
Tourism
WESTERN AUSTRALIA
Department of
Jobs, Tourism, Science
and Innovation
GOVERNMENT OF
WESTERN AUSTRALIA
A GUIDE TO DEVELOPING A
DARK SKY EXPERIENCE

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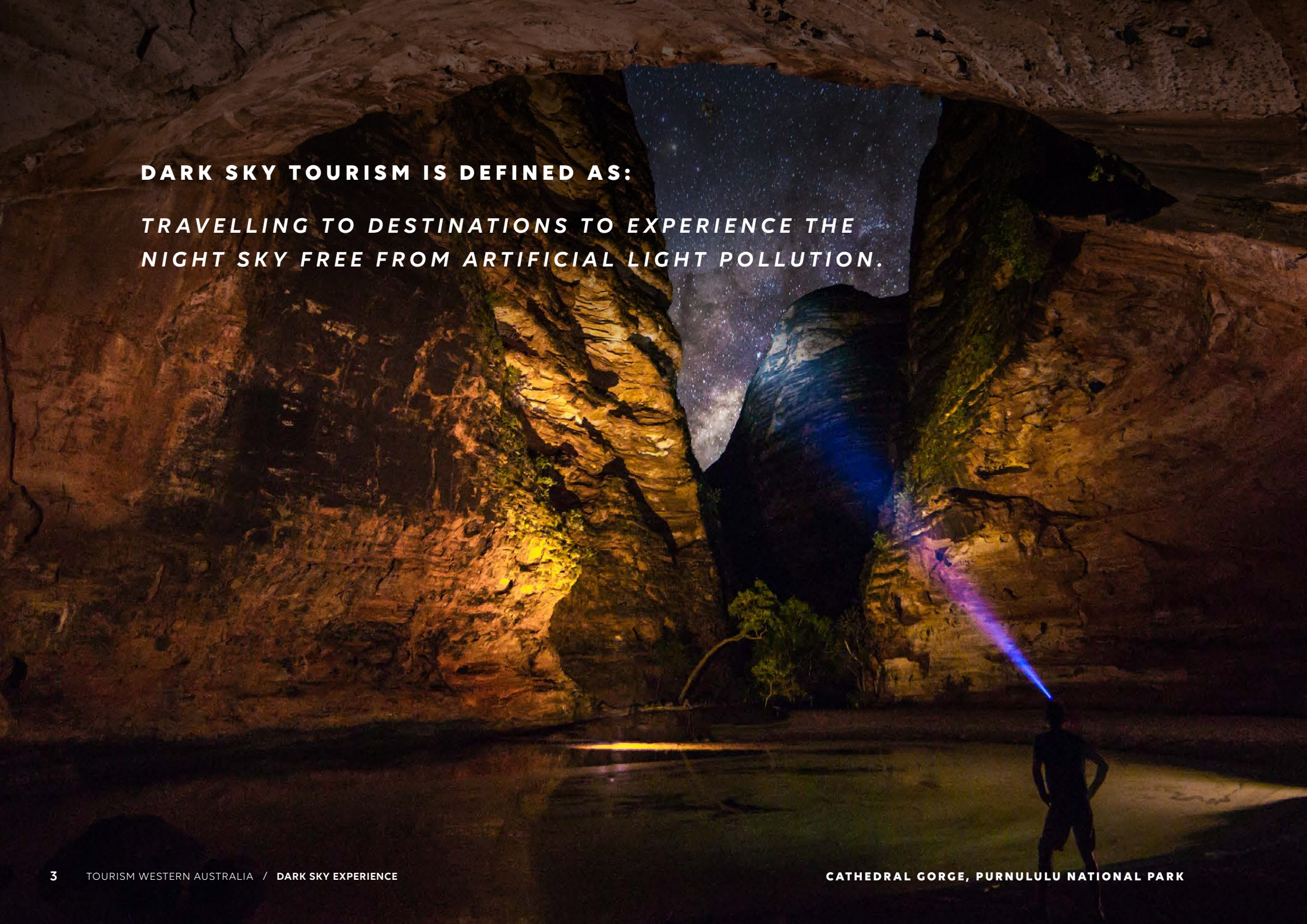
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DARK SKY TOURISM IS DEFINED AS:

TRAVELLING TO DESTINATIONS TO EXPERIENCE THE NIGHT SKY FREE FROM ARTIFICIAL LIGHT POLLUTION.

CATHEDRAL GORGE, PURNULULU NATIONAL PARK

PURPOSE

Dark Sky Tourism is defined as *travelling to destinations to experience the night sky, free from artificial light pollution.* It presents an opportunity to create high-quality tourism products which take advantage of Western Australia's (WA's) unique environmental characteristics. The purpose of this document is to provide guidance on how this can be achieved.

This recognises that Dark Sky Tourism has significant potential to increase employment opportunities and diversify economic activity in regional areas. It would also add value to existing experiences, and create a point of difference to a locality's tourism offering. Well-recognised Dark Sky Tourism attractions and activities include observatories, public star gazing, night walking tours and open sky accommodation.

