

Friday 1 December 2023

Dear Cities and Shires in the Australia's South West Tourism Region,

RE: Resident Survey Project – Curtin University Tourism Research Cluster

Australia's South West has been partnering with the Tourism Research Cluster (TRC) at Curtin University for the last three years to conduct annual surveys to investigate resident satisfaction with tourism in our tourism region. The project is part of Australia's South West Sustainable Tourism Observatory (ASWTO) initiative.

The goal of the **Resident Survey Project** is to analyse residents' perceptions on tourists' behaviour, tourism impacts and tourism impact management in the region, so as to facilitate evidence-based decision-making.

It is now time to plan this year's survey and I hope I can rely on **your support to promote the survey and get responses from as many residents as possible**. Therefore, I kindly encourage you to **spread out the information and the link to the survey through your channels (e.g. social media, newsletters)**.

All relevant recruitment material (including suggested text and survey link) will be provided to you by our partner, Curtin University's Tourism Research Cluster. The survey takes 15 minutes to complete.

For your information, please find attached the **results of last year's survey**.

Only with your help we can successfully carry out this important research initiative, which will allow us to better understand the realities and perceptions in our tourism region from a resident perspective.

Should you have any questions, please reach out to our colleagues at the TRC.

Thank you in advance for your crucial support. Please do not hesitate to contact me on 08 9791 9197 should you require further information.

Yours sincerely,



Catrin Allsop
Chief Executive Officer
Australia's South West