

WA TOURISM SNAPSHOT

Trips in Year Ending (YE) December 2025 (2025)

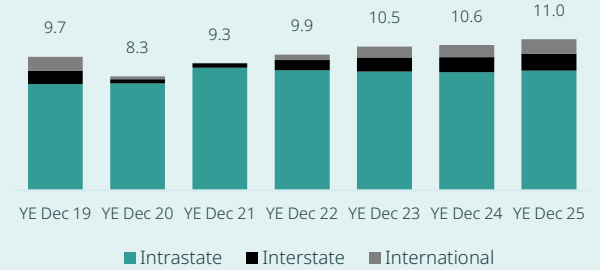
Compared to YE December 2024 (2024)

There were 11 million overnight trips taken in WA in 2025, (+) 4 per cent year on year.

In 2025, 11 million overnight trips (domestic and international) were taken in WA, up 4 percent from 10.6 million the year prior. Additionally, 29.1 million daytrips were taken in WA, up 9 per cent year on year.

Note: Domestic and total spend cannot be reliably reported for periods prior to YE December 2025 due to the change in methodology for measuring domestic tourism. See the [Tourism Research Australia](#) website for more info on the methodology change.

Overnight Trips (millions)

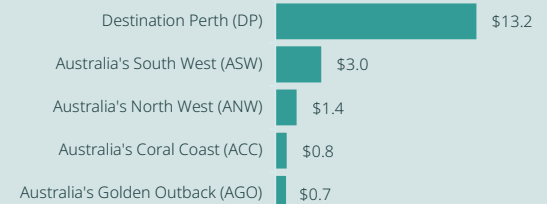


Market	Trips		Spend			Australia Spend Change vs. 2024 (%)
	2025 (million)	Change vs. 2024 (%)	2025 (billion)	Change vs. 2024 (billion)	Change vs. 2024 (%)	
Intrastate overnight	8.7	1%	\$7.9	NP	NP	NP
Interstate overnight	1.2	11%	\$3.3	NP	NP	NP
Domestic overnight	10.0	2%	\$11.2	NP	NP	NP
Daytrip	29.1	9%	\$4.6	NP	NP	NP
International	1.1	23%	\$3.4	\$0.8	30%	19%
Total	40.1	7%	\$19.2	NP	NP	NP

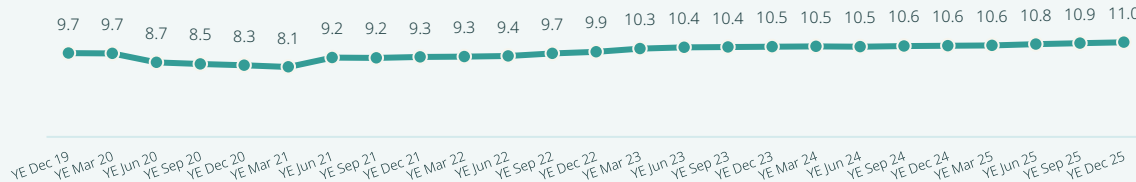
A third (31%) of spend was in Regional WA

Visitors spent \$19.2 billion in WA in 2025, \$6.0 billion (31%) of which was spent in Regional WA.

Total Spend by Region (\$ billion)



Total Overnight Trips 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](#)



WA TOURISM SNAPSHOT

International trips in Year Ending December 2025 (2025)

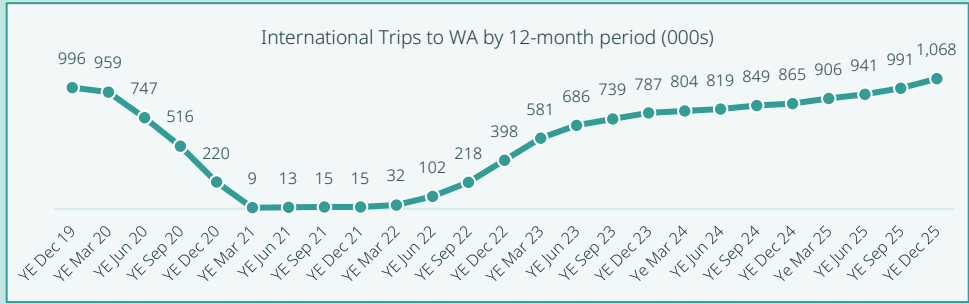
Compared to YE December 2024 (2024)



International visitors reach record high: 1.1 million

WA welcomed 1.1 million international visitors, the highest on record. This was 23% ahead of last year and 7% ahead of the 2019 volume. WA was the only state to exceed 2019 visitor volume; nationally, international visitation remains (-) 5% behind 2019.

International visitors spent \$3.4 billion in WA in 2025, 30% ahead of 2024.



Note: WA International Borders opened 3 March 2022



WA gains market share of international visitation to Australia

In 2025, 12.9% of international visitors to Australia visited WA, up from 11.3% the year prior.

WA's top 5 international markets ranked by volume of trips were consistent with 2024 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 (+80%), India (49%), Germany (+42%), UK (+38%) and Philippines (+37%). WA gained market share for each of these markets.

Of WA's top 12 international markets, only 4 are below the 2019 benchmark (China, Japan, Malaysia, and USA).

Malaysia has been one of the slowest markets to recover. This is true for both WA specifically and for Australia as a whole.