It also encompasses space related natural occurrences such as solar eclipses, meteor showers, and the famous Staircase to the Moon event in Australia's North West.

As a relatively new market there could be a number of attractions that have the potential to be more firmly associated with Dark Sky Tourism. Examples include; Aboriginal astronomy, dining under the night sky, viewing wildlife at night and geological attraction tours by night.

To inform how these types of attractions can be developed across WA, consideration is given to the gaps, opportunities and barriers in the Dark Sky Tourism Market.

This document outlines a series of principles designed to support sustainable Dark Sky Tourism development and offers examples of existing products and identified opportunities to highlight best practice. Information and links to further resources are also provided to assist potential proponents, tour operators, and local governments in understanding these matters.

FITZGERALD RIVER NATIONAL PARK

POTENTIAL FOR DARK SKY TOURISM IN WESTERN AUSTRALIA

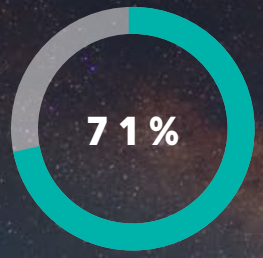
Tourism WA's market research has revealed the untapped potential of Dark Sky Tourism products in WA with:

- 71 per cent of the key market thinking Dark Sky Tourism is worth paying for.
- Spend is not seen as a significant barrier to choosing Dark Sky Tourism experiences and the key market anticipates that it will cost the same or a little more than a typical holiday.
- 89 per cent of interstate and intrastate visitors showing moderate to high interest in Dark Sky Tourism.

These figures indicate that there is significant potential for tourism operators to expand their market reach with Dark Sky Tourism.

Currently there are only a small number of Dark Sky Tourism tours available across WA, which are generally stargazing tours or observatories. There are also a number of Local Government Areas throughout regional WA that have been identified as Dark Sky Tourism towns.

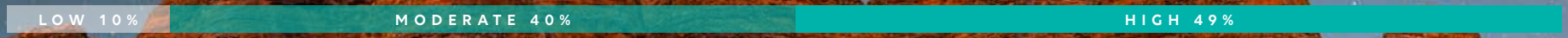
It is the intention of these communities to create welcoming dark sky places that offer spectacular stargazing, this involves identifying observation sites and astrophotography hot spots. These towns, and other remote WA areas, have the potential to increase visitation and extend length of stay with new and exciting Dark Sky Tourism products.



OF THE TARGET MARKET

AGREE THAT DARK SKY TOURISM IS WORTH PAYING FOR

INTEREST IN WA DARK SKY TOURISM PRODUCTS (INTERSTATE AND INTRASTATE MARKET)



Source: Informing TWA's Dark Sky Tourism Products and Strategy, Metrix, March 2021

BUNGLE BUNGLE RANGE, PURNULULU NATIONAL PARK

TOP 6 TIPS FOR OPERATORS WHO WANT TO DEVELOP A DARK SKY TOURISM EXPERIENCE

1. Bundle multiple tourism products to diversify your Dark Sky Tourism experience and increase consumer interest in your product. You can create a new product, or use an existing product and add value to it by including a Dark Sky Tourism opportunity such as dining under the stars or Aboriginal astronomy.

2. Target the key market segment identified in Tourism WA's market research (men aged 34-54 and young families who have an interest in astronomy) with non-official marketing communication such as social media and TV advertising.

3. Take advantage of the target audience's interest in astronomy by positioning your product as a way for them to engage with astronomy activities, while also relaxing and taking part in new experiences on holiday. Providing multiple tourism experiences that offer both stargazing and nature or relaxation opportunities is a compelling way to complement their interest in astronomy with Dark Sky Tourism experiences.

4. Increase interest and familiarity with the Dark Sky Tourism concept by linking it to existing nearby popular events, locations and experiences that your town or region has to offer.

5. Use the broadly popular and compelling attractions identified in the research which are dinner under the stars, wildlife viewing and natural attractions, alongside other Dark Sky tourism opportunities as they have been found to influence travel decisions in the broader market. The aim is to create an experience itinerary for your visitors.

6. Address the marketing challenges of Dark Sky Tourism being a new concept by targeting visitors with a product while they are planning their trip.

VLAMINGH HEAD LIGHTHOUSE, EXMOUTH

DARK SKY TOURISM RESEARCH OUTCOMES

The following is a summary of research conducted by Tourism WA to provide an understanding of the market for Dark Sky Tourism.

Target Audience

The market for Dark Sky Tourism is most popular among people with an interest in astronomy. Research shows that for this key segment awareness, interest and engagement with the Dark Sky Tourism concept is consistently higher among men aged 34-54 and young families. This key segment represents the strongest and most immediate opportunity for the tourism industry in promoting Dark Sky Tourism. Those 55 or older represent the weakest opportunity for targeted marketing of Dark Sky Tourism.

Social media and TV have been identified as the most effective marketing channels to reach the target audience, whereas official tourism sources (such as tourism websites and newsletters) are the least preferred method of marketing.

