

SINGAPORE | MARKET PROFILE 2025

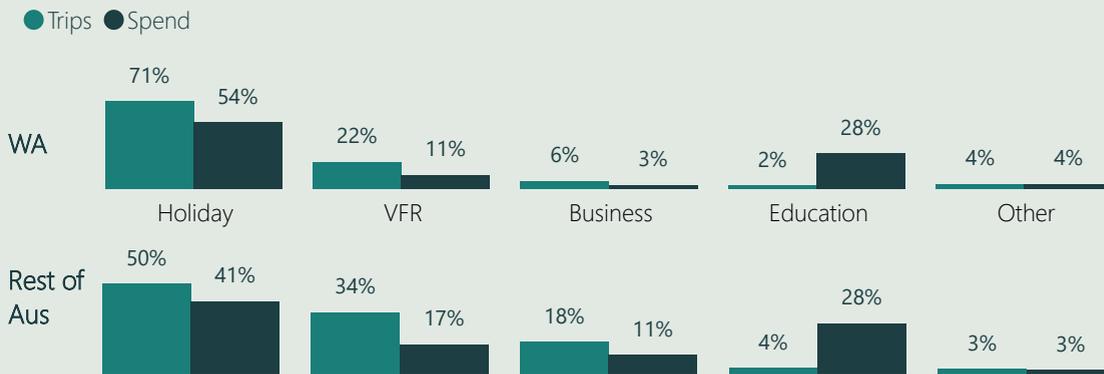
MARKET OVERVIEW

Leisure Visitation to WA (as compared to an average for other states/territories) ¹

Rest of Aus is an average of all other states excluding WA



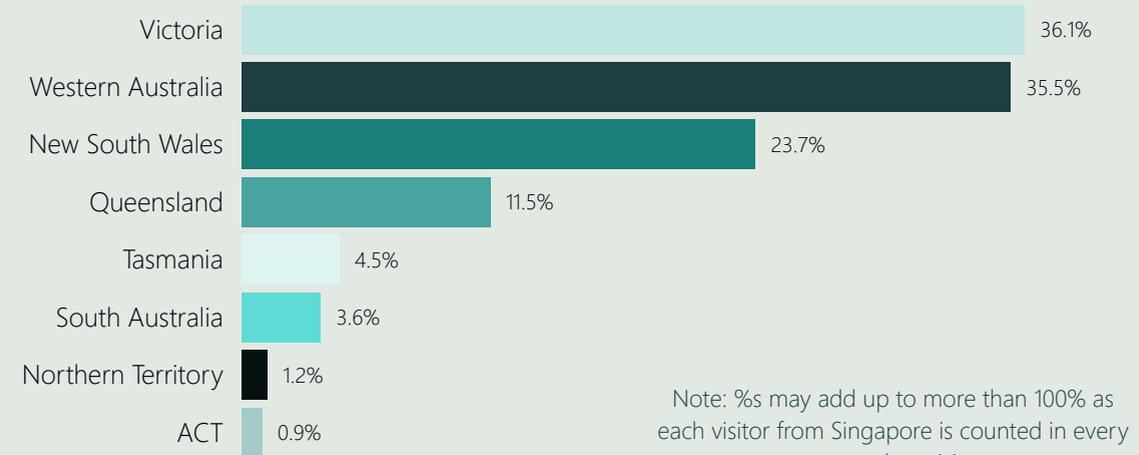
Total Trips and Spend by Purpose ¹



Leisure Visitation and Spend in WA ²



Market Share of Leisure Trips to Australia ¹



Note: %s may add up to more than 100% as each visitor from Singapore is counted in every state they visit.

