

An aerial photograph of a coastline. The top left shows dark, jagged rocks in deep blue water. The middle left shows a sandy beach with shallow turquoise water. The bottom right shows a sandy area with sparse, low-lying vegetation. The text is centered over the beach area.

PERTH METROPOLITAN
REGIONAL TOURISM
DEVELOPMENT STRATEGY
2023-2033

📍 ROTTNEST ISLAND | WADJEMUP

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.



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INTRODUCTION

The Perth Metropolitan Regional Tourism Development Strategy (Perth Metro RTDS), together with the overarching Destination Perth Tourism Destination Management Plan (TDMP), will guide decision-making, investment and capacity development for tourism over the next 10 years.

The RTDS has been informed through comprehensive engagement with industry and stakeholders across the region to understand opportunities and priority projects. These projects have been assessed at a regional and subregional level through an analysis of the region's tourism offering, to prioritise initiatives that will have the most impact on growing the visitor economy sustainably.

Both documents make recommendations on actions and priorities to support the management and growth of the destination in the following areas:

Supply including attractions, events, accommodation, access and connectivity and other visitor-related infrastructure.

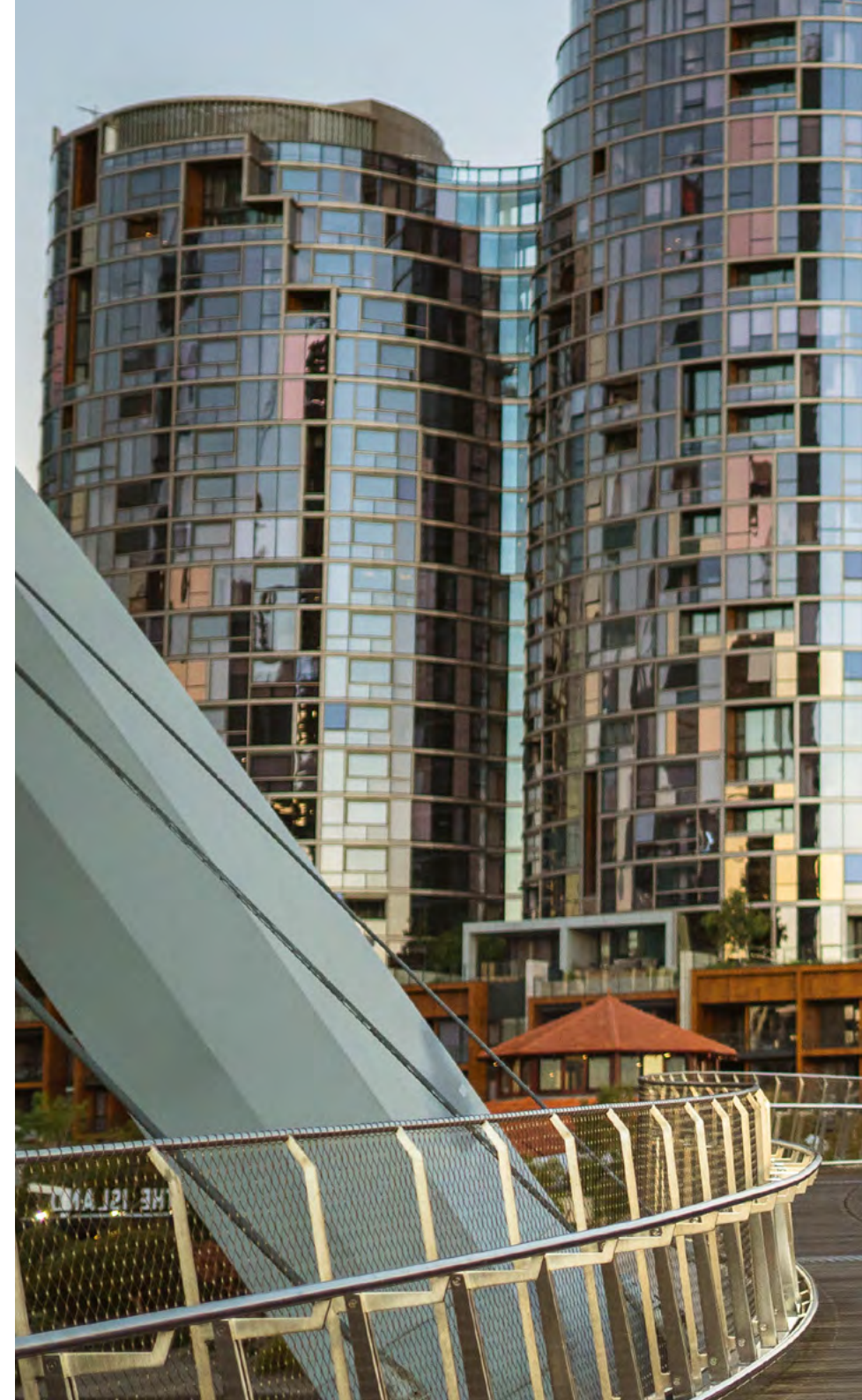
Demand including the region's positioning, markets and destination marketing.

Capability including workforce and skills development, funding and partnerships.

This abridged RTDS outlines the key priorities and actions for tourism development in the Perth Metro region, in alignment with the Destination Perth TDMP.

It is important to note that many of the priorities identified in the document are aspirational and unfunded. Their inclusion will provide industry and government with the strategic direction to seek resourcing, if required, to deliver initiatives within their areas of responsibility.

For the purpose of this report, and to reflect the diversity of environments and offerings, the Destination Perth tourism region will be referred to as Perth and Surrounds.





PART 1: RTDS VISION, GOALS & PRIORITIES





10-YEAR VISION

Perth and Surrounds is effortlessly Australian, the most relaxed and naturally adventurous capital city region in the world. By 2033, Perth and Surrounds will be a globally recognised tourism destination, renowned for its diverse offerings, sustainable practices and immersive experiences.