Examples of social media being used to market Dark Sky Tourism are accommodation operator Sal Salis, located in Cape Range National Park, which uses Instagram to promote its luxury glamping accommodation. It posts visually appealing photos of the stargazing opportunities its eco tents offer to attract customers.



Astro Tours Broome are also active on social media and have amassed a following over Facebook and Instagram. It then uses this platform to market its tours to consumers. By using social media in this way, these businesses market themselves and increase familiarity with Dark Sky Tourism activities. This can help promote word of mouth among the target audience.

Positioning

The target audience looks for opportunities to relax and explore in nature when on holiday. They also have the highest level of interest in astronomy-related topics, and plan on, or are open to astronomy-related travel. Dark Sky Tourism presents a unique and exciting way to target this audience.

Providing multiple tourism experiences that offer both stargazing and nature or relaxation is a compelling way to complement their interest in astronomy with Dark Sky Tourism products.

Dark Sky Tourism products positioned alongside nature-watching opportunities can be done through night walking tours that provide the opportunity for people to immerse themselves in nature, stargaze and learn more about their hobby. An example of an operator which offers this is Off the Beaten Track WA who provide a Sunset and Stargazing Tour which gives visitors the chance to immerse themselves in a nature hike and then stargaze with an astronomer.

Another example is tour and accommodation operator Bungle Bungle Savannah Lodge located in Purnululu National Park, which positions itself in the market using both Dark Sky Tourism and Nature-based tourism. This is done by informing it's visitors of the range of nature tours available during the day and the stargazing opportunities you can have from your private balcony at night.

An identified opportunity for businesses' to position themselves with Dark Sky Tourism are observatories' who offer nighttime science tours. Expanding and offering multiple experiences, such as an Aboriginal astronomy tour or astrophotography opportunities is one way to diversify an observatory experience and increase its appeal.

Another Dark Sky Tourism opportunity could be a product like the Kalbarri Skywalk Weekend Dinner Experience. This offering could be expanded to promote dinner under the stars.

Awareness and Interest

The research has indicated that interest in Dark Sky Tourism currently exceeds familiarity with the term. This extends to Dark Sky Tourism-related activities such as dinner under the stars and visiting an observatory. This indicates there are clear knowledge gaps for Dark Sky Tourism relating to both terminology and the broader concept. Addressing these gaps will help drive growth in the area.

During the research, the keen interest in Dark Sky Tourism activities indicated by those not familiar with the concept suggests there is opportunity to grow broader awareness and excitement of it. To address this gap a focus on building familiarity with the concept will be key in driving Dark Sky Tourism products. Aligning the concept with popular events, locations and experiences is an effective way to address this knowledge gap.

An example of a tourism operator that aligns the concept of Dark Sky Tourism with an astral event is Ngurrangga Tours, located in Roebourne. They offer guided tours with a Traditonal Owner where you can witness the famous Staircase to the Moon event and listen to dreamtime stories. There are also a range of Perth-based businesses that use the iconic location of the Pinnacles to showcase stargazing in Nambung National Park.

Opportunities to increase awareness of Dark Sky Tourism using popular events include promoting new products in alignment with the upcoming Total Solar Eclipse 2023, an astral event which can be seen from only a few locations globally, including Exmouth on Australia's Coral Coast.



NATURE'S WINDOW, KALBARRI NATIONAL PARK

Activity Bundling

Research shows the target audience for Dark Sky Tourism is typically more active and inquisitive on holidays in general. Well-rounded experiences that include a host of different astronomy-related experiences are likely to strengthen the appeal and perceived benefits of Dark Sky Tourism to this audience. Promotion of the wide range of activities within the Dark Sky Tourism category and how it can complement or enhance general travel can be undertaken to increase visitor interest in a product or area of WA.

An example of this is Perth-based Lumineer Tours, which offer a full day Pinnacles Sunset and Stargazing Tour. This tour includes sandboarding, a guided bushwalk, Aboriginal astronomy and a dining under the stars experience. This combines multiple tourism activities into one exciting package and therefore strengthens its appeal to the target audience.

Influential Activities

Dining under the stars, viewing wildlife and visiting natural attractions are the most compelling activities identified in the Dark Sky Tourism research. They were most likely to be cited as the activities that influence travel decisions in connection with Dark Sky Tourism. By offering products that align with these influential activities, visitors are more likely to include Dark Sky Tourism in their holidays.

Adding value to natural astral attractions, such as the Staircase to the Moon and the upcoming Total Solar Eclipse 2023, through Dark Sky Tourism products can increase the appeal of these events and encourage visitors to stay longer and spend more in the locations they can be seen from.

Both the Staircase to the Moon and Total Solar Eclipse 2023 events already have strong interest levels according to the research conducted. Effective ways of further increasing their appeal could be to feature natural attractions, wildlife opportunities and dining under the stars and build experiences around these key influential activities.

