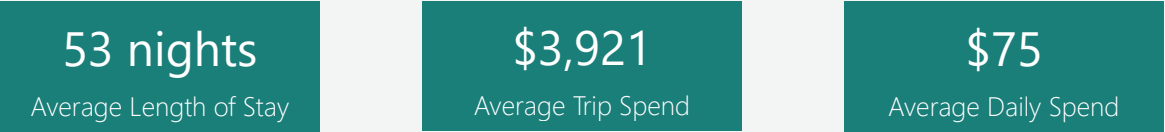


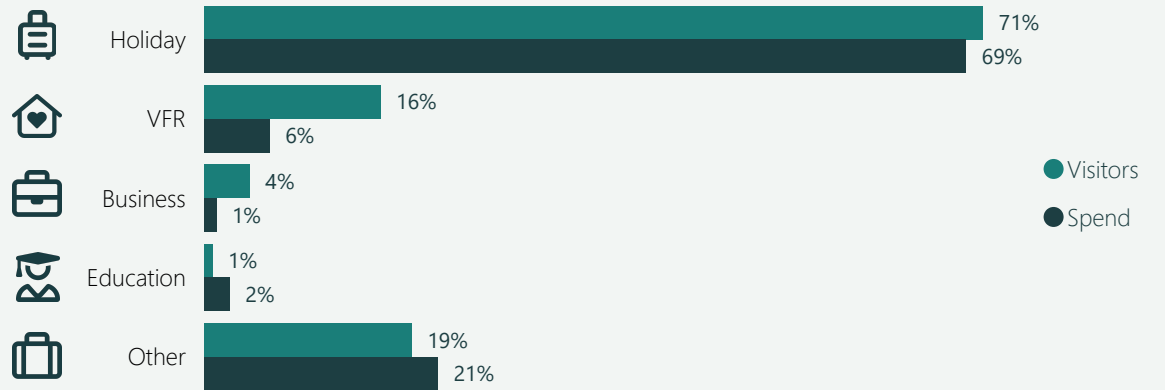
FRANCE | MARKET PROFILE 2024

MARKET OVERVIEW

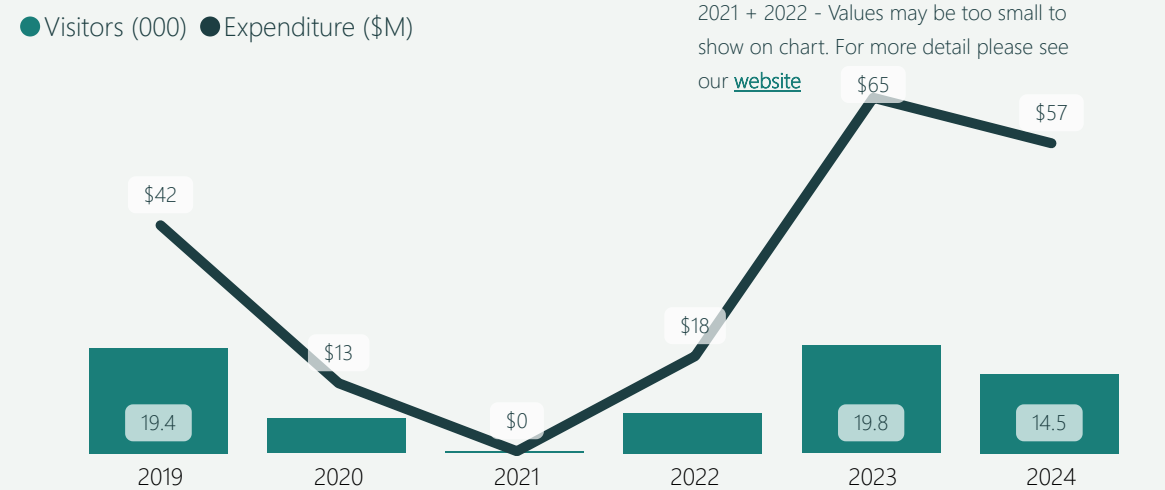
Leisure Visitation to WA ¹



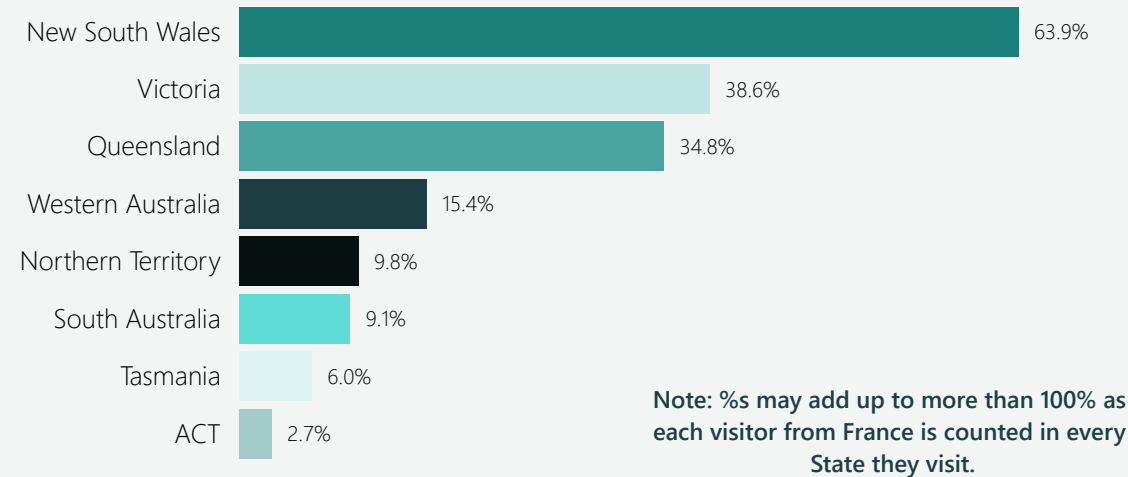
International Visitors and Spend by Purpose (WA) ³



