

AUSTRALIA'S
Golden OutBACK

**VISITOR ECONOMY
STRATEGY 2033**

ACKNOWLEDGMENT OF COUNTRY

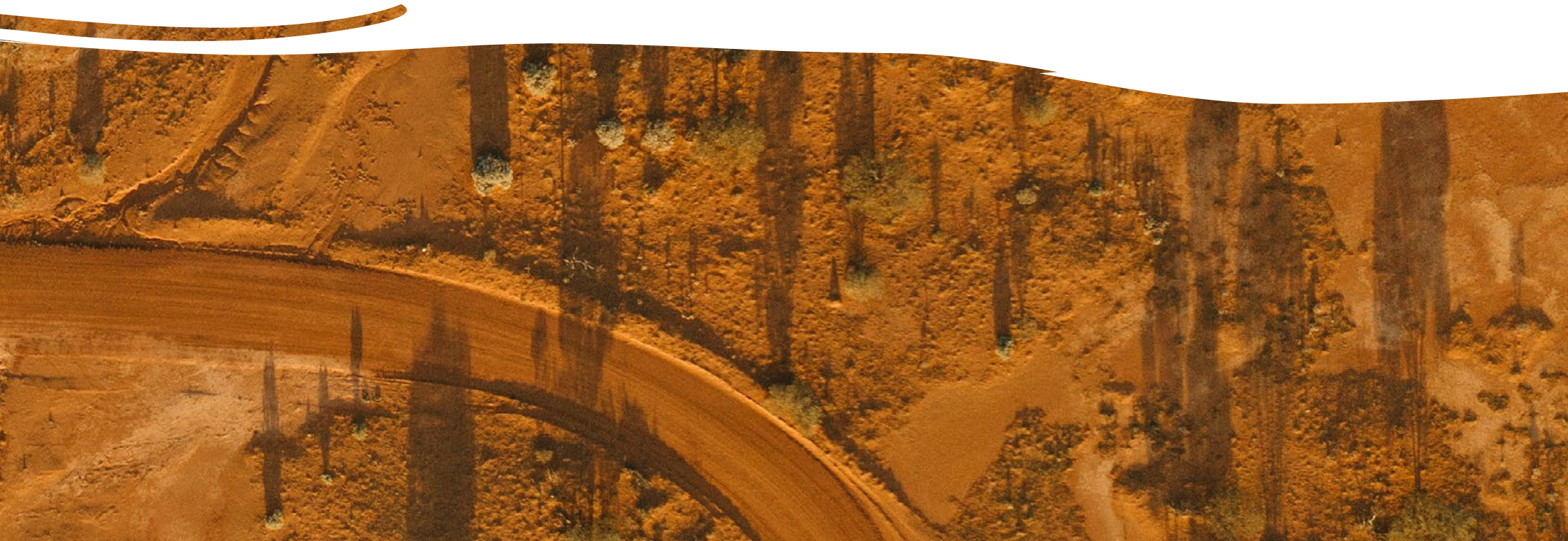
Australia's Golden Outback acknowledges the Traditional Custodians of this land, their elders, past, present and emerging and acknowledges their continuing connection to land, waters and community.



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INTRODUCTION FROM THE CHAIR

As we look to the future of tourism in Australia's Golden Outback, we begin with a deep appreciation of what makes our region truly extraordinary. Spanning vast, iconic landscapes and steeped in rich cultural heritage, the Golden Outback offers visitors an unmatched experience. One defined by authenticity, adventure and connection to place.

This strategy outlines our vision and sets the course for the steps we will take for sustainable growth, community engagement and long-term resilience in our visitor economy. Over the next few years, we will work with our stakeholders to harness the regions strengths, address its challenges and further unlock its tourism potential.

At the heart of our approach is a commitment to enhancing visitor experiences, developing innovative tourism experiences, and sharing our regions unique stories through impactful, targeted marketing.

We recognise that the success of this vision depends on strong collaboration across communities, businesses, and government. Only by working together can we truly elevate our visitor economy.

Equally important is our responsibility to protect the natural environment and cultural legacy that defines Australia's Golden Outback. By embedding sustainable practices and encouraging responsible tourism, we will safeguard these invaluable assets for future generations to come, while offering meaningful and enriching experiences to all who visit.

