

# Tourism in the Great Southern

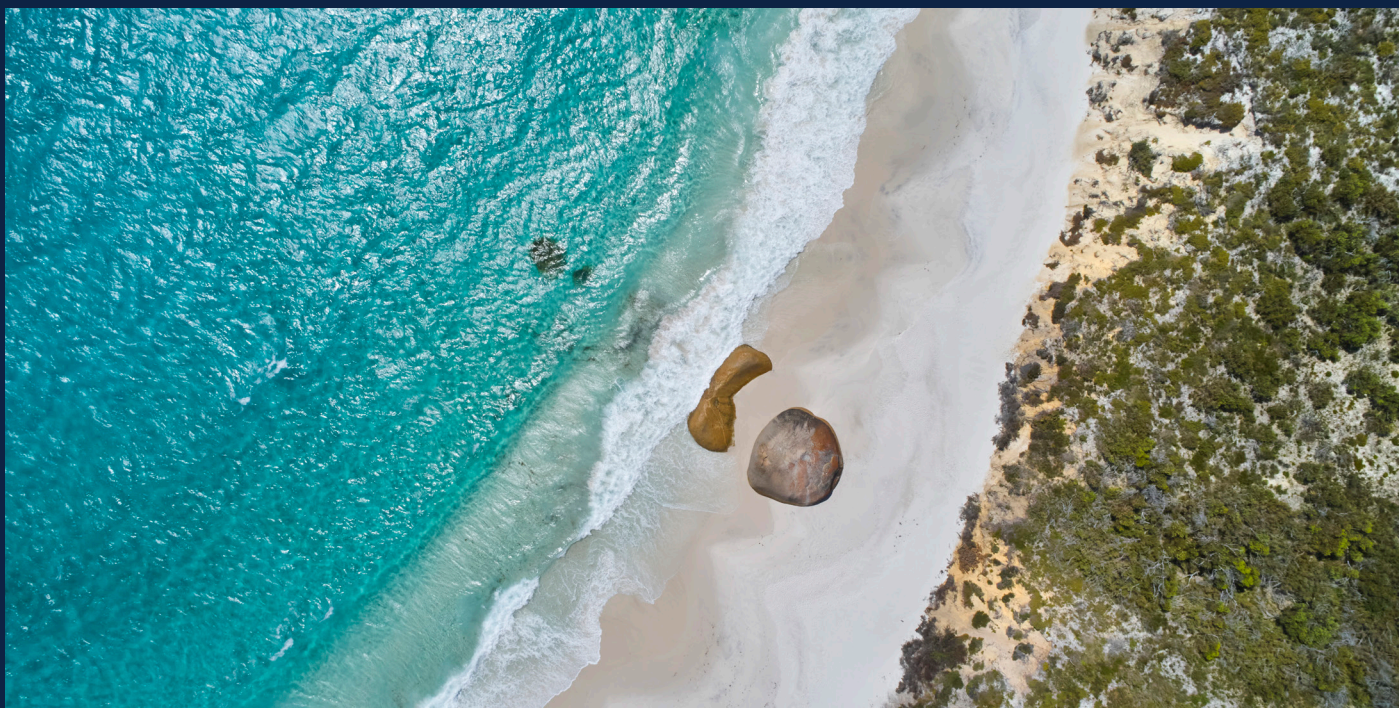
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**The Great Southern region is home to an extraordinary diversity of landscapes, natural wonders, communities and experiences.**

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Visitors can hike in one of the world's oldest mountain ranges, traverse the regions trail network, learn from Aboriginal Elders about local culture, marvel at unique wildflowers, eat lunch overlooking rolling vineyards, crash through waves looking for orcas, and enjoy locally produced produce.

As the world opens back up after COVID-19, domestic tourism is on track to achieve a strong return as more residents are opting to explore the Australian backyard to avoid the lingering complexity and costs associated with international travel<sup>1</sup>. This presents opportunities for the Great Southern to increase its profile as a high value interstate, intrastate and regional destination for repeat visitation.



# Contribution to Great Southern regional economy



VALUE ADDED

**\$174  
MILLION**



TOTAL OUTPUT

**\$399  
MILLION**



REGIONAL  
JOBS

**1,472**



REGIONAL SALARIES  
AND WAGES

**\$96  
MILLION**



EXPORTED FROM THE  
GREAT SOUTHERN

**700,000  
DOMESTIC  
VISITORS**



AVERAGE VISITOR  
SPEND PER TRIP

**\$626  
MILLION**

Source: Remplan 2022 (data is for 2021), Tourism WA (via Australia's South West), Keston Economics 2021. Visitor spend refers to spend in the City of Albany

Front cover image: Little Beach

<sup>1</sup> State of the Industry, Tourism Research Australia and AusTrade, 2021.

