

INTRASTATE | MARKET PROFILE 2025

Overnight Visitation in WA ¹

3 nights

Average Length of Stay

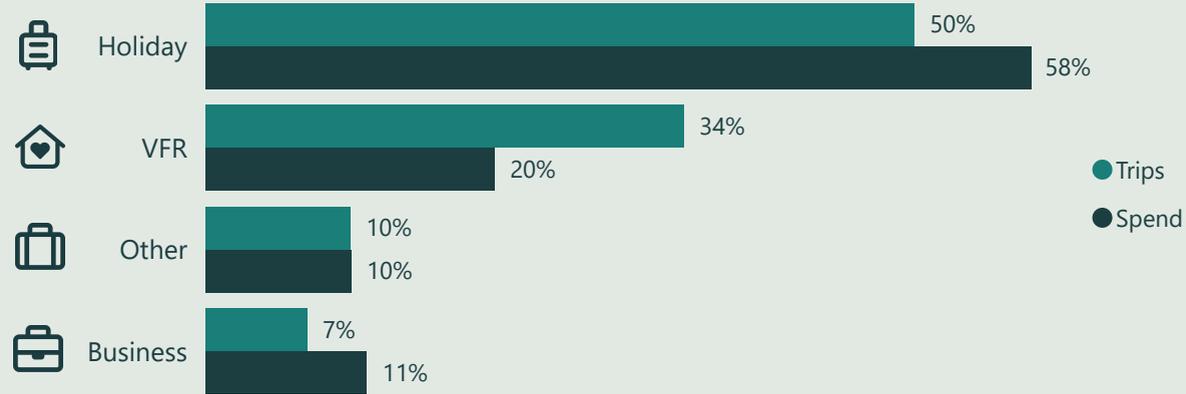
\$904

Average Trip Spend

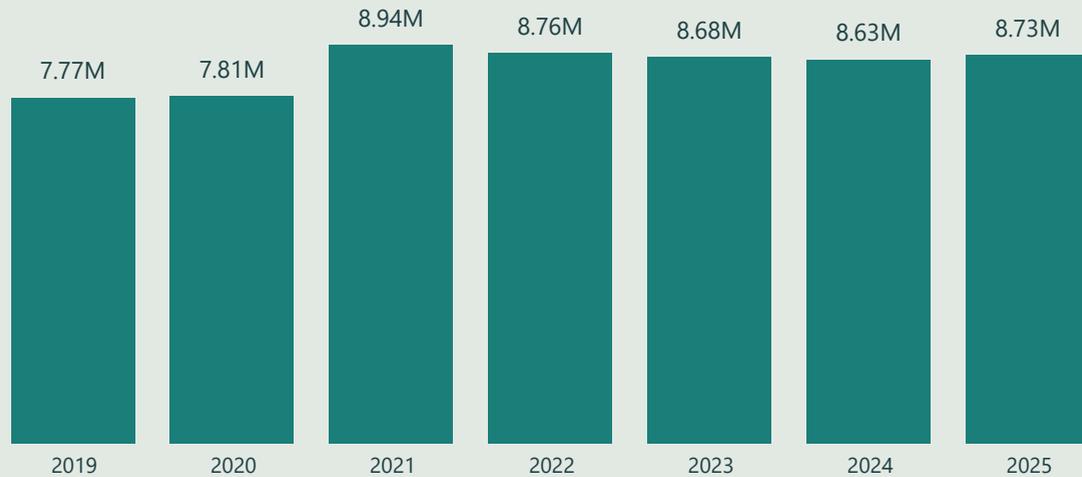
\$285

Average Daily Spend

Overnight Trips and Spend by Purpose ¹



Total Overnight Trips to WA ¹