Experiences Visitors can access a diverse range of high-quality attractions and experiences in close proximity. These experiences are supported by thematic links and easy connections.

Industry Tourism is a key economic driver and is recognised as an appealing career pathway. The whole community understands and supports the value and benefits of the visitor economy for its contribution to the way of life that locals enjoy within the region.

Collaboration Industry and government stakeholders work effectively and collaboratively through informed and dedicated processes that enable the development of infrastructure to support the visitor economy.

Inclusivity The visitor experience is inclusive, welcoming and safe. The Perth and Surrounds region is a place that feels like home, where lifestyle, character and sense of place remain and are valued by community and visitors.

Sustainability Perth and Surrounds is a responsible destination — a place where environment, community and culture play a fundamental role in supporting a sustainable visitor economy.





10-YEAR TOURISM GOALS & PRIORITIES

1. Deliver a cohesive visitor experience by offering a diverse range of products and attractions.

- Seek to enhance the visitor experience in key tourism precincts including Victoria Quay, Swan River foreshore, Kings Park, Perth Cultural Centre, Burswood Park, Rottnest, Fremantle, Swan Valley and the new Ocean Reef Marina.
- Develop tourism experiences and attractions aligned with the naturally adventurous vision for the region, with a focus on unique assets such as the Swan River, the Perth Hills and Swan Valley trails, and sunsets over the ocean.
- Diversify the product offering across the region through the development of cultural, urban lifestyle, nature and wildlife, aquatic and coastal, and indulgent dining experiences.
- Encourage visitor dispersal throughout the subregions by packaging products to appeal to key market segments.

2. Increase capacity and connectivity to support access to and within the region.

- Further strengthen Perth as the Western Gateway to Australia through the establishment of additional international aviation routes.
- Support visitor awareness of activities throughout Perth Metro to remove perceived travel barriers and deliver a cohesive visitor experience.
- Advocate for improved connections between key tourism hubs and attractions across the region e.g. additional river transport options and visitor focused travel itineraries on public transport.

- Explore the opportunity to develop a river trail with a safe cycle/walking path connecting Fremantle to the Swan Valley.
- Support implementation of the Perth Airport Master Plan, including expanded international terminal, development of an airport hotel, consolidation of services at Airport Central and construction of a new runway.
- Support implementation of the WA Cruise Tourism Strategic Plan including upgrades to critical Port of Fremantle marine infrastructure.

3. Grow and diversify the accommodation offering by addressing gaps and priorities.

- Increase the range of experiential accommodation across the region that aligns to the naturally adventurous vision, focusing on high-quality eco, glamping and trail-based offerings.
- Seek the development of new short stay accommodation offerings, including larger branded hotels in Fremantle and Rockingham, high yield accommodation on Rottnest Island, and suitable tourist accommodation within the Ocean Reef Marina precinct and additional offerings in Scarborough.
- Facilitate the conversion of heritage assets for tourism accommodation.
- Seek private sector investment in signature/unique accommodation in and around national parks and reserves.
- Advocate for the development of affordable accommodation to support tourism/hospitality workers and international students to address workforce challenges.

4. Establish Perth and Surrounds as a major hub for world-class sporting, cultural, business and arts events.

- Continue to attract a diverse range of blockbuster events and support a year-round calendar of events that drive visitation and enhance the vibrancy of the Perth and Surrounds region.
- Support the redevelopment of the Perth Conference and Exhibition Centre to enable Perth to bid for major international events. Leverage large business events with pre/post satellite events and tours to encourage subregional dispersal.
- Support the development of world-class infrastructure including cultural, entertainment and sporting precincts to assist in attracting high-profile events to the Perth and Surrounds region.
- Deliver and expand homegrown events including EverNow in Perth City.
- Develop and promote events that focus on unique subregional attributes and encourage visitor dispersal, such as a major activation/installation in the Swan Valley.

5. Develop and showcase Aboriginal tourism.

- Support the development of new, and the rejuvenation of existing, Aboriginal tourism offerings throughout the region.
- Facilitate the inclusion of Aboriginal tourism experiences in mainstream tourism offerings to drive demand and awareness for local product.
- Incorporate Aboriginal culture into all elements of the visitor experience, including dual naming and cultural wayfinding.

- Support the delivery of the Aboriginal Cultural Centre in Perth City.
- Implement priority actions from the Jina: WA Aboriginal Tourism Action Plan 2021–2025 (or future editions).

6. Foster collaboration across the tourism industry to grow the visitor economy and ensure its sustainability.

- Identify and promote clear pathways from school to tourism and hospitality careers and raise the profile of the industry as a positive career opportunity.
- Increase the pool of tourism and hospitality workers by implementing targeted workforce development strategies.
- Increase the capacity and capability of operators through industry workshops, focusing on best practice approaches, improving visitor experience, developing new products, and retaining and upskilling workers.
- Grow the number of accessible and ecotourism accredited operators.
- Progress investigations regarding interest for establishing a world class tourism and hospitality management school in Perth.

An aerial photograph of a coastal landscape. In the upper half, a large, calm body of water with a reddish-pink hue is visible, bordered by a wide, light-colored sandy beach. The foreground is dominated by a dune area covered in dense, low-lying vegetation, possibly coastal scrub or grasses, which are illuminated with a warm, golden light. The overall scene is captured from a high angle, showing the natural contours and textures of the land and water.

PART 2:
UNDERSTANDING THE REGION



PERTH METRO REGIONAL OVERVIEW

The Perth Metro region is the most mature tourism region in WA. Perth Metro consists of six tourism subregions; Perth City, Sunset Coast, Fremantle and Rottnest, Rockingham and Surrounds, Perth Hills, and Swan Valley. These subregions encompass the following local government areas and authorities:

- **Perth City**, including Bayswater, Belmont, Canning, Melville, Nedlands, Perth, South Perth, Subiaco, Vincent, Peppermint Grove and Victoria Park.
- **Sunset Coast**, including Cambridge, Cottesloe, Claremont Joondalup, Mosman Park, Stirling and Wanneroo.
- **Fremantle and Rottnest**, including Cockburn, East Fremantle, Fremantle and Rottnest Island Authority.
- **Rockingham and Surrounds**, including Kwinana and Rockingham.
- **Perth Hills**, including Armadale, Gosnells, Kalamunda, and Mundaring.
- **Swan Valley**, including Bassendean and Swan.