This image: Porongurups sky walk

# Investment opportunities

The below investment opportunities all leverage the Great Southern's existing tourism capabilities.



## Aboriginal tourism

Research<sup>2</sup> indicates that there is a strong interest in Aboriginal tourism experiences, but that interest outweighs actual participation, suggesting an opportunity to meet this demand. There is an opportunity to support Aboriginal tourism enterprises, increase employment and increase pride and cultural connection across the Great Southern. Through Aboriginal tourism, local and ancient knowledge can be shared, celebrated and maintained and there are more opportunities for local Aboriginal people to live and work on their Country.



## Sports tourism and trails

The Centennial Park sports stadium in Albany provides the region with sports and recreation facilities of a standard suitable for major cross-regional, state or national sporting events. The region already hosts regionally significant events such as mountain biking, running, sailing, swimming, cricket tournaments. Substantial trails and outdoor recreation investments have been made in the region to capitalise on a growing demand for nature-based adventure experiences, such as the State Government's \$12.78 million investment into Great Southern Adventure Trials, and significant trails developments recently completed or planned throughout Albany and Denmark (e.g., Albany Mounts Precinct Master Plan and Denmark Wilderness Ocean Walk Trail).



## Art, heritage and cultural tourism

The region has strong offer of art, heritage and cultural assets that provide the basis for expansion of this important sector. Initiatives such as the Great Southern Art Trail, Hidden Treasures and the Great Southern Festival are key promotional opportunities. The regional arts sector is also strongly linked with the tourism industry. Many galleries and studios are located along visitor routes, and there is a trend towards the inclusion of local arts and crafts at tourist facilities.



## Eco-tourism and sustainable experiences

Tourism experiences that are environmentally sustainable are increasingly being sought after by customers and ingrained into all aspects of travel and tourism. Sustainability is at the heart of the THRIVE 2030 Strategy and the UNWTO's objective to 'build back better'. In response to this trend, tourism databases are making it easier for consumers to identify 'sustainable' businesses and experiences.



## Food and wine tourism

The coastal Great Southern has an enviable capacity to produce an amazing variety and quality of food and wine. Initiatives and events such as Taste Great Southern provide key promotional opportunities to boost visitor numbers to the region and provide opportunities to fill shoulder seasons.



## Cruises

Albany Port's ability to receive cruise ships provides strong opportunities for the expansion of accommodation and hospitality in Albany. In 2018, Albany hosted a record number of 16 cruise ship visits.

<sup>2</sup> Tourism WA Aboriginal Tourism Snapshot 2018-19

# Key locations



# Our unique and diverse tourism offer



## Exciting annual events

- Bloom Festival
- Taste the Great Southern
- Katanning Harmony Festival
- Grapes and Gallops
- Porongurup Wine Festival
- Pingrup and Wandecia Picnic Races
- Graze Mount Barker
- Mountains to Murals
- Southern Art and Craft Trail
- Denmark Festival of the Voice



## World class national parks, mountains and trails

- Fitzgerald National Park
- Porongurup National Park
- Stirling Range National Park
- Mt Lindsay National Park
- Bluff Knoll
- Castle Rock
- Bald Head
- Bibbulmun Track
- Luke Pen Walk
- Valley of the Giants



## Iconic beaches

- Green Pools & Elephant Rocks
- Middleton Beach
- Little Beach
- Cosy Corner Beach
- Shelley Beach
- Frenchman Bay
- Mutton Bird
- Dillon Bay
- Cheynes Beach
- Misery Beach



## Unforgettable experiences and assets

- Silo Trail
- Aboriginal tours and experiences
- National ANZAC Centre
- Albany Entertainment Centre
- Whale watching
- Kodja Place
- The Gap Look Out
- Wildflowers
- Horsepower Highway
- Pingrup races



## Accommodation for every traveller

- Camping from the beach to the bush
- Caravan parks
- Eco-lodges and forest cabins
- Mountain retreats
- Beachside shacks
- Motels, hotels and apartments
- Airbnbs



## Incredible dining experiences

- World class wineries and breweries
- Farm/ paddock to plate
- High end and casual dining experiences showcasing local produce

## Comparative advantages

Tourism is recognised by the Great Southern Development Commission (GSDC) as one of the region's comparative advantages. Key underlying factors include:



Internationally recognised  
biodiversity hotspot



Lifestyle and natural amenities  
to attract workforce and  
new enterprises



Regional airport connecting  
Great Southern to WA's capital.  
Iconic port providing access to  
cruise ships



WA's second largest  
agricultural region with a  
reputation for outstanding  
produce



Nationally significant art,  
heritage and cultural assets,  
including a growing film and  
TV industry



Well established regional  
tourism brand "Great Southern  
Treasures"

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## Regional capacity

Major agencies and stakeholders working to support our tourism industry.

