Experiences.....	42
Activating Natural Attractions	44
Indigenous Tourism	45
Heritage Tourism.....	45
Events Tourism.....	46
Business Events	46
Cruise Tourism	46
9. TOURISM ENABLERS.....	48
Accommodation Supply.....	48
Sustainable Tourism	48
Infrastructure	48
Visitor Amenities.....	49
Visitor Centres.....	50
Service Hubs.....	51
Industry Development.....	51
Workforce Participation and Productivity.....	52
Regulations	52
10.INDUSTRY ENGAGEMENT	53
APPENDIX.....	54
1.0 Stakeholder Interviews	54
WORKSHOPS	55
2.0 Natural Assets Experience Overview	56
Disclaimer	63

Prepared by: Evolve Tourism
Prepared for: Shire Wyndham-East Kimberley (SWEK)
East Kimberley Marketing Group (EKMG)
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1. INTRODUCTION

The East Kimberley is one of Australia's most unique, identifiable and highest appeal 'bucket list' holiday destinations. Its aspirational brand positioning to become 'the world's most awe-inspiring wilderness experience' requires a collaborative and inclusive approach to the planning of sustainable tourism within its iconic destinations of cultural and natural significance. Its location however presents some significant barriers to growing the economy through tourism. Accessibility to both Kununurra as the region's service hub and to iconic natural places such as Purnululu National Park is limited by both air and road. Sustainable funding of the tourism sector through supports such as a dedicated Tourism Manager and funded marketing program all present challenges for the industry.

This report, through the support of the East Kimberley Marketing Group (EKMG), the Shire of Wyndham East Kimberley (SWEK), the East Kimberley tourism industry and a range of stakeholders, shares a plan of action to progress the East Kimberley region towards a future of sustainable tourism growth for the region and its communities.

Purpose

In 2013 the SWEK prepared a 2022 Tourism Plan for the East Kimberley Region. In 2020, SWEK and the EKMG identified the need to revise this Plan before its 2022 expiry in light of COVID-19 impacts to the tourism landscape. This document is that Revised Plan, prepared to recognise and apply impacts from COVID-19 to form a plan of action for the short, medium and long-term. This East Kimberly Tourism Plan 2025 has not been built from the ground up but refreshed in the context of the 2021-2025 tourism environment.

Approach

A visit to the East Kimberley region was not possible through this planning journey due to COVID restrictions. The planning task was therefore more challenging, capturing inputs via phone and Zoom. The following three step approach was applied to gather the required inputs:

1. Review of existing Strategies and Plans
2. Tourism Industry Workshop (via Zoom)
3. Interviews with key stakeholders (Appendix 1.0)

The 2022 Tourism Plan still contains general regional context while this revised Plan is more action focused.

2. SUMMARY

This Plan builds on existing strategies contained within the 2022 East Kimberley Tourism Plan¹ and is designed to assist EKMKG/SWEK in policy development, planning and financial decision making and in product development, marketing strategy and activation. This Tourism Plan aligns with broader regional tourism strategies from stakeholders such as State Government, EKMKG, East Kimberley Chamber of Commerce & Industry, TWA, DBCA, Australia's North West and the broader tourism groups. This Plan also aligns with SWEK's recently released Economic Development Strategy.

The 2022 Tourism Plan identified four (4) strategic objectives to achieve the goal:

1. *Targeting growth markets (target holiday segments and business);*
2. *Improving access (making it easier to get to the region) and making it more cost effective;*
3. *Building the value of tourism (both visitor and resident perspectives); and*
4. *Developing products, services, aesthetics and events to meet the needs and expectations of target market segments.*

This Tourism Plan is focused on the leisure traveller with the following summary offering a view of key insights and actions:

- **Priority Travellers** | Target two domestic travel segments from the TWA Segment Study² primarily living in Perth, Sydney and Melbourne (these segments are 2/3 WA priority segments)
 - Off the Beaten Track (base for Drive Tourism)
 - Escape and Connect (base for Fly and Stay)
- **DEMAND DRIVERS**
 - **Brand** | Focus destination development and marketing efforts to build on the Kimberley brand positioning³ as 'awe-inspiring wilderness experiences'

¹ <https://www.swek.wa.gov.au/council/economic-development/east-kimberley-tourism-plan.aspx>

²

<https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/Domestic%20market%20profiles/Domestic-market-segments.pdf>

³ <https://www.tourism.wa.gov.au/Publications%20Library/Industry%20support%20and%20events/Campaigns/WA-Tourism-Our-Story-presentation.pdf>

- **Marketing** | empower Tourism Western Australia (TWA) and Tourism Australia (TA) marketing programs by becoming a proactive, creative and reliable source of destination content. Key actions being:
 - Prepare a 3 Year East Kimberley Marketing Strategy and Activation Plan
 - Establish a sustainable funding source for a local based Tourism Manager
 - EKMKG continue to be proactive in driving and supporting content generation activities with TWA, TA and Australia's North West Tourism
 - Align all marketing investments and content plans with the TWA Brand Vision
 - Align marketing activity to target segments 'Off the Beaten Track' and 'Escape and Connect' from Perth, Sydney and Melbourne as priority targets
 - Strengthening industry focus, alignment and capability as content generators and distributors
 - A proactive and innovative approach to initiating and hosting media visits in partnership with TWA and independently where viable through target publications and Social Media Influencers
 - Proactive and active management of East Kimberley destination websites and social media channels
 - Invest in industry training, empowering the EKMKG and EK tourism operators to become content generators for distribution through TWA, TA, ANW and EK marketing channels
 - Increase awareness and appeal for shoulder visits through a shoulder specific campaign and content program in collaboration with TWA, TA and ANW.
- **Aviation** | East Kimberley will drive maximum growth to the region by strengthening aviation infrastructure, supply and services:
 - Additional routes from Melbourne and Sydney
 - Triangulation combinations between Broome, Darwin and Alice Springs
 - Improved reliability of existing services
 - Kununurra Airport upgrades to support larger capacity aircraft (in progress)
- **AWE-INSPIRING WILDERNESSES EXPERIENCES**
 - **Destination Planning** | the sustainable planning and activation of East Kimberley natural destinations in partnership with Traditional Owners, Department of Biodiversity, Conservation and Attractions (DBCA), Councils; tourism industry; Western Australian Indigenous Tour Operators Council; Kimberley Land Council; Australia's North West and land managers:
 - Purnululu National Park
 - Gibb River Road

- Lake Argyle
- Ord River
- Mitchell River National Park
- Mirima National Park
- **Experience Development** | become an attractive destination for tourism and business investment by empowering, supporting and incentivizing existing and new tourism ventures to invest in the EK region:
 - Capacity building programs to support tourism start-ups and experience development
 - Quantifying the future need for accommodation, hospitality and experience investment across the region
 - Preparing locations as Investor Ready (in line with demand projections)
- **Indigenous Tourism** | Strengthen East Kimberley capacity and readiness to embrace indigenous and cultural tourism as a competitive advantage:
 - Prepare the East Kimberley Indigenous Tourism Plan including recommendations for a Cultural Centre and Experience
 - A collaborative and long term approach to indigenous training and employment
- **Events Tourism** | growing East Kimberley shoulder season by i) growing existing and ii) attracting new leisure and business events
- **Agri-tourism** | as the region's food experience grows the potential for Agri-tourism grows. This opportunity is considered to be a longer-term tourism driver and will require an active and engaged food industry to drive the experience
- **Service Hubs** | ongoing investment in Kununurra and Wyndham as an oasis in the outback for visitors to the region:
 - Invest in beautification of Kununurra
 - Heritage Tourism | develop the visitor hub of Wyndham to embrace its heritage as the central element to its brand positioning.

• ENABLERS

- **Sustainable Tourism** | engage an environmental accreditation partner to foster a culture of sustainable tourism
- **Accommodation Supply** | East Kimberley will need to attract investment into all forms of accommodation to support new demand generated from growth programs within this Plan. Informing these accommodation requirements to guide investment timing is a key success factor to support both the investor and the industry:
 - Commission a study to forecast accommodation demand and supply implications for the East Kimberley Region

- Prepare to become an 'Investor Ready Destination' to attract and guide increases in accommodation supply in line with forecasts
- **Access** | Ongoing air infrastructure improvements and expansions at Kununurra and runways in selected natural attractions. Improved road conditions into the Mitchel Plateau and into Purnululu National Park
- **Visitor Amenities** | SWEK has activated a footpath program, improved streetscapes in Kununurra and Wyndham and is exploring a Swim Beach redevelopment, street signage in language and dump point for travellers
- **Industry Capacity Building** | Deliver industry training to enhance outputs in experience development, content generation and digital marketing
- **Wayfinding** | Prepare an EK Visitor Wayfinding Plan including arrival experiences, signage and interpretation at key sites of interest
- **Visitor Centre Services** | Prepare a Kununurra Visitor Experience Master Plan for re-development of the Kununurra Visitor Centre to become a profit center and traveller experience in its own right.

The following table add to this Summary by categorizing areas for action is short, medium and long term projects:

Areas for Action		SHORT (1-2 years)	MEDIUM (2-5 years)	LONG (5+ Years)
Demand Drivers	Brand and Marketing	✓	✓	✓
	Aviation	✓	✓	✓
Awe-inspiring Experiences	<ul style="list-style-type: none"> • Purnululu National Park • Gibb River Road • Lake Argyle • Ord River • Mitchell Plateau • Mirima National Park 		✓	✓
	Events Tourism	✓	✓	✓
	Indigenous Tourism	✓	✓	✓
	Heritage Tourism		✓	✓
	Agri-tourism			✓

3.ACTION PLANS

The following table presents key tourism strategies and actions for the East Kimberley region:

Strategy	Actions	Who	Impact Horizon
1. Drive maximum growth to the region by increasing access through roads, aviation services and capacity	<p>1.1 Develop Aviation Services Strategy and Business Case to present to relevant airlines, supporting the case for improved connecting services and new routes.</p> <p>1.1.1 Additional routes from Melbourne and Sydney</p> <p>1.1.2 Triangulation combinations between flights from Broome, Darwin and Alice Springs</p> <p>1.1.3 Improved reliability of existing services</p> <p>1.2 Kununurra Airport upgrades to support larger capacity aircraft (in progress)</p> <p>1.3 Investment in roads maintenance of Gibb River Road and roads into and around the Mitchell Plateau and Purnululu National Park.</p> <p>1.4 Continue to expand and strengthen access to remote areas through the development and maintenance of regional airstrips.</p>	<p>Aviation related tasks are the responsibility of SWEK and are being actioned</p> <p>Other projects will be allocated in consultation with the tourism stakeholder group</p>	SHORT-MEDIUM

Strategy	Actions	Who	Impact Horizon
2. Increase brand awareness and understanding through informed marketing strategies and programs	2.1 Establish a sustainable source to fund EK destination marketing (in support of TWA, TA and ANW programs) 2.2 Establish a sustainable source to fund a local Tourism Manager 2.3 Establish a sustainable source to fund content generation activities managed by the East Kimberley Marketing Group (EKMG) 2.4 Prepare a 3 Year East Kimberley Marketing Strategy and Content Activation Plan 2.5 Implement an on ongoing research program to track market trends and performance to help guide and improve current and new product development 2.6 Prepare an East Kimberley Brand Activation Program to support and guide the tourism industry to express the brand positioning in unity 2.7 Continue the proactive and innovative approach to initiating and hosting media visits in partnership with TWA and independently where viable through target publications and Social Media Influencers 2.8 Proactive management of East Kimberley destination websites and social media channels	Projects will be allocated in consultation with the tourism stakeholder group	SHORT-LONG