For the purposes of this document, 'Perth City' refers to the tourism subregion as defined above. 'Perth Metro' is the region encompassing all of the aforementioned subregions and local government areas. 'Perth and Surrounds' refers to the entirety of the Destination Perth tourism region, including the areas that cross into the Peel Development Commission and Wheatbelt Development Commission boundaries.

The Perth Metro region occupies the traditional lands of the Whadjuk Noongar people, who have been residing in the area for over 50,000 years. Boorloo is the traditional name for Perth in the Noongar language.

Perth is the largest city in Western Australia and Australia's sunniest capital city. Regularly ranked in the top 10 most liveable cities in the world, Perth is the only Australian capital with 19 white sand beaches to watch the sun set over the ocean. Furthermore, the city boasts one of the world's largest inner-city parks, the Swan River, a world-class stadium for events, and unique local wineries just a short 25-minute drive from the city centre.

Positioned within the same time zone as a substantial portion of Southeast Asia, Perth is a destination in its own right and serves as the national and international gateway into Western Australia and the nation.

Perth's ultimate experiences centre around the fusion of urban vibrancy and natural serenity. With its rich history, cherished heritage, exceptional urban parks, breathtaking 197-kilometre coastline, flourishing wildflowers, diverse culinary offerings, and abundant tracks and trails, Perth embodies the perfect fusion of cultural and natural wonders.

Greater Perth is home to just over two million residents, 77 per cent of the State's population. Projections indicate that the city's population will reach 2.9 million by 2031 and 3.5 million by 2050. It currently ranks as the sixth most liveable city in the world and is the only Australian city to receive a perfect score in three categories (Healthcare, Education and Infrastructure) according to the Global Liveability Index 2021.

Perth City serves as both a destination for visitors and a catalyst for tourism throughout the region. To the west/northwest of the city centre lies the Sunset Coast, renowned as a world-class coastal surfing destination. It offers a range of quality accommodation options, dining experiences, and a pristine Indian Ocean coastline.

Northeast of the city centre, visitors can explore the Swan Valley, a unique wine region that is accessible by both road and river. This internationally acclaimed subregion has a diverse offering including exceptional fresh produce, wine tastings, distilled liquors, breweries, table grapes, artisan products such as nougat, honey, nuts and chocolate, and bush tucker experiences.

To the east of Perth is the Perth Hills, which provides opportunities for hiking, cycling, walking, and various nature activities within a short 30-minute drive from the city centre. South of the city is Fremantle, a vibrant hub of natural,

cultural, and heritage experiences. It is home to famous markets, the World Heritage-listed Fremantle Prison, a bustling working port, and a major cruise terminal. Along with Hillarys and Perth city centre, Fremantle also serves as one of the three gateways to Rottnest Island/Wadjemup, which is located just 19 kilometres off the coast. This island is known for its crystal-clear waters, secluded white sand beaches, iconic quokkas, rich heritage, and delectable seafood options.

The Rockingham and Surrounds subregion, south of Fremantle, offers nature based and adventure attractions such as the Cape Peron Coastal Park, dolphin and sea lion cruises, Penguin Island, and the Shoalwater Islands Marine Park.



**PART 3:
STRATEGY & IMPLEMENTATION**





PERTH METRO ACTION PLAN

The Perth Metro RTDS has been informed by the subregional priorities developed through industry consultation and desktop research. The following tables outline actions and projects and the partner agencies/stakeholders responsible.

KEY AGENCIES AND PARTNERS FOUND WITHIN THE ACTION PLAN

These agencies/organisations have been identified as having a role to play in leading and/or coordinating the implementation of the project within the confines of their remit but may not be solely responsible for delivery. The recommendations are aligned with the core functions of the individual agencies. The expectation is that these agencies will work together to ensure the recommendations are implemented and pursued to a measurable conclusion. A glossary of the agencies is listed in the Legend below.