Delivering this vision also requires a strong foundation of robust infrastructure and services. Investment in transport, accommodation, and digital connectivity will be critical to ensuring our region is accessible, welcoming, and future ready. These enhancements will create seamless, memorable journeys for visitors from all walks of life.

This strategy has been developed by the AGO Board in alignment with Tourism Western Australia's Western Australia Visitor Economy Strategy (WAVES 2033), ensuring our regional goals complement the broader state vision. It reflects the voices of our stakeholders and the aspirations of our communities, positioning the Golden Outback as a key contributor to Western Australia's tourism success.

Importantly, this is a living strategy, designed to evolve with the needs of the industry and respond to emerging opportunities. Regular reviews and updates will be conducted to ensure that we remain responsive to industry trends and stakeholder needs.

Together, we can shape a vibrant and inclusive visitor economy, one that celebrates the essence of Australia's Golden Outback, attracts a diverse array of visitors, and drives sustainable growth for our region.

Rod Quartermain – Chairperson – Australia's Golden Outback

June 2025



AUSTRALIA'S GOLDEN OUTBACK WHO ARE WE?

Australia's Golden Outback is a not-for-profit peak regional tourism organisation covering 54% of Western Australia. It consists of four sub-regions (Wheatbelt, Goldfields, Gascoyne Murchison, Esperance & Fitzgerald Coast) and is governed by a Board of elected and co-opted Board members.

As a peak regional tourism organisation, AGO is a tourism leader and a critical interface in the tourism ecosystem, initiating and enabling strong partnerships with and between the tourism industry, communities, local governments and other government agencies to drive and sustain local visitor economies across the region.



AT OUR CORE

Our core values shape our approach, inform our strategy, and guide our governance. They are woven into how we work together across the region, building relationships founded on trust, respect, and shared purpose.

Create unforgettable experiences

We put visitors at the heart of everything we do, inspiring them to become passionate ambassadors for our region.

Grow expertise

We are committed to deepening our knowledge of the region, the tourism landscape, and the evolving needs of our partners and stakeholders.

Champion sustainable tourism

We support tourism that balances economic, environmental, and social outcomes—meeting the needs of visitors, communities, and industry now and into the future.

Lead with innovation

We embrace creativity and drive positive change to shape a thriving, resilient future for the AGO region.



THE AUSTRALIA'S GOLDEN OUTBACK REGION

The Australia's Golden Outback region in Western Australia is a vast and diverse landscape, known for its rich gold-mining history, rugged natural beauty and unique wildlife. Stretching from the inland deserts and goldfields to the stunning coastline of the Southern Ocean, this region encompasses dramatic outback landscapes, historic towns, and vibrant Aboriginal culture.

The four unique sub regions each offer distinct landscapes, attractions, and experiences:

Goldfields:

Known as the heart of Australia's gold mining history, the area is dotted with historic sites, old mining towns, the Great Western Woodlands and sprawling red-dust landscapes.

Wheatbelt:

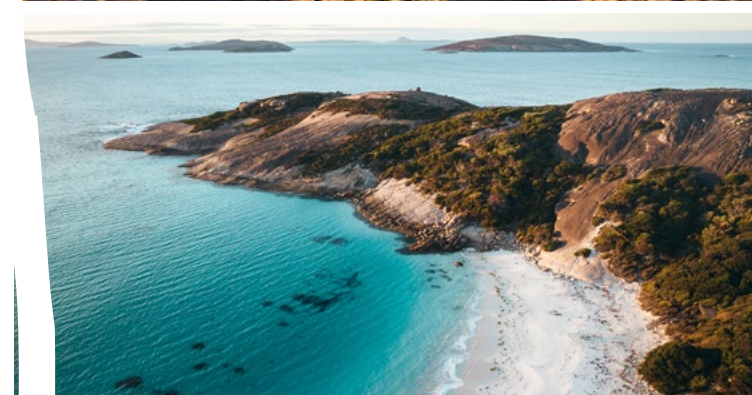
The Wheatbelt region is a vast diverse landscape, featuring charming rural towns, unique rock formations and salt lakes, world renowned wildflowers and dark skies perfect for stargazing.

Esperance & Fitzgerald Coast:

This coastal paradise has some of the world's most beautiful beaches alongside rugged coastline, offshore islands, incredible marine life and scenic national parks.

Gascoyne-Murchison:

This region is defined by its vast open landscapes and globally significant geology, biodiversity, and cultural heritage. It offers a raw, untouched beauty and rich self-drive experiences, supported by Station Stays and expansive conservation parks.