Market Share of Leisure Trip Spend in Australia ¹



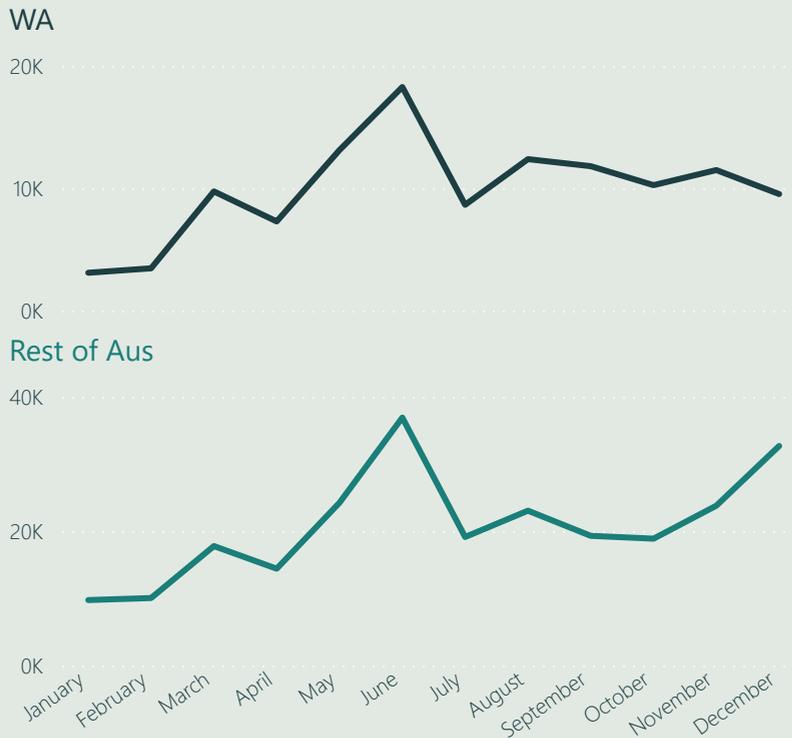
Explanatory note: 27.2% of all Singaporean leisure trip spend in Australia was spent in WA.

● WA ● NSW ● VIC ● QLD ● SA ● TAS ● NT ● ACT

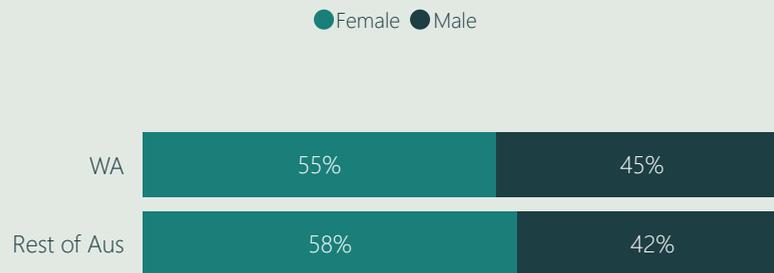
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

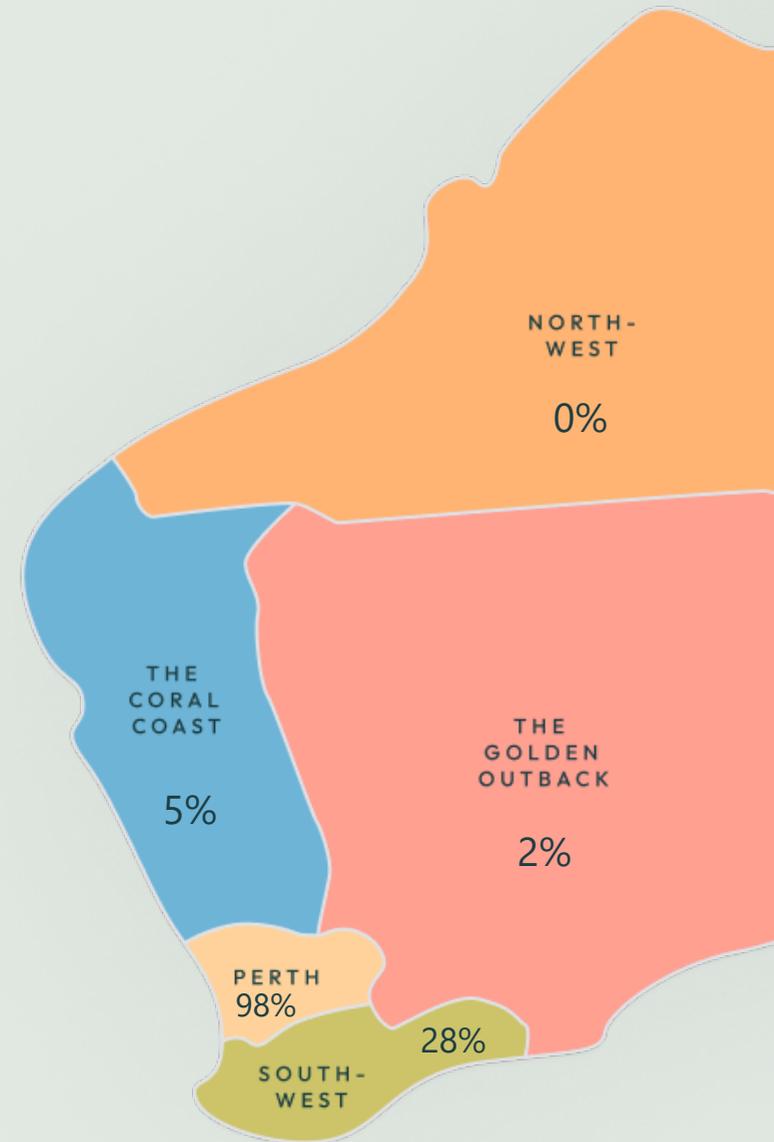
Seasonality - Short-term Leisure Visitor Arrivals ⁴