Iconic geological attractions like Wave Rock, located near Hyden, already offer one of the key influential activities identified in the research (natural geological attraction). By aligning Wave Rock's current offering with Dark Sky Tourism, activities such as dining under the stars at the local restaurants, stargazing with an Aboriginal guide or astrophotography experiences are one way to broaden the appeal of Wave Rock and influence Dark Sky Tourism travellers to visit this uniquely WA natural attraction.



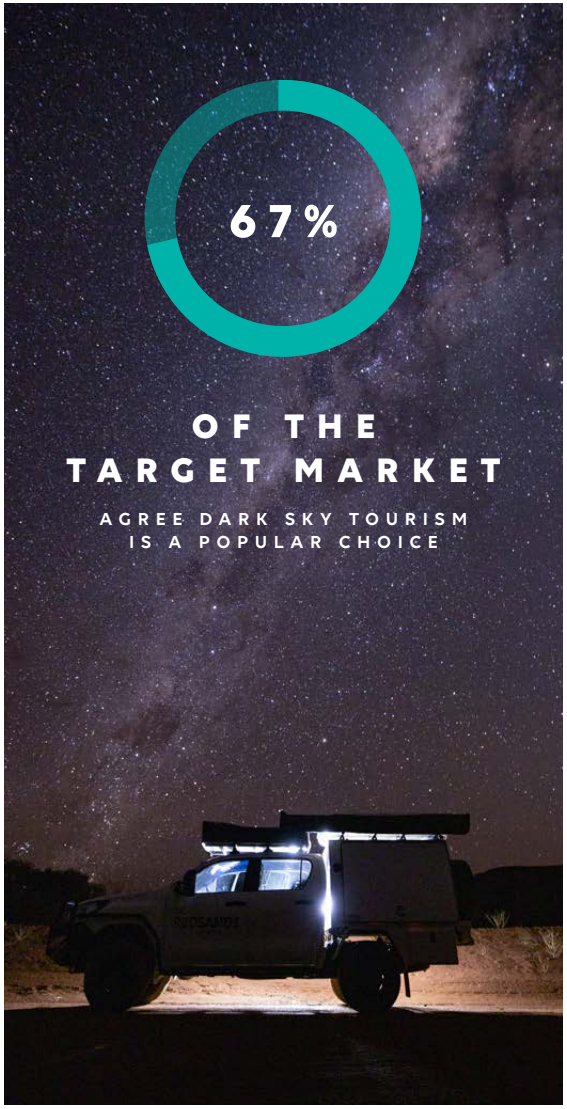
NIGHT SKIES NEAR CUE

Experience Itineraries

Nature-based, astronomy-based and more traditional tourism-based activities appeal to different audiences, though there is significant overlap of the three among those with higher interest in Dark Sky Tourism overall. By developing and marketing multiple products and experiences, the tourism industry is afforded the opportunity to grow it's potential audience. This is done by diversifying the offering and increasing frequency of engagement with tourism products. Bundling products to align with the key themes listed below is a way to achieve this:

- *Nature-based activities (e.g. natural attractions, wildlife)*
- *Astronomy-based activities (e.g. photography, stargazing, and observatory)*
- *Tourism-based activities (e.g. dinner under the stars, accommodation)*

Visitors express interest in seeing the native animals of Australia and at night/dusk there is a host of iconic Australian animals that can be viewed. For example, Ningaloo Coast, in Australia's Coral Coast region, is an area which is known for its clear night skies. Turtle nesting season, from late November to March, is an annual nighttime wildlife event that is an opportunity to create an experience itinerary for visitors that could include both Dark Sky Tourism and Nature-based activities.



Due to its size, environmental characteristics, cultural history, and its patterns of settlement and land use, WA is a place with considerable opportunity to create Dark Sky Tourism experiences which meet the expectations of the target audience. In creating these experiences it is important to aim to create something remarkable. In other words, something people will comment on or remark positively about, because in a world where social media is important, word-of-mouth sells. Dark Sky Tourism needs to be more than simply offering opportunities to view the night sky.

In providing or considering the creation of these experiences, it is highlighted that the self- drive market is the largest source market travelling through WA. Further information on self-drive itineraries throughout the State and the types of experiences that these provide is available on *www.westernaustralia.com* while information on visitor numbers, spend and key markets can be found on *www.tourism.wa.gov.au*.

This self-drive market is often self-sufficient. Therefore accommodation, experiences, and tour offerings should aim to provide visitor interaction and memorable experiences to attract this market and respond to their needs.



THE PINNACLES, NAMBUNG NATIONAL PARK

IDENTIFYING TOURISM EXPERIENCES

The following types of tourism experiences can be bundled with Dark Sky Tourism and are potentially available throughout the State.

Nature-based tourism is any type of tourism that relies on experiences directly related to natural attractions. Dark Sky Tourism presents a significant opportunity to combine with nature experiences. This could involve nightime guided walks, viewing wildflowers at night and wildlife viewing opportunities.

Ecotourism is a sub-set of nature based tourism. Ecotourism businesses operate in remote or natural areas and foster an understanding and appreciation of the natural environment in a way that sustains the resources and economy of the local community. Sustainable eco tents are an increasingly popular form of ecotourism accommodation that could be modified to offer sleeping under the stars.

Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the visitor should expect the unexpected. This could bundle with Dark Sky Tourism through treks to good night sky viewpoints and astrophotography experiences.

Science tourism is a type of niche tourism where science complements and adds value to the tourism experience. Scientific interpretation and education are essential. Combining Dark Sky Tourism and Science tourism products could include observatory tours and educational astronomy experiences.

Volunteer tourism (voluntourism) visitors to WA express the desire to have the opportunity to help with wildlife and nature conservation through paid experiences. An opportunity to offer voluntourism and Dark Sky tourism exists in places like Ningaloo Coast where people can assist with turtle nesting season.

Agriculture tourism (agri-tourism) encompasses a wide variety of activities where agriculture and tourism intersect. It is the act of going to a region to visit a farm or food related business for enjoyment, education or to participate in activities and events. This links well with Dark Sky Tourism as farm stays and other agri-businesses can broaden their offering to include night time activities.

Aboriginal experiences many visitors to WA express a significant interest in taking part in an Aboriginal cultural experience – this would link well with Dark Sky Tourism products that can take advantage of this to offer Aboriginal astronomy experiences.

Accommodation a variety of accommodation options that suit different types of visitors, such as luxury glamping or remote camp grounds, could be developed that provide access to night sky experiences.

Tour provision informative, insightful and interpretive tours are sought after by visitors to WA. Tourists like to know they are welcome and are being shown around by a local expert.

MOUNT AUGUSTUS NATIONAL PARK

OPPORTUNITIES FOR DARK SKY TOURISM PRODUCTS

ASTRONOMY

PHOTOGRAPHY

STARGAZING

OBSERVATORY

UNIVERSE-AL EXPERIENCES

Visitors are interested in expanding their knowledge of the universe and its many wonderments.

Science tourism is a type of niche tourism that can be used to excite and educate visitors. This marries well with Dark Sky Tourism as observatories, night walking tours and more can take advantage of people's keen interest to learn more about the stars.

SPECIAL ASTRAL EVENTS

Visitors want to experience the otherworldly phenomena that the universe has to offer.

Special astral events such as Staircase to the Moon in Australia's North West, and the rare Total Solar Eclipse 2023 offers the opportunity to harness these otherworldly phenomena and bundle Dark Sky Tourism products alongside them.

STARGAZING IN THE KIMBERLEY

IMMERSIVE DINNER UNDER THE STARS ACCOMMODATION

SLEEPING UNDER THE STARS

Visitors want to witness spectacular skies in accommodation that lets the night sky in.

There are opportunities to develop nature based or eco-tourism accommodations such as glamping tents or eco cabins that provide decks with wide open views of the night sky. Further, never seen before in WA, opportunities exist for unique accommodations that have open top views that truly allow you to sleep under the stars.

DINING UNDER THE STARS

Visitors want to eat well, in nature, with unique and beautiful views.

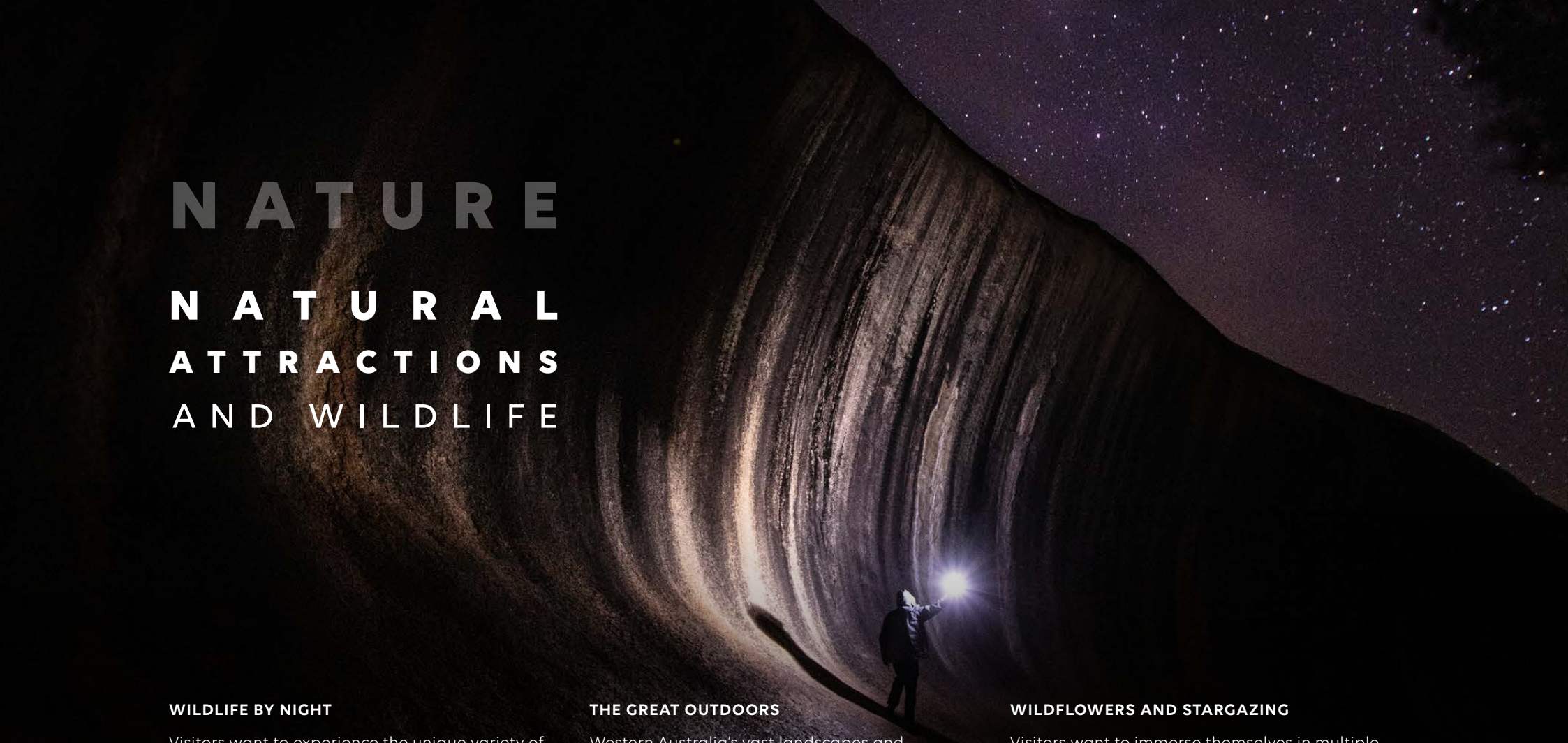
Food tourism is very popular, and increasingly visitors want to immerse themselves in nature while enjoying gourmet, locally produced food. WA's vast expanse of dark night skies offer a unique opportunity for visitors to dine under the stars.



