

Karratha Visitor Information Servicing Review

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Development Services

14 July 2025

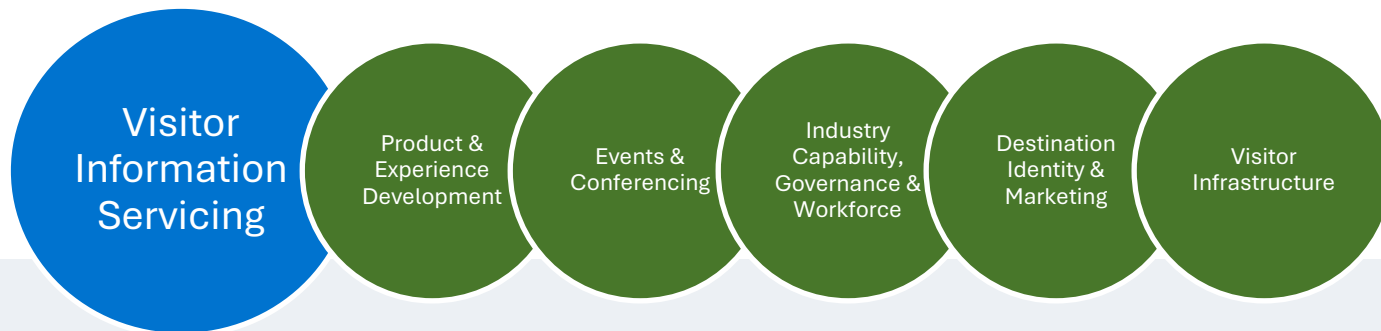
Visitor Information Services Review

Purpose of the Review

- Identify current and future visitor needs
- Audit current services
- Identify best-practice models
- Align services with changing visitor expectations
- Establish new vision for VIS
- Inform investment and service delivery
- Determine the ideal location

Vision:

Deliver a more flexible, modern, and accessible visitor servicing model that enhances the visitor experience and drives economic impact.



Key Findings

Economic Impact

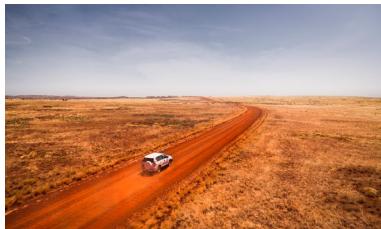
KTVC delivers strong value, generating **\$2.59M annually**, with a **\$4.19 return for every \$1 invested**.

Extending visitor stays by one night = additional **\$3.49M**

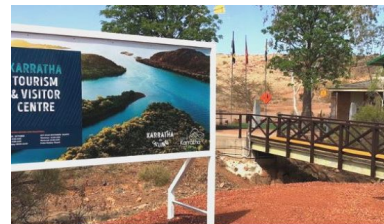


Visitor Expectations Are Evolving

Traditional visitor centres alone are no longer sufficient to meet diverse visitor needs.



Signage & Wayfinding Gaps



Opportunities in Cultural & Nature-Based Tourism



Recommended model & location

Omni channel approach

1. Refreshing KTVC as a “Welcome Centre”
2. Modern online/digital presence and live chat
3. Interpretative and wayfinding signage
4. Kiosks at hotspots; Airport, service stations
5. Mobile visitor information service
6. Destination ambassadors



Location:

Retain at current KTVC site

For more information:

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