ACMA – Australian Communications and Media Authority

ACs – Aboriginal Corporations

AGWA – Art Gallery of Western Australia

ATEC – Australian Tourism Export Council

BEP – Business Events Perth

BGPA – Botanic Gardens and Parks Authority

CoF – City of Fremantle

CoP – City of Perth

CoR – City of Rockingham

CoS – City of Swan

DBCA – Ecotourism Australia

DevWA – Development WA

DLGSC – Department of Local Government, Sport and Cultural Industries

DoT – Department of Transport

DoF – Department of Finance

DP – Destination Perth Regional Tourism Organisation

DPC – Department of Premier and Cabinet

DPLH – Department of Planning, Lands and Heritage

FPA – Fremantle Port Authority

LGAs – Local Government Authorities

LTO – Local Tourism Organisation

MRWA – Main Roads Western Australia

PHTA – Perth Hills Tourism Alliance

PS – Private Sector

PTA – Public Transport Authority

RIA – Rottnest Island Authority

SLWA – State Library of Western Australia

SVTA – Swan Valley Tourism Alliance

TCWA – Tourism Council Western Australia

TOs – Traditional Owners

ToVP – Town of Victoria Park

TWA – Tourism Western Australia

WAITOC – Western Australian Indigenous Tourism Operators Council

WAM – WA Museum

ZPA – Zoological Parks Authority

1. DELIVER A COHESIVE VISITOR EXPERIENCE BY OFFERING A DIVERSE RANGE OF PRODUCTS AND ATTRACTIONS

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING SUPPLY ISSUES			
Investigate and deliver new tourism assets that encourage increased length of stay and dispersal.	BGPA, CoP, TWA, DoT	Determine the feasibility of developing a pedestrian/cycle bridge connecting Kings Park to the river near to the Swan Brewery.	Perth City
	LGAs, DP, WAM	Develop additional after dark tourism product/experiences including weekend inner-city activation to support the night-time economy.	
	SVTA, PHTA, LGAs, DP	Prepare a night-time economy program to activate key precincts for residents and visitors throughout the year (e.g. entertainment, regional food and drink pop-ups).	Swan Valley, Perth Hills
	DBCA, TWA, LGAs, DoT, DevWA, DPLH, WAITOC	Deliver priority actions for tourism in the Perth Water Buneenboro Action Plan, including new nature based and Aboriginal tourism experiences on and around the Swan River.	Perth City
	PS, DBCA, TWA, CoP	Seek to enhance riverfront amenity in the city centre, including new hospitality offerings and tourism assets such as a billabong or lagoon-style pool adjacent to the Swan River.	
	DBCA, PS, LGAs, DPLH, DoT	Explore opportunities to further activate areas of the river outside of the city centre with attractions such as riverside parks, tracks and trails, boat tours, river-facing outdoor spaces, cafés and restaurants.	Throughout region
	TCWA, PS, CoP, BGPA, DevWA	Investigate opportunities for private sector development of a cable car, or similar, to enable an experiential link between Kings Park and Elizabeth Quay as a signature experience.	Perth City
	TWA, WAM	Progress the relocation of the WA Visitor Centre in a state-of-the-art facility with stronger connections to the city, rail, walkways and the Perth Cultural Centre precinct.	
	DLGSC, DPC, DPLH, DJTSl, TWA, DevWA, CoP, WAM, SLWA, AGWA	Revitalise the Perth Cultural Centre to improve access, connections between key attractions and enhance the visitor experience to establish the precinct as the cultural heart of the city.	
	ZPA	Deliver the enhancements to the Perth Zoo as highlighted in the Perth Zoo Master Plan 2040, including expanded exhibits with immersive visitor experiences. Explore opportunities for the development of on-site short stay accommodation.	
	PS, LGAs	Grow the density of bookable tourism experiences in the Perth Hills, including dark sky, agritourism and trail-based tours.	Perth Hills
PS, SVTA, CoS, TWA	Support the development of immersive tourism experiences in the Swan Valley that showcase the subregion's culture, history and food and drink provenance, including exclusive meet-the-maker experiences.	Swan Valley	
TWA, CoS	Investigate the feasibility of a large scale art installation/trail in the Swan Valley to encourage increased visitation and dispersal.		

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
Investigate and deliver new tourism assets that encourage increased length of stay and dispersal.	DBCA, DLGSC, LGAs, TWA	Explore feasibility of developing a world-class hiking trail from Bells Rapids to Toodyay with associated visitor infrastructure along the Avon River connecting Walyunga National Park to Avon Valley National Park.	Swan Valley
	DP, TWA, DBCA	Develop a calendar to capture the wildlife engagement opportunities and integrate with event opportunities.	Rockingham and Surrounds, Perth Hills
	LGA, PS	Implement the Rockingham Beach Foreshore Master Plan (Stage 2) to activate the foreshore with food and beverage, retail offerings and a maritime themed playground to enhance its vibrancy.	Rockingham and Surrounds
	TWA, CoR, DBCA	Prepare a business case for a new, interactive, wildlife-focused Discovery Centre on the mainland of Shoalwater Islands Marine Park.	
	DPLH	Seek funding to implement the Fremantle Prison Master Plan 2019-2029 to deliver high quality, unique experiences including a sound and light show.	Fremantle and Rottneest
	LGAs, RIA, PS, DP	Leverage Fremantle and Rottneest Island's heritage through the development of new Aboriginal culture and military heritage tourism offerings.	
	WAM	Support the redevelopment/refurbishment of the WA Shipwrecks Museum with new exhibits, attractions and spaces to leverage the 400th anniversary of Batavia in 2029.	
	FPA, DPLH, CoF, DoT, WAM	Progress infrastructure upgrades at Victoria Quay and the Fremantle harbours to continue to receive cruise ships and deliver an appealing waterfront tourism precinct. Prioritise connectivity between the precinct and Fremantle city centre through streamlined access and wayfinding.	
	DP, LGAs, TWA	Advocate for the development of nature and outdoor infrastructure e.g. new or enhanced cycle paths, mountain biking and walking trails and sports tourism infrastructure and facilities.	Sunset Coast, Perth Hills
	DevWA, LGA	Support the delivery of the Ocean Reef Marina development including a coastal pool and family beach, water-based recreation, hospitality, retail and short stay accommodation offerings.	Sunset Coast
	DoT, PS	Implement the Hillarys Boat Harbour Activation Master Plan (2021) including a vibrant night-time economy, events, high quality marina, improvements to the ferry terminal and unique retail and dining opportunities.	
	LGAs, TWA, DevWA, BGPA	Investigate opportunities for the development of tourism activities and attractions in the city centre to further activate and enhance the visitor experience at key precincts including Elizabeth Quay and Kings Park.	Perth City
	Burswood Park	Develop the "three precincts" vision as highlighted in the Burswood Park Master Plan to enhance amenity, deliver new event spaces and opportunity for new hospitality development.	
	PS, ToVP	Seek to progress the Edward Millen Precinct development, including opportunities for dining and entertainment in a reimagined heritage setting.	