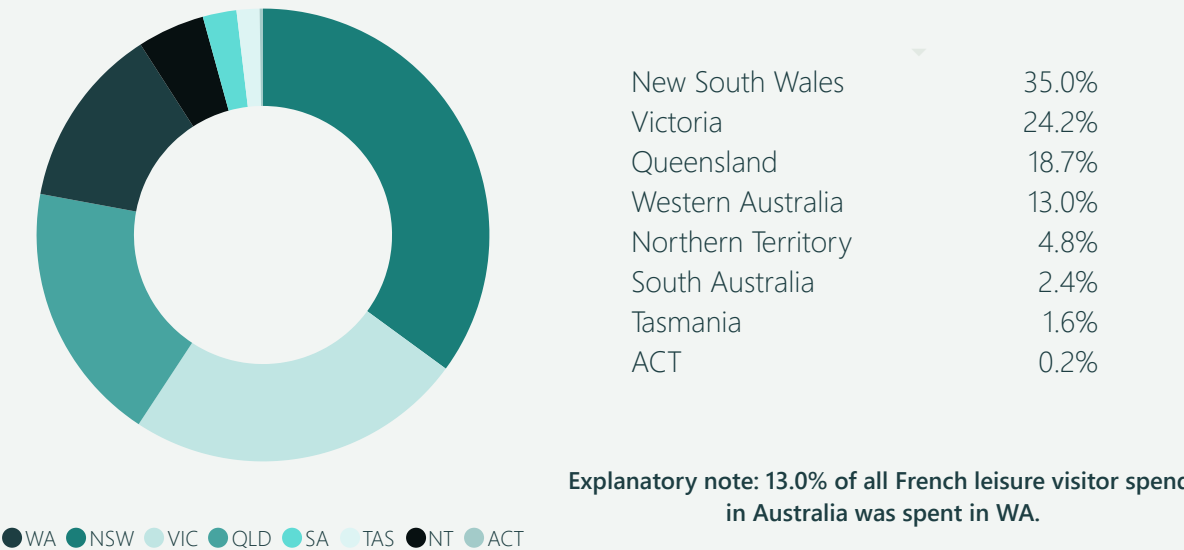
Leisure Visitation and Spend to WA ²



Market Share of International Leisure Visitors to Australia ¹



Market Share of International Leisure Visitor Spend in Australia ¹



FRANCE | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

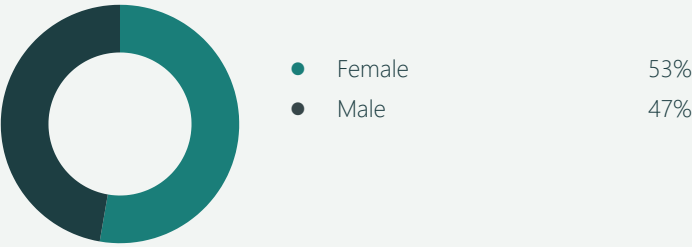
Seasonality - Short-term Leisure Visitor Arrivals to WA ⁴



