

UNITED KINGDOM | MARKET PROFILE 2025

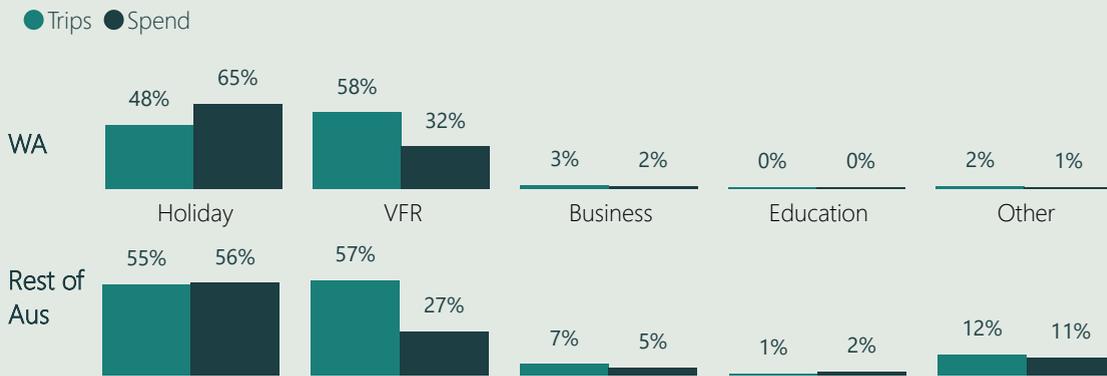
MARKET OVERVIEW

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



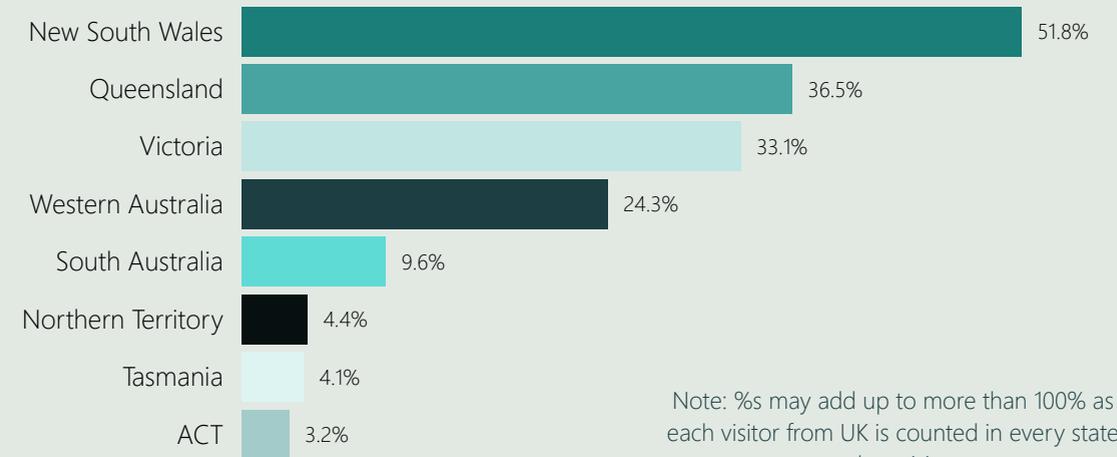
Total Trips and Spend by Purpose ¹



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 UK is counted in every state they visit.

Market Share of Leisure Trip Spend in Australia ¹



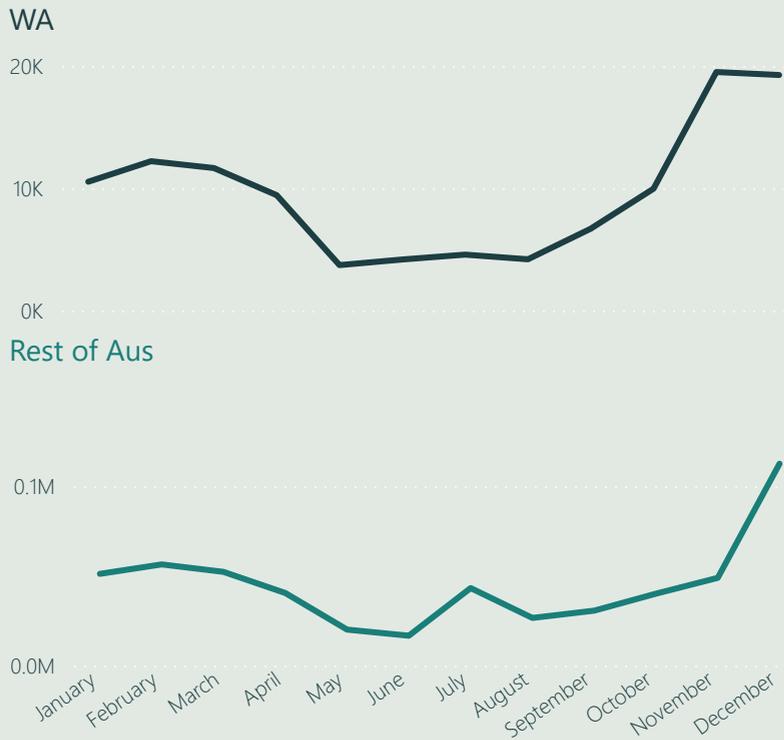
Explanatory note: 16.5% of all UK leisure trip spend in Australia was spent in WA.