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
	PS, DP, TWA, WAM	Explore opportunities for virtual reality (VR) and augmented reality (AR) innovation in product and experience development.	Throughout region
	DBCA, CoS, DoT	Invest in cycle/walking trails to create a riverside trail experience of the wineries and attractions of the Swan Valley.	Swan Valley
	CoS, DoT	Seek to develop new floating jetties to enable boat access to wineries and attractions, enabling the opportunity to develop a Swan Valley water-based trail from the Guilford train station, with self-piloted electric boats, kayaks and guided boat tours.	
	CoP, DevWA	Encourage the development of new food and beverage offerings, attractions and night-time activations at Elizabeth Quay to position the precinct as the café/restaurant and night-time hub of the city.	
Enhance tourism experiences and infrastructure in national parks and nature reserves.	DBCA, LGAs	Continue delivery of the John Forrest National Park Improvement Project, including enhanced accessibility, amenities and a park hub/interpretive space.	Perth Hills
		Explore opportunities for enhancing the park's experience offering and night-time activities such as the development of a sound and light show.	
	TWA, DBCA, PS	Grow the range of bookable adventure, nature-based and ecotourism product in national parks, regional parks and nature reserves around the region to better deliver the naturally adventurous vision.	Throughout region
	BGPA, TWA, WAITOC, DP	Facilitate the development of new commissionable tourism product/experiences in Kings Park, including night-time activation, wildflower tours, and an Aboriginal tourism hub offering cultural experiences.	Perth City
	BGPA, TWA	Investigate the feasibility of a redeveloped tourism hub in Kings Park that provides facilities for tour operators and visitors including consideration of short stay accommodation.	
	DBCA, BGPA	Investigate and provide for quality visitor infrastructure in national parks, with a particular focus on Kings Park, Yanchep, Walyunga, John Forrest, Lesmurdie Falls and Serpentine national parks; Cape Peron Coastal Park; Woodman Point, Yellagonga and Herdsman Lake regional parks; and parks of the Swan Coastal Plain.	Throughout region
ADDRESSING DEMAND ISSUES			
Align marketing initiatives to promote subregional dispersal and increased length of stay.	DP, TWA	Undertake a review of promotional content for the Perth Metro subregions across all media platforms and channels to identify areas for content improvement and ensure consistency between the Tourism WA and DP RTO brands.	Throughout region
	DP, PHTA, SVTA, LGAs, TWA	Highlight the diversity of experiences offered throughout the Swan Valley and the Perth Hills subregions to position them as destinations for short breaks/longer stays rather than only day-trips.	Swan Valley, Perth Hills

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
Align marketing initiatives to promote subregional dispersal and increased length of stay.	DP, TWA, LTOs, LGAs	Support operators and wholesalers to create: <ul style="list-style-type: none"> Accommodation and tour packages of Rottnest Island and Fremantle, Perth City and Hillarys to appeal to interstate, international visitors and the domestic VFR market; New and enticing itineraries for Fremantle and Rottnest Island (incorporating other subregions); and International ready products. 	Fremantle and Rottnest, Perth City, Sunset Coast
	DP, LGAs	Build on the existing LGA alliances to leverage and cooperatively market products and experiences, capitalising on offerings in the surrounding regions. As part of this process, formalise an agreement across LGAs to share content, imagery, and videos to collectively promote the region.	Throughout region
Increase the density of trade ready tourism products.	TWA, DP, ATEC	Assist existing operators not currently operating in the trade distribution space to become export/trade-ready.	Throughout region
		Work with industry to establish new export/trade-ready and commissionable tourism products to grow awareness and demand for the region.	
ADDRESSING CAPABILITY ISSUES			
Grow the capacity and capability of the industry to understand target market needs.	TWA, TCWA, DP, DBCA	Develop resources and workshops on themes including: visitor market preferences; accessing the MICE market; ecotourism accreditation; and developing outstanding interpretation with case studies and brand guidelines to assist operators and investors in creating brand aligned, high-yield tourism experiences.	Throughout region
	TWA, LGAs	Deliver targeted capacity building workshops that support the diversification of existing agricultural businesses to incorporate agritourism offerings.	
	LTOs, DP, LGAs	Undertake experience development programs to support expansion of product packaging, new and expanded experiences and partnerships between operators across the region.	
	DP, LGAs, LTOs	Communicate opportunities for LGAs, LTOs and industry to participate in the Destination Perth RTO's industry development initiatives.	

2. INCREASE CAPACITY AND CONNECTIVITY TO SUPPORT ACCESS TO AND WITHIN THE REGION

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING SUPPLY ISSUES			
Pursue airport upgrades and additional air services to grow leisure visitation.	Perth Airport, State Government	Support the implementation of the Perth Airport Masterplan, including the development of a new runway, airport hotel, terminal upgrades, and consolidation of services at the Airport Central Precinct.	Perth City
	TWA, Perth Airport	Continue to pursue additional direct flights from identified source markets and build capacity on existing routes.	
Support upgrades to connectivity throughout the region, including a visitor-focused approach to public transport in the Perth Metropolitan area.	LGAs, DoT, TWA, DP	Investigate the feasibility of new transport options such as mid-tier rapid transit to Scarborough, providing enhanced connectivity from the airport to the coast.	Sunset Coast
		Encourage private operators to establish transport services to and from the subregion.	
	LGAs, PS, PTA	Explore the feasibility of a coastal CAT bus service (or similar privately operated service), connecting Cottesloe and Scarborough to provide access between key beachside precincts.	
	LGAs, DBCA	Develop consistent wayfinding with dual naming around the Swan River waterfront precinct.	Perth City
	DP, PS	Explore opportunities to partner with commercial operators to develop itineraries with included transport options such as bookable packaged product sold by hire car operators.	Throughout region
	PTA, LGAs	Enhance connections between the CAT bus network and the broader public transport system with provision of signage/interpretation.	
	DoT, LGAs, DBCA	Develop consistent, brand-aligned wayfinding and signage that enhances connectivity and incorporates local heritage, stories and imagery of key attractions.	
	PTA, DoT, TWA, CoP, DevWA	Establish transportation links that connect the city to the river, enabling visitors to seamlessly access key attractions through: <ul style="list-style-type: none"> • Appropriate infrastructure on/around the river to access attractions; and • Effective transport signage, including digital signage for real-time information. 	Perth City
	PTA, DoT, LGAs	Subject to feasibility assessment and informed by a strategic demand analysis, seek to expand the ferry network, both public and private, with higher volume services to access a range of points along the river, including outside of the city centre.	Throughout region

