

INVESTMENT FOCUS

Tourism

The City of Swan is a premier Western Australian tourism region, adding significant value to the economy and lifestyle of our residents.



Key statistics



5,041,961

Swan Valley visits*
(2020/21)

79%

visited three or more
times per year (2020/21)



5,596

population (2021)



\$430m

annual visitor
expenditure (2021)

\$155

average visitor
spend (2021)



13km

to Perth Airport



12%

stayed in
accommodation (2021)



87%

satisfaction with their
visit to the Swan Valley

*based on local mobile spend data

Creating value in the region

Tourism is a highly valued and growing industry in the City of Swan, a vast local government area with a range of unique destinations and experiences. There is a particularly strong focus on agriculture, rural lifestyle experiences, wildlife, events, food, wine and beverages.

In 2021/22, tourism in the City employed 5,011 people and generated revenue of \$222m in direct sales and \$495.5m in indirect sales for the City.

Given the region's vast size, natural attributes and a population set to soar from 168,334 in 2023 to almost 300,000 by 2050, there is significant scope for tourism to grow and further contribute to regional economic expansion.

Developing the industry

The City has long consulted and supported the tourism industry with wide-ranging initiatives including the management of the Swan Valley Visitor Centre, tourism planning, and developing strong relationships with local businesses as well as key local, state and federal tourism bodies.

Forming a collaborative working group with neighbouring councils, the City is part of the Perth Hills Tourism Alliance (PHTA). The PHTA encourages the sharing of information, skills and experiences to enhance the visitor experience across the Darling Range, encompassing Gidgegannup, Kalamunda, Mundaring, Armadale and Serpentine-Jarrahdale.

The City has a proven track record of winning the inaugural local government tourism awards:

Perth Airport WA Tourism Awards:

- Winner – gold – 2009
- Winner – gold – 2010
- Winner – gold – 2011
- Hall of Fame induction – 2012
- Winner – gold – 2017
- Winner – gold – 2018
- Winner – gold – 2019
- Hall of fame induction – 2020
- Winner-gold- 2024

Qantas Australian Tourism Awards:

- Winner – gold – 2017
- Winner – gold – 2018
- Winner – gold – 2019
- Hall of Fame induction – 2020

Iconic and internationally recognised

International visitation has improved significantly from COVID 19 pandemic lockdown period, contributing to the \$1,070M in total sales in 2022/23. As holiday, visiting family and friends are the main reasons for visits to the area, the City's population growth, product familiarity and experience delivery in our tourism sector, can be attributed to this recovery.

A popular day trip

Day trippers are by far the most frequent visitors to the Swan Valley and Guildford wanting to soak in the local charm and experiences.

Visitors are also looking to take advantage of attractions in Gidgegannup, Whiteman Park, Bullsbrook, The Vines and Midland, all only minutes from the Perth CBD.

Visitors noted that some of the region's most positive attributes were its nearness to Perth Airport and the CBD, quality of dining experiences and relaxing atmosphere.





Variety in the valley

The Swan Valley is one of Perth's most celebrated tourism destinations, renowned for its world-class wines and wineries. It is the oldest agricultural region in WA and the second-oldest wine region in Australia.

The Swan Valley has some of the oldest wine grape vines in Australia, planted in 1829. During the 1900's the alluvial soils and Mediterranean-like climate led to migrant settlers developing the unique viticulture experienced today.

These old vines have shaped classic styles of wine rivalling the famous wine-producing regions of the world.

Although the vineyards and wineries in the Swan Valley are a major drawcard, it has developed into so much more. In addition to wine tastings, day-trippers said enjoying the outdoors, sampling the local produce, and physical activities were also high on the list of reasons for visiting.

The valley is home to a growing number of microbreweries and distilleries producing award-winning beers, ciders, and spirits, complementing an array of quality restaurants and cafes.

It also produces an impressive selection of artisan and specialty fares, including olive oil, honey, pickles, preserves, handmade chocolate, ice cream and nougat.

A scenic 32km Valley loop takes visitors through a total of 150 wineries, breweries, art and craft venues, and fresh produce outlets. There are few places in the world where you can travel just 30 minutes from a capital city and buy fresh seasonal produce direct from the farmer.

Revitalising Midland

Midland is the City's strategic metropolitan centre, located 20km from the Perth CBD or 25 minutes by train. Due to its location, Midland acts as the gateway to the Swan Valley, Avon Valley and the areas east to and beyond the Darling Range, stretching the shopper catchment beyond City boundaries.

