

WA TOURISM SNAPSHOT

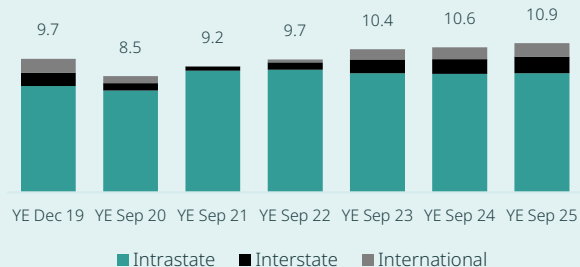
Trips in Year Ending (YE) September 2025 Compared to YE September 2024

There were 10.9 million overnight trips taken in WA in YE September 2025, (+) 3 per cent year on year.

In YE September 2025, 10.9 million overnight trips (domestic and international) were taken in WA, up 3 percent from 10.6 million the year prior. Additionally, 28.7 million daytrips were taken in WA, up 9 per cent year on year.

Note: Domestic and total spend cannot be reliably reported for YE September 2025 due to the change in methodology for measuring domestic tourism from January 2025 onwards. Domestic and total spend will once again be reportable when calendar year 2025 data is released in March 2026. See the [Tourism Research Australia](#) website for more info on the methodology change.

Overnight Trips (millions)

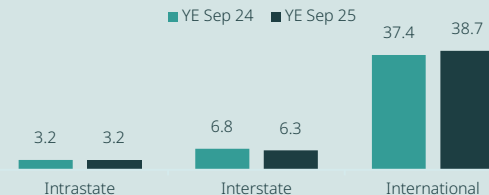


Market	Trips		Spend			Australia Spend Change vs. YE Sep 24 (%)
	YE Sep 25 (million)	Change vs. YE Sep 24 (%)	YE Sep 25 (million)	Change vs. YE Sep 24 (billion)	Change vs. YE Sep 24 (%)	
Intrastate overnight	8.7	1%	NP	NP	NP	NP
Interstate overnight	1.2	12%	NP	NP	NP	NP
Domestic overnight	9.9	2%	NP	NP	NP	NP
Daytrip	28.7	9%	NP	NP	NP	NP
International	1.0	17%	\$3.3	\$0.9	36%	10%
Total	39.6	7%	NP	NP	NP	NP

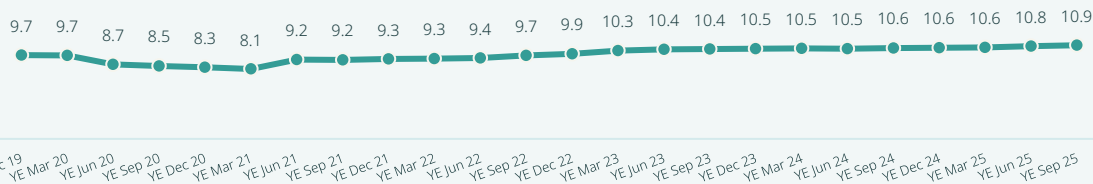
Total nights in WA grew (+) 10 per cent year on year

Overnight visitors spent 73.6 million nights in WA, which was 10 per cent more nights than the year prior. International visitors contributed more than half of those (52%, 38.4 million nights), while intrastate trips accounted for 38% (27.6 million) and interstate trips made up the remaining 10% of nights (7.6 million).

Length of Stay



Total Overnight Visitors in WA by 12-month period (millions)



Source: Tourism Research Australia, International Visitor Survey and Domestic Tourism Statistics collection. More details can be found in the interactive charts on [Tourism WA Corporate Website](#)



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International trips in Year Ending (YE) September 2025

Compared to YE September 2024



International visitors almost fully 'recovered'

WA welcomed 991,000 international visitors, 17% ahead of last year and equivalent to 99.5% of the 2019 volume. Nationally, Australia received 8.0 million international visitors, 7% ahead of last year and equivalent to 92% of the 2019 volume.

International visitors spent \$3.3 billion in WA in YE September 2025, 36% ahead of last year.



Note: WA International Borders opened 3 March 2022



WA gains market share of international visitation to Australia

In YE September 2025, 12.4% of international visitors to Australia visited WA, up from 11.3% the year prior.

WA's top 5 international markets ranked by volume of visitors were consistent with YE September 24 as well as 2019: UK, Singapore, New Zealand, China and Malaysia.

Most markets saw growth in visitation year on year, with particularly strong growth from France (+30%), Japan (+29%), USA (+26%), UK (+23%), and India (21%). WA gained market share for each of these markets.

As international visitation to Australia and WA has not yet returned to the 2019 volume, it remains a relevant benchmark. Of WA's top 12 international markets, five have surpassed the 2019 visitor volume (Singapore, New Zealand, India, Indonesia, and France).

Malaysia has been one of the slowest markets to recover, however growth in the last year has been strong (+19%) and WA has outperformed the national trend, gaining 5% market share year on year.

International Trips to WA

Tourism WA Key Markets Ranked by Number of Trips*

Rank	Market	Trips YE Sep 25 (000s)	% Change vs. YE Sep 24	AUS - % Change vs. YE Sep 24	Market Share YE Sep 25	Change Market Share vs. YE Sep 24
1	United Kingdom	140	23%	13%	21%	2%
2	Singapore	124	19%	8%	33%	3%
3	New Zealand	78	-3%	3%	6%	0%
4	China	71	-4%	17%	8%	-2%
5	Malaysia	63	19%	3%	34%	5%
6	USA	52	26%	4%	8%	1%
7	India	45	21%	7%	10%	1%
8	Indonesia	42	7%	6%	20%	0%
9	Japan	36	29%	7%	10%	2%
10	Germany	27	3%	8%	16%	-1%
11	France	27	30%	11%	20%	3%
12	Philippines	22	-14%	7%	13%	-3%
Rest of World		263	29%	5%	9%	11%
Total International		991	17%	7%	12.4%	1.1%

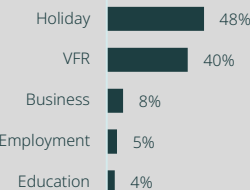


Vast majority of international visitors to WA visit for a holiday or to Visit Friends and Relatives (VFR).

