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Industry calls for marketing boost as regional tourist towns fall behind resource centres

Latest data from the ABS Survey of Tourist Accommodation shows Perth occupancy at record levels of 86% in the September Quarter 2011, while regional tourist towns are languishing. Tourism Council WA CEO is calling for better funding to market regional leisure tourism.

Tourism Council WA CEO Evan Hall said “hotels are booming in Perth city and resource towns from business travel, while tourist towns are falling behind.”

“Resource centres like the Shire of Roebourne are full at 93% hotel occupancy, while tourist towns like Busselton are struggling at just 41%.”

Regional Tourism Area	Occupancy Rate
Perth City	86%
Australia's North West (e.g. Port Hedland, Broome, the Kimberley)	77%
Perth Surrounds (e.g. Mandurah, Swan Valley)	72%
Australia's Golden Outback (e.g. Esperance, Kalgoorlie)	67%
Australia's Coral Coast (e.g. Carnarvon, Exmouth, Shark Bay)	65%
Australia's South West (e.g. Margaret River, Busselton)	44%

WA is losing leisure tourists from the eastern states such as Sydney and Melbourne. Tourism Council WA believes that the Government needs to boost the state's tourism marketing budget.

“We are calling for an additional \$27 million p.a. to market our regional tourism destinations to the east coast and overseas” said Mr Hall.

Mr Hall said “Regional Tourism Organisations are doing a brilliant job promoting local hotels and attractions, but a funding boost will entice visitors back to their regions and spending money in the local economy.”

“Regional tourism operators are suffering and they are asking their Government to make this commitment to the industry.”

The ABS Survey of Tourist Accommodation is released quarterly and covers all accommodation with 15 rooms or more.

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