

## INVESTMENT FOCUS

# Tourism

The Swan area is a premier tourism region in Western Australia, adding significant value to the economy and lifestyle of its residents.



**25.9 DAYS**  
AVERAGE LENGTH STAY FOR  
INTERNATIONAL VISITORS



**7.4%**  
OF DAY TRIPS IN PERTH  
ARE SPENT IN THE SWAN  
REGION



**1834**  
YEAR THE FIRST  
COMMERCIAL WINE WAS  
RELEASED IN



TOURISM WORKFORCE  
**43.5%** FULL-TIME  
**51.7%** PART-TIME



**25 MINS**  
FROM THE PERTH CBD



**1,032,389**  
TOTAL VISITORS 2015/16



### CREATING VALUE IN THE REGION

Tourism is a highly valued and growing industry in the Swan municipality, with a range of unique tourism destinations and experiences to be found across the region. There is a strong focus on tourism connected to agriculture, the rural lifestyle experience, events, food and wine.

In 2011, the tourism and hospitality workforce in Swan comprised 2,697 people, which accounted for 5% of its workforce. In 2015/16, the total tourism and hospitality sales in the region amounted to \$1,469.2 million.

### DEVELOPING THE INDUSTRY

Recognising the need to support and nurture tourism in the region, the City of Swan introduced a range of initiatives including establishing a Tourism Strategy Implementation Group, hosting Tourism Boost workshops to assist the local tourism industry, as well as developing strong relationships with key tourism bodies. This builds on the Swan Tourism Development Strategy 2015-2020 to increase visitation to the region.

The City of Swan has proven itself in tourism, previously having been awarded the Local Government category of the Qantas Australian Tourism Awards in 2013. Other noteworthy Western Australian Tourism awards were the Hall of Fame in the Local Government (2014) Visitor and Information Services category (2012). The State Government via Tourism WA is also committed to further promoting and supporting the region, particularly the Swan Valley.

### INTERNATIONAL NIGHTS ON THE RISE

Tourists continue to be drawn to this iconic area, which is only 25 minutes from Perth's CBD and Perth Airport. Visitors to the area reached well over a million in 2015/16. They also stayed a total of 864,733 nights during the year with international tourists accounting for 55% of those nights. The number of visitors from overseas holidaying in the area grew 29% from the previous year with the number of nights they stayed increasing 14%.

On average, international visitors stayed 26 days in Swan, with most coming to visit family and friends, or as part of a vacation.



### **A POPULAR DAY TRIP**

By far, the majority of tourists visiting the Swan were day trippers and most came from the Perth region to take advantage of the attractions and fare on offer. Perth is lucky to have a renowned wine-growing locale on its doorstep.

Based on research in 2016, there were 3.1 million day trips annually to the Swan Valley, generating \$421 million. Day visitors spent almost four hours in the Swan Valley and, on average, visited 2.6 venues. These day trippers spent around \$136 per person and reported its closeness to Perth, a quality dining experience and relaxing atmosphere among the Swan Valley's attributes. An impressive 94% rated their day trip as highly satisfying and nine out of ten said they were likely to revisit within a year.

### **VARIETY IN THE VALLEY**

The Swan Valley is the tourist hub of the Swan municipality and is one of Perth's most celebrated tourism destinations. It is the second oldest wine region in Australia and the oldest in WA; being renowned for its world class wineries. Due to Perth's warm climate the region produces some of the world's best speciality premium wines such as Chenin Blanc, Verdelho, Shiraz and a number of fortified wines.

Although the vineyards and wineries in the Swan Valley are a major draw card, it has developed into so much more than that. Day trippers said wine tasting, sampling local produce and visiting breweries were the main reasons for visiting the Swan Valley and that enjoyment of the outdoors and being active were also high on the list.

The Swan Valley has become home to a growing number of micro-breweries and distilleries producing award winning beers, ciders and spirits; as well as a vast array of quality restaurants and cafes. The area also produces an impressive selection of artisan and specialty fares; from olive oils, cheese, dried fruits, honey, pickles and preserves to handmade chocolate, fudge, ice cream and nougat.

Indeed, the scenic 32 kilometre food and wine trail takes visitors through a total of 150 wineries, breweries, art and craft venues and fresh produce outlets. Where else can you travel 25 minutes from the city and purchase fresh seasonal produce right from the farmer's door?