SAL SALIS NINGALOO REEF

NATURE

NATURAL ATTRACTIONS AND WILDLIFE



WILDLIFE BY NIGHT

Visitors want to experience the unique variety of nocturnal animals that WA has to offer.

Viewing wildlife by night is considered one of the top three popular choices for Dark Sky tourists. Combining this opportunity with stargazing would deliver a popular product and enable visitors the opportunity to engage with wildlife under the Milky Way.

THE GREAT OUTDOORS

Western Australia's vast landscapes and countless stars gives visitors the chance to witness the Milky Way.

Nature-based tourism, adventure tourism and science tourism such as night walking tours and isolated natural geological attractions can deliver products that allow visitors to immerse themselves in the great outdoors while having the opportunity to see the Milky Way. This is an experience not possible near cities and large towns with considerable light pollution.

WILDFLOWERS AND STARGAZING

Visitors want to immerse themselves in multiple memorable experiences when they are on holiday.

The Wildflower and Milky Way Seasons cross over between June and October which offers the unique opportunity to link Dark Sky Tourism to an already popular tourist attraction. By product bundling these two attractions through daytime wildflower tours and nighttime stargazing tours or products, visitors will get to enjoy several of WA's natural phenomena in one special trip.

WAVE ROCK, HYDEN

AUTHENTIC KNOWLEDGE LOCAL INTERPRETATION

STORIES OF THE NIGHT SKY

Witnessing and hearing stories of the night sky from the Traditional Owners of the land is an increasingly popular experience.

Aboriginal tourism explores the important connection that Traditional Owners have to nature and visitors to WA express interest in taking part in an Aboriginal cultural experience. Dreamtime stories and Aboriginal knowledge imparted through night tours are a great way to take advantage of the unique connection of Aboriginal people to the night sky.

AGRI-TOURISM AND STARGAZING

Visitors want authentic experiences that allow them to live like the locals.

Agri-tourism caters to the demand for memorable experiences that are off the beaten track. This growing tourism sector can take advantage of the exceptional night skies in regional WA to offer Dark Sky Tourism products to visitors. This could include expanding on an existing agri-tourism activity by including activities such as farm-to-plate picnics under the stars.



WULA GURA NYINDA ECO ADVENTURES, THE SHARK BAY WORLD HERITAGE AREA

GAPS, OPPORTUNITIES AND BARRIERS IN THE DARK SKY TOURISM MARKET

Product gaps

- Open-sky accommodation that caters to viewing the night sky.
- Dinner under the stars products. Food tourism has become very popular and linking unique Dark Sky Tourism experiences with this activity would address this gap. This could be in the form of regional restaurants offering gourmet meals under the night sky or night tours out in a paddock where more simple BBQ style meals are offered.
- Connecting night-time wildlife viewing opportunities with the Dark Sky Tourism concept. A product that links the two could offer both animal spotting and stargazing.