Strategy	Actions	Who	Impact Horizon
Increase brand awareness and understanding through informed marketing strategies and programs (cont'd)	2.9 Invest in industry training programs across Brand Strategy; Content Planning; Content Generation and Digital Marketing		
3 Sustainable planning and activation of East Kimberley natural destinations in partnership with Regional Development, Traditional Owners, DBCA, Councils; Tourism Industry; WAITOC; KLC; ANW and Land Managers	<p>3.1 Prepare a Visitor Plan for:</p> <p>3.1.1 Purnululu National Park</p> <p>3.1.2 Gibb River Road</p> <p>3.1.3 Lake Argyle</p> <p>3.1.4 Ord River</p> <p>3.1.5 Mitchell River National Park</p> <p>3.1.6 Mirima National Park</p> <p>3.1.7 The Ragged Range</p> <p>NOTE: These are in order of priority. The significance of the task is noted.</p>	Projects will be allocated in consultation with the tourism stakeholder group	MEDIUM-LONG
4 Become an attractive destination for tourism and business investment by empowering, supporting and incentivizing existing and new tourism ventures	<p>4.1 Capacity building programs to support tourism start-ups and experience development</p> <p>4.2 Demand Forecast and Growth Implications Study - Qualifying the future need for accommodation, hospitality and experience investment across the region</p> <p>4.3 Preparing locations as Investor Ready (in line with Demand Forecast and Growth Implications Study)</p> <p>4.4 Continue the Kununurra town beautification program</p> <p>4.5 Prepare a Wyndham Heritage Tourism Plan</p>	Projects will be allocated in consultation with the tourism stakeholder group	MEDIUM-LONG

Strategy	Actions	Who	Impact Horizon
5 Growing shoulder seasons through planned and seasonal events	5.1 Prepare the East Kimberley Events Strategy and Activation Plan 5.2 Prepare Shoulder Season content and marketing programs in partnership with TWA, TA and ANW	Projects will be allocated in consultation with the tourism stakeholder group	SHORT-MEDIUM
6 Strengthen East Kimberley capacity and readiness to embrace indigenous and cultural tourism as a competitive advantage	6.1 Prepare the East Kimberley Indigenous Tourism Plan 6.2 Develop a realistic and well-considered tourism training program with industry support to increase indigenous training and employment.	Projects will be allocated in consultation with the tourism stakeholder group	MEDIUM-LONG
7 Foster an environment of sustainable tourism	7.1 Engage an environmental accreditation partner to foster a culture of sustainable tourism	Projects will be allocated in consultation with the tourism stakeholder group	MEDIUM-LONG
8 Strengthen word of mouth referrals by investing in the destination visitor experience	8.1 Prepare a Kununurra Visitor Experience Master Plan including: 8.1.1 Prepare a Business Case to evolve the Kununurra Visitor Centre business model, visitor experience and location 8.1.2 Prepare a n EK Visitor Wayfinding and Interpretation Plan	Projects will be allocated in consultation with the tourism stakeholder group	SHORT-MEDIUM

4. SITUATION

COVID-19 has added layers of unprecedented uncertainty across the Australian tourism industry. The potential for state border closures at a moment's notice has added a risk element to both tourism investment and booking holiday behaviors. This is causing far shorter booking lead times, placing pressure on tourism destinations and operators to manage cash flows, staffing and ultimately a high quality profitable tourism experience. While this uncertainty can be expected to reduce over the next 3 years the duration of the risk is unknown.

Primary holiday visitors to East Kimberley pre-COVID were drive travellers made up of grey nomads, travelling families and backpackers⁴. This was supplemented with fly and stay travellers primarily from Perth and planned routes from the east coast via Melbourne and Darwin. Throughout recent tourism seasons the domestic drive market both Australia wide and through East Kimberley had been experiencing steady growth, however the tight seasonal visitation through the Kimberley limited their potential as a sustainable growth market. The closure of international borders has forced domestic travellers to re-direct their holiday plans and funds away from international holidays to explore Australia. While international borders are closed and confidence to travel internationally is low, domestic travel will continue to experience a heightened demand from a higher yielding traveller. With this state of play 2021-22 Drive Travel is expected to experience significant growth in line with caravan sales and limited international travel opportunities. While this may see an extension of the season and increased demand, the duration and sustainability of this growth is unknown and likely to drop once international borders re-open.

Supporting this view, discussions with East Kimberley tourism operators through February-March 2021 have indicated a pre-bookings driven by Perth holiday makers and the drive tourism traveller. This heightened demand along with the business traveller is likely to place stress on accommodation, services and experiences supply through the main service hubs of Kununurra and Wyndham. Supply stress is likely to be experienced through hire car, dining capacity, caravan parks, parking, seats on tours and experiences. The long term sustainability of this heightened growth due to COVID-19 impacts is unknown and the East Kimberley tourism industry must keep a close eye on these unprecedented, ever changing trends.

⁴ <https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/2019/Ad-hoc/LGA%20Factsheets/LGA%20Visitor%20Factsheet%202019%20-%20Shire%20of%20Wyndham%20East%20Kimberley.pdf>

Tourism Stakeholders

The East Kimberley region holds multiple stakeholders who must all play a role in shaping and evolving tourism across the East Kimberley. Some of these partners include:

- Traditional Owners
- Tourism industry
- Regional Tourism Associations
- Department of Biodiversity, Conservation
- Shire of Wyndham East Kimberley
- Shire of Halls Creek
- Western Australian Indigenous Tour Operators Council
- Kimberley Land Council
- Kununurra Airport
- Regional Development Australia – Kimberley
- Kimberley Development Commission
- Kununurra Visitor Centre
- East Kimberley Marketing Group
- East Kimberley Chamber of Commerce & Industry

Collaborative tourism planning between these and other specialised stakeholders is a key success factor to progress the development of sustainable tourism across the East Kimberley region.

The SWEK Economic Development Strategy was released in May 2021

This Economic Development Strategy identified tourism as a priority industry for the region⁵. Supporting indicators were identified as:

- *Level of employment in the Shire's tourism sector*
- *Number of air arrivals*
- *Duration of the tourism season*
- *Number of new tourism experiences (introduced tours and accommodation)*
- *Average level of visitor spend per night*
- *Average length of visitor stay*

A target was identified as *\$160m visitor spend by 2025 (over a rolling 4yr average)*.

⁵ SWEK ECONOMIC DEVELOPMENT STRATEGY MARCH 2021 / 3.1

The following key elements were identified and have been integrated into this Plan:

CHALLENGES	ENABLER	PRIORITIES	OPPORTUNITIES
› Recognition of tourism value	Infrastructure	<ul style="list-style-type: none"> Digital Strategy Aviation Access Strategy EKRA Upgrades and Runway Wastewater Treatment Upgrades Upgrades and Re-use Major Access Roads Sealed 	› Increase accessibility and/or amenity e.g. swim beach renewal
› Runway restrictions	Finance & Investment	<ul style="list-style-type: none"> Shire Prospectus Stakeholder Engagement Plan Leveraging Assets / External Funds Small Business Friendly Charter 	› Increase Aboriginal participation
› Competition and footprint	Regional Living	<ul style="list-style-type: none"> Town Revitalisation Youth Strategy Recreation Facilities Upgrade Community Safety and Crime Prevention Plan Aboriginal Engagement Plan Public Health and Wellbeing Plan Tourism Plan 2022 Review 	› Greater use of waterways including restocking of Barramundi in Lake Kununurra
› Town vibrancy	Environmental & Land Assets	<ul style="list-style-type: none"> Land Asset Management Strategy Environmental Management Plan Trails Masterplan Visitor Centre Upgrade 	› Aviation Strategy development
› Tourism products and packages	Project Delivery	<ul style="list-style-type: none"> Project Management Local Content Policy 	› Regular tourism forums with tourism community
› Limited tourist season			› Integrate events with tourism products / packages
› Limited range of accommodation			› Strengthen the Shire's Visitor Centre

Regional Development Australia Kimberley (RDAK) Business in the Kimberley – Tourism Report

A key existing Development Strategy and Plan to support this Plan is considered to be the Regional Development Australia Kimberley (RDAK) Business in the Kimberley – Tourism Report⁶ which outlines the state of the Tourism industry, its opportunities, and its challenges and highlights recommendations to enable long term sustainable growth of the sector for the betterment the Kimberley and its people. The Report highlighted the following opportunities:

- The development of a unified regional brand for all stakeholders to increase destination profile and product recognition
- Greater opportunity to better activate the regions National Parks
- Develop more indigenous cultural experiences
- Encourage more high yield cruise market visitation
- Grow business events to the region.

Barriers to industry growth we identified as:

- The prohibitive cost and poor connectivity of air access along with high on ground costs
- Australian Government's multi-agency regulations and approval process are onerous, expensive, and untimely and stifle industry development.

The RDAK Report Recommends:

⁶ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

- State and Local Governmental support for direct flights from Melbourne to Kununurra and direct international flights from Broome to Singapore.
- Local, State, and Federal government agencies align to create a bespoke regional brand.
- Australian Government to investigate approaches to activate the region's National Parks.

The Department of Biodiversity, Conservation and Attractions' Two Year Action Plan for the Nature Based Tourism in Western Australia 2019 and 2020

The Department of Biodiversity, Conservation and Attractions released a "Two Year Action Plan for Nature Based Tourism in Western Australia 2019 and 2020"⁷ which states the following Vision, Objectives and Partners. Linking the recommendations within this Plan around Visitor Planning to this Strategy is a key success factor. It is recognized this Plan is out of date and a request has been made for an updated Plan to take into account the situation during and post COVID. A summary extract is shared below:

TWO YEAR ACTION PLAN FOR NATURE-BASED TOURISM IN WESTERN AUSTRALIA 2019 AND 2020

 <p>VISION</p> <p><i>To make WESTERN AUSTRALIA the MUST-VISIT NATURE-BASED TOURISM DESTINATION in Australia.</i></p>	 <p>OBJECTIVE</p> <p><i>Photo: Ronel Shephard</i></p> <p>Develop and promote our State's natural attractions as key tourism assets.</p> <p>This will be achieved by focusing on six key areas:</p> <ul style="list-style-type: none"> • Enhancing the State's natural attractions for visitors • Improving access to the State's nature-based tourism destinations • Aligning key attractions to target tourism audiences • Developing nature-based accommodation and events • Promoting Aboriginal culture and heritage • Embracing digital technologies to innovate in visitor communications, marketing, sales and education. 	 <p>PARTNERS</p> <p>This Action Plan has been developed to guide the activities of the Department of Biodiversity, Conservation and Attractions (DBCA) and its partners.</p> <p>The Action Plan complements the Two Year Action Plan for Tourism Western Australia 2018 and 2019 and will help create opportunities for private sector investments and partnerships on lands and waters managed by DBCA.</p> <p>The Action Plan aligns with the State Government's Plan for Our Parks initiative.</p> <p>DBCA is comprised of the Parks and Wildlife Service, Biodiversity and Conservation Science, Rottnest Island Authority, Zoological Parks Authority and the Botanic Gardens and Parks Authority. DBCA will work in collaboration with partners to implement this plan, including Aboriginal traditional owners, local, State and Commonwealth government agencies, tourism businesses, regional tourism organisations, not-for-profit tourism organisations, Western Australian Indigenous Tourism Operators Council, Tourism Council of Western Australia, National Trust and the WA Parks Foundation.</p>
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SWOT

STRENGTHS	BARRIERS
<ul style="list-style-type: none"> • Unique natural environment (including icons Purnululu and Gibb River Road) • Indigenous and cultural experience potential • Aspirational destination with high appeal • Quality tourism operations and industry • Kununurra major service and hub location for drive travellers • Direct flights from capital cities • Kununurra Airport (upgrades WIP) • East Kimberley Marketing Group (skills and resource) • Existing events schedule • Connections and experiences to service the cruise traveller • Relationships with key stakeholders 	<ul style="list-style-type: none"> • Low levels of market awareness and understanding • Connectivity, reliability and cost of air access • Lack of long-term visitor planning around iconic natural and cultural assets (i.e. Purnululu NP) • Seasonal restriction (weather) • Infrastructure underdeveloped • Social issues • Distance / services between attractions • Land tenure & industry regulation • Poor experience density • Lack of tourism development human resources and funding • Lack of marketing funding • Kununurra and Wyndham poor presentation and sense of arrival • Low levels of visitor engagement through wayfinding and interpretation • Lack of job-readiness for local indigenous employment • No Plan to prepare, train and facilitate long term successful programs for indigenous employment. Govt. at a distance, they need to become more engaged • The current Visitor Centre model is dated and loses money

