

Visitor Centres - WA Economic Value

Total additional user spend

VC Users	Count	Additional Spend
Day-trippers	699,000	\$34.7M
Overnight visitors	1,277,000	\$226.7M
Total	1,976,000	\$261.4M

Weighted average additional spend per user

Region	Additional spend per user
Destination Perth	\$126.22
Regional WA	\$150.19

Economic Impact*

Direct Economic Impact	
Direct Gross Value Added (GVA)	\$91.5M
Direct Gross State Product (GSP)	\$100.5M
Direct FTE	1,026 jobs

Total State Economic Impact	
Total Gross Value Added (GVA)	\$183.8M
Total Gross State Product (GSP)	\$203.2M
Total FTE	1,705 jobs

Visitor Centre - Local Economic Value

Key

Visitors: Visitors reported in the 2022/23 Visitor Centres Annual Survey conducted by TCWA.

Expenditure: Estimated expenditure = Visitors x \$150 (Regional) or \$126 (Destination Perth).

GRP - Gross Regional Product: Economic value for the region.

FTE: Tourism-filled full time equivalent jobs.

Regional Visitor Centre	Visitors	Expenditure	GRP in \$ Millions	FTE
Albany	52,379	\$7,867,000	\$3.02M	30
Broome	68,529	\$10,292,000	\$3.95M	40
City of Greater Geraldton	31,691	\$4,760,000	\$1.83M	18
City of Kalamunda	39,054	\$5,866,000	\$2.25M	23
City of Karratha	28,675	\$4,307,000	\$1.65M	17
Collie River Valley Visitor Centre	11,000	\$1,652,000	\$0.63M	6

Visitor Centre - Local Economic Value

Regional Visitor Centre	Visitors	Expenditure	GRP in \$ Millions	FTE
Dwellingup Trails and Visitor Centre	80,552	\$12,098,000	\$4.65M	47
Kalbarri Visitor Centre	63,005	\$9,463,000	\$3.64M	36
Kalgoorlie Boulder Visitor Centre	122,000	\$18,323,000	\$7.04M	71
Milyering Visitor Centre	90,730	\$13,627,000	\$5.24M	52
Narrogin & Dryandra Visitor Centre	3,957	\$594,000	\$0.23M	2
Northcliffe Visitor Centre	41,677	\$6,259,000	\$2.41M	24
Pemberton Visitor Centre	44,566	\$6,693,000	\$2.57M	26
Rockingham Visitor Centre	2,000	\$300,000	\$0.12M	1
Shark Bay World Heritage Discovery & VC	68,221	\$10,246,000	\$3.94M	39

Visitor Centre - Local Economic Value

Regional Visitor Centre	Visitors	Expenditure	GRP in \$ Millions	FTE
Shire of Ashburton - Tom Price VC	56,355	\$8,464,000	\$3.25M	33
Shire of Bridgetown-Greenbushes	13,081	\$1,965,000	\$0.76M	8
Shire of Toodyay	27,509	\$4,132,000	\$1.59M	16
Gascoyne Junction VC	5,044	\$758,000	\$0.29M	3
Shire of Waroona	7,000	\$1,051,000	\$0.40M	4
Shire of York	50,000	\$7,510,000	\$2.89M	29
Kununurra Visitor Centre	34,778	\$5,223,000	\$2.01M	20
Walpole - Nornalup Visitor Centre	44,835	\$6,734,000	\$2.59M	26
Waroona Visitor Centre	7,000	\$1,051,000	\$0.40M	4

Visitor Centre - Local Economic Value

Destination Perth VCs	Visitors	Expenditure	GRP in \$ Millions	FTE
New Norcia Services	16,000	\$2,020,000	\$0.78M	8
Perth Hills Armadale Visitor Centre	29,179	\$3,683,000	\$1.42M	14
Rottneest Island Authority	350,000	\$44,177,000	\$16.98M	170
Visit Mandurah	138,674	\$17,503,000	\$6.73M	67
Western Australia Visitor Centre	44,309	\$5,593,000	\$2.15M	22

Visitor Centres - People Counter Installed

- Busselton Visitor Centre
- Fremantle Visitor Centre
- Kununurra Visitor Centre
- Margaret River Visitor Centre
- Northam Visitors Centre
- Perth Hills Mundaring Visitor Centre
- Shire of Dowerin - Dowerin Community Resource Centre
- Swan Valley Visitor Centre
- WA Visitor Centre
- 54 other Visitor Centres in WA have been sent a People Counter.

Visitor Centres - Use Counters to Estimate Value

<https://tourismcouncilwa.com.au/toolbox/calculators/visitor-centre-calculator>

Advocacy For Your Visitor Centre

1. Tourism Council WA will send out the annual VC Survey for 2023/24.
2. Complete the survey with accurate visitor count for the 2023/24.
3. Tourism Council WA will produce an Economic Impact Assessment (EIA).
4. Each Visitor Centre can use the EIA for Council, Board, Grants.
5. Tourism Council WA will issue a Media Release and seek local PR.