TOURISM MEGATRENDS: LOOKING TO THE FUTURE

At AGO, we recognise several key global themes as we look toward the future. Although most of our visitors are domestic, these trends are significantly impacting destination preferences. To remain competitive, industry stakeholders must consider the evolving demands of travellers, who are increasingly interested in exploring alternative locations and unique experiences.

1. **Experiential Travel:** Travelers are prioritising immersive and authentic experiences, often opting for activities that connect them with local cultures, nature, and communities.
2. **Technology in Travel:** AI is becoming increasingly integrated into travel planning, with tools that can personalise recommendations, optimise itineraries, and provide real-time support.
3. **Sustainable and Responsible Tourism:** Growing awareness of environmental and social impact is driving a demand for sustainable and responsible travel practices.
4. **Alternative Destinations:** As popular destinations become overcrowded, travellers are increasingly seeking out lesser-known or off-the-beaten-path locations.
5. **Social Media:** Travelers are increasingly seeking out collective experiences and connecting with others during their trips. Social media platforms are also playing a growing role in travel planning and booking.





DEFINING THE VISITOR ECONOMY

The visitor economy encompasses a wide range of industries that offer goods and services to individuals travelling for holiday, visiting friends and relatives (VFR), business and international education, highlighting the multiplier effect of tourism in local economies.

TARGET OUTCOME

To grow the AGO region visitor spend, aligned to the State's goal of growing the visitor economy to \$25 billion by 2033

VISION

To embed and champion the visitor economy in the region as an industry that enriches and helps sustain local resilient communities and fosters positive economic, social, cultural and environmental outcomes.

MISSION

To be widely recognised as a tourism leader and authority that fosters collaboration and partnerships among tourism businesses, industry stakeholders, communities and government bodies to drive sustainable visitor economies and the development of transformative visitor experiences within the Australia's Golden Outback region.

WHO VISITS AUSTRALIA'S GOLDEN OUTBACK?

To improve the experiences and attractions of AGO, it is essential to ensure that all tourism stakeholders within the region have a clear understanding of the desires and preferences of visitors and who they are. By gaining a better understanding of what visitors are seeking and working together with industry partners, the AGO region can continue to evolve its experiences to attract key target audiences.

Intrastate leisure visitors to AGO cover all age groups, but skew towards an older demographic. AGO destinations have the strongest appeal to the 'Simple Nature' trip-type. Caravan and Camping is the most common type of accommodation used for AGO trips, accounting for almost half of intrastate leisure nights spent in the region.





AGO Key Domestic Target Markets

Simple Nature

Simple Nature intrastate trips are mostly mid-range socio economic status.

The Simple Nature trip taker is the typical Australian who loves nothing more than to escape the everyday for some time off the grid, getting back to the simple things in nature; a hike in the bush, some fishing and plenty of time to unwind, take things slow and spend some quality time with travel mates.