OPPORTUNITIES	RISKS
<ul style="list-style-type: none"> • The responsible and sustainable activation of natural assets such as Purnululu, Gibb River Road, Lake Argyle, Ord River, Mirima NP and Mitchell Plateau NP • Become a key content generator for TWA and TA • A proactive and brand aligned approach to attracting journalists and social media influencers • Re-marketing to East Kimberley website and social media visitors • Strengthen shoulder season visitation through events and a shoulder season targeted marketing program • Position East Kimberley as key region for indigenous tourism • Develop new experiences to service the cruise market • Transform the Kununurra Visitor Centre to become an attraction and profit center in its own right (KVC Master Plan) • Develop an East Kimberley Centre for Indigenous and Cultural Tourism (NT & WA gateway) • Additional routes from Melbourne and Sydney • Additional services from Perth and Broome • Triangulation combinations between flights from Broome, Darwin and Alice Springs • Improved reliability of existing airline services • Kununurra Airport upgrades to support larger capacity aircraft (in progress) • Be proactive to become 'investor ready' for the attraction of accommodation (i.e. new high quality) REF: SWEK Economic Development Strategy • Investing in Kununurra and Wyndham as service hubs and an 'oasis' for travellers • Strengthen community and industry culture and programs to support sustainable tourism 	<ul style="list-style-type: none"> • Health outbreaks that restrict or prevent travel • Loss of aviation routes and / or services • Competition for other markets • Visitor Pass and other permits • Changing market preferences • Natural or environmental disaster actual and perceived

5. PLANNING FRAMEWORK

The following diagram shares the three primary barriers for tourism growth and three main factors to overcome such barriers. This quick assessment is designed to measure the East Kimberley current status against these endorsed approach to scoring barriers and drivers.

There are **three primary barriers** which can prevent potential visitors choosing our destinations ...



Three main factors are required to overcome these barriers and each has a slightly different function in driving visitation:



The following table shares an assessment of EAST KIMBERLEY against both barriers and state of play (10 is high score). The Industry Score is a score from the tourism industry workshop to assess the destination state of current play against the criteria (i.e. accessibility). The Traveller Score is the same measure from a traveller survey in 2019):

FACTOR	Industry Score	Traveller Score	Opportunity	
Barriers	Accessibility	3	4	<ul style="list-style-type: none"> Aviation accessibility to Kununurra is improving with airport upgrades, subsidized flights from Perth and direct flights in planning from Melbourne Existing services however can be unreliable from the north and still lack optimum connections between Broome, Darwin and Alice Springs Air access to high appeal natural sites is limited with either limited or no services and landing infrastructure. Responsibly opening up access to iconic natural sites through increased aviation services is considered to be a key success factor Road accessibility to the same iconic natural sites also requires attention. The road into Purnululu NP and the Gibb River Road as a holistic experience specifically noted from industry.
	Affordability	3	2	<p>The East Kimberley is an expensive travel destination, particularly for the fly and stay market.</p> <p>The importance of creating an environment where unique, authentic, high quality products and experiences are attracted to operate in the EAST KIMBERLEY region is a key success factor. These high-quality experiences will attract the high yield traveller who are less sensitive to the cost of travel.</p>

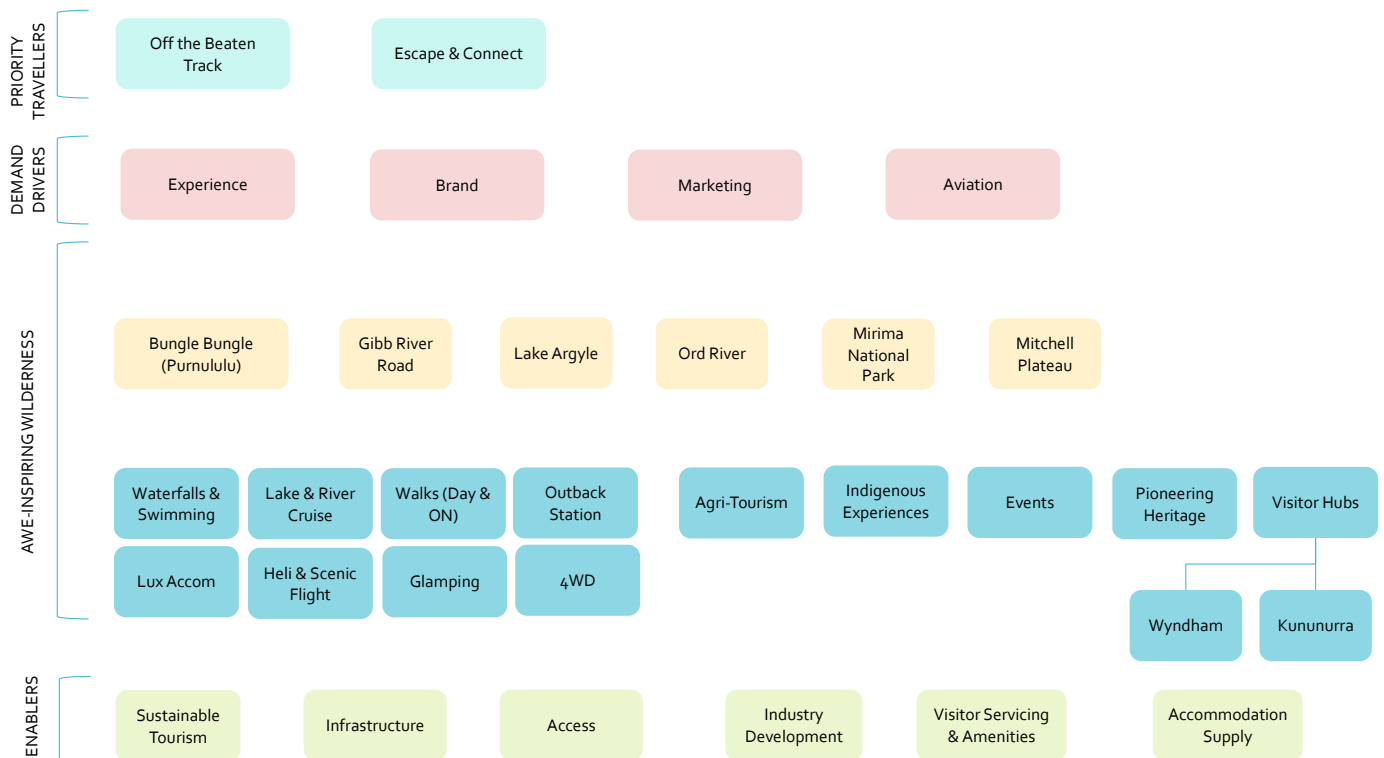
FACTOR		Industry Score	Traveller Score	Opportunity
	Knowledge	2	7.5	The score of 7.5 in this survey on 'knowledge' of the region indicated a string level of traveller knowledge. The BDA Study 2021 clearly showed that Australia's have a low level of understanding when it comes to holidays in the Kimberley. Traveller education through marketing is seen as a lead priority
Solutions	Density (volume)	3-4	3	The research shows high uniqueness and appeal for Kimberley holiday experiences, however the perceived number and variety of experiences is lacking. This will partly be due to a lack of awareness and in other experience areas a reality and opportunity. It has further been identified through tourism industry workshops that specific natural and cultural destinations offer significant opportunity to increase experience density and diversity. The importance of sustainable tourism planning and management has also rightfully been anchored to these opportunities. Collaborative planning for sustainable tourism experiences and destination visitor planning in areas of cultural and natural appeal is considered to be a key success factor.
	Diversity (variety)	4	6	
	Uniqueness	9	7.5	

The following highlights 4 critical success factors in driving sustainable tourism across the EK region:

Strategy	Demand Driver	Visitor Experiences	Impact Horizon
Improve accessibility through expanded and new aviation routes	✓		SHORT-MEDIUM
Securing a focused and funded resource for tourism development and marketing	✓		SHORT-MEDIUM

Strategy	Demand Driver	Visitor Experiences	Impact Horizon
Collaborative planning for sustainable tourism experiences in areas of cultural and natural appeal	✓	✓	MEDIUM-LONG
Designing an environment where unique, authentic, high quality products and experiences are attracted to operate in the EK region	✓	✓	MEDIUM-LONG

The following has applied the 4 key success factors from above to form the East Kimberley Tourism Development Framework..



The following provides a narrative to the above framework:

- Priority travellers are determined as Off the Beaten Track (largely drive tourism) and Escape and Connect (largely fly and stay tourism). These segments have been embraced from the TWA Segmentation Study and align with TWA targeting

- Key demand drivers have been identified as new and compelling experiences; differentiated and compelling brand positioning; resourced and high impact marketing and tourism management; aviation services and connections from key markets
- Wilderness experiences will focus on the key destinations of Purnululu National Park (Bungle Bungle); Gibb River Road ; Lake Argyle; Ord River; Mitchell River National Park and Mirima National Park
- Core wilderness experiences will focus around rivers, lakes and waterfalls; coastal cruising; day and extended walks; outback luxury experiences; glamping and 4WD adventures (as per BDA Study)
- Specialised tourism opportunities include Agri-tourism, Indigenous tourism; servicing cruise tourism, heritage and events tourism
- Key visitor hubs being Kununurra and Wyndham, both requiring investments in town beautification
- Priority enabling projects have been identified as sustainable tourism; aviation and roads access; industry development; visitor services and amenities; accommodation supply.

Tourism Planning

An essential element to tourism strategy and planning is access to the current and reliable data. While this Tourism Plan commissioned a bespoke one-time study to measure Kimberley awareness and appeal, the East Kimberley region lacks a reliable and ongoing measurement of identified metrics within the SWEK Economic Development Plan.

The SWEK 2022 Tourism Plan⁸ refers to the following action which has been retained within this Plan:

1.2 Implement an on ongoing research program to track market trends and performance to help guide and improve current and new product development

Leadership

A key success factor for sustainable focused growth in East Kimberley Tourism will be resourcing and collaboration. The East Kimberley Tourism environment is complex with multiple stakeholders required around the table planning and collaboration to progress tourism opportunities.

⁸ <https://www.swek.wa.gov.au/council/economic-development/east-kimberley-tourism-plan.aspx>

The SWEK 2022 Tourism Plan⁹ refers to the following actions:

3.1 Develop SWEK Tourism portfolio so that there is someone on Council who is an advocate for tourism. This also demonstrates the importance of the industry to the local economy.

This Plan supports the need for a full time Tourism Manager and recognises the central role currently performed by the EKMKG. Where the Tourism Manager sits and who they report to is an action for consideration and determination.

Tourism Seasonality

The RDAK Report¹⁰ presented the following view of seasonality for Kimberley tourism:

With a semi-arid monsoon climate, the characteristic wet and dry seasons offer different opportunities and attractions for tourists and some limitations to tourism operations. The dry season (April to September) brings warm, dry conditions to much of the region and is the peak time for activity, events, and visitation. The wet season (October to March) brings higher temperatures, humidity, heavy rainfall, and occasional cyclonic events, offering a different experience and landscape. However, restricted access and low visitor numbers see many key attractions and businesses in full shutdown or low use for up to four months. The routine shutdown each year is the sharpest anywhere in Australia. There is a general market perception that the Kimberley is undesirable during the wet season impacting business viability, potential investment, and ongoing development. Yet, although unquestionably hot and humid, the wet season can offer an entirely different experience. Improvements to crucial access roads such as the Broome Cape Leveque Road, Tanami Road, Duncan Road will have a positive impact on access. However, additional investment in the development of all-season infrastructure and attractions is vital for growth. Extending shoulder seasons by encouraging lower rates, offering elevated, small group experiences, and capitalizing on corporate and incentive markets can provide operators with extended trading windows and soften the region's seasonal profile.