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

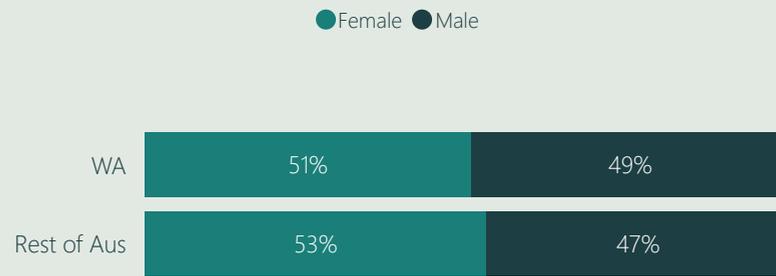
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

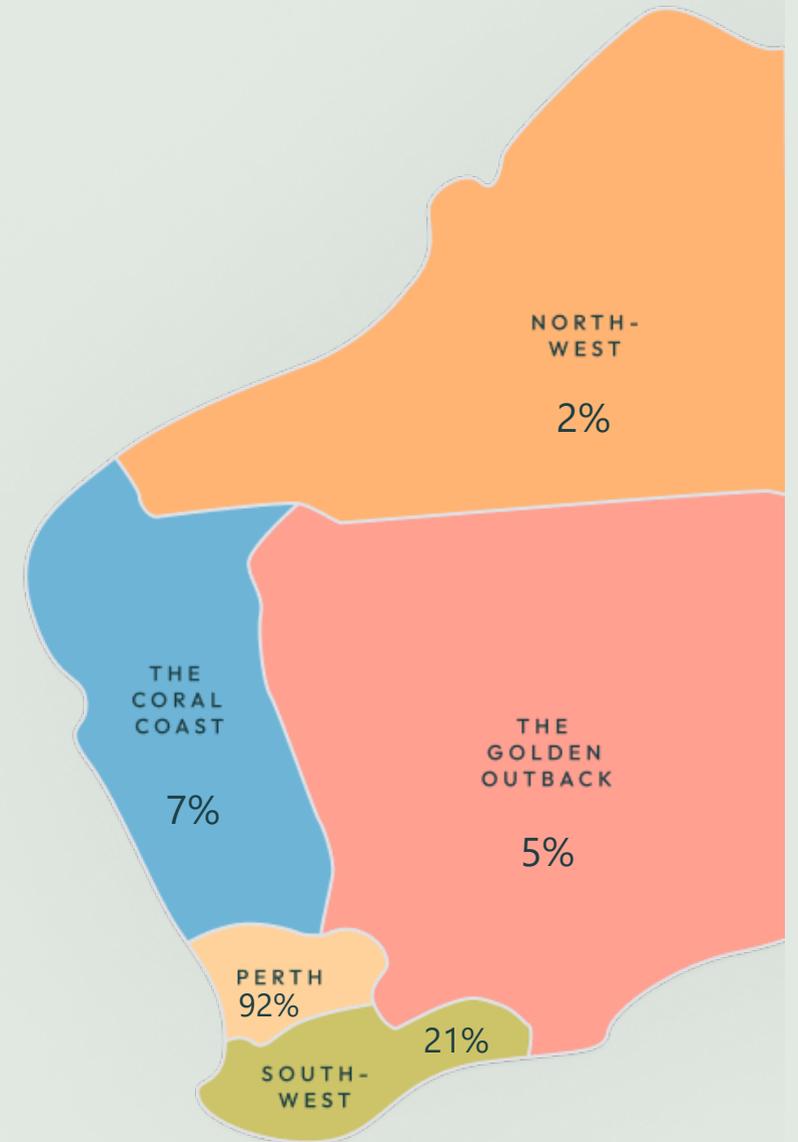
Seasonality - Short-term Leisure Visitor Arrivals ⁴



