

# WA TOURISM SNAPSHOT

## Trips in year ending (YE) June 2025

Compared to YE June 2024

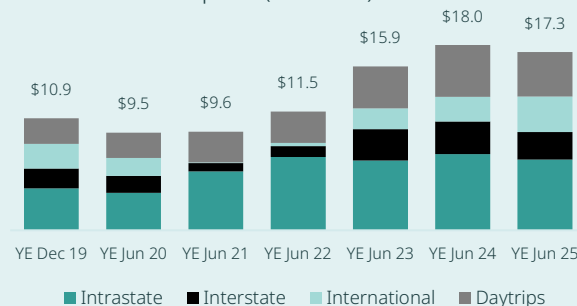


Visitors spent \$17.3 billion in WA in YE June 2025, -\$0.7 billion or -4% behind YE June 2024.

In YE June 2025, 10.8 million overnight trips (domestic and international) were taken in WA and 27.9 million daytrips were taken within the State. Together, these visitors spent \$17.3 billion in WA.

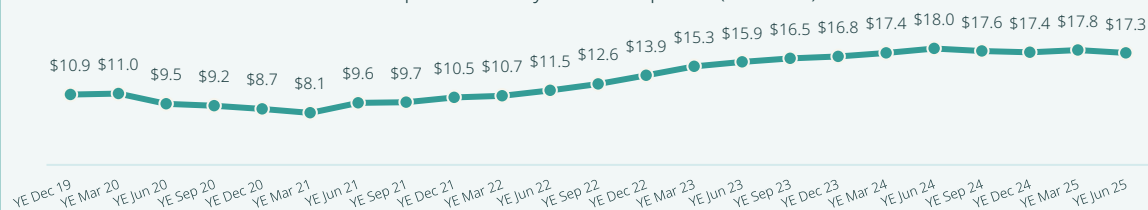
Total spend was (-) \$0.7 billion or (-) 4% behind the year prior, and behind the national growth rate (+5%). The drop in spend came from intrastate, interstate, and daytrip markets, while international visitor spend grew by (+) 44%.

Spend (\$ billions)



Market	Trips		Spend			Australia Spend Change vs. YE Jun 24 (%)
	YE Jun 25 (million)	Change vs. YE Jun 24 (%)	YE Jun 25 (billion)	Change vs. YE Jun 24 (billion)	Change vs. YE Jun 24 (%)	
Intrastate overnight	8.7	0%	\$6.9	-\$0.5	-7%	-1%
Interstate overnight	1.2	14%	\$2.7	-\$0.5	-16%	-1%
Domestic overnight	9.8	2%	\$9.5	-\$1.1	-10%	-1%
Daytrip	27.9	7%	\$4.3	-\$0.7	-14%	6%
International	0.9	15%	\$3.5	\$1.1	44%	16%
<b>Total</b>	<b>38.7</b>	<b>6%</b>	<b>\$17.3</b>	<b>-\$0.7</b>	<b>-4%</b>	<b>5%</b>

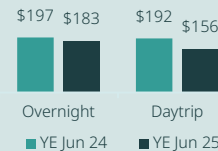
Total Spend in WA by 12-month period (\$ billions)



### Average daily spend has dropped year-on-year

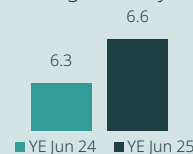
WA's total spend decline was driven by a decrease in average spend per day for both overnight (-7%) and daytrips (-19%).

Spend per day



Length of stay saw a small increase from 6.3 days to 6.6 days, while total nights increased 7%. These increases were driven by international visitors.

Length of stay



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](https://www.tourismwa.com.au/corporate-website)



# WA TOURISM SNAPSHOT

## International trips in year ending (YE) June 2025

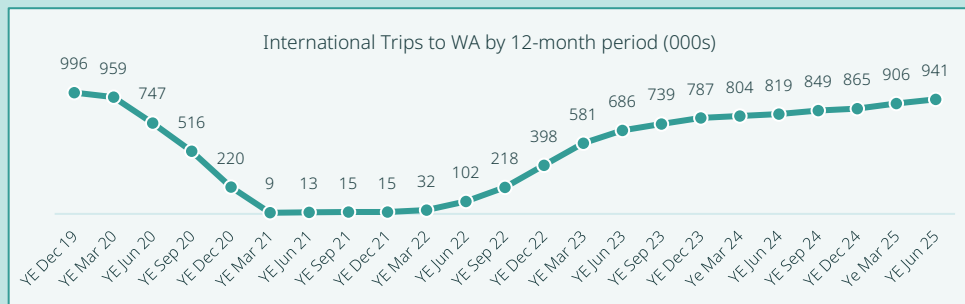
Compared to YE June 24



### International visitors driving growth in WA visitor economy

WA welcomed 941,000 international visitors, 15% ahead of last year and equivalent to 95% of the 2019 volume. Nationally, Australia received 7.8 million international visitors in YE June 2025, 6% ahead of last year and equivalent to 89% of the 2019 volume.

International visitors spent \$3.5 billion in WA in YE June 2025, 44% ahead of last year and 45% ahead of 2019.



Note: WA International Borders opened 3 March 2022



### WA market share of international visitation to Australia remains strong, with continued growth from South-East Asia

In YE June 2025, WA's top 5 international markets ranked by volume of visitors were consistent with YE June 24 as well as 2019: UK, Singapore, New Zealand, China and Malaysia.

South-East Asian markets saw significant growth year-on-year; Singapore (+18%), Malaysia (+20%), and Indonesia (+16%). WA saw positive market share gains from these markets.