Growing the shoulder season and developing niche, high value adventure tourism experiences and events is a priority growth focus for this Tourism Plan.

⁹ <https://www.swek.wa.gov.au/council/economic-development/east-kimberley-tourism-plan.aspx>

¹⁰ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

6. PRIORITY TRAVELLERS

Three primary inputs have informed the view of priority markets and travellers within this revised Tourism Plan:

1. SWEK Visitor Data 17/18/19
2. Original research through BDA Marketing, Melbourne
3. Tourism Western Australia (TWA) Domestic Traveller Segmentation Model

SWEK Visitor Data 17/18/19

The following table shares the pre COVID traveller profile for 2017/18/19.

Domestic Overnight Visitor Details - Shire of Wyndham-East Kimberley

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Wyndham-East Kimberley Local Government Area (LGA)

Domestic Visitors
(Average Annual)

114,000

Domestic Nights
(Average Annual)

668,000

Purpose of Travel



Holiday

52%



VFR

(Visiting
Friends &
Relatives)

3%



Business

39%



Other

5%

Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



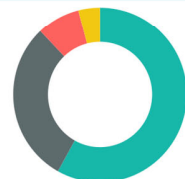
15-19 years	3%
20-34 years	26%
35-49 years	23%
50-64 years	28%
65+ years	19%

Travel Party



Travelling alone	31%
Adult couple	31%
Family group	8%
Friends/relatives	17%
Other	14%

Length of Stay



1 night - 3 nights	58%
4 - 7 nights	30%
8 - 14 nights	8%
15 + nights	4%

Top 3 accommodation (% of nights)



Hotel/resort/motel or motor Inn	16%
Caravan park or commercial camping ground	16%
Friends or relatives property	13%

Gender



48%

52%

Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

BDA STUDY

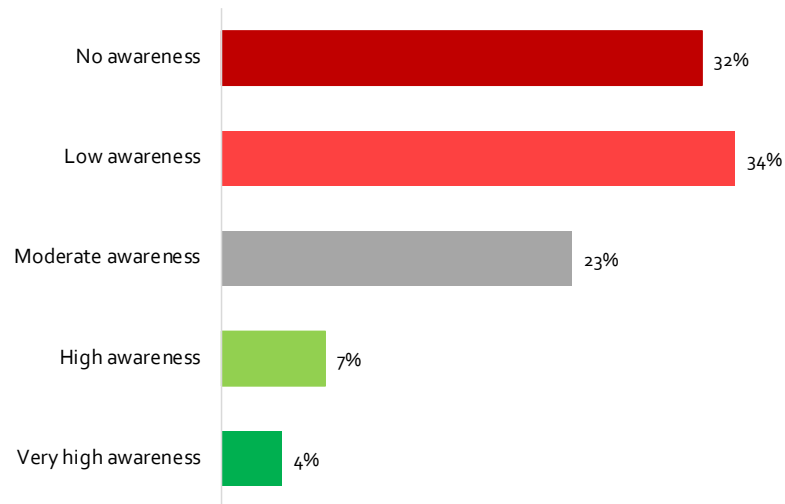
The following study was designed to qualify levels of The Kimberley awareness and likelihood of visitation in the next 4 years. Implications are presented at the end of this section. Note this data is The Kimberley, not Easy Kimberley:

Experience awareness for the Kimberley region

(% of total travellers)

How much awareness would you say you have of the holiday experiences available in the Kimberley region of northern Western Australia?

n=967 Australian leisure travellers

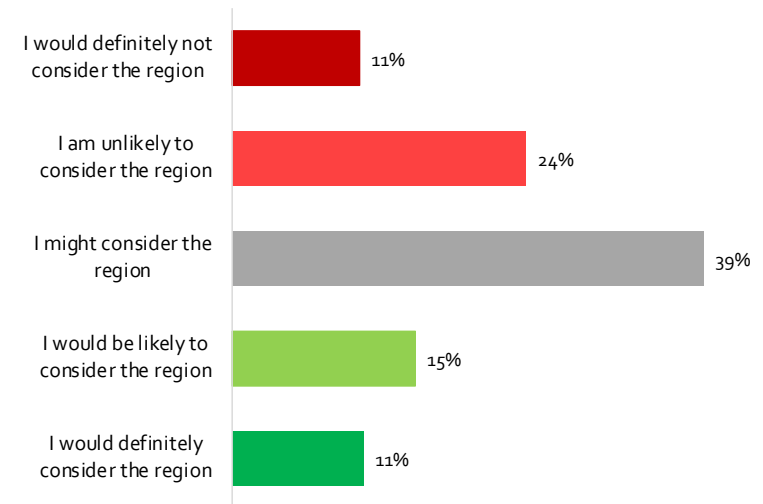


Consideration to visit Kimberley in the next 4 years

(% of total travellers)

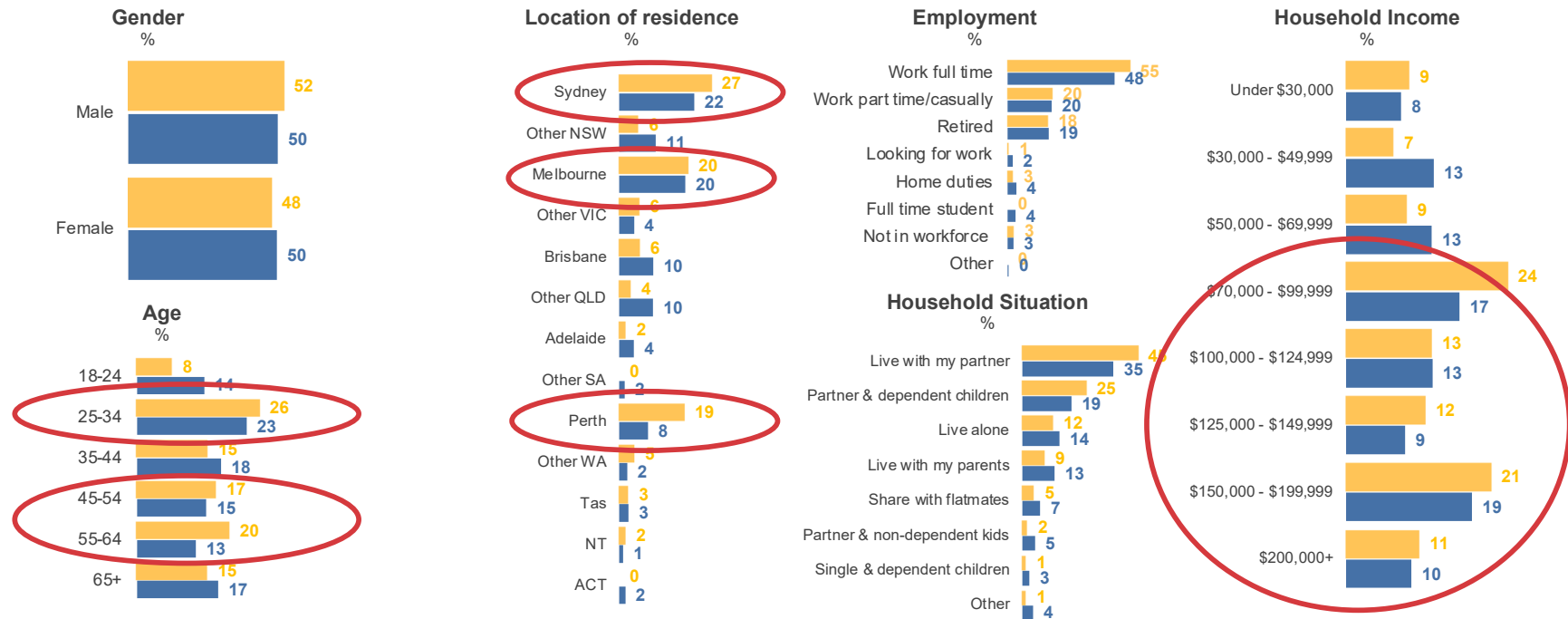
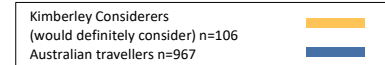
How likely are you to consider travelling to the Kimberley region of northern Western Australia for a holiday in the next 4 years?

n=967 Australian leisure travellers



The following data from the BDA report shows Kimberley Considerers (yellow) v all Australian travellers (blue) to highlight difference between the two.

11% of travellers (~1.5m Australians) would definitely consider the region



The following customer comments are directly extracted from the BDA Study to explore purchase drivers to the Kimberley region (sample those definitely or likely to consider visiting):

- **A unique and stunning natural destination...**

- *Beautiful natural flora and fauna. Untouched lands and amazing scenery unique to the Kimberley*
- *Beautiful scenery, calm clear oceans, wildlife, boating type holidays.*
- *I want to do something special and out of the ordinary. Seeing more of Australia and it's natural beauty.*
- *One of the most unique regions of Australia you can travel to*
- *Pristine untouched landscapes and it is rich in history and heritage*
- *Beautiful scenery, unique experience*
- *Unique landscapes, Australian, something different*
- *It has unique landscape experience and cultural history*

- **...with bucket list appeal**

- *It's on my bucket list and if it wasn't for Covid might have made bookings but in meantime it's on my radar*
- *Always wanted to visit that part of Australia because of its beauty*
- *The natural wonders of the Kimberley region are something I have always been interested in*
- *It is high on my bucket list.*
- *Haven't been there before and it is on my bucket list, also is a very interesting part of Australia*
- *It is on the bucket list and is only one of several places in Australia that I have never been to*

- **A new and undiscovered region for many**

- *Never been and the scenery/ region there is meant to be stunning*
- *I have never been before and it looks like a beautiful natural wonder*
- *Great part of Australia that I haven't explored yet. Lots of outdoor areas to view and great views*

- **Word of mouth also a factor**

- *Because I've heard from friends that it s a really cool place and has nice areas. I like that kind of area with mountains and waterfalls*
- *I have heard that it is uniquely beautiful, and to support Australia's local communities and economy*
- *Everyone that has been there says it's amazing*
- *Friends have been and all said it's amazing and an incredible experience*
- *I have heard good feedback about it from friends that have been there*
- *Lots of people told me that is beautiful*

- **Many who have been have had positive experiences**

- *I went there last year and had the time of my life - can't wait to go back there again - absolutely stunning*
- *Travelled there previously and keen to take the family*
- *Been there before and would love to go back and show the family.*
- *I loved it when I went last time*

- **Specific experiences also attract some**

- *To see Horizontal Falls*
- *Want to do a Kimberley coastal cruise*
- *Already thinking about a cruise off the Kimberley coast next year or so*
- *To see the gorges and rivers*
- *Seen some ads for lovely lodges. Looks wild and very Australian.*
- *Love the nature; fishing; showing the place to kids; mud crabs*
- *To experience everything the region has to offer, especially to learn about the aboriginal history*

INSIGHTS and IMPLICATIONS

- Market Size Potential
 - The BDA study has been based on a potential travel pool of 13.6 million active travelling Australians (see BDA Study for definitions)
 - BDA Study shows 3.6 million Australians state they would 'likely' or 'definite' to consider the Kimberley region for a holiday in the next 4 years and a further 5.3 million Australians 'might' consider the region.
 - 89% of Australians (12.1 million) stated to have i) no awareness (32%), ii) low awareness (34%) or iii) moderate awareness (23%) of what the Kimberley offers or how to experience it.
 - The likelihood of those 89% with low or no awareness investing their time into learning about the destination without frequent and affordable aviation is low. As aviation routes into Kununurra open up, marketing activity with affordable accessibility will shift potential travellers from the Dreaming phase to the Planning phase.
- The Most profitable Prospect for The Kimberley (BDA Study)
 - Sydney (27%), Melbourne (20%) and Perth (19%) are the clear markets of origin to target additional aviation routes and marketing
 - The Kimberley is stronger in appeal to all income brackets above the \$70k-\$99k household brackets with a particular appeal in \$150k-199k households (21%)
 - Access to the East Kimberley and the experience delivered is very different to Broome. These differences present different market opportunities within this BDA Profile, however this profile of appeal for The Kimberley still defined the potential traveller.
- The Appeal (identified in the BDA customer comments)
 - The iconic and unique Australian natural beauty is what draws travellers to The Kimberley
 - The destination is largely undiscovered and on many travellers bucket list (once it becomes accessible)
 - The most compelling experiences for these potential domestic travellers are swimming and waterfalls, food experiences, day walks, rivers and cruising, indigenous experiences, scenic flights, luxury, outback station and glamping accommodation experiences.

