

THE KIMBERLEY CENTRE

VISITOR INTEREST IN CULTURAL TOURISM

Welcome to the third Project Update for The Kimberley Centre.

In late 2016, a vision was created for...

An iconic multi-functional centre that is a major new attraction for Chinatown (Broome), interactively showcasing the full diversity and depth of Broome and the Kimberley region's people, natural history, art and culture for visitors and locals.

For The Kimberley Centre to be feasible, it will need to appeal to visitors to Broome. This update takes a look at what sort of cultural tourism interests visitors to Broome have, and especially considers opportunities for Aboriginal cultural tourism in Broome.

Previous Updates:

1. The Project
2. Visitors to Broome and the Kimberley

See <https://kccas.smcarthur.com>

WHAT THIS RESEARCH MEANS FOR THE KIMBERLEY CENTRE?

Even if you don't read the rest of the Update, read this bit – the key takeaway messages:

1. The most important visitor market to target for a cultural experience at a The Kimberley Centre would be 55+ aged interstate overnight holiday visitors (more of them), followed by 25 – 34 aged international (European) overnight holiday visitors (higher interest to do cultural experience, especially Aboriginal)
2. There is a real challenge in converting high interest in visiting / doing, to paying customers of Aboriginal tourism experiences – we believe that to get this conversion for a The Kimberley Centre will require a very immersive and interactive approach that is vastly different to the traditional exhibition and art gallery models
3. A The Kimberley Centre should avoid closely overlapping with existing cultural experiences that support businesses in Broome – such as museums and tours showing the impact of the pearl shell and fine pearl industry and art galleries promoting and selling local art
4. A The Kimberley Centre could provide an Aboriginal perspective on the cultural history, art and stories of the Kimberley, to provide a unique experience in Australia that is of international importance.
5. A The Kimberley Centre could provide a highly accessible sample of the leading Aboriginal stories and experiences from across the Kimberley, to stimulate visitors to go and seek out more experiences in the region
6. A The Kimberley Centre could provide the main marketing for Aboriginal cultural tourism experiences in the Kimberley



WHAT THIS RESEARCH MEANS FOR THE KIMBERLEY CENTRE?