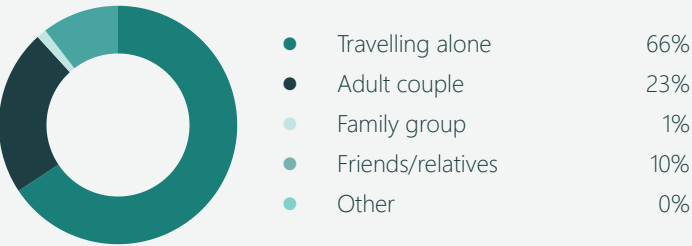
Age ³



Gender ³



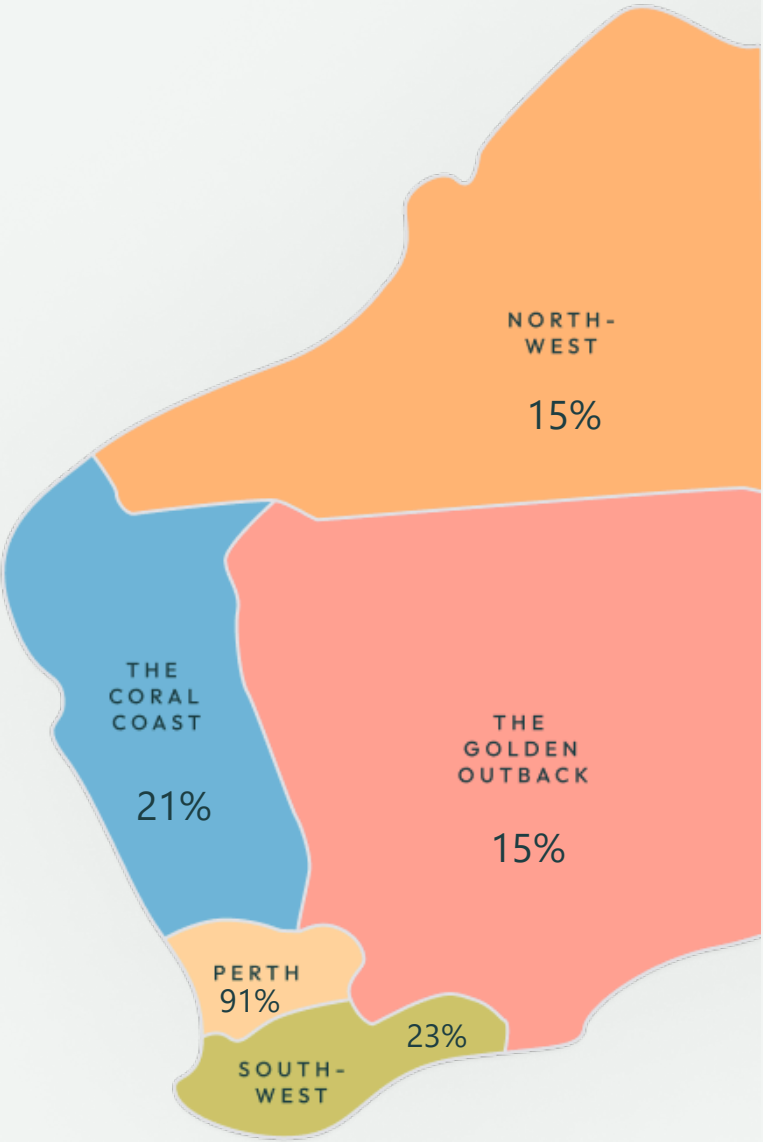
Travel Party ³



Length of Trip ³



Regional Dispersal ³



FRANCE | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

Top 5 Activities for Leisure Visitors to WA ³

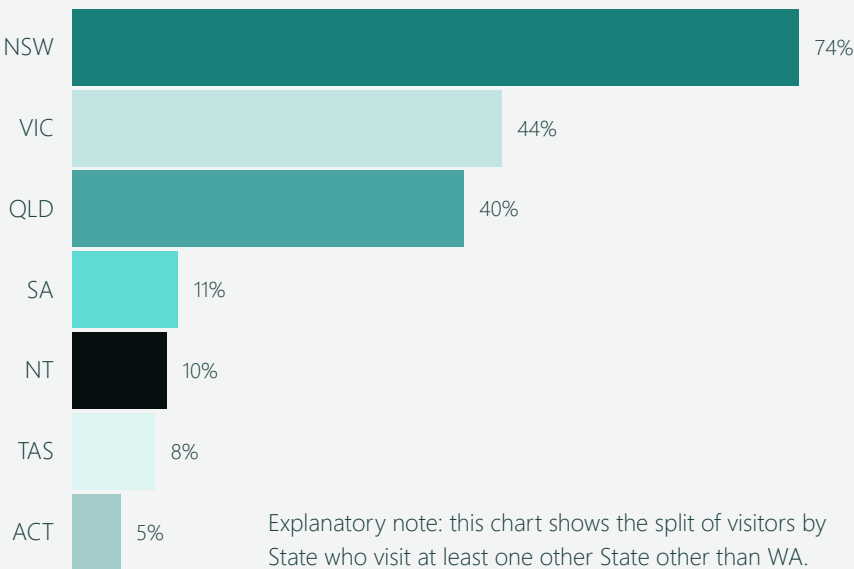
①	Eat out / dine at a restaurant and/or cafe	97%
②	Go shopping for pleasure	91%
③	Go to the beach	90%
④	Sightseeing/looking around	87%
⑤	Visit national parks / state parks	83%

NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.

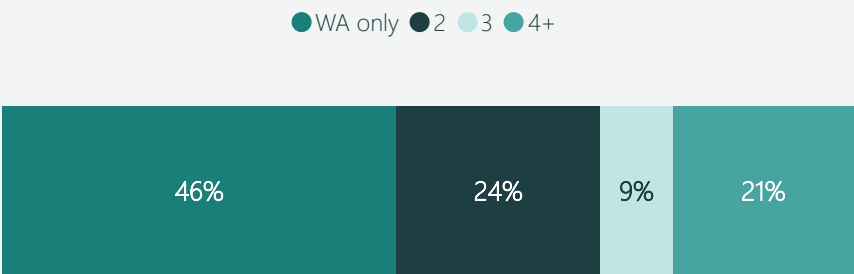
Top 3 Accommodation Choices for Leisure Visitors to WA ³

①	Other commercial accommodation	60%
②	Hotel/resort/motel or motor Inn	36%
③	Caravan or camping	28%

Other States Visited ³



Number of States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

96% of French leisure visitors to WA are free independent travellers. 97% of French leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