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
Support upgrades to connectivity throughout the region, including a visitor-focused approach to public transport in the Perth Metropolitan area.	DBCA, LGAs, DoT	Establish the feasibility of delivering routes along the Swan and Canning Rivers, including a riverside cycle and walking path / trail linking Fremantle to the Swan Valley.	Throughout region
	LGAs, DP	Explore opportunities to develop thematic and brand-aligned wayfinding and interpretive signage across the Sunset Coast including provision of key visitor information at gateways.	Sunset Coast
		Seek to improve wayfinding to Cottesloe Beach from Cottesloe rail station that is also highlighted at Perth train station.	
	DoT	Seek to activate new public transport stations established through the METRONET project with links to surrounding tourist attractions, such as the new station at Whiteman Park.	Throughout region
	DoT, CoF, FPA, DPLH, TWA	Improve visitor access to key attractions through enhanced connection between the harbours, Victoria Quay, Fremantle Port and the Fremantle city centre as identified in the Fremantle Harbours Master Plan (2022).	Fremantle and Rottnest
	RIA, PS	Deliver safe and connected walkways and cycleways throughout Rottnest Island, and maintain access to the Island through ferry, private boat, charter vessels and small aircraft.	
	LGAs, PS, DBCA	Support an expansion of the electric vehicle network and availability of chargers throughout the region to ensure accessibility and encourage sustainable transport options.	Throughout region
Pursue improvements in mobile connections to overcome inconsistent service.	LGAs, ACMA, DBCA, Australian Government	Advocate for the installation of high-speed internet and improved mobile telecommunications in areas with inconsistent/lacking services to address gaps across the area and improve visitor experience.	Swan Valley, Perth Hills
Maximise tourism benefits from infrastructure upgrades.	CoF, RIA, TWA	Progress works to improve the experience and facilities at the Rottnest ferry departure terminal in Fremantle.	Fremantle and Rottnest
		Refurbish the facilities and visitor arrival facilities at Rottnest Island.	
	DP, SVTA, LGAs, MRWA	Advocate for the upgrading of arterial roads (e.g. West Swan Road) to improve safe access to vineyards/cellar doors and other tourism attractions.	Swan Valley
	SVTA, LGAs, DP, TWA	Advocate for solutions to the siltation that hampers accessing the upper reaches of the Swan Valley via the Swan River which could result in a highly unique experience including accessing the food, wine and broader attractions of the subregion.	
		Encourage the development of new jetties to commercial premises.	
Drive the sustainable growth of cruise tourism.	FPA, TWA	Support the implementation of the WA Cruise Strategic Plan 2023-33.	Fremantle and Rottnest
		Progress delivery of infrastructure upgrades at Port of Fremantle to address ageing marine infrastructure needs and ensure continued growth of cruise tourism.	
	DevWA, PS	Explore opportunities to expand specialist cruise tourism at the new Ocean Reef Marina, with capacity to accommodate superyachts.	Sunset Coast
Drive the sustainable growth of cruise tourism.	FPA, TWA	Actively seek to attract new home-ported vessels to Fremantle Port, including mid-size, large and expedition ships.	Fremantle and Rottnest

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING DEMAND ISSUES			
Promote transport options to remove perceived travel barriers and encourage visitor dispersal.	DP, PTA	Promote public transport options through initiatives such as public transport trails or itineraries including key attractions to remove perceived travel barriers to encourage subregional dispersal.	Throughout region
	DP, LGAs, Ferry operators, DBCA	Improve visitor awareness of transport options: <ul style="list-style-type: none"> Public transport services within the region (e.g. Airport train line, CAT buses); Ferry services from Hillarys, Perth City and Fremantle to Rottnest Island; The ease of access via the road network between Perth City and the Sunset Coast; and Bus routes to Yanchep National Park. 	Throughout region

3. GROW AND DIVERSIFY THE ACCOMMODATION OFFERING BY ADDRESSING GAPS AND PRIORITIES

INITIATIVE	PARTNERS	ACTIONS	SUBREGION	
ADDRESSING SUPPLY ISSUES				
Grow the inventory of short-stay accommodation.	TWA, LGAs, DP, LTOs, PS, DBCA	Encourage operators to renovate/renew existing accommodation offerings and seek the development of more diverse accommodation that supports the naturally adventurous vision including eco, glamping and trail-based offerings.	Throughout region	
	TWA, DBCA, TOs, ACs, PS, LGAs	Work with Traditional Owners to enable the development of accommodation offerings in and around national parks and reserves.		
	RIA, PS, TWA, DP	Deliver a range of new suitable accommodation and hospitality offerings in accordance with the Rottnest Island Management Plan (RIMP) 2023-28, including: the Lodge Wadjemup site redevelopment; expansion of RIA operated cabins and campgrounds; development of staff housing; and new unique/iconic offerings.	Fremantle and Rottnest	
	CoF, PS, TWA		Seek the development of a higher capacity branded hotel in Fremantle to address constraints and enable further opportunity for business events.	Fremantle and Rottnest
			Explore opportunities to plan for new waterfront short stay accommodation at Fremantle's North Port once freight operations are relocated through the Westport project.	
LGAs, PS, TWA, DBCA	Seek the development of experiential accommodation offerings (e.g. glamping, tiny houses and nature-based) to support and activate the Bibbulmun and Munda Biddi trail networks, such as tiny cabins in discrete locations.	Perth Hills		