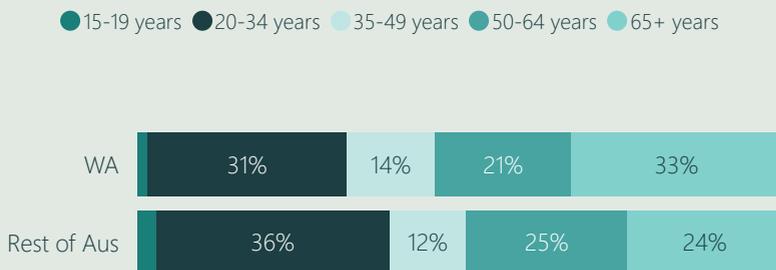
Gender ³



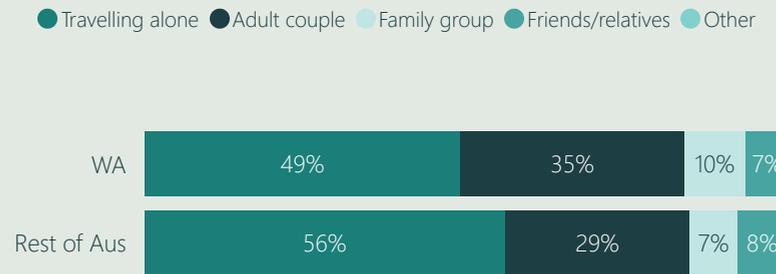
Regional Dispersal ³



Age ³



Travel Party ³



Average Length of Stay in State ³



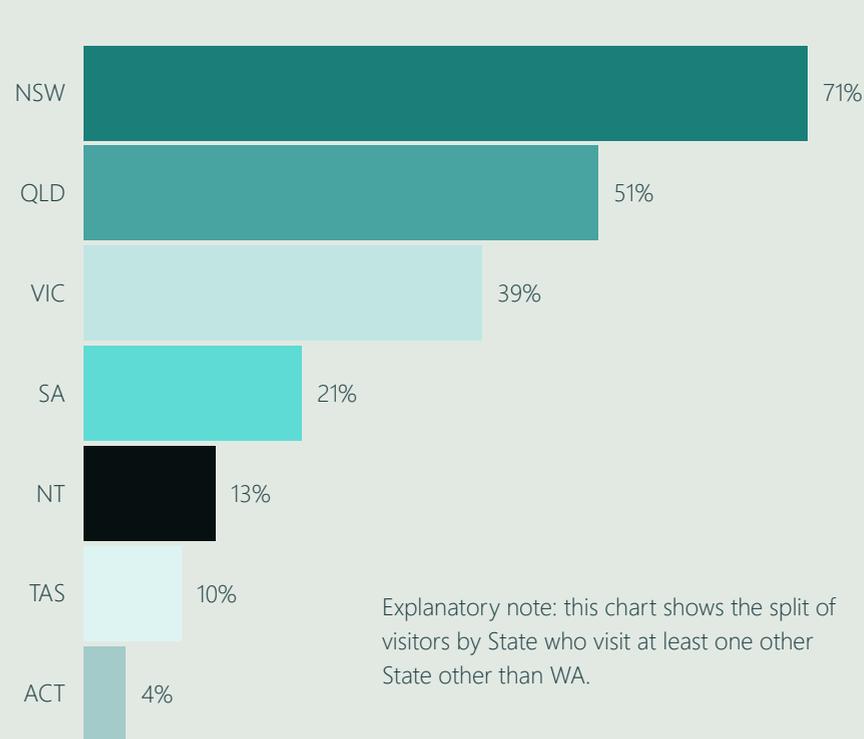
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LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

Top 10 Activities for Leisure Visitors to WA ³*

	WA	Rest of Aus
	%	%
① Eat out / dine at a restaurant and/or cafe	95%	96%
② Go to the beach	91%	83%
③ Sightseeing/looking around	91%	86%
④ Go shopping for pleasure	82%	80%
⑤ Visit national parks / state parks	76%	63%
⑥ Pubs, clubs, discos etc	69%	69%
⑦ Visit botanical or other public gardens	65%	59%
⑧ Go to markets	57%	55%
⑨ Visit buildings or sites of historical interest	45%	38%
⑩ Visit museums or art galleries	45%	45%

Other States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

93% of UK leisure visitors to WA are free independent travellers. 97% of UK leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

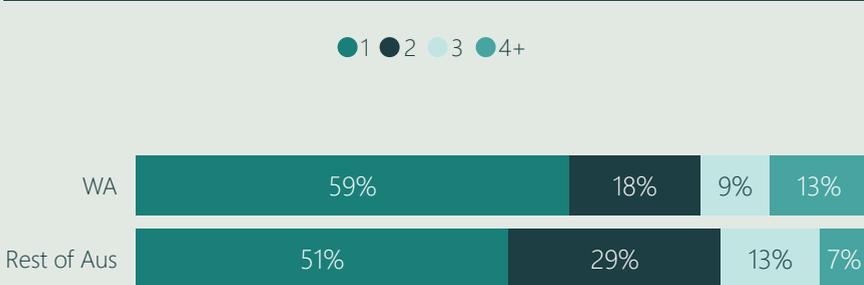
Repeat Visitors ³

69% of UK leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 56%.

