

Destination Perth

Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026



International Overnight Trip Details - Destination Perth

2024+25

The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Trips (000)

1,007

2025

Nights (000)

35,638

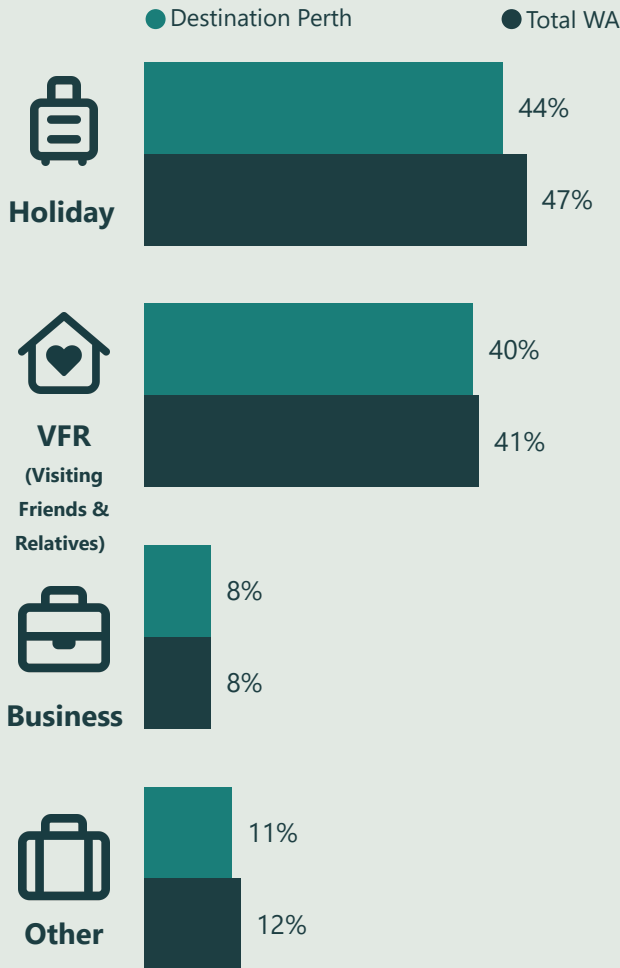
2025

Spend (\$M)