TWA Segmentation

TWA develop strategies around a 5 segment traveller model. This Revised Tourism Plan has identified two segments as the priority for EK region:

- TWA are targeting three segments for destination WA: Bright Lights, Off the Beaten Track, Escape and Connect.
- Two priority travel segments will form the focus for development of this Revised Tourism Plan:
 - Off the Beaten Track
 - Escape and Connect
- It is likely that the majority of Drive Travellers will be found within the Off the Beaten Track segment and the majority of fly-n-stay travellers will be Escape and Connect. Both Drive and Fly-n-Stay travellers however will be a part of each segment profile
- Knowledge, time and affordability are the three leading barriers for both segments, again highlighting the role of increased aviation and marketing to grow the destination.

Prioritised segments

The segmentation model divided the Australian travelling population into six segments. Three of these six segments have been selected by Tourism WA as priority segments for interstate marketing:



These three segments were selected based on the following criteria (in no particular order):

- | | | |
|---------------------------|--------------------------------|------------------------------|
| • Openness to visiting WA | • Main barriers to visiting WA | • Alignment with WA offering |
| • Frequency of travel | • Average trip expenditure | • Price sensitivity |

The segments were prioritised and selected with an interstate audience in mind, as Tourism WA's remit in the domestic market is to drive demand from interstate.

For an intrastate audience, all six segments should be considered when determining which segment(s) to prioritise.

Benefits of new segmentation model

The new segmentation model is an improvement on Tourism WA's previous approach to segmentation by providing:

GREATER INSIGHT

In-depth understanding of the segments through use of multiple data sources and a commitment to on-going learning.

GREATER RELEVANCE

Segments based on holiday behaviour and needs and prioritised based on bespoke criteria.

GREATER EFFICIENCY

Detailed media and technology insights to inform media strategy and planning through to precision targeting.



PERSONALITY

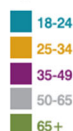
Off the Beaten Track travellers...



DEMOGRAPHICS

Off the Beaten Track skew towards an older demographic, and are most likely to be empty nesters or have grown-up children (16 years or older) at home.

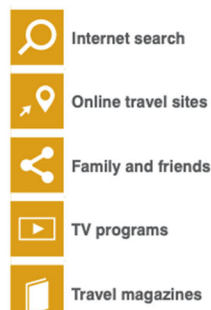
Age distribution



Have a mid to high socio-economic status, but are careful with their spending and limit their discretionary expenditure.

PLANNING AND BOOKING

Planning enablers



Booking actions



Note: Only top 5 planning enablers and top 2 booking actions shown

HOLIDAY NEEDS AND BEHAVIOUR

Travel for this segment is about **avoiding crowds** and 'touristy' destinations, and discovering what's *off the beaten track*.

Holidays are all about **nature and wildlife experiences**, particularly those that are unique, and balancing active, outdoor adventures with peace and relaxation.

Compared to other travellers, they are **more likely to holiday within Australia** and less likely to travel overseas, and have a preference for regional destinations (rather than cities).

They are most likely to **stay in standard hotel/motels or resorts**, with friends and family, or in caravanning and camping accommodation.

This segment **thinks through their travel decisions carefully**, and want to know they are getting the best value for money, without wasting money on extras.

BARRIERS TO VISITING WA

Interstate

Relative to other travellers, Off the Beaten Track travellers have greater knowledge of WA holiday experiences, and almost half have previously visited. However, the biggest barrier preventing Off the Beaten Track travellers from visiting (or revisiting) is the perceived affordability of travelling to and around WA. The accessibility of WA in terms of the time it takes to travel there is also a barrier. To overcome these barriers and convince the segment that a trip to WA is 'worth it', there's opportunity to further build on the segment's current knowledge of WA.



Intrastate

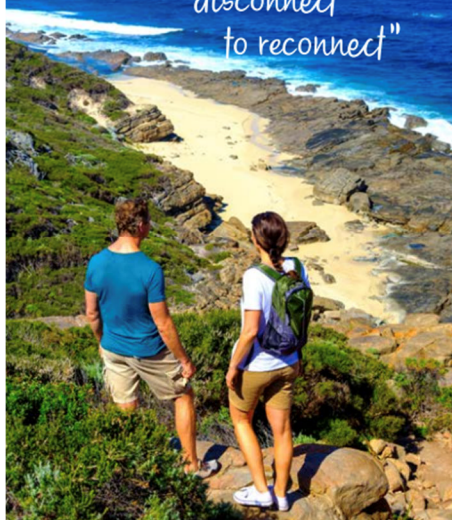
To encourage intrastate visitation, the unique and 'undiscovered' nature and wildlife experiences on offer in WA should be highlighted, while raising the perceived affordability and accessibility of travelling within the State.

ALIGNMENT WITH KEY THEMES

Theme	How to talk about it
Nature and Wildlife	Vastness, nobody around, exploration
Aquatic and Coastal	Unique marine wildlife
Food and Wine	A means to learn about the destination (e.g. Aboriginal experience)

ESCAPE & CONNECT

"I am looking to
disconnect
to reconnect"



PERSONALITY

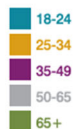
Escape & Connect travellers...



DEMOGRAPHICS

Escape & Connect travellers cover a spread of ages, with a 50/50 split over and under the age of 50.

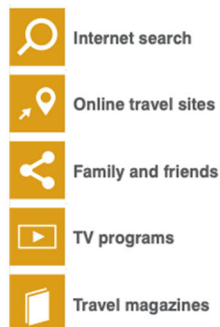
Age distribution



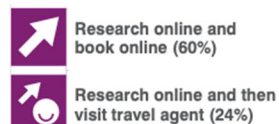
They skew towards a higher
socio-economic status.

PLANNING AND BOOKING

Planning enablers



Booking actions



Note: Only top 5 planning enablers and top 2 booking actions shown

HOLIDAY NEEDS AND BEHAVIOUR

Escape & Connect travellers are looking to disconnect and have a complete break from all their responsibilities and worries when travelling.

For this segment, **holidays are a chance to reconnect with their partner** and spend quality time with them.

While on holiday, this segment **enjoys food and wine experiences, sightseeing**, and experiences that allow them to completely relax and unwind.

The absolute price is less of a concern for this segment when travelling – they are willing to pay more for a quality experience.

Compared to other travellers, **they are more likely to choose higher end accommodation** (4 or 5 star hotels) and have a higher average spend per trip.

BARRIERS TO VISITING WA

Interstate

Escape & Connect travel more often than the other travellers do, both overseas and within Australia, and enjoy travelling to new places. While this is an opportunity for WA, it is also a threat – Escape & Connect travellers are open to visiting WA, but many other destinations are also on their bucket list. To effectively compete against other destinations, raising knowledge of WA experiences that meet their travel needs and desires is critical.



Intrastate

To encourage intrastate visitation, destinations and experiences that foster the opportunity to escape the hustle and bustle, disconnect, and reconnect with loved ones should be highlighted.

ALIGNMENT WITH KEY THEMES

Theme

How to talk about it



7. DEMAND DRIVERS

Iconic Experiences

Enhancing product density and diversity within unique and iconic locations is a proven approach for tourism growth. It requires collaborative planning with all stakeholders towards a common vision around land management, visitor experiences and sustainable outcomes. The East Kimberley is in an envious position when it comes to natural and cultural icons of global significance. Natural and cultural assets such as Purnululu National Park hold strong potential to increase visitation to the region, not unlike Uluru has for the Northern Territory. This Plan also recognises that tourism planning in the East Kimberley is more complex than many destinations with various traditional and land owners, managers and stakeholders. The following table rates East Kimberley leading natural destinations against three key criteria for visitor attraction. The output is a view on order of priority for sustainable asset planning and evolution:

The Hero	Icon Potential	Experience Diversity Potential	Capacity (can the icon deliver at a level of volume)	Score	Rank
Purnululu National Park	10	7	8	25	1
Gibb River Road	8	9	8	25	2
Lake Argyle	7	8	8	23	3
Ord River	8	7	7	22	4
Mitchell River National Park	4	4	6	14	5
Mirima National Park	1	2	7	10	6

Branding

East Kimberley is part of the Western Australian brand story and to support this overarching approach, strategy and activity within this Revised Tourism Plan embraced and supports the WA brand story around ‘Spirit of adventure’ and the Kimberley brand story around “awe-inspiring wilderness experiences”.

Our Story: The Spirit of Adventure

There's something truly special about Western Australia.

Whilst many of the world's tourism destinations are well known, well-trodden, and over crowded, Western Australia is not.

Western Australia is an unpolished gem, unspoiled, and a bit wild.

Western Australia is ancient tracks brimming with adventures, ready to welcome you in.

Witness otherworldly phenomena: pink lakes, horizontal waterfalls, whale sharks, wildflowers, sweeping outback plains, a staircase to the moon, Australia's whitest beach, and red dust you can't get out of your veins.

Indulge in luxury accommodation on nature's doorstep, take a seafood cruise to catch your own wild lobster, go

truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

For those wanting more, take a helicopter ride amongst Purnululu's Bungle Bungle Range, walk into Earth's time capsule in Karijini's two and a half billion year old gorges, go coasteering along incredible stretches of coastline and caves in Margaret River, or go glamping in the dunes of Ningaloo Reef or Rottnest Island with the world's happiest marsupial, the Quokka.

Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

There's an adventure waiting for everyone in Western Australia.