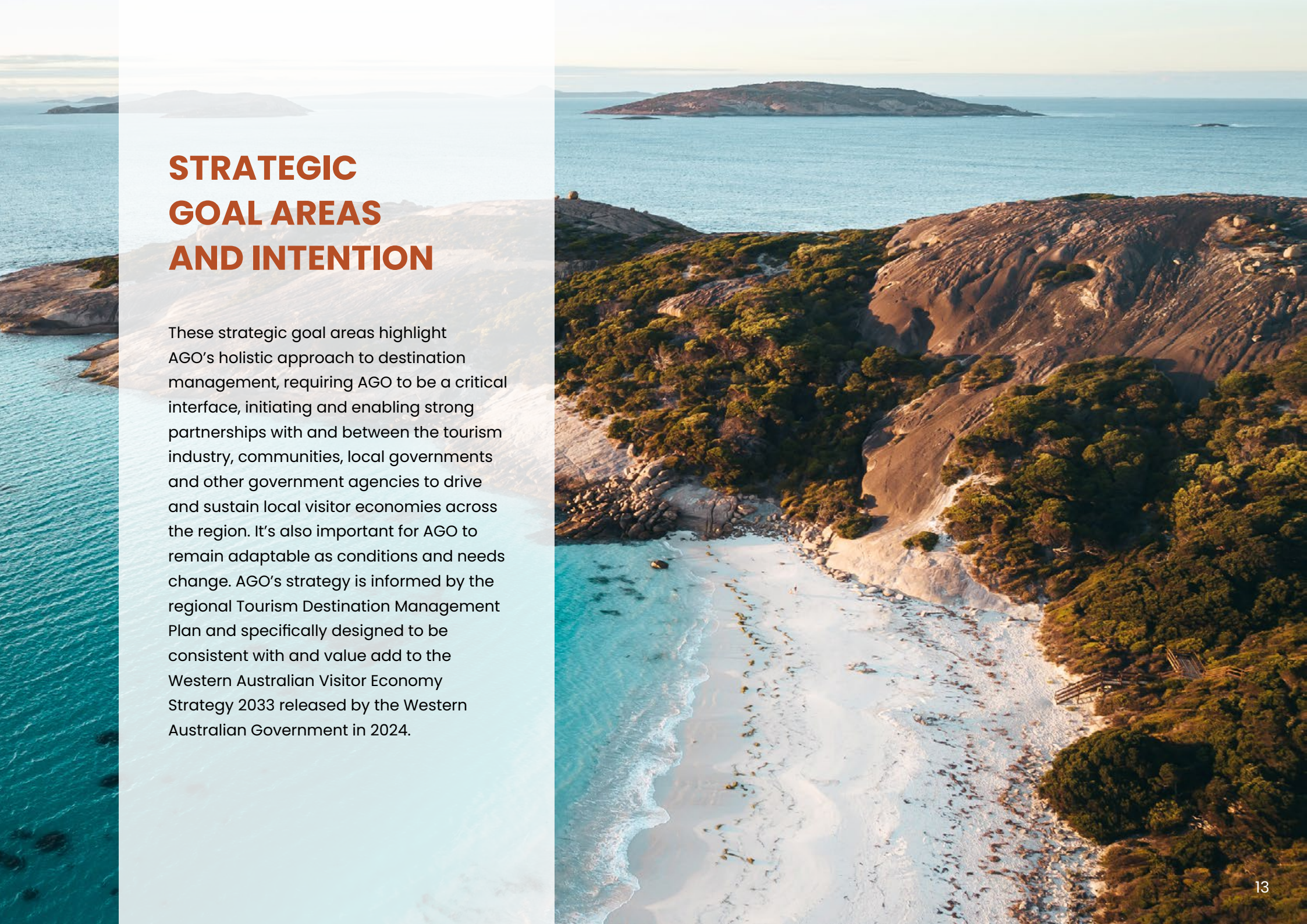
Family Time

Those Australians most likely to take Family Time intrastate trips are most likely to be working and earn a mid to high income.

The Family Time trip taker is looking to rest and relax and spend some quality time with the kids – free from the distractions of everyday life and the unrelenting busyness of school and work routines and who prefer the convenience of jumping in the car and driving to their destination.

Premium Nature Seeker

A Premium Nature holiday offers an opportunity for immersion in nature, peppered with the types of rare experiences that are worth both the time and money required to access them. This trip is all about transcendent travel experiences that create powerful memories. Getting off the beaten track – no matter how challenging or remote in pursuit of something truly unique – is a defining feature of this trip type. Physical challenge is welcome, as long as there's a touch of luxury and comfort to return to at the end of the day.



STRATEGIC GOAL AREAS AND INTENTION

These strategic goal areas highlight AGO's holistic approach to destination management, requiring AGO to be a critical interface, initiating and enabling strong partnerships with and between the tourism industry, communities, local governments and other government agencies to drive and sustain local visitor economies across the region. It's also important for AGO to remain adaptable as conditions and needs change. AGO's strategy is informed by the regional Tourism Destination Management Plan and specifically designed to be consistent with and value add to the Western Australian Visitor Economy Strategy 2033 released by the Western Australian Government in 2024.



Destination and Tactical Marketing

Destination marketing will continue to drive future demand from key target markets. To enhance awareness and drive sustainable growth for the AGO region, we will promote its unique cultural and natural assets and experiences, positioning it as a must-visit destination.

Destination & Experience Development

Fundamentally, it is imperative that AGO's destinations and tourism businesses deliver high quality experiences, services and amenities aligned to target market needs, which will attract visitors and generate crucial word-of-mouth marketing and repeat visitation. Improved regional access and dispersal will also be key.

