

BUNBURY GEOGRAPHE

OUR VISITOR ECONOMY 2019

A snap of tourism in Bunbury Geographe - *Driving Economic Growth & Creating Jobs*

2,088,000

Domestic Visitors Nights,
45% GROWTH

41,800

International Overnight Visitors,
33.5% GROWTH

683,000

Domestic Overnight Visitors,
22.8% GROWTH

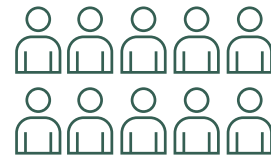
1,897,000

Intrastate Day trip Visitors,
28.1% GROWTH

Source: Tourism Research Australia, June 2019

(*Note, new methodology used)

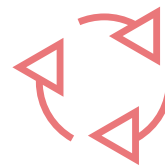
VISITOR ECONOMY EMPLOYMENT



2000

PEOPLE EMPLOYED
in tourism-related businesses

DIRECT ECONOMIC CONTRIBUTION & LARGEST SMALL BUSINESS GENERATOR



Most tourism businesses are locally owned SMEs that contribute direct to the local economy

VALUE ADD

The BunGeo's visitor economy has the largest multiplier than any other industry economic driver



\$1,722M

Tourism



\$790M

Mining



\$367M

Agriculture, Forestry and Fishing

Source: Remplan

EVENTS

Events drive visitation and tourism revenue. Did you know that spending in Bunbury increased by more than

\$555,500
(15.56%)

on the day of Groovin the Moo 2019.

Data compiled by Spendmapp.com.au; Source: Data Republic

OUR VISITOR PROFILE

WHO ARE THEY?

Our core Leisure market is predominantly

25-40 YEARS OLD FROM PERTH

TOURISM REVENUE IN THE SOUTH WEST BY SERVICE AREA



29.7%

Accommodation



24%

Food Services



20.9%

Transportation



19.8%

Retail

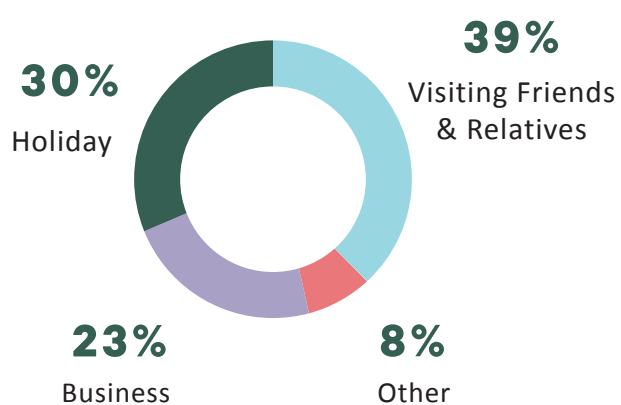


5.6%

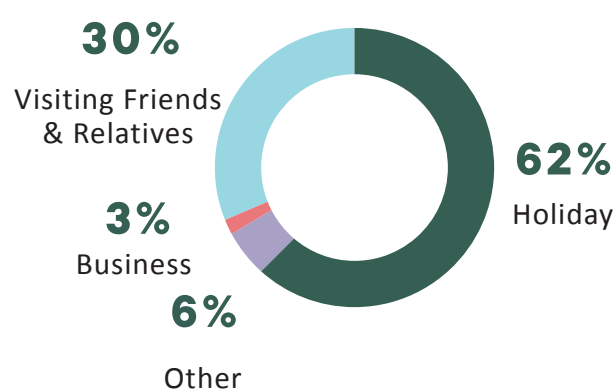
Other

WHY THEY STAY

DOMESTIC VISITORS



INTERNATIONAL VISITORS



HOW LONG DO THEY STAY?



Domestic Visitors:
2.8 NIGHTS

International Visitors:
12 NIGHTS

MEET RICHARD FROM DISCOVERY PARKS BUNBURY

It's exciting to see the changes in Bunbury and the Bunbury Geographe. Our visitor economy is growing and Discovery Parks is investing in that growth. Bunbury's commitment to the visitor economy and the redevelopment of the outstanding assets such as the Dolphin Discovery Centre and the Koombana Foreshore is starting to pay dividends.

“ We have seen increased tourism growth in the area and with that an increasing number local business's becoming involved within the tourism sector and seeing the potential of the region.

With attractions that cater to all tourism segments - wineries, pristine beaches, national parks, adventure trials, burgeoning food industries & restaurants, world beating attractions such as the Dolphin Discovery Centre all make Bunbury Geographe a must see destination.

We are excited about the future and potential of the Bunbury Geographe area that Discovery Parks have committed \$11m to expand the Bunbury Foreshore Park creating more accommodation options from camping to Eco “Glamping” Tents and expanding existing facilities.

Working in partnership with the City of Bunbury, we are delivering the much talked and waited for Bunbury Splash Park. Discovery Parks has committed to build the splash park with an initial investment of \$1m and also committed to maintain and operate the facility. Discovery Parks & the City of Bunbury will create a fantastic community attraction which compliments work recently completed on the Koombana Bay Foreshore and Dolphin Discovery Centre.

When completed, Bunbury Geographe will be well on the way to creating a world class tourism precinct.



Image: Matt Blakes

- **RICHARD MURPHY**
Park Manager



BUNBURY GEOGRAPHE TOURISM PARTNERSHIP

7 local governments committed to tourism working with the South West Development Commission and Australia's South West

Bunbury, Boyup Brook, Capel, Collie, Dardanup, Donnybrook, Balingup, Harvey

INSPIRE &
INFORM



+29%

Increase
in Facebook



+87%

Increase
on Instagram

UNITE & ACTIVATE

BRAND:

Cohesive brand and sub brands for each region

**INDUSTRY
DEVELOPMENT:**

- Social media training
- Wholesale ready training
- Industry forums

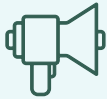
**CORPORATE
WEBSITE:**

In development

TOOLS



4 videos and
100S of inspiring images



Autumn and Spring
CAMPAIGNS in Perth market



Consumer Website
35 Blogs written
40,000+ Page views
Events Calendar

FOUND

BUNGEO FOUND - the ultimate
coffee table magazine telling our
stories **80,000** copies

DESTINATION DEVELOPMENT



Geographe Alternative
Wine Trail



Bunbury Geographe
Touring & Wine Map



Collie River Valley
MTB Trail Map



7 Sub-region
Must Do Lists



6 Itineraries:
MTB, Holiday with Kids,
Foodie, Tours, Wino,
Fashion & Fun



ARE YOU GETTING YOUR SHARE?
PLEASE CONTACT BUNBURY GEOGRAPHE
TOURISM FOR OPPORTUNITIES:
visitbunburygeographe.com.au