Within this destination story lies the Kimberley:



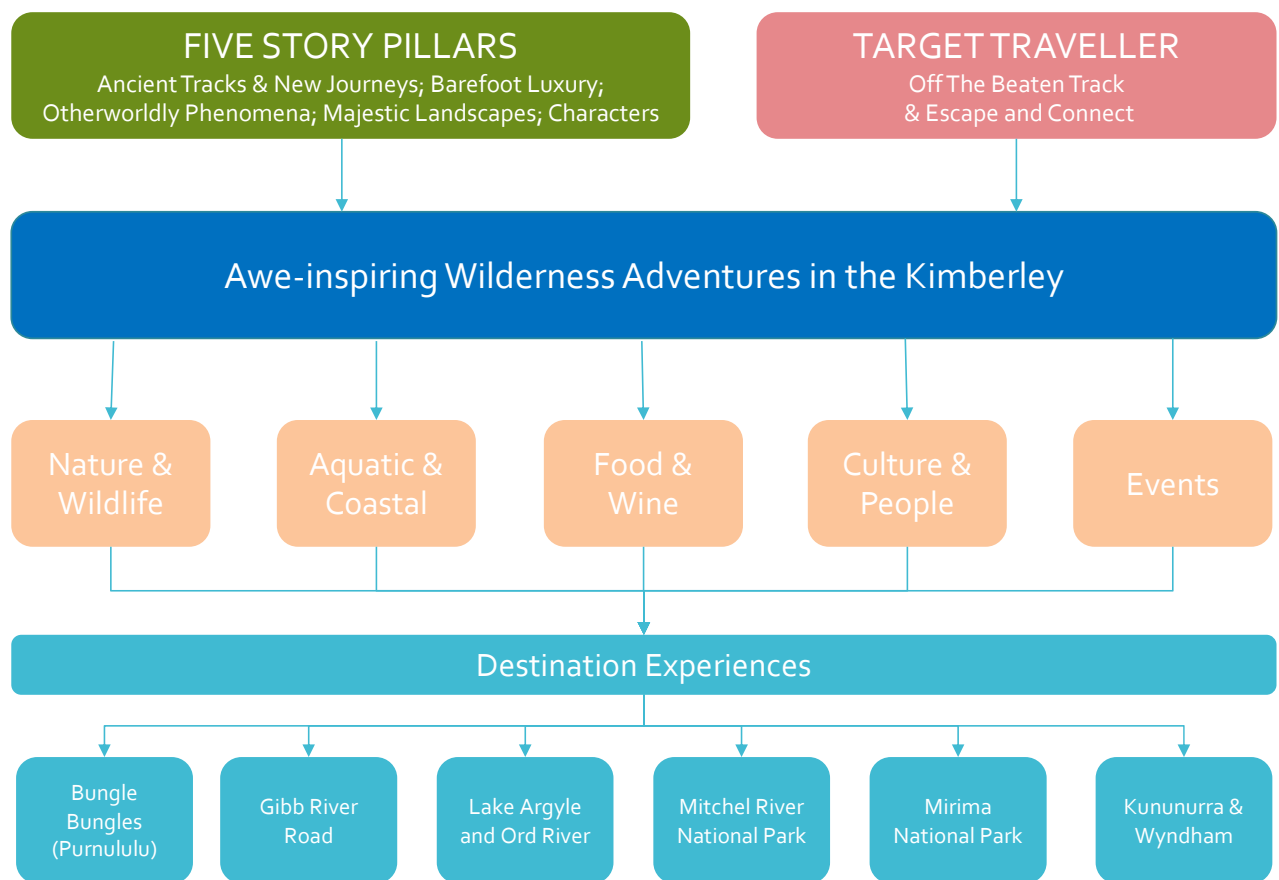
The Kimberley is where ancient culture, landscapes and nature abound. A land of horizontal waterfalls, gorges shaped like cathedrals, ancient art galleries, boab trees, giant tides, rapid evolution, snubfin dolphins and an 80 mile beach.

The adventure is for all senses and all seasons whether it's staying at El Questro, taking a scenic flight through Purnululu's Bungle Bungle Range, cruising the Kimberley coastline, the Ord River or Lake Argyle, admiring Argyle pink diamonds, snorkelling at Rowley Shoals, fishing for Barramundi, discovering Waterfall Season, or challenging yourself to the Gibb River Road.

Quiet but powerful, part soulful, part magic. The Kimberley grounds you and the red dust never leaves you.

Bungle Bungle Range, Purnululu National Park

The following table shares the East Kimberley Brand Story within the provided WA Brand Story Framework:



Marketing

Tourism Western Australia (TWA) are the peak marketing body for WA and its 6 regions including the Australia's North West (Pilbara & Kimberley). From 1 July 2021 Australia's North West Tourism will shift its focus to become a marketing support for TWA and a tourism development agency. This structural shift in destination marketing is becoming more common as content generation and online distribution become the mainstay pillars of destination marketing.

The East Kimberley region holds Visitor Centre's in Kununurra and Halls Creek who play an important role in servicing visitors once they have arrived in the region, extending local purchases and extended stay. Expectations of VC's playing a major role in destination growth through marketing is challenging with their limited financial and human resources, so destinations need to add value to marketing in new ways.

The TWA team based in Perth are always on the lookout for new and fresh content to share through TWA website and social media platforms. This Plan recommends EKMG and the Visitor Centre network focus on

becoming an extension of the TWA content team – a resourced team of local proactive, strategic and creative coordinators, writers, photographers and videographers. This East Kimberley Marketing Group and proposed new Tourism Manager would lead the charge by engaging the local tourism industry and residential community to become content generators in line with the Kimberley Brand Story.

Other key success factors for marketing are:

- Establish a sustainable source to fund a Tourism Manager (reporting to be determined) and supported content generation activities managed by the East Kimberley Marketing Group (EKMG)
- Prepare a 3 Year East Kimberley Marketing Strategy and Activation Plan
- Aligning all marketing investments and content plans with the TWA Brand Vision
- Align marketing activity to target segments Off the Beaten Track and Escape and Connect from Perth, Sydney and Melbourne as priority targets
- Strengthening industry focus, alignment and capability as content generators and distributors
- EKMKG continue to be proactive and innovative to initiate and host media visits in partnership with TWA and independently where viable through target publications and Social Media Influencers
- Proactive and active management of East Kimberley destination website and social media channels
- Invest in industry training, empowering the EKMKG and tourism operators to become content generators for distribution through TWA, Australia's North West, Kununurra Visitor Centre and EK marketing channels
- Increase awareness and appeal for shoulder visits through a shoulder season specific content program in collaboration with TWA and ANW.

The SWEK 2022 Tourism Plan¹¹ refers to the following action which has been retained within this Plan:

1.3 Develop a mechanism to raise monies to market the region to key target markets

Aviation

The RDAK Report¹² presented the following view of aviation:

A connected and cost-competitive aviation environment is essential for tourism growth. Airfares to and from Kimberley have long been higher than other equivalent air routes in Australia and this is the primary barrier to

¹¹ <https://www.swek.wa.gov.au/council/economic-development/east-kimberley-tourism-plan.aspx>

¹² https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

visitation. Despite many inquiries and reviews, there has been little or no progress in lowering air travel costs. A more deliberative approach needs to be tried, in the effort to grow the region and provide more affordable options for travel to support industry and residents. Existing air carriers may oppose change. But there will not be better results without trying different approaches. In the Harper Review 2015 for The Australian Government Competition Policy Review Final Report 2015, it was recommended that..." The current air cabotage restrictions should be removed for all air cargo as well as passenger services to specific geographic areas, such as island territories and on poorly served routes unless it can be demonstrated that the benefits of the restrictions to the community as a whole outweigh the costs, and the objectives of the restrictions can only be achieved by restricting competition¹⁸. " The suggestion of removing cabotage restrictions for air services to and from Kimberley was raised in the 2017/18 WA parliamentary review into the cost of regional airfares. Again, despite that review, no lasting improvements in airfare affordability have been seen.

While the above statement holds true in 2021, much progress has been made by the EKMG and tourism partners in aviation routes and costs. Recent subsidies for flights Perth-Kununurra have driven immediate growth for the 2021 season and flights Melbourne-Kununurra were planned but shelved due to forecast demand and COVID uncertainties. Aviation must be a continuous conversation with in terms of new routes from key markets of Perth, Melbourne and Sydney but also linking and triangulation hubs such as Darwin, Alice Springs and Broome. Improvements are required in terms of existing flight reliability, frequency and cost. As mentioned in the RDKA Report accessibility and affordability for residence is also a key factor to attract and retain tourism and hospitality staff.

The SWEK 2022 Tourism Plan¹³ refers to the following action which has been retained within this Plan:

2.1 Develop strategy and business case to present to Qantas, Airnorth and Virgin to support the case for improved connecting services and new routes.

8. VISITOR EXPERIENCES

Over-Tourism

A very real and important conversation for tourism destinations, particularly those who anchor experiences around nature and culture is the topic of over-tourism. Over-tourism is a term used to describe destinations that have an over-supply of visitors, you could say loved to death. Many of Europe's most popular cities and

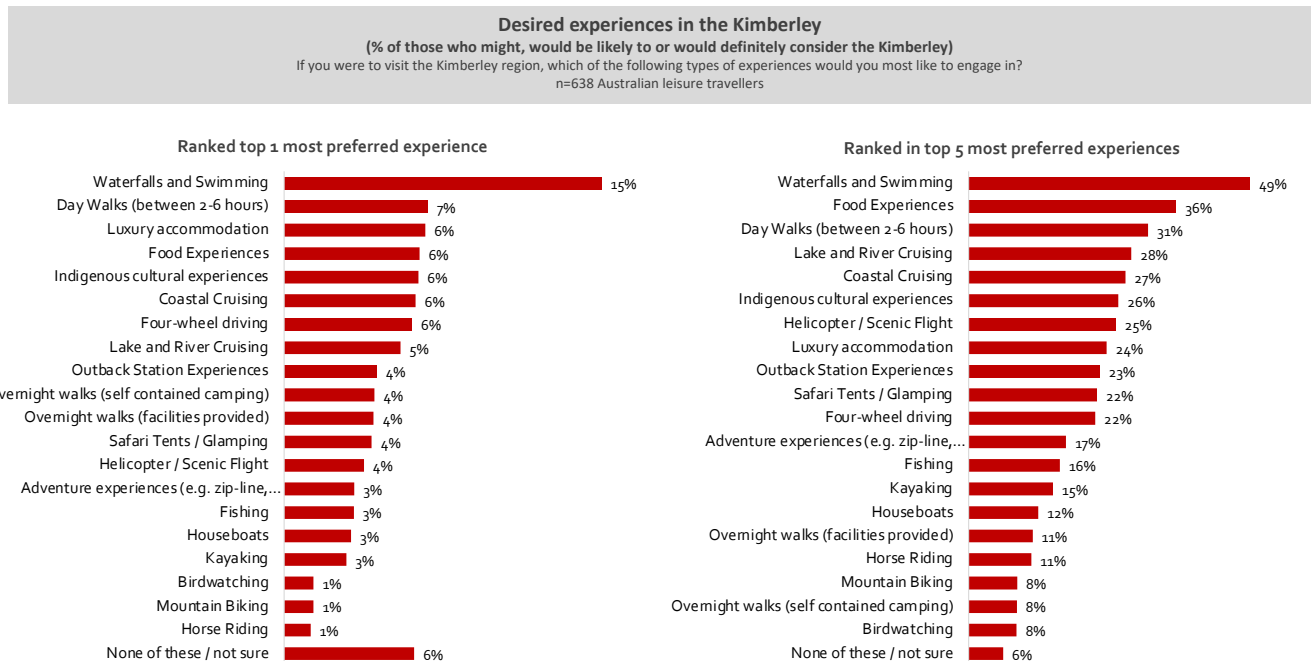
¹³ <https://www.swek.wa.gov.au/council/economic-development/east-kimberley-tourism-plan.aspx>

towns feel the effects and impacts of over-tourism during peak seasons, placing stress on services and infrastructure, decreasing visitor satisfaction and major stress on the health of natural and cultural attractions.

Managing over-tourism can be a very focused and purposeful exercise by becoming acutely aware of the type of travellers you seek to attract – as opposed to focusing on the broader market. This can be achieved by truly understanding the right fit traveller and building visitor experiences that align to their needs. The concept of over-tourism in the East Kimberley was central to a number of conversations through preparing this Revised Tourism Plan. With the right focus and people around the table it can be managed to positive and collaborative outcome for all parties. This biggest risk is not having the conversations or the Visitor Plans in place to manage the regions destiny.