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
Grow the inventory of short-stay accommodation.	LGA, PS, DBCA	Diversify accommodation offerings in Rockingham, such as the development of unique eco accommodation at Cape Peron, high quality branded accommodation suited to MICE visitation in the Rockingham foreshore, midscale hotel near the Waikiki foreshore and a holiday park in Rockingham's southern corridor.	Rockingham
	LGAs, PS	Investigate opportunities for the development of new riverside accommodation offerings along the Swan River.	Perth City
	TWA, LGAs	Deliver a Perth Accommodation Study to identify gaps in the market and seek to attract private investment in new short-stay accommodation.	
	LGAs, TWA, DP, DBCA	Advocate for the delivery of new or revitalised accommodation development projects including: <ul style="list-style-type: none"> • Unique accommodation at the former Quinns Rocks Caravan Park site • Unique accommodation within Yanchep National Park • Redevelopment of the former Mosmans Restaurant including unique accommodation and function room upgrades 	Sunset Coast
	LGAs, DP, PS, TWA, DPLH, DBCA	Investigate opportunities for heritage assets to be reused or adapted into tourism accommodation.	Throughout region
Develop affordable and worker style accommodation.	LGAs, DP, TWA	Advocate for the development of affordable accommodation to support international students and low-income and casual workers.	Throughout region
	LGAs	Encourage larger accommodation projects to include on-site staff accommodation to combat a lack of residential housing.	
Create an effective and easily navigable regulatory environment to enable investment in accommodation.	TWA, DevWA, LGAs, DP	As part of the Streamline WA initiative, advocate for solutions to create an enabling environment for investment and site availability.	Throughout region
ADDRESSING DEMAND ISSUES			
Promote investment opportunities.	TWA, LGAs	Develop targeted accommodation prospectuses that encourage investment in the development of new short stay accommodation offerings.	Throughout region
Achieve trade readiness for accommodation products.	TWA, DP, ATEC	Work with industry to achieve trade readiness for accommodation products not currently operating in the trade distribution space.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Improve the land use planning framework to help facilitate tourism investment.	TWA, DPLH	Deliver a Swan Valley Tourism Planning Strategy that assesses gaps and opportunities for tourism product/ accommodation and informs future land use planning.	Swan Valley
	TWA, LGAs, WAPC, DPLH	Advocate for greater consideration of tourism in local planning strategies and policy frameworks.	Throughout region

4. ESTABLISH PERTH AND SURROUNDS AS A MAJOR HUB FOR WORLD-CLASS SPORTING, CULTURAL, BUSINESS AND ARTS EVENTS

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING SUPPLY ISSUES			
Support the enhancement of existing, and growth of new brand aligned events that celebrate unique qualities of the subregions and establish Perth and Surrounds as a vibrant destination for events.	LGAs, TWA, BGPA, WAM	Elevate local cultural events and invest in major cultural events to activate the river and natural areas, particularly Kings Park, Burswood Peninsula, and the Perth Cultural Centre.	Throughout region
	DP, LGAs, LTOs	Develop a program of subregional events including a small number of significant events that celebrate the seasons, culture, food and wine and trail-based experiences.	
	TWA	Deliver and expand unique homegrown events that celebrate place, people and culture, including EverNow in Perth City.	Perth City
	PS, State Government, LGAs, TWA, BEP	Redevelop the Perth Convention and Exhibition Centre, prioritising connections to other city attractions and the creation of a precinct/hub which capitalises on the Swan River.	
	RIA	Explore opportunities for further event development on Rottnest Island outside of peak season (e.g. May to October) to support the region's broader calendar of events, particularly showcasing culture.	Fremantle and Rottnest
	LGAs, DP	Identify and actively support existing and new unique, brand aligned festivals and events that establish the Sunset Coast as a vibrant destination for year-round coastal festivals.	Sunset Coast
		Prepare a calendar of festivals and events across the Sunset Coast subregion in order to identify opportunities and fill gaps, with a particular focus on winter activation.	
		Investigate the potential to enhance the Sunset Coast's night-time economy by activating key precincts throughout the year (e.g. entertainment, food and drink pop-ups).	
	LTOs, LGAs, RIA, TWA, DP	Support existing sports and music events that align with Fremantle and Rottnest Island's infrastructure and facilities. Focus on supporting and evolving these events and complementing the existing sporting events on Rottnest Island to attract additional cycling, ironman, marathons and surfing events.	Fremantle and Rottnest
	TWA	Establish a Metro Events program that supports the delivery of homegrown events within the metropolitan region.	Throughout region
DP, LGAs, SVTA, PHTA, DBCA	Continue to support festivals and events that establish the Swan Valley and Perth Hills subregions as vibrant destinations for year-round visitation.	Swan Valley, Perth Hills	
TWA	Continue to attract a diverse range of blockbuster events that drive visitation, and support a year-round calendar of community, culinary, cultural, sporting and mass participation events that enhance the vibrancy of the destination.	Throughout region	
WAM	Support the development and hosting of world-class touring exhibitions at WA Museum Boola Bardip to maximise built infrastructure and enhance the cultural vibrancy of Perth.	Perth City	
Enhance infrastructure to support growth of events.	BGPA	Seek to enhance infrastructure in Kings Park to enable new event opportunities and leverage its positioning as a key visitor attraction.	Perth City
	DBCA	Seek to enhance infrastructure in Yanchep National Park to enable new event opportunities.	Sunset Coast
	TWA, State Government	Support the development of new world-class infrastructure to attract high-profile events to Perth and Surrounds.	Throughout region

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING DEMAND ISSUES			
Support growth of the MICE/ business event market.	BEP, LGAs, TWA, DP	Continue to promote existing business events infrastructure and opportunities to the MICE market.	Throughout region
	DP, LGAs, LTOs	Encourage new accommodation providers to include conference facilities to host business events and convert business visitors to repeat visitors.	Fremantle and Rottnest
Position Fremantle and Rottnest Island as vibrant destinations for year-round events.	DP, RIA, LGAs, LTOs	Strengthen the promotion of festivals and events that establish Fremantle and Rottnest Island as vibrant destinations for year-round coastal festivals and business events to even out seasonality.	Fremantle and Rottnest
Assess event marketing communications to maximise awareness and visitation.	TWA, PS	Optimise event branding to align with Tourism WA brand and marketing initiatives, whenever feasible.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Develop industry capability to maximise event opportunities.	TWA, PS, LGAs	Work with event holders and industry operators to develop event-based packages that include discounted accommodation and attractions.	Throughout region
		Explore opportunities to establish a knowledge and skills-sharing program amongst local event operators to enhance industry sustainability.	