\$2,981

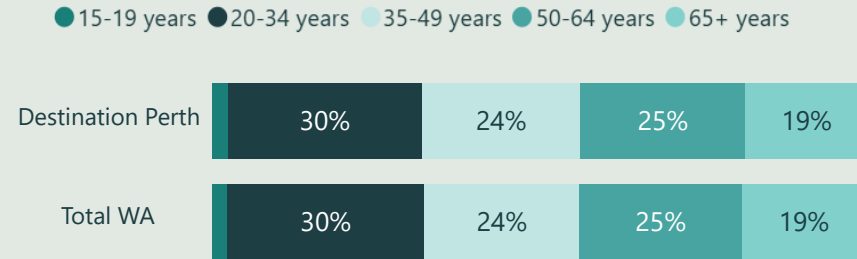
2025

Purpose of Travel

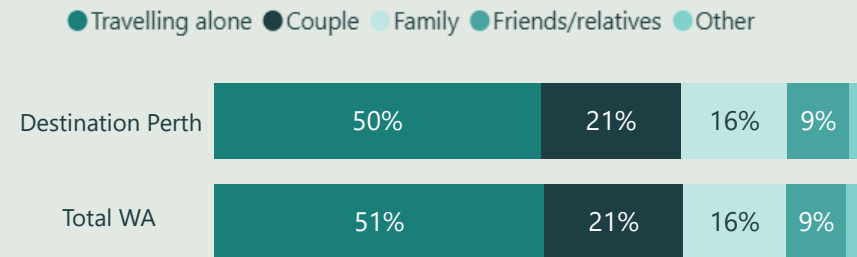


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

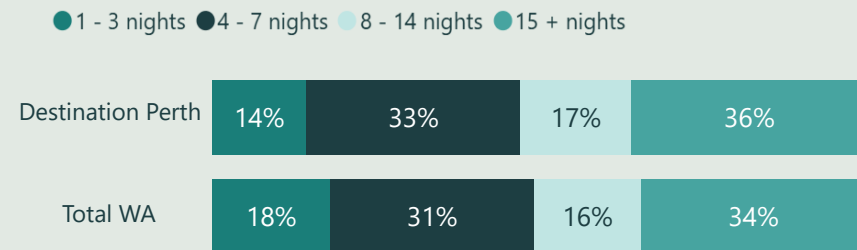
Age



Travel Party



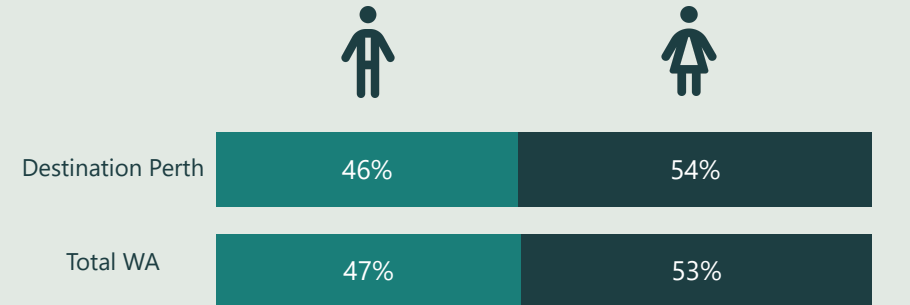
Length of Stay



Top 5 Home Country

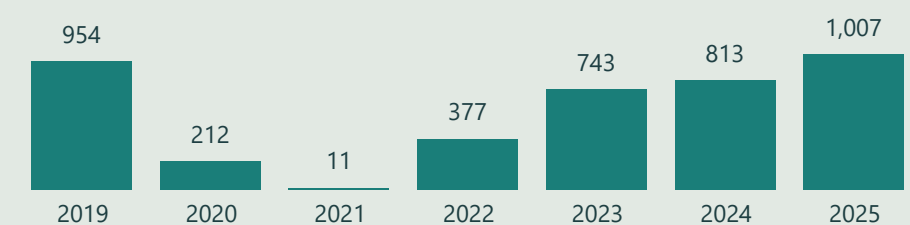
Home Country	Region	Total WA
United Kingdom	14%	15%
Singapore	13%	12%
New Zealand	8%	8%
China	7%	7%
Malaysia	7%	6%

Gender



International Trip Trends (000s)

International trips are provided for years when sample size permits, noting 2021 is not available.



Interstate Overnight Trip Details - Destination Perth

2025

The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Trips (000)

1,019

2025

Nights (000)

5,377

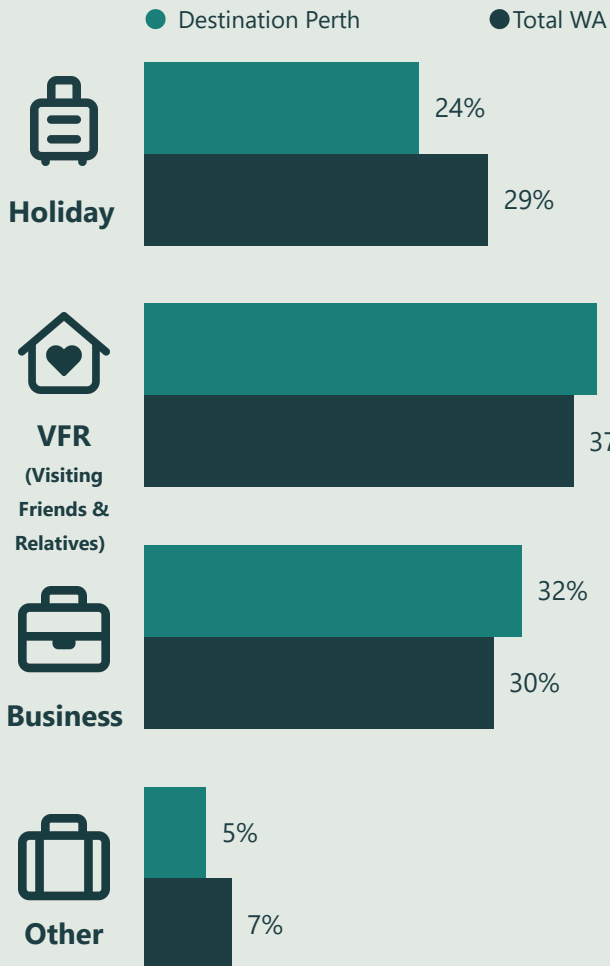
2025

Spend (\$M)