Opportunities

- 71 per cent of the key market perceives Dark Sky Tourism as worth paying for, this creates an opportunity to increase visitor spend and length of stay with Dark Sky Tourism products.
- Use popular astral events such as the Total Solar Eclipse 2023 and Staircase to the Moon to increase awareness of Dark Sky Tourism.
- Product package, bundle and develop experience itineraries that allow visitors to view the night sky alongside nature-based, astronomy-based and tourism-based activities. This will increase engagement and satisfaction with the overall Dark Sky Tourism experience.
- Young families and men aged 34-54 represent the most immediate marketing opportunity for Dark Sky Tourism. Using social media and TV marketing is the most effective way to reach this market.
- Incorporate existing wildlife viewing opportunities with Dark Sky Tourism accommodation or night walking tours. Turtle hatching season on the Ningaloo Coast and Barna Mia Nocturnal Wildlife Experiences in Dryandra Woodlands are two existing examples.

Barriers

- Barriers surrounding location and access exist in developing Dark Sky Tourism experience as many towns who have low light pollution are remote and out-of-the-way for tourists to plan their holidays around.
- Towns that want to develop Dark Sky Tourism experiences will potentially need to develop additional infrastructure so they can offer a well-rounded tourism experience that includes restaurants, accommodation and other tourism products. This creates barriers because of the viability of the cost and investment required for such development.
- Marketing challenges exist as lesser known regions will find it difficult to sell Dark Sky Tourism products as consumers will not be familiar with them. Promotion and marketing in the pre-trip stage will need to occur so visitors are aware of what's on offer and plan their trip accordingly.

SAL SALIS NINGALOO REEF, CAPE RANGE NATIONAL PARK

HOW TOURISM OPERATES

Tourism industries grow when visitor numbers increase and businesses become more profitable. While this document outlines opportunities that respond to the environmental and tourism characteristics of Dark Sky Tourism it is vital to understand the interrelationships shown in *Figure 2*, to inform the appropriate type of development and ongoing operation to achieve this.

Determining these interrelationships will provide an understanding of the tourism context, level of infrastructure, and support structures needed for a viable tourism business. In particular, it is noted that there is a misconception that all a region needs to do to have a successful tourism industry is to have the right product and that then visitors will come.

There is also a lack of information and understanding of the potential target market with an interest in travelling to the area. Rarely is the fundamental question asked: "Do we have products and experiences that will appeal to particular segments of the market?"

To address this, it is recommended any potential tourism operation aims to provide a total visitor experience rather than a single element of tourism infrastructure or service, and that an understanding of its target market is established before starting an operation.

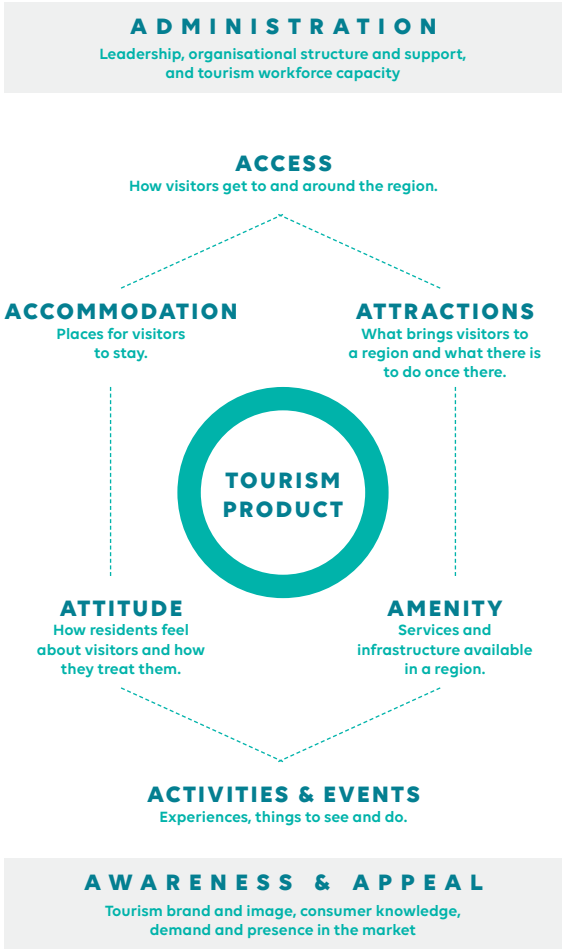


Figure 2. Source: Tourism Western Australia.

This assessment should be informed by the matters outlined in *Figure 2* but also the research outcomes outlined throughout this document.

Attention should be given to understanding land tenure and approval requirements as well as training and destination marketing support networks. This is important in determining if there are any impediments to the venture, what regulatory steps need to be adhered to, and what support is available to ensure operators are informed and ready to market appropriately.

Industry Contacts

Further information and assistance on these matters is available from the following sources. This information is indicative only and any prospective operator should undertake their own due diligence as part of any proposal.

Tourism Western Australia is responsible for promoting WA as an extraordinary holiday and event destination. This includes marketing the State, developing, attracting and promoting major sporting, arts, cultural and business events, and supporting major projects that will draw visitors to particular destinations. Information on *www.tourism.wa.gov.au* includes visitor facts and figures, regional factsheets, specialist research and details about key markets, events, campaigns and branding.