Top 3 Accommodation Choices for Leisure Visitors to WA ³

	WA	Rest of Aus
	%	%
① Friends or relatives property	61%	61%
② Hotel/resort/motel or motor Inn	35%	51%
③ Other commercial accommodation	20%	31%

Number of States Visited ³



Travel Packages ³

9% of UK leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 8%.

*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

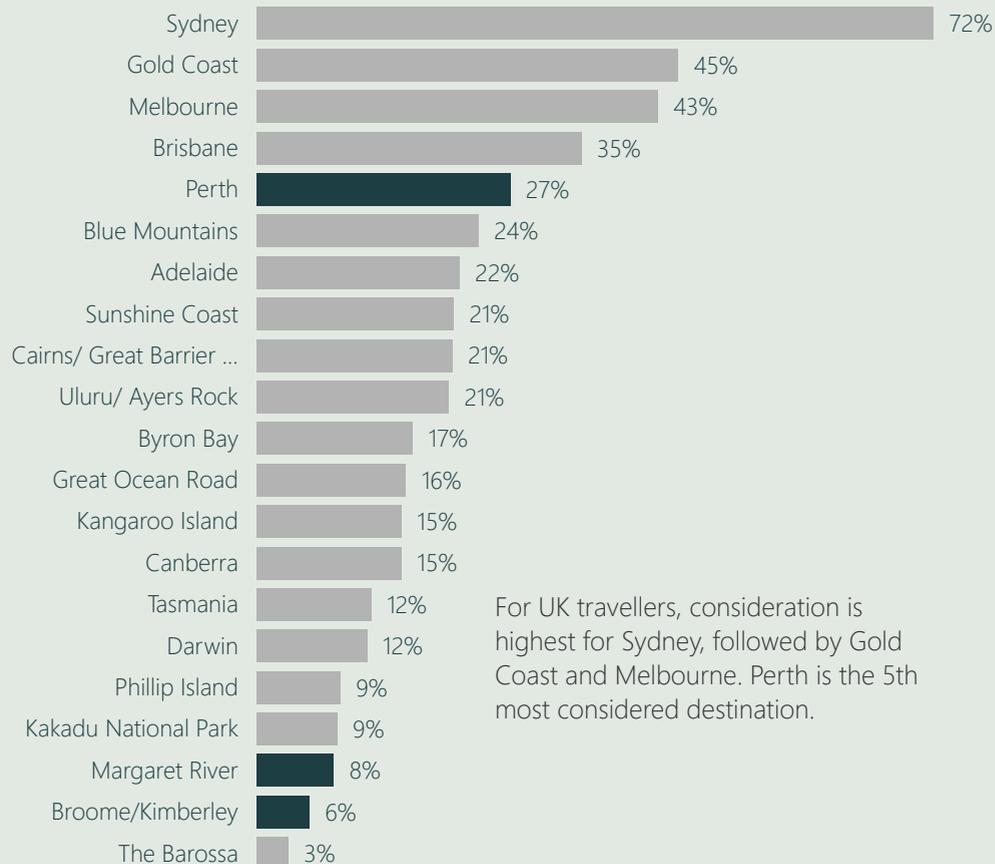
Out of region (OOR) travellers



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)



For UK travellers, consideration is highest for Sydney, followed by Gold Coast and Melbourne. Perth is the 5th most considered destination.

Which factors are most important when choosing a destination ⁵

- ① A safe and secure destination
- ② Easy to get to (time & effort)
- ③ Value for money
- ④ Appealing climate or weather
- ⑤ Good accommodation options
- ⑥ A family friendly destination

UK travellers seek destinations that are safe and easy to get to (time & effort) - which could be a barrier to visiting Western Australia. Value for money is also important to these travellers.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	48%	36%	25%	27%	11%	10%
A vibrant city lifestyle	66%	45%	29%	32%	4%	4%
Beautiful natural environments	20%	14%	11%	14%	21%	13%
Different and interesting local wildlife	17%	12%	12%	13%	15%	12%
Good food, wine/beverages, local cuisine and produce	46%	37%	25%	25%	8%	7%
Interesting events and festivals	50%	32%	22%	22%	6%	6%
Value for money	28%	20%	13%	16%	7%	6%

Of the destinations listed, United Kingdom travellers associate Margaret River most strongly with beautiful natural environments, while Sydney leads the remaining categories. Perth is above or in line with Brisbane in all categories.

UNITED KINGDOM | MARKET PROFILE

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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