5. DEVELOP AND SHOWCASE ABORIGINAL TOURISM

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING SUPPLY ISSUES			
Develop authentic Aboriginal tourism experiences across the region.	DLGSC, DoF, DPC, TWA, CoP	In partnership between Aboriginal people and the State Government, facilitate the development of an Aboriginal Cultural Centre with world-class interpretation of the state's Aboriginal culture, storytelling and truth-telling.	Perth City
		Prioritise the centre's connections across the city and Swan River, including other major attractions with links to transport and wayfinding.	
	WAITOC, TWA, TOs, ACs, DP, RIA, DBCA, LGAs, LTOs	Support the sustainability of existing, and establishment of new Aboriginal tourism businesses.	Throughout region
		Ensure engagement, inclusion and representation of Aboriginal tour operators in mainstream tourism businesses and special events planning and programming.	
	TWA, WAITOC	Implement priority actions from the Jina: WA Aboriginal Tourism Action Plan 2021–2025 (or future editions).	
	DBCA, GAs, TOs	Expand interpretive signage across the region and in national parks, regional parks and nature reserves that recognises culturally significant sites and traditional place names and connects places and experiences.	
WAM, DLGSC	Secure funding to continue commissions for the Aboriginal Public Art Program at WA Museum Boola Bardip.	Perth City	
ADDRESSING DEMAND ISSUES			
Deliver targeted marketing and promotions for Aboriginal tourism.	DP, WAITOC, TWA	Continue to raise the profile and awareness of existing Aboriginal tourism operators and experiences through marketing and promotion.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Increase hospitality and tourism training and employment opportunities for Aboriginal people.	TWA, WAITOC, DBCA	Develop initiatives and programs to encourage Aboriginal people to consider participation and careers in tourism and hospitality throughout the region.	Throughout region
		Facilitate collaborations for Aboriginal people to work with mainstream tour operators in a consultative role or direct employment to deliver cultural content.	

6. FOSTER COLLABORATION ACROSS THE TOURISM INDUSTRY TO GROW THE VISITOR ECONOMY AND ENSURE ITS SUSTAINABILITY

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
ADDRESSING SUPPLY ISSUES			
Facilitate pathways to careers in tourism and hospitality.	TWA, DTWD, AHA, FutureNow	Progress investigations regarding interest for establishing a world class tourism and hospitality management school in Perth.	Throughout region
ADDRESSING DEMAND ISSUES			
Maximise awareness of tourism and hospitality as employment options.	TWA, DP	Raise awareness of the WA Jobs website as the main portal for tourism and hospitality jobs.	Throughout region
		Develop targeted campaigns towards seasonal work opportunities with backpackers/travellers.	
ADDRESSING CAPABILITY ISSUES			
Develop a connected and collaborative tourism industry that engages with other sectors.	DP, TCWA, LGAs	Conduct regular networking events that unify the industry and LGAs within subregions to build collective understanding, linkages and cooperative opportunities.	Throughout region
	LGAs, DP	Continue the Sunset Coast tourism alliance comprising the three LGAs (Cities of Stirling, Wanneroo and Joondalup) that encourages the LGAs to work cooperatively and explore opportunities to incorporate other Sunset Coast LGAs in the future.	Sunset Coast
	DP, SVTA, LGAs	Continue collaborative efforts between the tourism and wine industry and government to work towards a common shared vision and agreed brand identity.	Swan Valley
Drive the sustainability of the tourism industry.	TCWA, DP, TWA	Support tourism operators to become more sustainable and consider engaging with an ecotourism accreditation program	Throughout region
	TWA, DP, LGAs, TCWA, DBCA, State Government	Engage with other industries and government to work towards a sustainability/regenerative ethos that will underpin the naturally adventurous vision. This may include: considering biodiversity indicators; innovative public and private infrastructure designs; electric buses; circular economy initiatives; organisational values; organic certification of food and beverages; and vehicle dependency.	
Expand industry knowledge of the importance of accessibility and inclusion.	TCWA, TWA	Increase the number of tourism businesses with accessible tourism accreditation by: <ul style="list-style-type: none"> Educating the industry on the increasing importance of accessible and inclusive tourism; and Providing resources to assist industry to meet the needs of accessible markets. 	Throughout region

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
Implement Tourism WA's workforce development strategies.	TWA, DTWD	<p>Support and facilitate training and development opportunities across the region to increase the pool of tourism workers:</p> <ul style="list-style-type: none"> • Seek a closer connection to the regional workforce through tourism and hospitality job portals, programs, incentives and campaigns. • Support industry involvement in raising the profile of career opportunities in tourism. • Develop recognised pathways to support career opportunities in tourism. • Position tourism as a significant employment avenue for Aboriginal people. 	Throughout region
Foster collaboration and information sharing to ensure consistent brand positioning.	TWA, DP	<p>Combine insights with real-time data including time-space movement data to enhance understanding of existing markets. Use this data to:</p> <ul style="list-style-type: none"> • Educate operators and decision makers about the needs of HYTs; and • Inform product development and marketing initiatives. 	Throughout region
	DP, LGAs, TWA, tourism industry	<p>Instigate an ongoing annual or biannual workshop with LGAs, tourism alliances and operators across the region to explain how the subregions work within the Perth and Surrounds and Tourism WA story, with the aim to foster cooperation and highlight the importance of LGA and operator take-up and co-branding opportunities and alignment to DP RTO and Tourism WA brand positioning.</p>	