Tourism Council Western Australia (TCWA) is the peak body representing tourism businesses, industries and regions in WA. TCWA's industry development programs help members to enhance their marketing knowhow, sustainability and profitability. TCWA facilitates business and workforce development through training, workshops, site visits, online facilities and its professional team of state-based industry advisors.
www.tourismcouncilwa.com.au

The regional tourism organisation's (RTOs) primary role is to promote their area to attract visitation. These organisations also have a responsibility to participate in the management of tourism (specifically marketing) in the regions. There are five recognised tourism regions in WA:

- **Australia's North West**
  www.australiasnorthwest.com
- **Australia's Coral Coast**
  www.australiascoralcoast.com
- **Australia's Golden Outback**
  www.australiasgoldenoutback.com
- **Australia's South West**
  www.australiassouthwest.com
- **Destination Perth**
  www.experienceperth.com

The Western Australian Indigenous Tourism Operators Council (WAITOC) is the peak not-for-profit association representing Aboriginal tourism in WA. WAITOC is autonomous and provides advice and information to all relevant State Government agencies as well as the tourism industry and related sectors. WAITOC promotes Aboriginal cultural tours and experiences and provides a supportive network for Aboriginal tourism businesses within WA.
www.waitoc.com

Astrotourism WA is a not-for-profit body promoting opportunities for sharing, protecting and growing appreciation of the night sky through events and activities.
www.astrotourismwa.com.au

The Department of Planning, Lands and Heritage is responsible for planning and managing land and heritage for all Western Australians. This includes oversight of Aboriginal cultural heritage and built heritage matters. A Draft Position Statement on Dark Sky and astrotourism, Bushfire Management and Coastal Setbacks and links to local government planning schemes and policies are also available from:
www.dplh.wa.gov.au

The Parks and Wildlife Service component of the Department of Biodiversity Conservation and Attractions (DBCA) is responsible for administering commercial operations within the State's conservation estate. Information on the requirements of nature-based tourism within these conservation estates is available from:
https://parks.dpaw.wa.gov.au/for-business/intro

The Forum Advocating Cultural and Ecotourism (FACET) is a WA-based network and information resource for people with an interest in cultural, nature based and eco-tourism. The association was established in 1991, when it became apparent that many exciting opportunities and developments were taking place in the field of cultural and ecotourism, in isolation of each other.
www.facet.asn.au

Business Local is the Small Business Development Corporation outreach service, providing access to free* advice and guidance to current and aspiring small business owners across WA. Operators may choose to use the providers other services but will be under no pressure or obligation to do so.

They provide advice on planning for success, using the web to grow your business, marketing your products and services, managing your finances, employing staff and getting paid on time.
www.smallbusiness.wa.gov.au/business-advice

**Business advisory appointments are free, however there may be a charge if an operator attends a workshop or receive services not covered by the Business Local service. You will be clearly advised before incurring any costs.*



FIVE FINGERS REEF, CORAL BAY

SUMMARY

Dark Sky Tourism provides an opportunity for new and existing tourism operators to expand or build upon the experience they offer and in doing so reach a new and exciting market segment for tourism. This opportunity was highlighted through market research that showed 71 per cent of the target audience thinks Dark Sky Tourism is worth paying for.

Dark Sky Tourism is currently under recognised in tourism strategies and marketing across the State. Tourism operators can use WA's night skies as an opportunity to promote Dark Sky Tourism to the broader population as an experience that creates a point of difference to the current offering.

By adding value to the WA tourism industry through exceptional stargazing there is the opportunity to increase this recognition, boost local economies and attract visitation to lesser known towns. Linking existing tourism experiences, such as food tourism, nature tourism, Aboriginal tourism and more, to Dark Sky Tourism creates exciting experiences that are broadly appealing to WA's visitors and will further enhance WA's reputation as a Dark Sky Tourism destination.



GUNBARREL HIGHWAY, AUSTRALIA'S GOLDEN OUTBACK

GLOSSARY

Dark Sky Tourism: travelling to destinations to experience the night sky, free from artificial pollution.

Tourism product: a range of experiences people get while travelling. Tourism products can be natural and man-made resources, tourist attractions, services etc, where there is a retail value associated with the experience.

Experience itinerary: creating an itinerary of different tourism products that engage visitors through memorable experiences that they want to tell others about.

Bundled activities: selling multiple tourism products together in communications to highlight the range of different experiences on offer in a location but keeping each product individually priced.

Packaged activities: combining multiple tourism products into a single experience and offering them all for one price to increase their appeal.

Positioning: finding a special place in the market for the product to differentiate from competition and increase its appeal.

Target audience: a group of people that are most likely to respond positively to marketing of a particular product. People in a target audience share demographic similarities, such as age, location, or socioeconomic status.

NIGHT SKY, CABLE BEACH, BROOME



Tourism WESTERN AUSTRALIA

Department of Jobs, Tourism, Science and Innovation
GOVERNMENT OF WESTERN AUSTRALIA

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