Hero Experiences

The following insights from the BDA Study help to inform both high potential East Kimberley natural assets as well as the highest demand experiences for each. The following table shows desired experiences for those who ‘might’, ‘would be likely’ or ‘definitely would consider’ visiting the Kimberley in the next 4 years. The ‘ranked top 5 most preferred experiences’ have been applied to explore and define hero destinations and experience for the East Kimberley:



The following table provides an assessment of the 16 key experiences most desired by the priority traveller within the BDA Study to form a ranked view of focus for the region:

Experience	% Appeal (Market Size)	EAST KIMBERLEY Alignment	Customer 1: Off Beaten Track Alignment	Customer 2: Connect Alignment	Score	Rank
1. Waterfalls & Swimming	(49%) 10	10	10	10	40	1
4. Lake and River Cruising	(28%) 7	10	10	10	37	2
5. Coastal Cruising	(27%) 7	10	10	10	37	3
3. Day Walks (2-6 Hrs)	(31%) 8	10	10	7	35	4
9. Outback Stations	(23%) 6	10	10	7	33	5
2. Food Experiences	(36%) 9	6	6	10	31	6
6. Indigenous Experiences	(26%) 7	10	7	7	31	7
8. Luxury Accom	(24%) 6	10	4	10	30	8
7. Helicopter & Scenic Flights	(25%) 6	10	5	8	29	9
9. Safari Glamping	(22%) 5	10	7	7	29	10
10. 4WD	(22%) 5	10	10	3	28	11
13. Kayaking	(15%) 3	10	7	7	27	Supporting
12 Fishing	(16%) 4	10	8	1	23	Supporting
15. Overnight Walks (facilities)	(11%) 2	10	4	7	23	Niche
17. Mountain Biking	(8%) 1	10	6	2	19	Supporting

18. Overnight Walks (self camp)	(8%) 1	10	7	1	19	Niche
19. Birdwatching	(8%) 1	8	8	2	19	Supporting
11. Rock Climbing & Abseiling	(17%) 4	8	3	1	16	Supporting
16. Horse Riding	(11%) 2	5	6	1	14	Supporting

Activating Natural Attractions

Responsibly activating East Kimberley natural assets for sustainable tourism is a primary objective of this revised Tourism Plan. The RDAK Report¹⁴ presented the following view of activating natural attractions in the Kimberley:

Most natural attractions (e.g., Horizontal Waterfalls, Purnululu, Mitchell Falls, and many Indigenous rock art galleries) are situated in the regions 17 marine and terrestrial national parks. However, they are severely underutilised –for example the two largest national parks in Australia - Drysdale River National Park and Prince Regent National Park are presently unmanned and have no reliable access. These spectacular wilderness areas contain abundant native flora and fauna, unparalleled ancient rock art galleries, pristine water courses and natural waterfalls and have much potential to engage visitors. Development of appropriately managed, eco-sensitive infrastructure along with stronger stakeholder engagement with the state and federal agencies responsible for their management could better activate these tourism drawcards.

Land Tenure

Access to land is a primary requirement for tourism infrastructure and associated businesses and service development. Kimberley land tenure systems are complex with multiple, overlapping tenures and numerous permits and approvals required for land development. Addressing Indigenous tenure issues, developing consistent principles to guide reviews, and improving assessment processes is crucial. Most land of tourism value is State government owned, and therefore it is Government which can make a difference in attracting investment to develop tourism product.

¹⁴ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

Other actions within the East Kimberley Tourism Plan 2022¹⁵ Plan for consideration are:

- *Ngamoowalem Conservation Reserve is considered another new area in which walk trail / trekking / hiking products can be developed. It is considered to be the 'low hanging fruit' in terms of the MG Dawangs (reserve lands).*
- *A number of stakeholders support the proposal to excise the Cockburn Ranges from the pastoral lease to create iconic walk trails in this area*

Indigenous Tourism

The RDAK Report¹⁶ presented the following view around Indigenous Tourism:

Indigenous culture is a crucial point of difference in today's highly competitive domestic and international tourism market, and the demand for authentic nature-based cultural interactions and activities continues to grow. International Indigenous Tourism visitation to Australia has surged by an average 9 percent per year since 2013, and this market spend 34% more per trip on average¹⁰. Research shows that 11% of international visitors uptake. Indigenous tourism activities, however, the domestic demand for activities is much lower at less than one percent. The Kimberley is well-positioned to be Australia's pre-eminent region for Indigenous Cultural Tourism. However, given the percentage of domestic visitation, engaging the domestic market in activities is critical to ensuring business sustainability and long-term success. Likewise, engaging, training, and retention of the local indigenous workforce to deliver consistent, authentic product is pivotal in driving this market forward.

Domestic Demand for Indigenous Tourism experiences has strengthened with the BDA Study 2021 showing the appeal for an indigenous cultural experience in the Kimberley ranked #6 with 26% traveller appeal. This Plan cannot deliver a Plan for the development of Indigenous and Cultural Tourism in the East Kimberley, but recommends a collaborative approach lead by the tourism industry to shape a pathway forward.

Heritage Tourism

¹⁵ <https://www.swek.wa.gov.au/council/economic-development/east-kimberley-tourism-plan.aspx>

¹⁶ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

The opportunity for heritage tourism is specifically focus around the town on Wyndham which dates back to the 1800's as a service town for the new goldfield area around Halls Creek. Preparation of a Heritage Tourism Plan is recommended to progress this point of authentic difference in Wyndham.

Events Tourism

Events Tourism is fast becoming a mainstay growth pillar for regional tourism destinations, capturing and sharing unique and authentic experiences that both build destination awareness, appeal and targeted visitation.

While East Kimberley has embraced events with hero events such as Ord Valley Muster, Lake Argyle Swim and Dam to Dam Dinghy Dash an Events Strategy is recommended to target the growth of existing events and the attraction of new events to the region. It is recommended the responsibility for growth of this visitor market lies within an Events Development Team including SWEK, EKMKG, Venue Managers and Event Organisers.

Business Events

The RDKA Report¹⁷ presented the following view around Business Events Tourism:

The Business Event sector (meetings, incentives, conventions, and exhibitions) is a high yield market – with average daily delegate spending twice as much as traditional tourists. The uniqueness of Kimberley places it in a strong position to attract high yield, low impact domestic and international small group incentives, and pre and post-conference markets. However, the Kimberley profile and level of industry engagement is minimal and requires focus to gain traction and growth.

There are limited suitable conference facilities in the East Kimberley (Kimberley Grande, Kununurra Country Club Resort). Both the Kununurra Country Club Resort and Lake Argyle Resort have plans to build new conference facilities. Kununurra has limited facilities to drive growth in the Business Events sector and while high yielding, until a serious conference facility is developed this space is considered to be an operator specific opportunity.

Cruise Tourism

¹⁷ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

The RDKA Report¹⁸ presented the following view around Cruise Tourism:

In addition to hosting Kimberley expedition vessels, Broome is becoming recognised as an exotic inclusion for extended itineraries with the larger cruise liner industry. In 2018, the cruise industry delivered \$14.5 million economic output to the region, including an estimated \$7.8m value-adding. 2020 will see 37 cruise ships scheduled into Broome, an increase of 19% from 2019¹². There is strong potential to foster this market more actively to continue its growth. However, quality onshore tours, dining, and retail options must be readily available to meet the needs of the guests – particularly during the offseason to avoid poor experiences creating damage to reputation.

Pre-COVID Cruise travel was the fastest growing travel form in the world. East Kimberley experience operators already service the high yield visitors from the Kimberley Coast with the opportunity to expand with this growth sector once COVID restrictions subside.

¹⁸ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

9. TOURISM ENABLERS

Accommodation Supply

Kununurra is experiencing accommodation supply stress during peak season with both the mix of business and holiday travellers. The COVID travel environment is increasing demand into the shoulders and extending this lack of supply. Planning for accommodation supply is directly linked to the Aviation Strategy as one complements the other. A study is recommended to forecasts visitor demand scenarios for East Kimberley over the next 10 years and the flow-on implications to accommodation supply across the region. This report would add weight to investor attraction initiatives as the Council becomes proactive in:

- Identifying land parcels suitable for accommodation developments
- Preparing them to be 'Investor Ready'
- Preparing stimulus packages to support potential investors.

It is recommended responsibility for this Project lies with the proposed Tourism Development Manager.

Sustainable Tourism

Tourism sustainability was a recurring theme in interviews and from the workshop. Eco Tourism Australia have recently released a destination accreditation scheme designed for Councils to become an Eco-certified Destination. This links in with the Operator Accreditation program of which many East Kimberley tourism business are already members. This is one option and becoming Eco Accredited Destination is a recommendation within this Plan.

<https://www.ecotourism.org.au/our-certification-programs/eco-destination-certification/>

Infrastructure

The scope, time or engagement process did not allow for an infrastructure review or plan. The following present a summary of high level discussions:

- Kununurra Airport upgrades are approved and will open up aviation access to direct flights from Melbourne, Sydney and Brisbane.
- Kununurra Sewerage is under pressure and telecommunications are varied or non-existent across the region.
- Water, power and major utilities are well serviced.
- Main Road access are essential for tourism with the maintenance and safety of major tourism roads covered within Council Infrastructure Plans.

- Water access to Lake Argyle and the Ord River through boat ramps, jetty and moorings are not sufficient.
- Mixed conversations around some major tourism roads such as The Gibb River Road and the access road to Purnululu National Park in terms of adding or detracting from the visitor experience needs to be addressed through Visitor Planning
- The following actions were noted within the 2022 Tourism Plan:
 - Kalumburu Road Upgrade will encourage higher visitation to Mitchell Plateau region in addition to regular maintenance of Parry Creek Road, King River Road, Duncan Highway
 - Improvements are in progress to enhance the condition of Lake Argyle Road.

Visitor Amenities

The scope, time or engagement process did not allow for an Visitor Amenities review or plan. The following information has been supplied by SWEK:

“The other priority will be around long-vehicle parking and this will need to be looked at across the main Kununurra commercial area and with the visitor centre. We will soon have a fee proposal to work with UDLA and WSP engineers to prepare the streetscape and landscape plans between the post office and the visitor centre. Once we’ve agreed on this we’ll engage with the visitor centre particularly as there are issues around the southern entrance (where the old phone booths were removed and those old benches) and the nearby car park and there are opportunities to improve long vehicle parking in this section of the road and verge and on the other side – where the old bus bay is and extending partly within the leisure centre boundary. The other redirection (with regard to priority areas) will be the bottom area of Messmate Way extending to Lily Lagoon.

The overflow caravan parking areas will be looked at but we’ll perhaps go a step more in looking at potential (self-contained) RV roadside stops as I think this may be required in light of increased numbers and also for caravan and/or trailer storage for tourists needing to unhook and travel to more remote and less accessible locations. We may be able to do this at the airport for instance.

The Shire will also need to look at keep tourist nodes and see what can be done to improve the experience and accessibility to them ie major lookouts like Kelly’s Knob and The Bastion and where we may be able to enhance other areas used by tourist business such as cultural tours and ensuring improved accessibility. The Shire could also look at signage along major routes and information bays.”

Visitor Centres

This and past processes has identified the need to review and evolve the Kununurra Visitor Centre into a profit centre and visitor attraction in its own right. Ideas were expressed around adding to the information and sales component by expanding the focus to WA and NT, adding a cultural component and a shift in location.

The following has been extracted from the KVC Business Plan and shares the current state of play:

New Visitor Experience Centre

For some years, discussions have been occurring about developing a Centre that represents a true sense of arrival into the East Kimberley region. Preliminary planning work with architects occurred in 2007, placing a new 'experience centre' on the Victoria Highway (Appendix F). The Centre would become a destination in its own right, offering visitor interpretation, information and a range of services and functions for visitors and the local community. A feasibility study is needed to ascertain if such a proposal will not only improve KVC's viability, but deliver multiple benefits environmentally, socially, experientially and economically.

Also found this in their Business Plan:

Since 2007, discussions have occurred about the potential to develop a new visitor experience centre that is immediately visual to visitors on arrival and provides a range of experiences for both visitors and the local community.

Delivers:

- *Strategy 1: Excite & delight*
- *Strategy 2: Collaboration & community participation*
- *Strategy 3: Innovation & smart operations*
- *Strategy 4: 'Open their eyes to who we are' – a consistent East Kimberley narrative*
- *Strategy 5: A gateway to the future.*

The recommended action with this revised Tourism Plan is to formalise and fund this process to prepare a Kununurra Visitor Experience Master Plan.