Planning and development to accommodate growth in Midland continues with major transformation projects including:

- **New Junction** – an 11-hectare infill development in the heart of Midland
- **The relocation of Midland Train Station** – improving walkability and accessibility to Midland's health, knowledge and social service providers on the southern side of the train tracks.

Midland has been included in the nbn Business Fibre Zone rollout, providing an important infrastructure component needed for businesses to operate efficiently.

Short and long-term accommodation in Midland is expanding, giving visitors more choice about where and how they stay in the heart of the City.



Historic Guildford

Situated on the banks of the Swan River and filled with historic charm, Guildford is a natural heritage town and another gateway to tourism in the region. Because of its quaint colonial buildings, it is only one of three towns in Perth to be on the National Trust Register, allowing visitors to immerse themselves in colonial settings.

There is a range of eclectic antique stores, home décor outlets, specialty gift shops, galleries, premium garden centres, chic furniture outlets, and clothing stores to stroll through. There are also plenty of establishments from which visitors can enjoy a meal or beverage and watch the world go by, such as tea rooms, an ice creamery and the superbly restored Guildford hotels.

Natural beauty

The Swan region's scenic rural and natural environment is a major drawcard. Take a relatively short drive, and visitors can experience Gidgegannup's scenic and ecotourism offerings, Bullsbrook's rural character or the unique heritage in picturesque Whiteman Park.

The Swan region offers a variety of nature activities and attractions including tours, wildlife experiences, picnic spots, nature trails, water sports and farm experiences.

Event-based tourism

The City is the backdrop for several events that bring visitors to the region and support local businesses.

These events celebrate the unique produce and natural features of the area and are always well-attended by Perth locals. These include Oktoberfest Perth, Entwined in the Swan Valley, the Avon Descent Festival, Harvest Festival, Gidgegannup Small Farm Field Day, open-air concerts and more.