Chinese visitation to WA declined by (-) 13% vs. last year. Visitation from China to WA rebounded quickly after borders re-opened and is now finding its new baseline. Nationally China visitation is still in recovery.

As international visitation to Australia and WA has not yet returned to the 2019 volume, it remains a relevant benchmark. Of WA's top 10 international markets, four have surpassed the 2019 visitor volume (Singapore, New Zealand, Indonesia and India), while Malaysia and Germany remain the slowest key markets to recover.

### International Trips to WA

Tourism WA Key Markets Ranked by Number of Trips\*

Rank	Market	Trips YE Jun 25 (000s)	Change vs. YE Jun 24	AUS - % vs. YE Jun 24	Market Share YE Jun 25	Change Market Share vs. YE Jun 24
1	UK	132	14%	9%	21%	1%
2	Singapore	117	18%	7%	32%	3%
3	New Zealand	79	4%	2%	6%	0%
4	China	65	-13%	20%	7%	-3%
5	Malaysia	61	20%	2%	34%	5%
6	USA	53	37%	0%	8%	2%
7	Indonesia	42	16%	5%	20%	2%
8	India	38	9%	9%	9%	0%
9	Japan	33	25%	10%	9%	1%
10	Germany	28	13%	6%	17%	1%
11	France	21	-2%	6%	17%	-1%
12	Thailand	17	188%	-1%	20%	13%
Rest of World		254	19%	3%	9%	11%
Total International		941	15%	6%	12%	1%

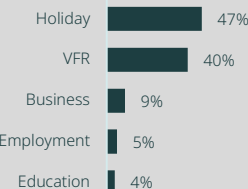


### Vast majority of international visitors to WA visit for a holiday or to Visit Friends and Relatives (VFR).

In YE June 2025, slightly more international visitors to WA were visiting for a holiday (47%) vs. VFR (40%).

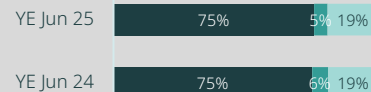
The holiday sector is driving growth, accounting for an additional 84,000 international visitors to WA year on year.

#### 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



■ Destination Perth only  
■ Regional WA only  
■ Both Destination Perth and Regional WA

A quarter (25%) of international visitors to WA spent at least one night in regional WA in YE June 25. Consistent with last year; the majority visited Destination Perth only.

# WA TOURISM SNAPSHOT

## Domestic trips in year ending (YE) June 2025

Compared to YE June 24

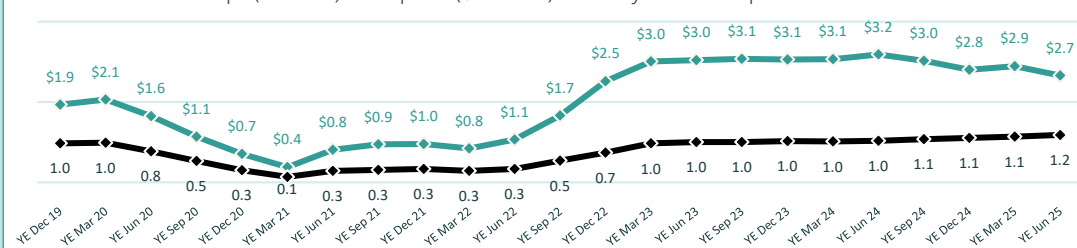


Interstate trips to WA continue to grow, but trips are shorter and spend per day is down.  
WA residents are still travelling within the state, but spending less per night.

Interstate visitors took 1.2 million trips to WA in YE June 2025, 14% ahead of YE June 2024 and ahead of the national growth rate of 4%. This is the largest number of interstate trips to WA in a 12-month period since 2019. These visitors spent \$2.7 billion in WA, a decline of (-) 16% vs. YE June 2024 reflecting interstate visitors reducing their average length of stay and daily spend in WA.

WA residents took 8.7 million trips in the state in YE June 2025, stable on YE June 2024. West Australians spent \$6.9 billion, a decline of (-) 7% vs. YE June 2024, reflecting a softening in spend per night. 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 1.6 million short-term trips taken by WA residents in YE June 2025.

Interstate Trips (millions) and Spend (\$ billions) in WA by 12-month period



Interstate Summary

Market	WA YE Jun 25	WA Change vs. YE Jun 24	WA Change vs. YE Jun 24 (%)	Aus. YE Jun 25	Aus. Change vs. YE Jun 24
Trips (million)	1.2	0.1	14%	28.8	4%
Nights (million)	7.5	0.3	5%	126.4	0%
Spend (\$ billion)	\$2.7	-\$0.5	-16%	\$42.8	-1%
Avg. length of stay	6.4	-0.6	-9%	4.4	-4%
Avg. spend per trip	\$2,250	-\$830	-27%	\$1,487	-5%
Avg. spend per night	\$353	-\$89	-20%	\$339	-1%

Intrastate Summary

Market	WA YE Jun 25	WA Change vs. YE Jun 24	WA Change vs. YE Jun 24 (%)	Aus. YE Jun 25	Aus. Change vs. YE Jun 24
Trips (million)	8.7	0.0	0%	86.8	2%
Nights (million)	27.6	-0.2	-1%	253.4	-2%
Spend (\$ billion)	\$6.9	-\$0.5	-7%	\$55.2	-1%
Avg. length of stay	3.2	0.0	-1%	2.9	-4%
Avg. spend per trip	\$796	-\$63	-7%	\$636	-3%
Avg. spend per night	\$250	-\$17	-6%	\$218	2%

Intrastate Trips (millions) and Spend (\$ billions) in WA by 12-month period