Daytrip Visitation in WA ¹

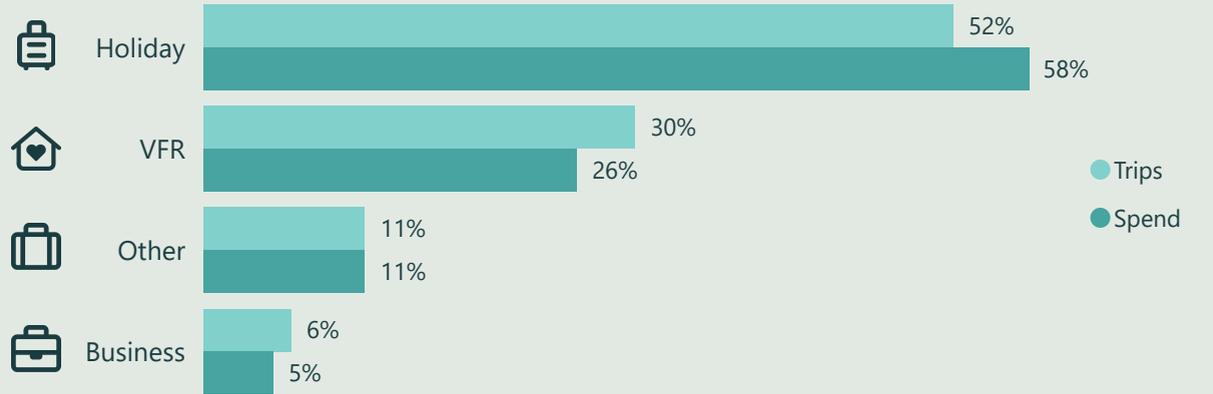
\$4,488

Spend (\$M)

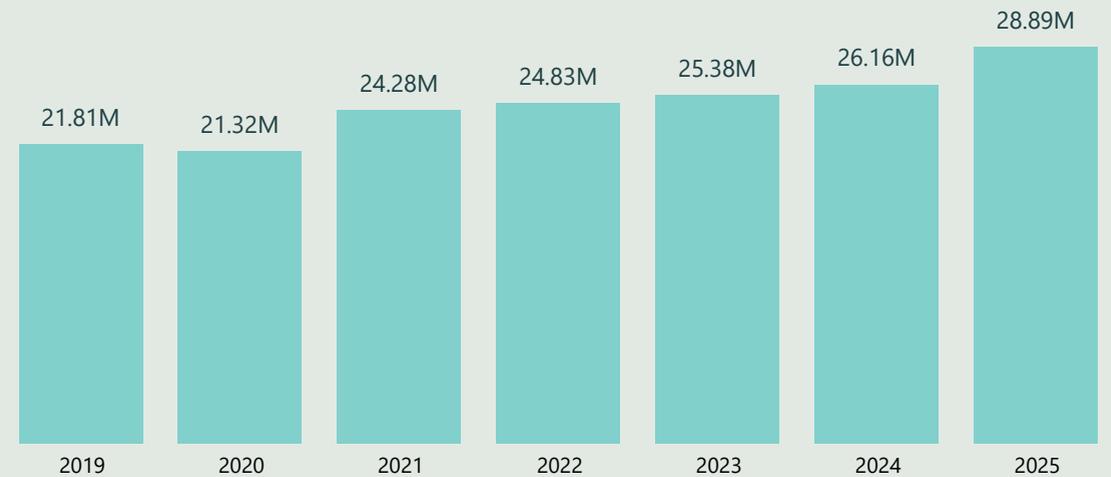
\$155

Average Trip Spend

Daytrips and Spend by Purpose ¹



Daytrips in WA ¹



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LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR - OVERNIGHT