AGO is committed to improved air, rail, land and sea access, recognising each mode's role in bolstering regional tourism. Investment in infrastructure across sub regional areas, such as signage, wayfinding and visitor amenity, is essential for a seamless and enjoyable travel experience.

Stakeholder Engagement, Collaboration and Partnerships

A resilient tourism ecosystem relies on building a network of strong and innovative partnerships across destination marketing and destination development that generates greater impact than stakeholders working in silos. AGO will take the lead, being the critical interface that fosters collaboration and meaningful change.

AGO will be widely recognised as a trusted, independent organisation that fosters collaboration amongst tourism businesses, industry stakeholders, and government bodies. By facilitating the exchange of best practices, resources, and market insights, AGO will continue to build a network of strong relationships within the industry. This collaborative approach allows businesses to benefit from valuable partnerships, joint marketing initiatives, and increased visibility in the market.

Capability Building

As a tourism leader and authority, AGO will facilitate destination and operator capability building to drive efficient sustainable local visitor economies and businesses by partnering with destinations on destination management, sharing capability building opportunities with industry and delivering bespoke initiatives if required





Governance and Sustainability

The AGO Board is committed to responsible and transparent governance, ensuring that the organisation operates ethically and sustainably to create lasting value for our funding partners and the region we serve.

To maintain balanced regional representation, the Board comprises elected members from the tourism industry and Golden Outback community, as well as co-opted members selected for their specialised expertise.

Decision-making is open and transparent, supported by sub-committees aligned with our strategic plan, which enable focused oversight of programs, finance, and risk management. This structure allows the Board to adapt effectively to evolving economic and environmental conditions, ensuring resilient and sustainable growth for the Golden Outback.

STRATEGIC GOAL INITIATIVES

Destination and Tactical Marketing

- Develop and implement an annual targeted consumer and trade destination marketing strategy for key target markets
- Create and deliver co-operative tactical marketing campaigns with LGAs, Local Tourism Organisations and operators to maximise the effectiveness of stakeholder marketing efforts
- Identify and implement cross-regional initiatives with RTOs and other key stakeholders
- Maximise the leverage of Tourism WA and Tourism Australia to promote the region in their campaigns
- Showcase the region and operators at targeted trade events

Destination & Experience Development

- Support/partner with LGAs in developing and implementing sustainable destination tourism strategies
- Support/partner with self-drive trail co-operatives to enhance the visitor experience
- Identify and collaborate with stakeholders to implement targeted Tourism Development Management Plans initiatives specific to each sub region
- Champion and facilitate product and experience development across the region
- Advocate with key stakeholders for improved infrastructure to enhance regional connectivity, visitor safety and access to the region e.g. aviation access, roads, mobile connectivity



Stakeholder Engagement, Collaboration and Partnerships

- Identify and form strong relationships and collaborative partnerships with key stakeholders, including the industry, to drive resilient local visitor economies
- Develop and implement an annual stakeholder engagement plan
- Champion the visitor economy as an industry sector that enriches and helps sustain local resilient communities and fosters economic, social, cultural and environmental outcomes
- Provide industry stakeholders with access to up-to-date consumer research to enable them to make data driven business decisions that cater to visitor preferences and trends
- Develop respectful partnerships to grow authentic Aboriginal tourism experiences

Capability Building

- Enhance operator capabilities in business development, experience creation, and marketing by identifying and sharing opportunities—particularly in digital marketing and technology—through collaboration on targeted initiatives
- Work with LGAs and event holders on event capability building initiatives
- Develop AGO's capabilities and systems to optimise operational efficiencies
- Facilitate the exchange of best practices, industry and market trends, insights and resources to foster improved standards and innovation
- Work with government agencies, industry associations, and education providers to advocate for policies and programs that support the growth and sustainability of the sector

Governance and Sustainability

- Work collaboratively with management to set and guide the organisation's strategic direction ensuring alignment with tourism goals for the AGO
- Effective communication of AGO plans to stakeholders, integration of stakeholder feedback to planning and decision making and ensuring that AGO objectives align with stakeholder needs and expectations
- Maintain a diverse and skilled board by evaluating board composition, ensuring regional representation and onboarding new members
- Ensure sound financial practices, including budgeting, financial reporting, and auditing, to support long term financial health and resource allocation
- Monitor and evaluate organisational performance while ensuring continuous improvement, mitigate risk and foster a culture of compliance and integrity





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