



Value of Visitor Centres





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Making a vital contribution to our economy

Western Australia's network of Visitor Centres play a central role in servicing the visitors to our State.

But more than this, recent research has shown the valuable contribution Visitor Centres make to our economy and the creation of local jobs.

Research commissioned by Tourism Research Australia and Tourism Australia, and carried out by Metrix Consulting, reveals Visitor Centres provide unrivalled information to visitors, encouraging them to do more and stay longer. This means visitors spend more and create more jobs in the region they visit.



The main findings of the research* are:

- Nearly all (95%) Visitor Centre users believe **the Centre is an important part of their overall visitor experience**;
- A majority of Visitor Centre users (87%) **know more about the things to see and do** in the location;
- Most users (84%) indicate the Visitor Centre had a **positive influence on how they view the location**;
- Most users heard about and **decided to participate in activities as a result of visiting a centre**. Of users, 74% found out about an activity from the centre, while 70% organised to participate in an activity as a result of their visit the centre.

**Influence of Visitor Centres on WA Tourism Behaviour, Metrix Consulting, June 2015*

The fantastic service offered by Visitor Centres results in a valuable economic contribution across the State.

Economic Impact of Visitor Centres (2014)

Number of Visitor Centre visitors	1,117,700
Additional expenditure of Visitor Centre users per trip	\$104
Additional impact on WA economy	\$117 million
Total Gross State Product	\$90 million
Total employment generated	900

Overall, Visitor Centres inject \$117 million into the State's economy annually, creating more than 900 jobs for local people.

Economic Contribution of Visitor Centres in Western Australia, AECGroup, September 2015, Commissioned by Tourism Council WA.



Top 5 reasons to use Visitor Centres on your next trip



Building Better Communities

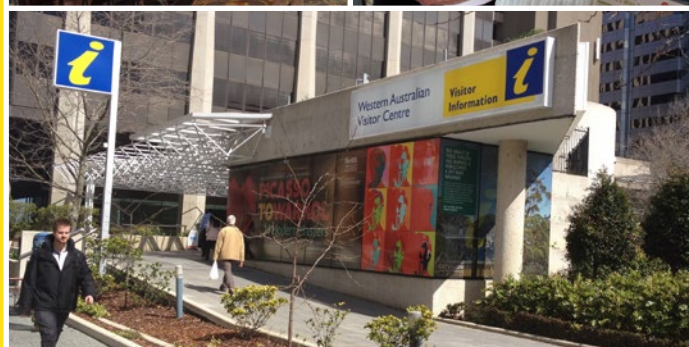
Visitor Centres are the hearts of communities all around the State, with staff – often volunteers – carrying out a number of activities beyond servicing visitors, including:

- Providing community services on weekends and public holidays;
- Assisting locals and visitors with emergencies and recovery, including during bushfires;
- Archiving, preserving and presenting cultural history including photographs and artefacts;
- Instilling a sense of history and pride in the local community.

Trust the

Look for the **Golden i** and you'll find an Accredited Visitor Centre where you can expect:

- Unbiased, independent and high-quality information for visitors including a comprehensive range of brochures and maps;
- Community-based and experienced staff interested in building local pride and social cohesion;
- Access to information on Sundays and Public Holidays when other services may be closed and the availability of maps for out-of-hours use;
- Access to amenities including toilets, disabled access and parking for large vehicles and caravans;
- A service that complies with all relevant laws.