In YE September 2025, slightly more international visitors to WA were visiting for a holiday (48%) vs. VFR (40%).

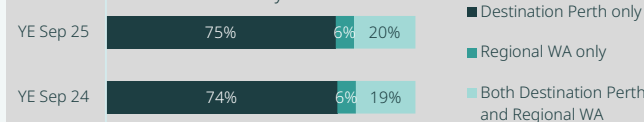
The holiday sector is driving growth, accounting for an additional 107,000 international visitors to WA year on year (+29%).

Trip Purpose to WA



Adds up to more than 100% as trips to WA can be for more than one purpose.

Where international visitors stayed:



A quarter (25%) of international visitors to WA spent at least one night in regional WA in YE September, consistent with last year, though still behind the 2019 benchmark (32% regional dispersal).



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Domestic trips in Year Ending (YE) September 2025

Compared to YE September 2024

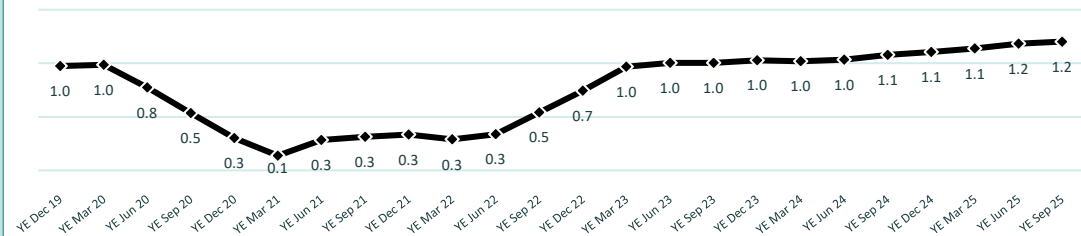


Interstate trips to WA continue to grow, but not staying as long (consistent with national trend).
WA residents are still travelling within the state in significant volumes, despite record outbound travel.

Interstate visitors took 1.2 million trips to WA in YE September 2025, 12% ahead of YE September 2024 and ahead of the national growth rate of 5%. This is the largest number of interstate trips to WA in a 12-month period since 2019. These visitors stayed for an average of 6.3 nights, down from an average of 6.8 nights the year prior. The shortening average length of stay is consistent with the national trend.

WA residents took 8.7 million trips in the state in YE September 2025, stable on YE September 2024. West Australians spent an average of 3.2 nights away from home on each trip, consistent with the previous year. This comes at a time when West Australians are travelling overseas in record numbers, with Overseas Arrivals and Departures data by the Australian Bureau of Statistics recording 1.7 million short-term trips taken by WA residents in YE September 2025.

Interstate Trips (millions) in WA by 12-month period



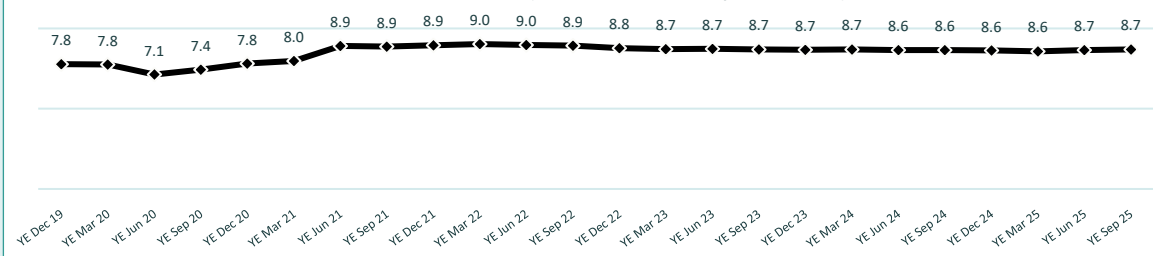
Interstate Summary

Market	WA YE Sep 25	WA Change vs. YE Sep 24	WA Change vs. YE Sep 24 (%)	Aus. YE Sep 25	Aus. Change vs. YE Sep 24
Trips (million)	1.2	0.1	12%	29.3	5%
Nights (million)	7.6	0.2	3%	127.1	1%
Spend (\$ billion)	NP	NP	NP	NP	NP
Avg. length of stay	6.3	-0.5	-7%	4.3	-4%
Avg. spend per trip	NP	NP	NP	NP	NP
Avg. spend per night	NP	NP	NP	NP	NP

Intrastate Summary

Market	WA YE Sep 25	WA Change vs. YE Sep 24	WA Change vs. YE Sep 24 (%)	Aus. YE Sep 25	Aus. Change vs. YE Sep 24
Trips (million)	8.7	0.0	1%	88.2	4%
Nights (million)	27.6	-0.3	-1%	252.8	-2%
Spend (\$ billion)	NP	NP	NP	NP	NP
Avg. length of stay	3.2	0.0	-2%	2.9	-6%
Avg. spend per trip	NP	NP	NP	NP	NP
Avg. spend per night	NP	NP	NP	NP	NP

Intrastate Trips (millions) in WA by 12-month period



Source: Tourism Research Australia, International Visitor Survey and Domestic Tourism Statistics collection.
NP = Not Publishable. Spend data for domestic and total visitor economy will be available with YE December 2025 release in March 2026.