Overnight Leisure Visitation in WA ¹

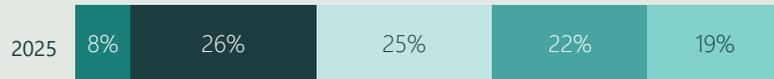
3 nights
Average Length of Stay

\$853
Average Trip Spend

\$276
Average Daily Spend

Age ¹

● 14-19 years ● 20-34 years ● 35-49 years ● 50-64 years ● 65+ years



Gender ¹

● Female ● Male

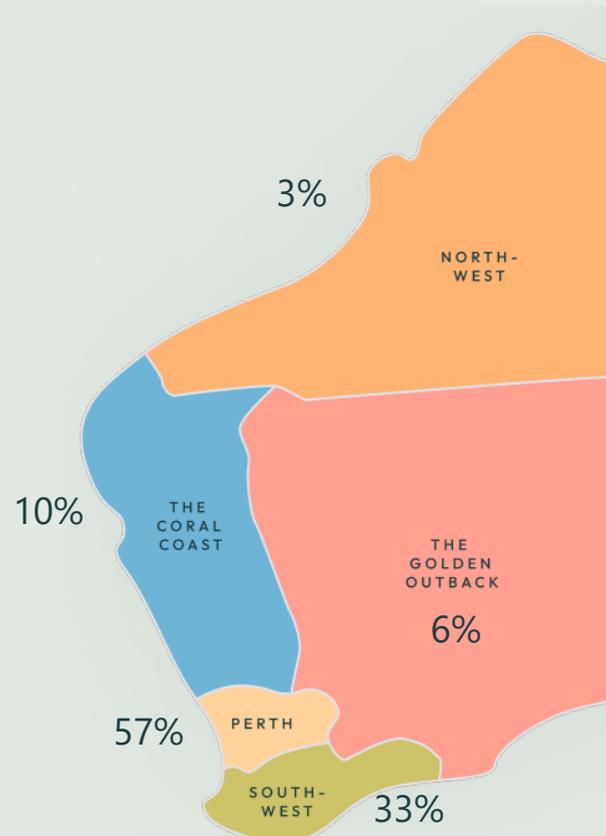


Travel Party ¹

● Travelling alone ● Adult couple ● Family group ● Friends/relatives ● Other



Regional Dispersal ¹



Home Region ¹

● DP ● ASW ● AGO ● ANW ● ACC



Length of Trip ¹

● 1-3 nights ● 4-7 nights ● 8-14 nights ● 15+ nights



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LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR - DAYTRIP

Daytrip Leisure Visitation in WA ¹

\$3.8

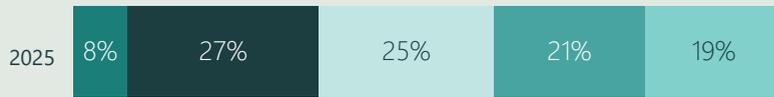
Spend (Billions)

\$158

Average Trip Spend

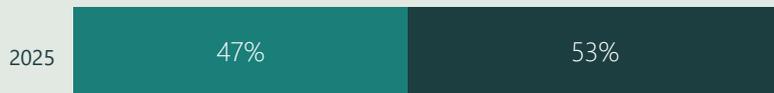
Age ¹

● 14-19 years ● 20-34 years ● 35-49 years ● 50-64 years ● 65+ years

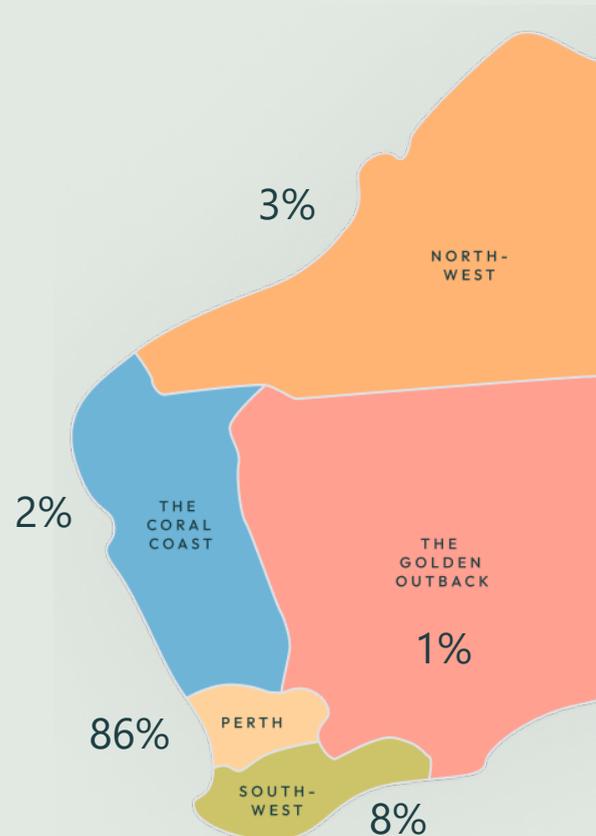


Gender ¹

● Female ● Male



Regional Dispersal ¹



Home Region ¹

● DP ● ASW ● AGO ● ANW ● ACC



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LEISURE TRIP BEHAVIOUR - OVERNIGHT & DAYTRIP

Top 5 Leisure Activities - Overnight ¹

 Eat out / dine at a restaurant and/or cafe	58%
 Visit friends & relatives	36%
 Go to the beach	36%
 Sightseeing/looking around	30%
 Pubs, clubs, discos etc	26%