Repeat Visitors ³

49% of French leisure visitors to WA are on a return visit to Australia

Travel Packages ³

6% of French leisure visitors to WA arrived on a travel package

FRANCE | MARKET PROFILE

IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

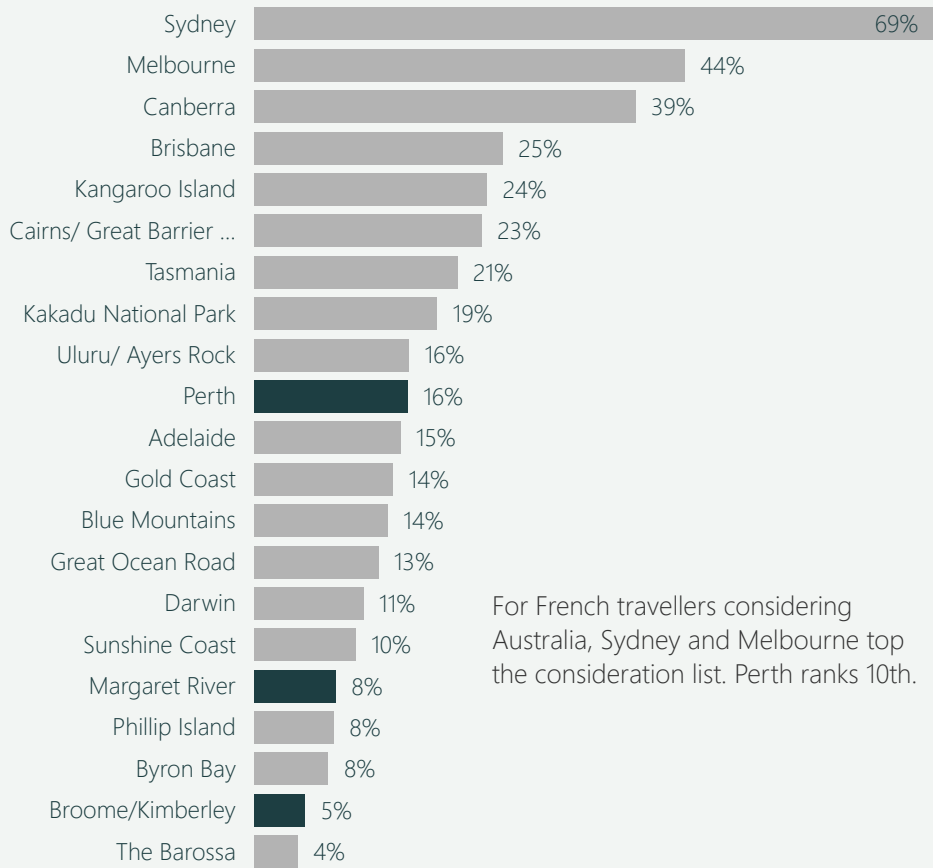
Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

Consideration of Australian Destinations ⁵

(those considering a trip to Australia in the next 4 years)



For French travellers considering Australia, Sydney and Melbourne top the consideration list. Perth ranks 10th.

Which factors are most important when choosing a destination ⁵

- 1 Appealing climate or weather
- 2 Easy to get to (time & effort)
- 3 Value for money
- 4 A family friendly destination
- 5 A safe and secure destination
- 6 Beautiful natural environments e.g. mountains, rivers, forests

French travellers seek destinations that offer an appealing climate / weather, and easy to get to (time and effort). They are more likely than the average traveller to seek out beautiful natural environments.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	41%	27%	13%	9%	6%	5%
A vibrant city lifestyle	58%	40%	18%	15%	3%	3%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	18%	14%	10%	9%	14%	14%
Different and interesting local wildlife	17%	11%	7%	6%	9%	9%
Good food, wine/beverages, local cuisine and produce	41%	29%	16%	10%	6%	7%
Interesting events and festivals	44%	27%	11%	9%	3%	4%
Value for money	21%	14%	9%	6%	3%	4%

Compared to other international markets, French travellers have relatively low associations of Australian destinations. Perth's strongest association is with a vibrant city lifestyle.

FRANCE | MARKET PROFILE

NOTES & REFERENCES

Notes

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

References

1. Tourism Research Australia – International Visitor Survey, YE Dec 24
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 23/24
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 24
5. Tourism Australia – Consumer Demand Project, October - December 2024.

Published by Tourism WA, April 2025

For more information, please contact: research@westernaustralia.com