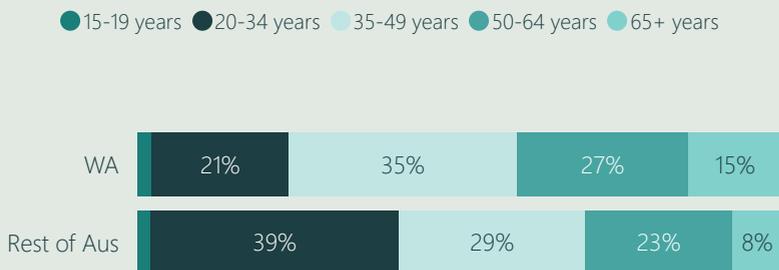
Gender ³



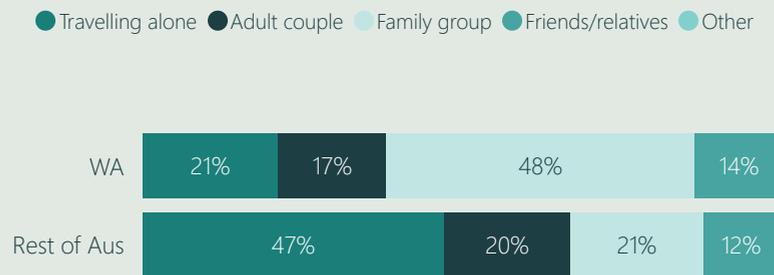
Regional Dispersal ³



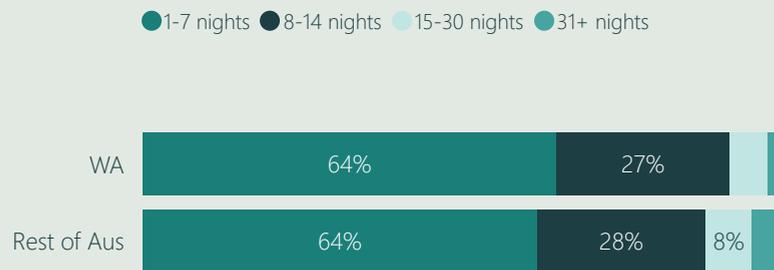
Age ³



Travel Party ³



Average Length of Stay in State ³



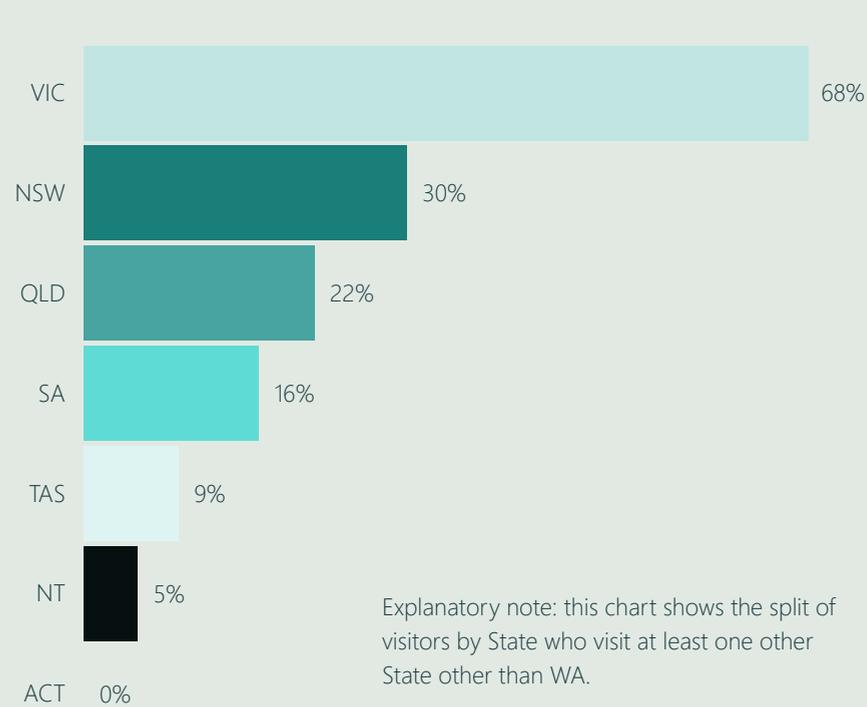
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

Top 10 Activities for Leisure Visitors to WA ³*

	WA	Rest of Aus
	%	%
① Eat out / dine at a restaurant and/or cafe	99%	92%
② Sightseeing/looking around	93%	82%
③ Go shopping for pleasure	92%	83%
④ Visit national parks / state parks	69%	51%
⑤ Go to markets	69%	64%
⑥ Go to the beach	67%	61%
⑦ Visit botanical or other public gardens	62%	42%
⑧ Visit wildlife parks / zoos / aquariums	44%	39%
⑨ Visit wineries	35%	16%