Top 3 Accommodation Choices - Overnight ¹

 Friends or relatives property	40%
 Hotel/resort/motel or motor Inn	24%
 Caravan park or camping	22%
 Rented house/apartment/flat or unit	8%
 Other Private Accommodation	3%

Top LGAs Visited - Overnight ¹

	Busselton	11%
	Mandurah	7%
	Wanneroo	5%
	Belmont	5%
	Augusta Margaret River	5%

Top 5 Leisure Activities - Daytrip ¹

 Eat out / dine at a restaurant and/or cafe	41%
 Visit friends & relatives	30%
 Sightseeing/looking around	18%
 Go shopping for pleasure	15%
 Go to the beach	14%

Top LGAs Visited - Daytrip ¹

	Perth	7%
	Wanneroo	7%
	Swan	7%
	Stirling	6%
	Rockingham	6%

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DESTINATION ASSOCIATIONS & CONSIDERATION

WHAT TRAVELLERS ARE LOOKING FOR IN A HOLIDAY DESTINATION GENERALLY ²

Intrastate Visitors



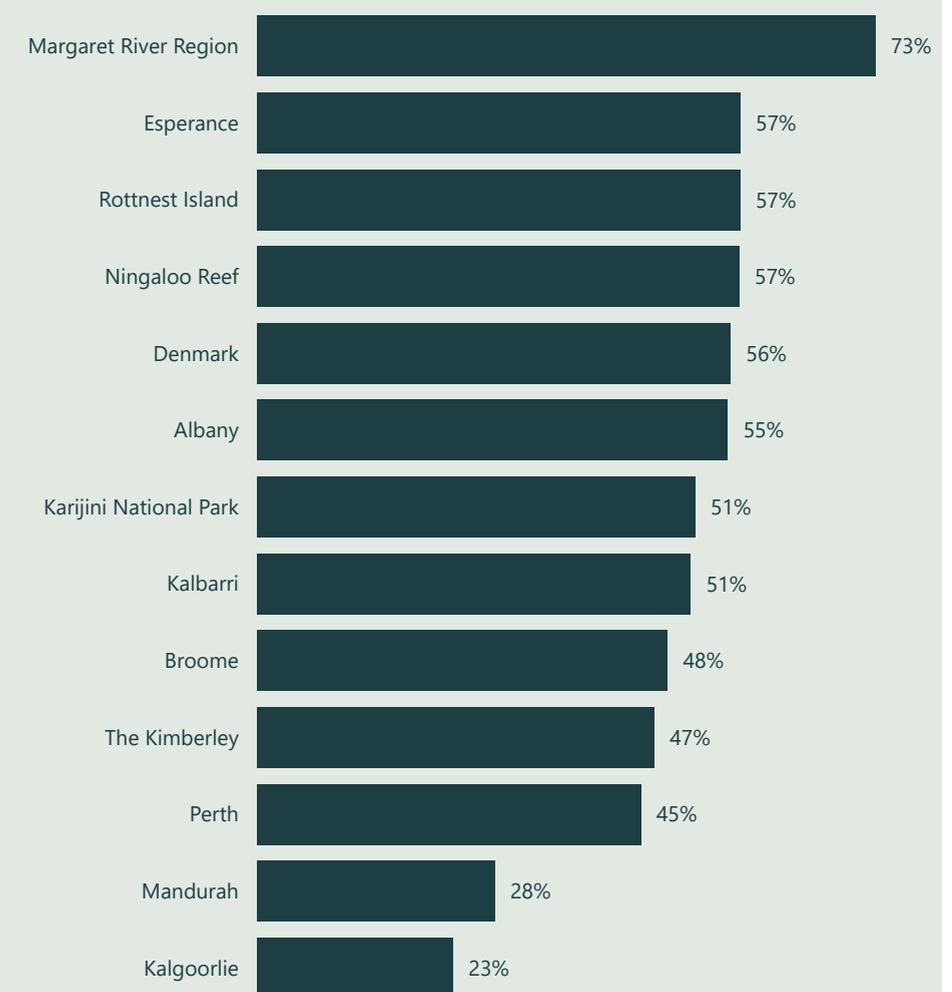
WHAT TRAVELLERS ASSOCIATE WITH WA ²

Intrastate Visitors



CONSIDERATION OF WA HOLIDAY DESTINATIONS ²

Intrastate Visitors



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MOTIVATIONS, TRIGGERS AND BARRIERS