### **REVITALISING MIDLAND**

Midland is the commercial centre within Swan and it is currently undergoing a major program of transformation. The City of Swan and the Metropolitan Redevelopment Authority are working hard to create a vibrant, engaging and safe space for its developing community and a place that will attract visitors. This renewal process will see the iconic Railway Workshops take on a new life and the redevelopment of the Midland Oval into a destination. The planned vision and place making initiatives for Midland will continue to make it a choice for tourists. Midland is also right on the threshold of the Swan Valley, making it a great place for tourists to base themselves whilst exploring the area.

To enhance the visitor experience, free 24-hour Wi-Fi is available in the Midland CBD precinct. There is also a thriving Farmer's Market, on the weekend selling local produce, arts and crafts, and providing entertainment for visitors.

### **HISTORIC GUILDFORD**

Situated on the banks of the Swan River and filled with historic charm, Guildford is a natural heritage town and gateway to tourism in the region. With its quaint colonial buildings, it is a step back in time, being only one of two areas in Perth to be on the National Trust register. There are a range of eclectic antique stores to hunt around in as well as home décor outlets, specialty gift shops, galleries, premium garden centres, chic furniture and clothing stores. There are also plenty of places from which visitors can watch the world go by with a number of tea rooms, an ice creamery, and the superbly restored Guildford hotel.





### **NATURAL BEAUTY**

Swan's scenic rural and natural environment also appeals to visitors. In a relatively short period of time, visitors can experience Gidgegannup's scenic and ecotourism appeal, Bullsbrook's rural character or the unique heritage in picturesque Whiteman Park. The Swan area offers a variety of nature activities and attractions including tours, wildlife experiences, picnic spots, nature trails and farm activities.

### **EVENT BASED TOURISM**

The City of Swan is also home to a number of events which bring tourists to the region and support the trade of local businesses. The events celebrate the unique produce and features of the area and are always well attended by Perth locals and include the Honey Festival, the Cider & Pork Festival, Oktoberfest Perth, Entwined in the Valley and the Avon Descent Festival.

### **SO WHERE ARE THE OPPORTUNITIES**

As the Swan Tourism Development Strategy 2015-2020 continues to be implemented and the State Government's commitment to tourism ramps up, there are a significant number of investment propositions to consider;

- Accommodation - There are good opportunities for accommodation within the Swan region, particularly in the Swan Valley. Midland and Guildford also have the potential for new accommodation offerings, as they serve as a gateway for the Swan Valley, whilst still being proximate to the CBD for short stay visitors. Boutique accommodation offers a niche to differentiate from existing larger scale accommodation providers.
- Food and Beverage - The Swan Valley is renowned for its food offerings, places to dine, wine and other beverage production. The Swan Valley particularly has a large amount of scope for additional food and beverage related tourist offerings in situ. Existing

food and wine trails may be useful as a start when considering development of a tourist offering.

- Agri-tourism - There is the potential for accommodation, products, attractions or experiences to be developed around existing or new agriculture operations, as an additional income stream.
- Event related - New event spaces and catering for leisure events, conferences and weddings present opportunities for exploration.
- Attractions and experiences - New destination attractions or experiences within the Swan region will be able to take advantage of existing visitor traffic to the area.
- Tours and Tourist related services - There is also the potential to present the Swan region and its existing tourism offerings in a unique way such as via a tour or being able to provide a service that will enhance the experience tourists have in the region. This could include investment in new technologies or ways to access places or activities.

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## INFORMATION AND SUPPORT

For existing and new businesses, the City of Swan welcomes you to contact us, with numerous channels of support available:

### City of Swan

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[www.swan.wa.gov.au/Develop-invest](http://www.swan.wa.gov.au/Develop-invest)

[www.swan.wa.gov.au/Business-support](http://www.swan.wa.gov.au/Business-support)

[www.swan.wa.gov.au/City-Council/Projects-initiatives/City-plans-strategies#Tourism-Development-Strategy-17](http://www.swan.wa.gov.au/City-Council/Projects-initiatives/City-plans-strategies#Tourism-Development-Strategy-17)

### Swan Chamber of Commerce

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[www.swanchamber.com.au/](http://www.swanchamber.com.au/)

### Department of Jobs, Tourism, Science and Innovation

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[www.jtsi.wa.gov.au/](http://www.jtsi.wa.gov.au/)

### Tourism WA

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[www.tourism.wa.gov.au/Pages/welcome\\_to\\_tourism\\_western\\_australia.aspx](http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx)

[www.westernaustralia.com/au/Destination/Swan\\_Valley/56b267fe7b935fbe730e74bb#/](http://www.westernaustralia.com/au/Destination/Swan_Valley/56b267fe7b935fbe730e74bb#/)

### Swan Valley

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[www.swanvalley.com.au](http://www.swanvalley.com.au)