⑩ Visit buildings or sites of historical interest	30%	32%

Other States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

49% of Singaporean leisure visitors to WA are free independent travellers. 91% of Singaporean leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

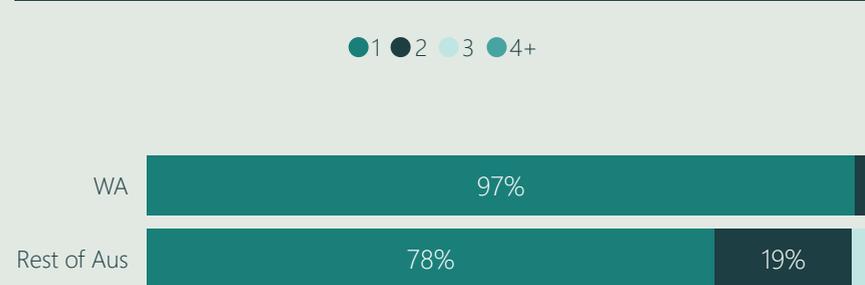
Repeat Visitors ³

85% of Singaporean leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 72%.

Top 3 Accommodation Choices for Leisure Visitors to WA ³

	WA	Rest of Aus
	%	%
① Hotel/resort/motel or motor Inn	69%	62%
② Friends or relatives property	23%	34%
③ Other commercial accommodation	18%	16%

Number of States Visited ³



Travel Packages ³

3% of Singaporean leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 3%.