Service Hubs

Kununurra Township

Kununurra is the base for a lot of tourism activity within the East Kimberley, in part due to the services available in this town that also support the Ord River based agricultural enterprises. Kununurra is the location of the main airport for the region, has hire car companies, shopping, banking and other necessary amenities and a range of accommodation options. There are numerous tourism attractions in the region including Australia's largest inland waterbody, Lake Argyle, lookouts, adventure trails (including the Gibb River Road and Parry Creek 4WD Track) and a range of tours, galleries, dining and recreational activities. Kununurra is the Kimberley's busiest scenic flight base, with flights to Purnululu, Mitchell Falls and the Kimberley Coast.

Wyndham

Approximately 100 kilometres north of Kununurra along the Great Northern Highway Wyndham is the oldest town in the East Kimberley, first settled in the late 1800's. Its origins as a major hive of activity during the European settlement of the East Kimberley present an opportunity to enhance the visitor experience. The Five Rivers Lookout on the Bastion range, Afghan Cemetery, Prison Tree, the large crocodile statue on the entrance to the town, and the remote and desolate nature of the area all present opportunity to focus and strengthen the Wyndham visitor experience.

Industry Development

TWA and various regional development bodies provide industry development across the East Kimberley region. The following industry capability programs are recommended to support and work in partnership with existing programs:

- Brand Strategy and Activation (Brand Promise and Brand Experience)
- Product Development
- Content Planning and Generation
- Digital Marketing

Workforce Participation and Productivity

The RDAK Report¹⁹ presented the following views around labour skills and shortages. This view is pre COVID, yet is more relevant now than ever without the backpacker traveller to supply the workforce:

Paradoxically given the unemployment rates, local labour skills shortage is an issue, and the region currently rely heavily on 457 visa and seasonal backpacker labour. A focus on engaging, training, and retaining a local workforce, especially from the Indigenous sector, would provide continuity of labour supply reducing human resource, housing, and staff development costs and increase overall productivity.

Regulations

The RDAK Report²⁰ presented the following view around regulation across the EK tourism environment:

Government policies, regulations, and incentives have a significant impact on the tourism sector and can play a key role in encouraging growth. Tourism industry operators are subject to many rules, including provisions from over seven state and federal government acts. Many permits and licences apply to general business regulation, including planning and building regulation, labour supply, taxation, liquor licensing, food hygiene, occupational health and safety, and visitor access passes recently introduced by native title groups. Regulatory barriers faced by the tourism industry are high in comparison with other sectors and countries which is challenging and costly for operators and potential investors.

¹⁹ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

²⁰ https://www.rdakimberley.com.au/wp-content/uploads/2020/03/Tourism-Industry_web.pdf

10.INDUSTRY ENGAGEMENT

How to engage key stakeholders, the tourism industry and East Kimberley community in this revised Tourism Plan is a topic for discussion with the EKMKG.

The following process is recommended to finalise the report and activate engagement:

1. Present this FINAL DRAFT 1.0 report for approval by EKMKG and SWEK
2. Prepare a Key Findings Report
3. Present the Key Findings Report to key stakeholders (final list to be determined)
4. Work with key stakeholders to assign project roles and explore how the group can work together in activating this Revised Tourism Plan
5. Presentation of Key Findings Report to EK tourism community
6. Make available to broader community via SWEK and Kununurra Visitor Centre websites.

APPENDIX

1.0 STAKEHOLDER INTERVIEWS

Australia's North West	Natasha (Tarsh) Mahar
Department of Biodiversity, Conservation & Attractions (DBCA)	Jacinta Overman and Matthew King
Department of Biodiversity, Conservation & Attractions (DBCA)	Trent Stillman
Department of Biodiversity, Conservation & Attractions (DBCA)	Sarah Mullineux
Department of Biodiversity, Conservation & Attractions (DBCA)	Craig Olejnik
Kimberley Development Commission (KDC)	Glen Chidlow
Lake Argyle Cruises	Greg Smith
Lake Argyle Resort & Caravan Park	Charlie Sharpe
Regional Development Australia	Danelle Dowding
Rosewood Project Management (RPM)	Rosie Sandover
Shire of Wyndham East Kimberley	Vernon Lawrence
Tourism Western Australia	Carolyn Turnbull
Western Australian Indigenous Tourism Operators Council (WAITOC)	Robert Taylor
Yawooroong Miriwoong Gajerrong Yirrgeb Noong Dawang (MG Corporation)	Lawford Benning

WORKSHOPS

Name	Business
Anne WRIGHT	2K Tours & Charters
Cally Bugg	Artopia Gallery
Simon PENN (in lieu of Natasha Mahar, EKMG)	Australia's North West Tourism
Alida WOODLAND	Diggers Rest Station
Courtney BARNES	East Kimberley Camping Hire
Narelle BROOK	East Kimberley Marketing Group
Ben PRATT	El Questro
Kathie REILLY	Faraway Bay
Ebony MUIRSON	Freshwater East Kimberley Apartments (EKMG)
Michael McCONACHY	Helispirit, Aviair, Freshwater EK Apartments, Bungle Bungle Savannah Lodge, Bungle Bungle Guided Tours (EKMG)
Ian HARVEY	HOT Tours
Adriano MIYADA	IBIS Styles Kununurra
Ben SMITH	Kimberley 4x4 Tours
Leigh RAWLINGS	Kimberley Air Tours
Lisa SPACKMAN	Kimberley Croc Motel
Emma FEHON	Kimberley Experiences
Chris MAGNAY	Kimberleyland Waterfront Holiday Park (EKMG)
Rosie Sandover	Kingfisher Tours
Fiona KUIPER	Kununurra Country Club Resort
Vivienne McEvoy	Kununurra Visitor Centre
Greg SMITH	Lake Argyle Cruises
Donna CAVLOVIC	Lakeview Apartments
Frank RODRIGUEZ	Northern Airport Services (EKMG)
Adam SANDS	Red Sands Campers
Vernon LAWRENCE	Shire of Wyndham East Kimberley (EKMG)
Dylan LODGE	Triple J Tours & Kununurra Cruises (EKMG)
Cathy CUMMINS	Waringarri Aboriginal Arts

2.0 NATURAL ASSETS EXPERIENCE OVERVIEW

The following assessment explores the 6 identified natural assets against the highest priority traveller experiences.

Purnululu National Park

The following table explores the EAST KIMBERLEY priority experience focus against opportunity within Purnululu National Park:

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Waterfalls & Swimming	N	L	0
Lake and River Cruising	N	L	0
Coastal Cruising	N	L	0
Day Walks (2-6 Hrs)	Y	H	10
Outback Stations	N	L	0
Agri-Tourism	N	L	0
Indigenous Experiences	Y	H	10
Luxury Accom	N	H	6
Helicopter & Scenic Flights	Y	H	10
Safari Glamping	Y	H	9
4WD	Y	H	10
Kayaking	N	L	0
Fishing	N	L	0
Overnight Walks (facilities)	Y	M	4
Mountain Biking	N	M	3
Overnight Walks (self camp)	Y	M	4

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Birdwatching	Y	H	8
Rock Climbing & Abseiling	N	L	0
Horse Riding	N	L	0

Gibb River Road

Experience	Existing Experiences Y/N	Potential Experiences HIGH/MEDIUM/LOW	for Icon Potential 1-10 (10 high)
Waterfalls & Swimming	Y	H	10
Lake and River Cruising	Y	M	3
Coastal Cruising	N	L	1
Day Walks (2-6 Hrs)	Y	H	8
Outback Stations	Y	H	10
Agri-Tourism	Y	H	8
Indigenous Experiences	Y	H	7
Luxury Accom	Y	H	8
Helicopter & Scenic Flights	Y	H	7
Safari Glamping	Y	H	7
4WD	Y	H	10
Kayaking	Y	M	5
Fishing	Y	M	4
Overnight Walks (facilities)	N	M	4
Mountain Biking	Y	H	7

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Overnight Walks (self camp)	N	M	4
Birdwatching	Y	H	6
Rock Climbing & Abseiling	N	L	3
Horse Riding	Y	H	7

Lake Argyle

Experience	Existing Experiences Y/N	Potential Experiences HIGH/MEDIUM/LOW	for Icon Potential 1-10 (10 high)
Waterfalls & Swimming	Y	H	10
Lake and River Cruising	Y	H	10
Coastal Cruising	N	L	0
Day Walks (2-6 Hrs)	Y	M	5
Outback Stations (Homestead Museum)	N	H	7
Agri-Tourism	N	L	0
Indigenous Experiences	N	M	5
Luxury Accom	Y	H	10
Helicopter & Scenic Flights	Y	H	8
Safari Glamping	N	H	7
4WD	N	L	2
Kayaking	Y	H	8
Fishing	Y	M	5

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Overnight Walks (facilities)	N	M	3
Mountain Biking	Y	H	7
Overnight Walks (self camp)	N	M	6
Birdwatching	Y	H	8
Rock Climbing & Abseiling	N	L	2
Horse Riding	N	L	1

Ord River

Experience	Existing Experiences Y/N	Potential Experiences HIGH/MEDIUM/LOW	for Icon Potential 1-10 (10 high)
Waterfalls & Swimming	Y	H	10
Lake and River Cruising	Y	H	10
Coastal Cruising	N	L	0
Day Walks (2-6 Hrs)	N	M	4
Outback Stations	N	L	0
Agri-Tourism	Y	M	6
Indigenous Experiences	N	M	3
Luxury Accom	N	M	5
Helicopter & Scenic Flights	Y	H	8
Safari Glamping	N	H	4
4WD	Y	M	4

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Kayaking	Y	H	7
Fishing	Y	H	10
Overnight Walks (facilities)	N	M	4
Mountain Biking	N	L	1
Overnight Walks (self camp)	N	M	4
Birdwatching	Y	H	10
Rock Climbing & Abseiling	Y	M	4
Horse Riding	N	L	1

Mirima National Park

Experience	Existing Experiences Y/N	Potential Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Waterfalls & Swimming	Y	H	8
Lake and River Cruising	N	L	0
Coastal Cruising	N	L	0
Day Walks (2-6 Hrs)	Y	H	10
Outback Stations	N	L	0
Agri-Tourism	N	L	0
Indigenous Experiences	Y	H	10
Luxury Accom	N	L	1
Helicopter & Scenic Flights	Y	L	2

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Safari Glamping	N	L	2
4WD	N	L	1
Kayaking	N	L	0
Fishing	N	L	0
Overnight Walks (facilities)	N	L	1
Mountain Biking	Y	H	9
Overnight Walks (self camp)	N	L	1
Birdwatching	Y	H	5
Rock Climbing & Abseiling	N	L	1
Horse Riding	N	L	0

Mitchell Plateau

Experience	Existing Experiences Y/N	Potential Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Waterfalls & Swimming	Y	H	10
Lake and River Cruising	Y	L	0
Coastal Cruising	Y	H	10
Day Walks (2-6 Hrs)	Y	H	10
Outback Stations	N	L	0
Agri-Tourism	N	L	0
Indigenous Experiences	Y	H	8

Experience	Existing Experiences Y/N	Potential for Experiences HIGH/MEDIUM/LOW	Icon Potential 1-10 (10 high)
Luxury Accom	Y	H	7
Helicopter & Scenic Flights	Y	H	10
Safari Glamping	Y	H	8
4WD	Y	H	10
Kayaking	N	L	1
Fishing	N	L	1
Overnight Walks (facilities)	N	L	1
Mountain Biking	N	L	1
Overnight Walks (self camp)	N	M	3
Birdwatching	Y	H	8
Rock Climbing & Abseiling	N	L	1
Horse Riding	N	L	0

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