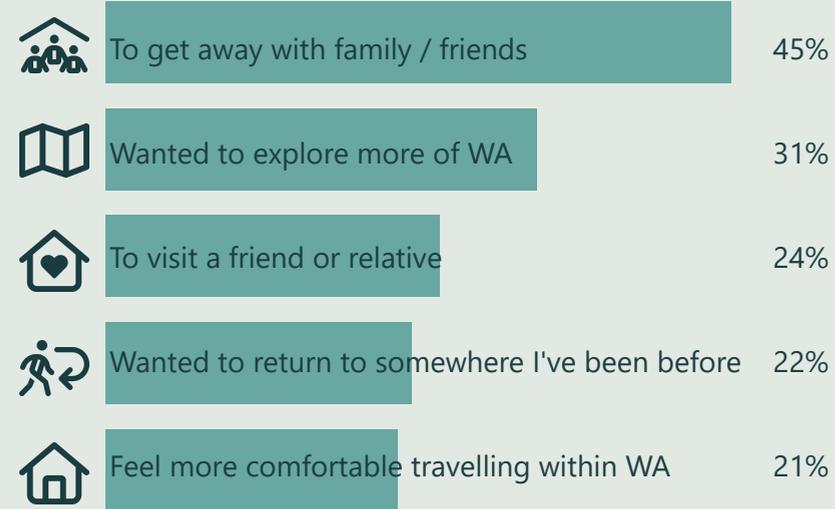
TOP 5 MOTIVATIONS TO VISIT WA ³

Intrastate Visitors



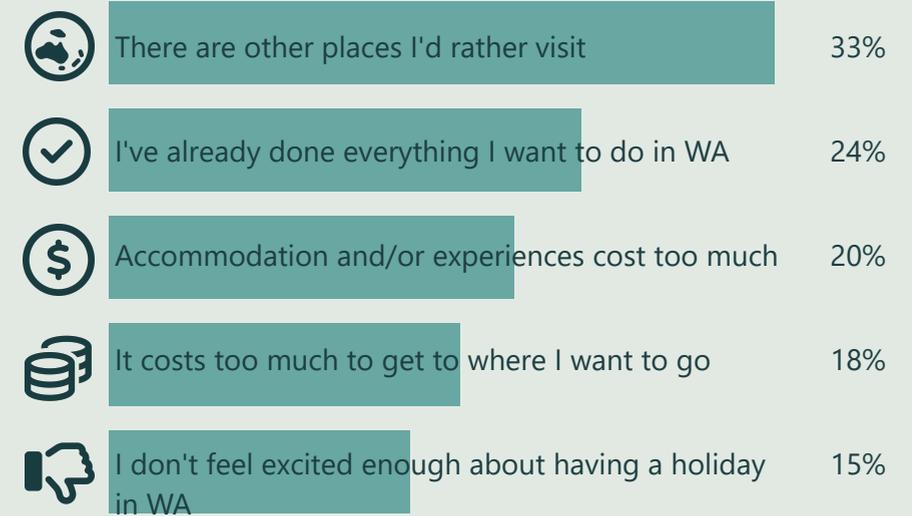
WHAT INSPIRES TRAVELLERS TO VISIT WA ²

Visited WA in past 2 years or have upcoming trip booked



TOP 5 BARRIERS TO VISIT WA ²

Intrastate Visitors



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DEFINITIONS & SOURCES

Definitions

Intrastate Visitors : Residents of Western Australia aged 14 years and over who spent at least one night away from home in Western Australia. FIFO travel is excluded.

Leisure: comprises both holiday visitors and those visiting friends and relatives (VFR).

Intrastate Daytrip: Daytrip visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Intra-regional daytrips are included, e.g. a Perth resident visiting Mandurah is an intra-regional daytrip within Destination Perth.

Sources

1. Tourism Research Australia, Domestic Tourism Statistics collection, YE Dec 2025
2. Tourism WA Brand Tracker, Jan-Dec 2025
3. Visitor Experiences and Expectations Research (VEER), 2024-25

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