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

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IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

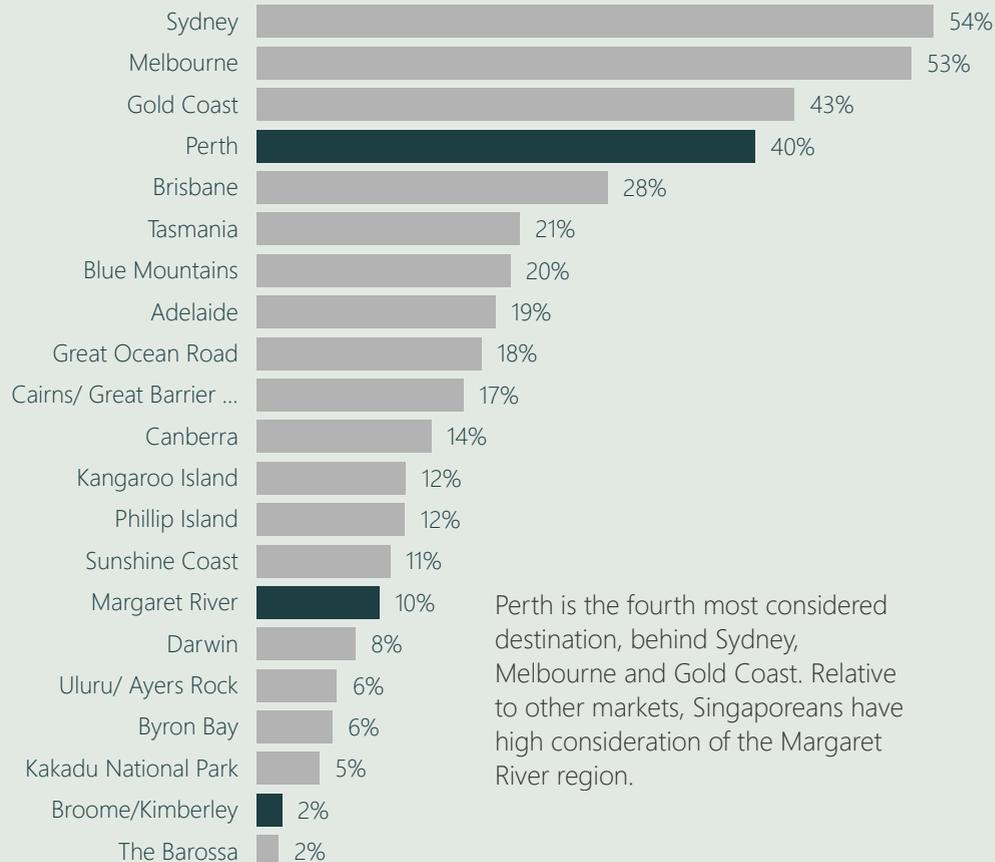
Out of region (OOR) travellers



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)



Perth is the fourth most considered destination, behind Sydney, Melbourne and Gold Coast. Relative to other markets, Singaporeans have high consideration of the Margaret River region.

Which factors are most important when choosing a destination ⁵

- ① Easy to get to (time & effort)
- ② Value for money
- ③ A safe and secure destination
- ④ Appealing climate or weather
- ⑤ Good food, wine/beverages, local cuisine and produce
- ⑥ Good accommodation options

Singaporean travellers seek destinations that are easy to get to (time and effort), and provide value for money. They are also looking for a safe and secure destination which have an appealing climate/weather.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	37%	42%	20%	38%	10%	7%
A vibrant city lifestyle	56%	50%	21%	24%	4%	4%
Beautiful natural environments	12%	15%	11%	16%	18%	8%
Different and interesting local wildlife	12%	12%	9%	14%	8%	7%
Good food, wine/beverages, local cuisine and produce	37%	40%	20%	26%	15%	6%
Interesting events and festivals	36%	32%	15%	17%	6%	5%
Value for money	21%	24%	10%	27%	6%	5%

Singaporean travellers associate Perth most strongly with being a family friendly destination. Perth outperforms Sydney and Melbourne on value for money and wildlife, while Margaret River performs well for association with beautiful natural environments.

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DEFINITIONS & SOURCES

Definitions

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

Sources

1. Tourism Research Australia – International Visitor Survey, YE Dec 25
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24/25
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 24/25
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 25
5. Tourism Australia – Consumer Demand Project, October - December 2025.

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