

Regional Aviation Survey – Summary of Results

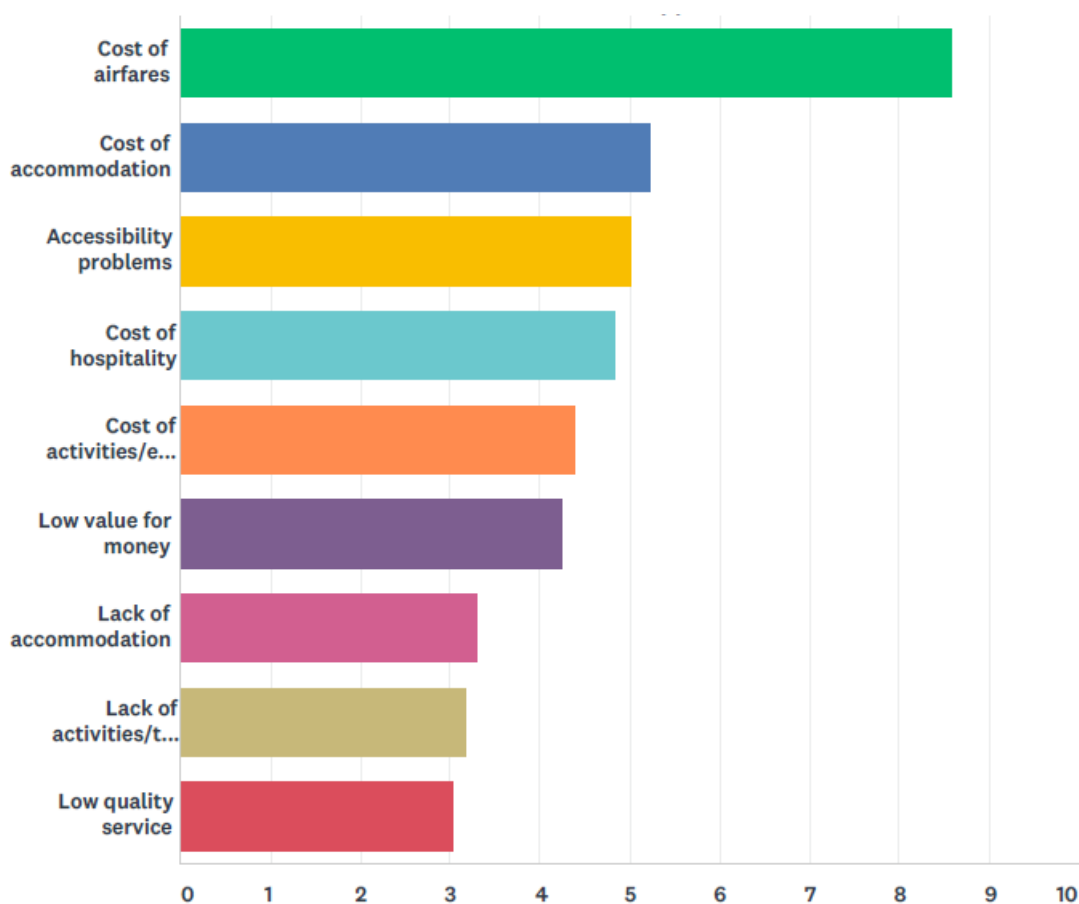
In July 2017, Tourism Council WA surveyed regional tourism businesses regarding their customers' feedback on regional aviation. There were 215 responses to the survey, the largest response Tourism Council WA has ever received from regional tourism businesses.

Key Feedback

The overwhelming view of tourism businesses is that WA regional destinations are being priced out of the tourism market by airfares which are not acceptable to customers, particularly compared with the east coast and international destinations with which WA must compete.

Tourism businesses believe they are losing significant business as a result of these regional airfares. While this feedback was consistent across regional WA, the concern with airfares is most acute in Broome and Australia's North West.

On average, tourism businesses rated their customers' satisfaction with air services to their regional destination at just 30%. Regional tourism businesses identified the cost of airfares as the most significant barrier to regional travel, followed by cost of accommodation in a distant second.



Tourism businesses indicated they would expect to see significant increases in visitation from reduced airfares ranging from 25% to 62%, depending on the discount to airfares.

Tourism Council WA was inundated with proposals for regional businesses on how tourism and airlines can work together to make regional destinations more affordable and accessible. The top three most common suggestions were:

- Develop and promote leisure tourism packages including discount airfares and tourism product (30%)
- Develop direct international and interstate regional routes by chartering, subsidy or marketing (10%)
- Public investment in marketing existing regional routes in return for discount airfares (10%)