Domestic interstate and intrastate visitors to Broome

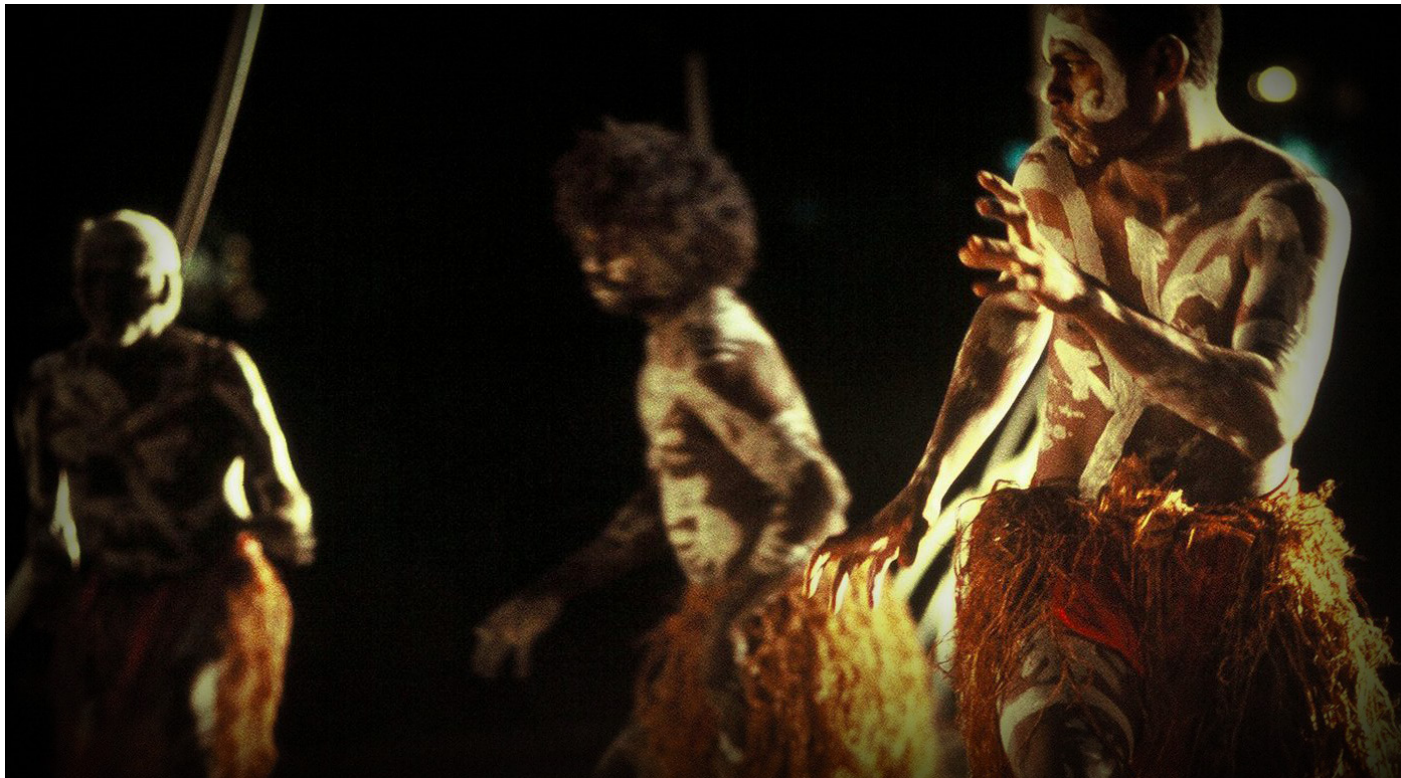
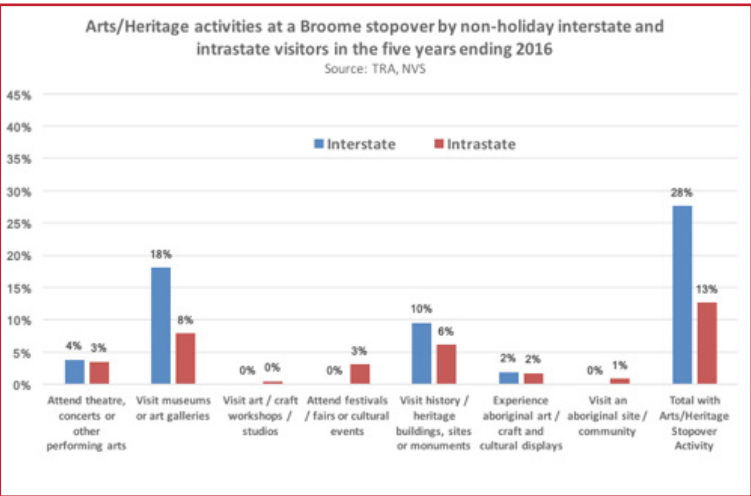
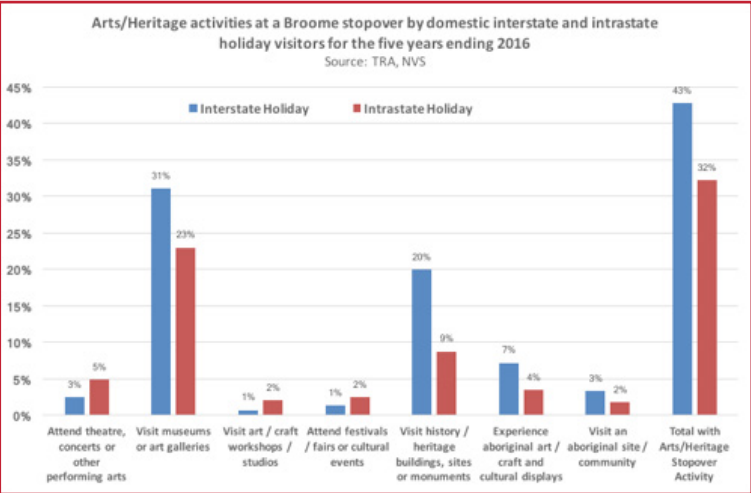
The most popular tourist activity for Broome domestic holiday visitors is sightseeing/looking around, but there is a fairly low take up of visiting tourist attractions by Broome domestic holiday visitors. This is despite a comparatively long average length of stay of 6.3 nights for interstate holiday and 5.3 nights for intrastate holiday visitors to Broome.