Accredited Visitor Centres in Western Australia

Visitor Centre	Location	Phone Number
Albany Visitor Centre	55 Proudlove Parade, Albany	08 9841 9290
Armadale Visitor Centre	40 Jull Street, Armadale	08 9399 0410
Augusta Visitor Centre	75 Blackwood Avenue, Augusta	08 9758 0166
Bridgetown Greenbushes Visitor Centre	154 Hampton Street, Bridgetown	08 9761 1740
Broome Visitor Centre	1 Hamersley Street, Broome	08 9195 2200
Bunbury Visitor Centre	Carmody Place, Bunbury	08 9792 7205
Busselton Visitor Centre	Busselton Foreshore, Queen Street, Busselton	08 9752 5800
Carnarvon Visitor Centre	21 Robinson Street, Carnarvon	08 9941 1146
Central Wheatbelt Visitor Centre	85 Barrack Street, Merredin	08 9041 1666
Collie Visitor Centre	156 Throssell Street, Collie	08 9734 2051
Denmark Visitor Centre	73 South Coast Highway, Denmark	08 9848 2055
Derby Visitor Centre	30 Loch Street, Derby	08 9191 1426
Dongara-Port Denison Visitor Centre	9 Waldeck Street, Dongara	08 9927 1404
Dryandra Country Visitor Centre	Corner of Park and Fairway Street, Narrogin	08 9881 2064
Dunsborough Visitor Centre	31 Dunn Bay Road, Dunsborough	08 9755 3517
Dwellingup History and Visitor Information	Marrinup Street, Dwellingup	08 9538 1108
Esperance Visitor Centre	Corner Dempster and Kemp Streets, Esperance	08 9083 1555
Exmouth Visitor Centre	Murat Road, Exmouth	08 9949 1176
Fremantle Visitor Centre	Kings Square, Fremantle	08 9431 7878
Geraldton Visitor Centre	246 Marine Terrace, Geraldton	08 9956 6670
Halls Creek Visitor Centre	Corner Hall Street and Great Northern Highway, Halls Creek	08 9168 6262
Harvey Visitor Centre	Corner James Stirling Place and South Western Highway, Harvey	08 9729 1122
Kalbarri Visitor Centre	70 Grey Street, Kalbarri	08 9937 1104
Kalgoorlie-Boulder Visitor Centre	316 Hannan Street, Kalgoorlie	08 9021 1966
Karratha Visitor Centre	4548 De Witt, Karratha	08 9144 4600
Kojonup Visitor Centre	143 Albany Highway, Kojonup	08 9831 0500
Kununurra Visitor Centre	75 Coolibah Drive, Kununurra	08 9168 1177
Mandurah Visitor Centre	75 Mandurah Terrace, Mandurah	08 9550 3999
Margaret River Visitor Centre	100 Bussell Highway, Margaret River	08 9780 5911
Mundaring Visitor Centre	7225 Great Eastern Highway, Mundaring	08 9295 0202
Newman Visitor Centre	Corner Newman Drive and Fortescue Avenue, Newman	08 9175 2888
Norseman Visitor Centre	68 Roberts Street, Norseman	08 9039 1071
Northam Visitor Centre	2 Grey Street, Northam	08 9622 2100
Northcliffe Visitor Centre	Muirillup Road, Northcliffe	08 9776 7203
Pemberton Visitor Centre	Brockman Street, Pemberton	08 9776 1133
Perth Hills Visitor Centre	50 Railway Road, Kalamunda	08 9257 9998
Port Hedland Visitor Centre	13 Wedge Street, Port Hedland	08 9173 1711
Rockingham Visitor Centre	19 Kent Street, Rockingham	08 9592 3464
Roebourne Visitor Centre	5 Queen Street, Roebourne	08 9182 1060
Rottne Island Visitor Centre	Thomson Bay, Rottne Island	08 9372 9732
Shark Bay World Heritage Discovery & Visitor Centre	55 Knight Terrace, Denham	08 9948 1590
Swan Valley Visitor Centre	Corner Meadow and Swan Streets, Guildford	08 9207 8899
The Great Beyond Visitor Centre	McPherson Place, Laverton	08 9031 1361
Tom Price Visitor Centre	1 Central Road, Tom Price	08 9188 1112
Turquoise Coast Visitor Centre	67 Bashford Street, Jurien Bay	08 9652 0870
Walpole-Nornalup Visitor Centre	South Coast Highway, Walpole	08 9840 1111
Western Australia Visitor Centre	55 William Street, Perth	08 9483 1111

To find Accredited Visitor Centres in Western Australia visit www.trustthei.com.au

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