International Trips to WA
Tourism WA Key Markets Ranked by Number of Trips*

Rank	Market	Trips 2025 (000s)	Change vs. 2024	Aus. Change vs. 2024	Market Share 2025	Market Share change vs. 2024
1	United Kingdom	163	38%	19%	23%	3%
2	Singapore	126	15%	7%	33%	2%
3	New Zealand	77	-7%	3%	6%	-1%
4	China	70	3%	18%	7%	-1%
5	Malaysia	60	-1%	5%	31%	-2%
6	India	50	49%	2%	12%	4%
7	USA	48	4%	4%	7%	0%
8	Indonesia	44	8%	8%	20%	0%
9	Germany	35	42%	6%	21%	5%
10	Japan	34	12%	6%	9%	0%
11	France	34	80%	14%	24%	9%
12	Philippines	26	37%	9%	15%	3%
Rest of World		301	42%	8%	9%	12%
Total International		1,068	23%	8%	13%	2%

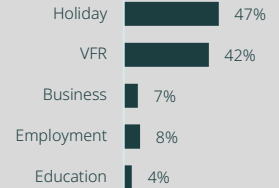


Vast majority of international visitors to WA visit for a holiday or to Visit Friends and Relatives (VFR).

In 2025, slightly more international visitors to WA were visiting for a holiday (47%) vs. VFR (42%).

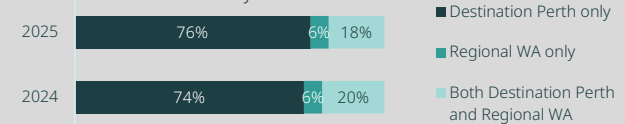
The leisure (holiday and VFR) sector is driving growth, accounting for an additional 199,000 international visitors to WA year on year (+29%).

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 (26%) of international visitors to WA spent at least one night in regional WA in 2025, 2% lower than 2024, and still behind the 2019 benchmark (32% regional dispersal).



Source: Tourism Research Australia, International Visitor Survey. *Only top 12 markets are shown. More details can be found in the interactive charts on [Tourism WA Corporate Website](#)

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Domestic trips in Year Ending December 2025

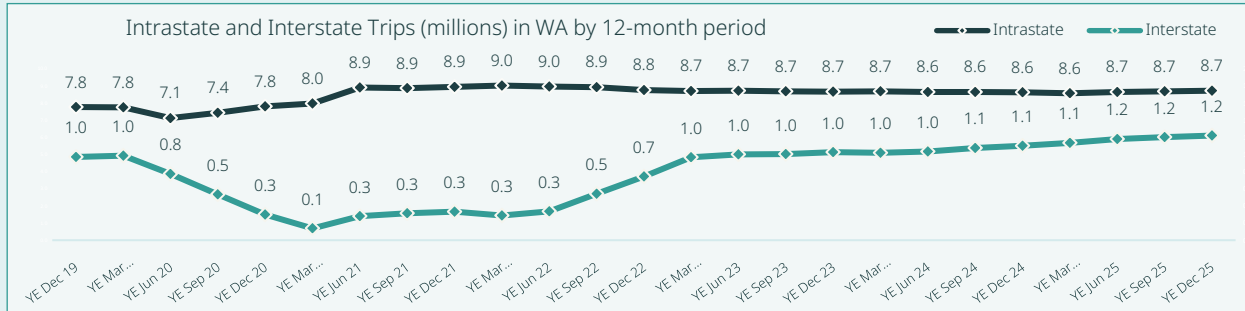
Compared to YE December 2024



Record numbers of interstate visitors to WA and significant volumes of WA residents are travelling within the state, despite record outbound travel.

Interstate visitors took 1.2 million trips to WA in 2025, 11% ahead of 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 6.6 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 2025, 1% ahead of 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 overseas trip taken by WA residents in 2025.



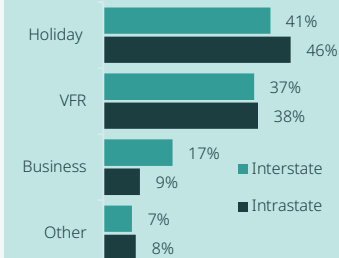
Intrastate Summary

Market	WA 2025	WA Change vs. 2024	WA Change vs. 2024 (%)	Aus. 2025	Aus. Change vs. 2024
Trips (million)	8.7	0.1	1%	89.5	6%
Nights (million)	27.7	0.0	0%	253.4	-1%
Spend (\$ billion)	\$7.9	NP	NP	\$59.4	NP
Avg. length of stay	3.2	0.0	-1%	2.8	-7%
Avg. spend per trip	\$904	NP	NP	\$663	NP
Avg. spend per night	\$285	NP	NP	\$234	NP

Interstate Summary

Market	WA 2025	WA Change vs. 2024	WA Change vs. 2024 (%)	Aus. 2025	Aus. Change vs. 2024
Trips (million)	1.2	0.1	11%	29.4	5%
Nights (million)	7.7	0.4	5%	127.8	2%
Spend (\$ billion)	\$3.3	NP	NP	\$47.4	NP
Avg. length of stay	6.3	-0.3	-5%	4.3	-3%
Avg. spend per trip	\$2,703	NP	NP	\$1,611	NP
Avg. spend per night	\$431	NP	NP	\$371	NP

Trip Purpose in WA



Holiday is the most popular purpose of visit for both inter and intrastate, closely followed by VFR. Business make up almost 1 in 5 trips to WA from interstate.

Trip Regional Visitation