Going on guided tours, for example to pearl farms, is popular with interstate holiday visitors but not intrastate visitors. Of other activities, fishing is also comparatively popular for Broome domestic holiday visitors (interstate 12%, intrastate 17%).

Cultural experiences are a major part of the domestic visitor experience in Broome. For example:

- interstate and intrastate holiday visitors are much more likely to undertake a cultural/heritage activity on their stopover in Broome than non-holiday visitors;
- visiting museums or art galleries is popular with holiday visitors (31% interstate, 23% intrastate) and also interstate non-holiday visitors (18%); and
- one in five Broome interstate holiday visitors see a history/heritage building or site which is twice the relative appeal to both intrastate holiday visitors and non-holiday interstate visitors.

Figure 1: Arts and heritage activities undertaken by visitors to Broome over five years to 2016



International visitors to Broome

There are not as many international as domestic overnight visitors to Broome. However, international visitors on average do more attractions while visiting than interstate or intrastate holiday visitors, reflecting in part their longer average stay in the region.

International holiday visitors to Australia who visit Broome during their trip around Australia of three weeks or less are most likely to go sightseeing, do a guided tour, or visit museums or galleries. They are also far more likely during their whole trip to Australia than domestic visitors during their stay in Broome to experience Aboriginal art/craft or cultural displays.

Activity	International visitors (Probability of activity in Australian trip)	Interstate in Broome	Intrastate in Broome
Sightseeing/looking around	92%	58%	39%
Attend theatre, concerts or other performing arts	8%	3%	5%
Visit museums or art galleries	47%	31%	23%
Visit art / craft workshops / studios	22%	1%	2%
Attend festivals / fairs or cultural events	14%	1%	2%
Visit history / heritage buildings, sites or monuments	41%	20%	9%
Experience Aboriginal art / craft and cultural displays	38%	7%	4%
Visit an Aboriginal site / community	24%	3%	2%
Attend Aboriginal performance	2%	Not collected	Not collected
Visit wildlife parks / zoos / aquariums	35%	7%	9%
Go on guided tours or excursions	52%	23%	4%
Charter boat / cruise / ferry	44%	4%	8%

Source: IVS, TRA, extracted using TRA Online

VISITOR INTEREST AND EXPERIENCE IN ABORIGINAL TOURISM

Aboriginal Cultural tourism experience and expectations in WA - Tourism WA research

Timely research from Tourism WA confirms that Aboriginal cultural tourism is a major opportunity for the Kimberley region.

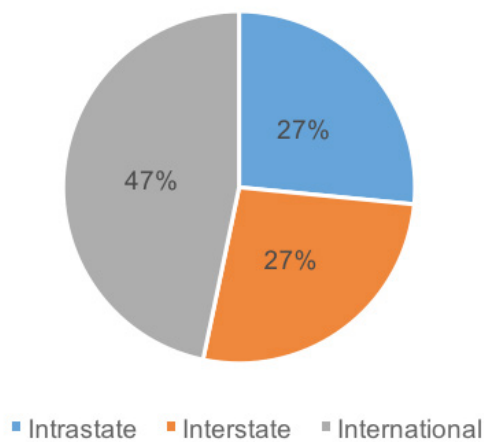
Nearly two-thirds of overnight visitors who visited Australia’s North West (ANW) during their trip in WA participated in Aboriginal experiences or activities. The high uptake in ANW was expected by Tourism WA as they noted that this is where the majority of Aboriginal tourism product is located. For the same reason, participation in Aboriginal tourism is low for Experience Perth and Australia’s South West.

In 2015-16, 30% of international visitors to WA had on average one Indigenous cultural experience. This was noticeably higher than for interstate visitors to WA (21%) and intrastate visitors in WA (20%). Over the four years from 2012-13 to 2015-16 international visitors dominated total visitor participation in Indigenous activities or experiences in WA.

As this is data for the whole of WA there might expect to be a slightly different share for a stand alone Aboriginal experience in Broome – probably a higher share for internationals given the dominance in international visitors to Broome of Europeans and North Americans compared to the higher share of South East Asian visitation to Perth, who are commonly less interested in Aboriginal tourism product.