### INDUSTRY SUPPORT GROUPS

Tourism WA  
Australia's South West  
Great Southern Treasures  
Visitor Centres network  
across the Great Southern

### SUPPORTING GOVERNMENT AGENCIES

Departments of Local Government,  
Sport and Cultural Industries  
Department of Primary Industries and Regional Development  
Great Southern Development Commission  
Great Southern Centre for Outdoor Recreation Excellence  
Great Southern Regional Arts Hub  
Tourism WA

# Developing the region's tourism industries

Increasing our capacity and capabilities in the following areas will be critical for ongoing development of the Great Southern's tourism industry.

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01

## **Build our brand and revive cultural heritage:**

Increase the profile of the Great Southern in domestic and international markets through coordinated and strategic marketing. Support tourism operators to market their businesses.

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02

## **Enhance access and amenities:**

Make the region easier, faster and cheaper to get to and explore. Create and highlight integrated and connected experiences and itineraries.

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03

## **Target international education market:**

Leverage regional education institutions to develop the Great Southern as a hub for international students who can explore the region, invite friends and family, and work in the tourism industry.

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04

## **Celebrate regional produce:**

Support producers to develop, diversify and value add to build niche products you can't get anywhere else.

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05

## **Build digital experience: :**

Harness and actively engage with the digital revolution. Empower Great Southern tourism to provide seamless and diverse digital services and experiences for consumers and businesses alike.

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06

## **Strengthen capacity:**

Build and strengthen networks, partnerships and governance mechanisms surrounding tourism development to unlock the potential of the industry.

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## Strategic alignment

Tourism industry and infrastructure development is guided by the following State and Regional strategic plans and frameworks:

|          |                                                               |                                                                      |                                                                |
|----------|---------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------|
| STATE    | WA GOVERNMENT REGIONAL DEVELOPMENT STRATEGY 2016-2025         |                                                                      |                                                                |
|          | DIVERSIFY WA ECONOMIC DEVELOPMENT FRAMEWORK                   | WA PLANNING COMMISSION LOWER GREAT SOUTHERN PLANNING STRATEGY (2016) |                                                                |
|          | WA INFRASTRUCTURE STRATEGY (DRAFT)                            | WA CULTURAL INFRASTRUCTURE FRAMEWORK 2030+                           | TOURISM WA TWO YEAR ACTION PLAN (2018-19)                      |
| REGIONAL | GREAT SOUTHERN REGIONAL INVESTMENT BLUEPRINT (2015)           | GREAT SOUTHERN RECOVERY PLAN (2020)                                  | GREAT SOUTHERN DEVELOPMENT COMMISSION STRATEGIC PLAN (2022-24) |
|          | AUSTRALIA' SOUTH WEST STRATEGIC PLAN (2021-24)                | GREAT SOUTHERN REGION ARTS CULTURE AND HERITAGE STRATEGY (2022)      | GREAT SOUTHERN OUTDOOR RECREATION STRATEGY (2018 – 21)         |
| LOCAL    | LOCAL GOVERNMENT ECONOMIC DEVELOPMENT AND PLANNING STRATEGIES |                                                                      |                                                                |

# Challenges and risks



## **Workforce development and retention**

As arrivals of working holiday-makers, international students and other temporary workers remain below pre-pandemic levels, regional tourism operators in particular continue to struggle to attract skilled workers.



## **International travel**

The recovery in international travel and air travel in the Asia-Pacific region has been slower than other regions. While international forecasters suggest that the international tourism recovery in the Asia-Pacific region will take longer than in other regions, a full recovery to 2019 levels is expected to occur by around 2025 .



Castle Rock

## Want more information?

|                                            |                                                       |                             |                              |
|--------------------------------------------|-------------------------------------------------------|-----------------------------|------------------------------|
| Strategic project development and networks | <a href="#">Great Southern Development Commission</a> |                             |                              |
| Industry support and capacity building     | <a href="#">Tourism WA</a>                            |                             |                              |
|                                            | <a href="#">Australia's South West</a>                |                             |                              |
| Industry support and capacity building     | Your Local Government Authority:                      |                             |                              |
|                                            | <a href="#">Albany</a>                                | <a href="#">Gnowangerup</a> | <a href="#">Kojonup</a>      |
|                                            | <a href="#">Broome-hill Tambellup</a>                 | <a href="#">Jerramungup</a> | <a href="#">Plantagenet</a>  |
|                                            | <a href="#">Cranbrook</a>                             | <a href="#">Katanning</a>   | <a href="#">Woodanilling</a> |
|                                            | <a href="#">Denmark</a>                               | <a href="#">Kent</a>        |                              |
| Grants and funding                         | <a href="#">Great Southern Development Commission</a> |                             |                              |