The historic Guildford Hotel

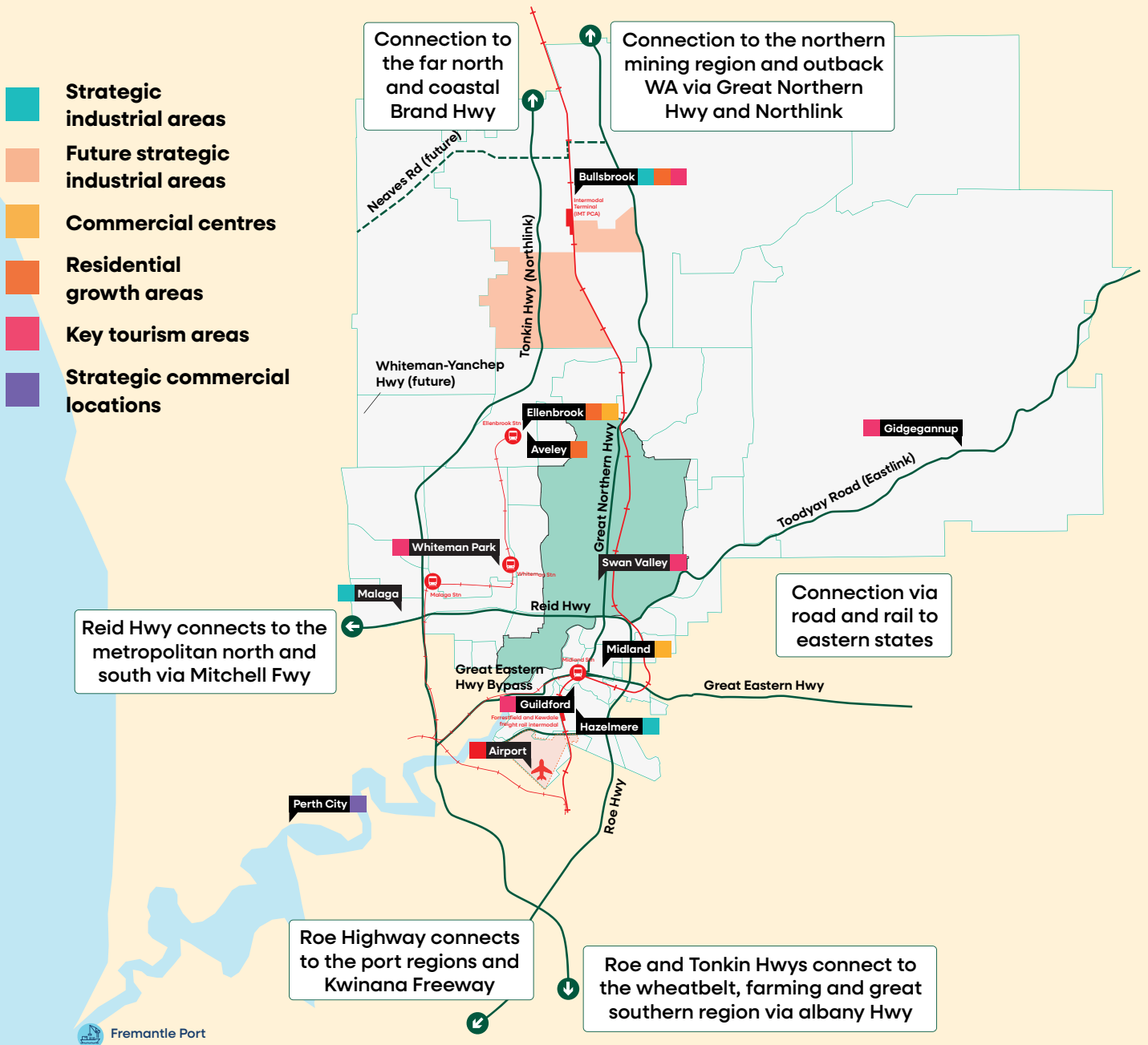




The opportunities

Growing our market share of visitors and ensuring the City of Swan contributes fully to Western Australia's tourism targets will require decisive action and commitment of all partners involved in our visitor economy.

- **Accommodation** – There are significant opportunities to expand accommodation offerings in Midland, Guildford, Gidgegannup, and investigate potential within the Ballajura (formerly Malaga), Whiteman and Ellenbrook Train Station Precincts. Boutique eco-friendly accommodations, such as glamping and farm stays, can enhance the visitor experience and tap into the growing demand for sustainable travel options
- **Food, beverages and attractions** – There is plenty of scope for food, beverage and experience related offerings. Existing food, wine and activity trails may be leveraged to develop new itineraries and collaborations, increasing visitor engagement. Agri-dining experiences, artisanal food hubs, and local produce markets can further diversify this sector
- **Agri-Business and Agri-Tech** – there is strong potential to showcase innovative, data-driven agricultural technology through guided tours and workshops. This can include insights into precision farming, hydroponics, and sustainability practices, promoting the City of Swan as a leader in modern agriculture
- **Agri-Tourism** – potential for accommodation, products, attractions or experiences can be developed around existing or new agricultural operations to provide additional income streams. Educational experiences, including farm tours, agricultural workshops, and interactive produce picking experiences can appeal to both locals and visitors.
- **Event tourism** – The region can expand its event offerings to include large-scale festivals, cultural celebrations, and seasonal events that celebrate local produce, arts, and history. Opportunities also exist to host leisure events, concerts, conferences, weddings, and wellness retreats at scenic locations. Enhancing event-specific services such as shuttle buses and curated visitor experiences can further boost engagement
- **Accessible business** – growing your customer base through upgrades and improvements that cater to ageing populations and people with disabilities is key. Investment in inclusive experiences – such as sensory gardens, wheelchair-accessible trails, and adaptive adventure programs – can enhance the region's reputation for accessibility and inclusivity
- **Adventure and outdoor recreation** – Leveraging the natural beauty of areas like Gidgegannup and Whiteman Park, there is an opportunity to introduce outdoor recreation experiences such as hiking trails, mountain biking, nature tours, and eco-friendly adventure activities (eg: zip-lining, forest canopy walks)
- **Cultural and heritage tourism** – Collaborations with Traditional Custodians to offer Indigenous-led cultural experiences, such as guided storytelling, bush tucker tours, and cultural workshops, can provide meaningful engagement. Guildford's historic charm and status on the National Trust Register can be elevated with immersive heritage trails and events.



- Perth Airport**
Perth Airport is the 4th busiest in Australia with efficient connections to Hazelmere, Malaga and Bullsbrook.
- Fremantle Port**
Servicing over 800,000 containers of general goods per year.
- Westport Harbour**
Proposed development presents the Link WA regions with exciting opportunities for inland development.

Information and support

Contact the City's Business and Tourism Services team to find out more about these opportunities business@swan.wa.gov.au



sourced references can be found on our website. Scan QR code or go to www.swan.wa.gov.au/investment-sheet-sources for details.

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