Figure 2: Left: High proportion of international visitor participation in Aboriginal experiences in WA, Right: High proportion of older visitor participation in Aboriginal experiences in WA



Source: Tourism WA (2016), 'Evaluating Tourism Aboriginal Product – Visitor Experience and Expectations Research'

Tourism WA research also found that international visitor interest in Aboriginal experiences is very high (82%), but also high 81% for intrastate visitors and 72% for interstate visitors to WA. Looking at age groups of visitors to WA and the largest age group participating in Aboriginal experiences was 55-64 and 65-74 year olds. This is good news for a KCCAS, given the high share of particularly interstate visitors in these age groups.

Age

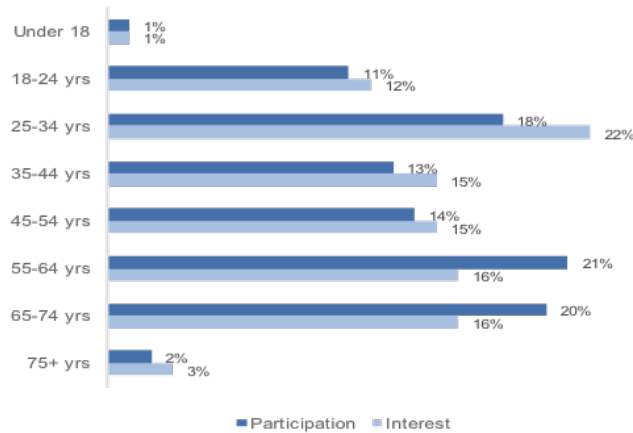
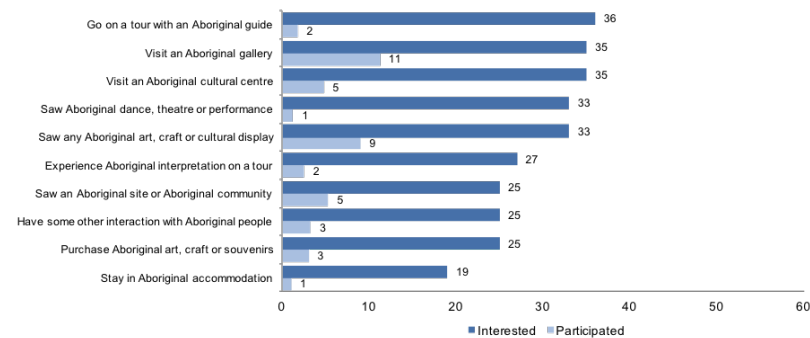


Figure 3: Comparison of how much visitors are interested in cultural experiences, versus how many actually do them (Source: Tourism WA (2016), 'Evaluating Tourism Aboriginal Product – Visitor Experience and Expectations Research')



Like cultural experiences generally, visitors to WA as a whole are very interested in Aboriginal experiences, but far fewer actually do them. Unfortunately, the research is yet to explore why this happens – it may be due to no available products, limited time, competing alternatives, availability of the opportunity at the time, inadequate promotion of the products that do exist or cost of existing products.

Aboriginal tourism in Broome

While there is strong interest of visitors to Broome in Aboriginal Cultural Experiences purchase of these experiences is far less common. This suggests a shortage of both supply of Aboriginal cultural experiences, but also problems in promoting the existing Aboriginal cultural product targeting Broome visitors.

Only around one interstate holiday visitor in eight and one intrastate holiday visitor in 25 experiences an Aboriginal cultural experience on their stopover in Broome – whether by experiencing art/craft and cultural displays or more rarely visiting an Aboriginal site/community. The share of visitors to these experiences by non-holiday visitors including the many visitors to friends and relatives is even lower at one visitor in 50.

PROJECT CONTACTS:

How to be involved:

See Project Update 1 at: <https://kccas.smcARTHUR.com>

Project contacts:

For further information relating to the Kimberley Centre for Culture, Art and Story please contact:
For general enquiries or information relating to the Broome Chinatown Revitalisation please visit the project website

Simon McArthur and Associates
Jacinta Outlaw,
Communications & Consultation Project Manager
jacinta@smcarthur.com

NBY Project Team
kccas@yawuru.org.au

NEXT UPDATE

In Update 4, we will report on an assessment of 10 cultural centres and what lessons they offer The Kimberley Centre.

FIND OUT MORE:

For general enquiries or information relating to the Broome Chinatown Revitalisation please visit the project website

WEBSITE: www.chinatownbroome.com.au
FOLLOW US: facebook.com/Chinatownbroome
EMAIL: revitalisation@chinatownbroome.com.au