\$1,622

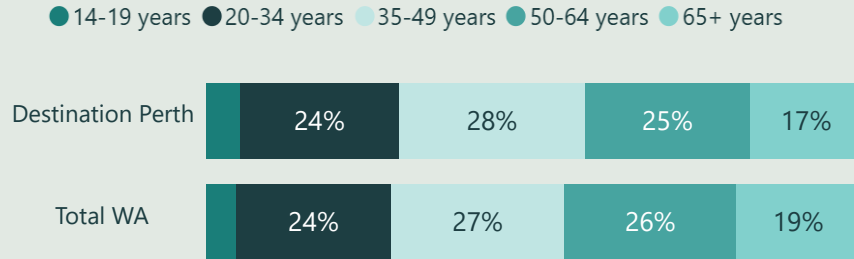
2025

Purpose of Travel

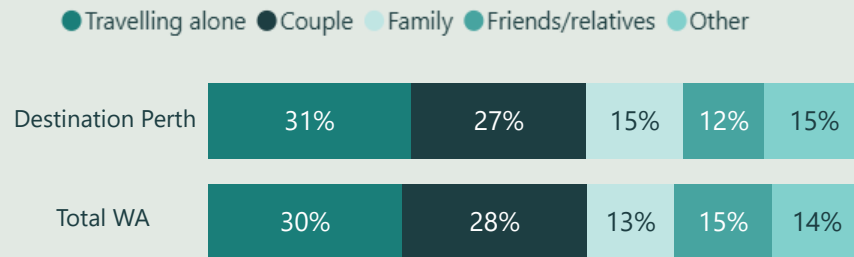


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

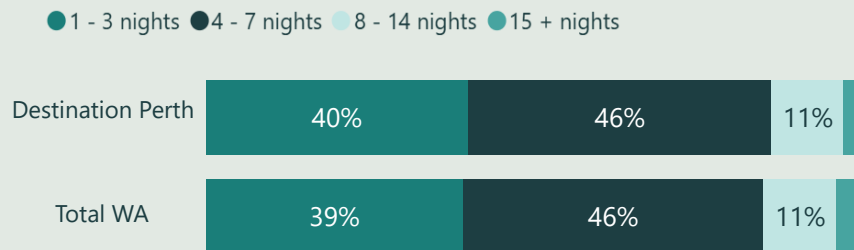
Age



Travel Party



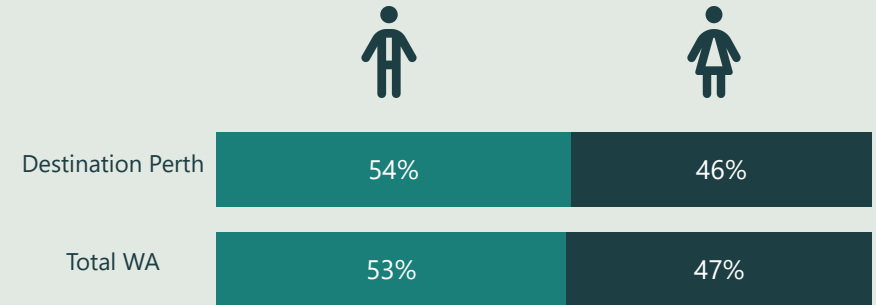
Length of Stay



Top 5 Home State / Territory

Region	Destination Perth	Total WA
New South Wales	34%	35%
Victoria	31%	29%
Queensland	18%	18%
South Australia	9%	9%
Australian Capital Territory	4%	3%

Gender



Definition

Domestic Visitors (Interstate): Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home in a different state to their home.

Intrastate Overnight Trip Details - Destination Perth

2025

The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Trips (000)

5,109

2025

Nights (000)

14,006

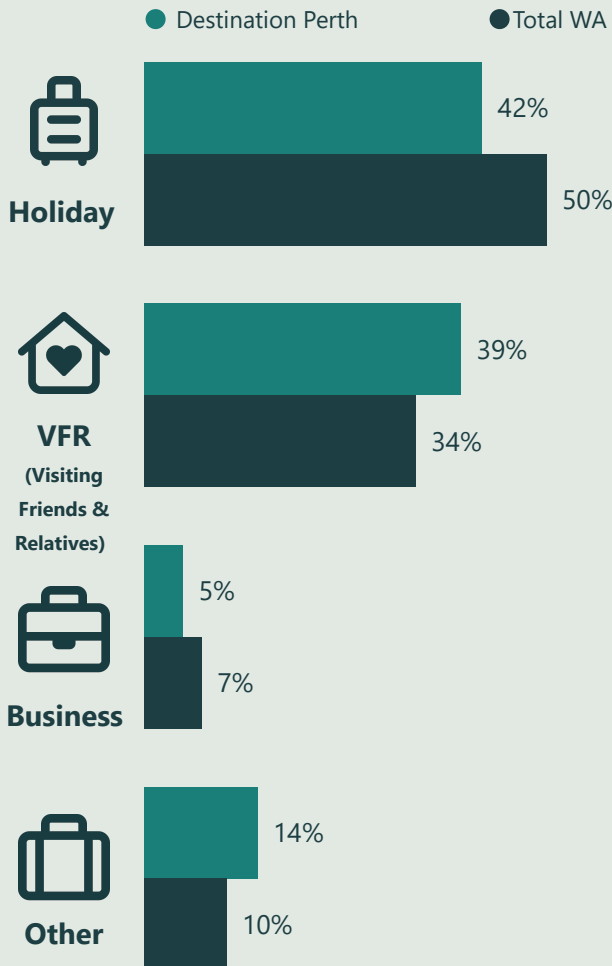
2025

Spend (\$M)

\$5,151

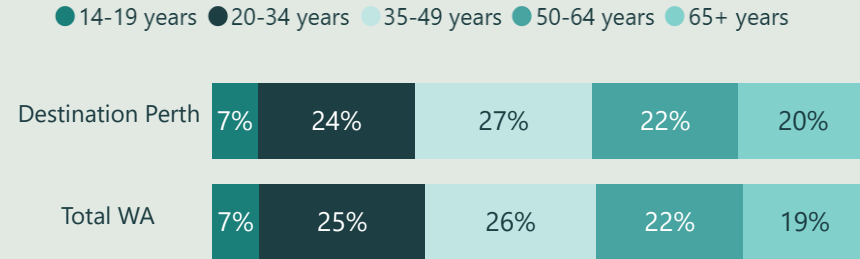
2025

Purpose of Travel

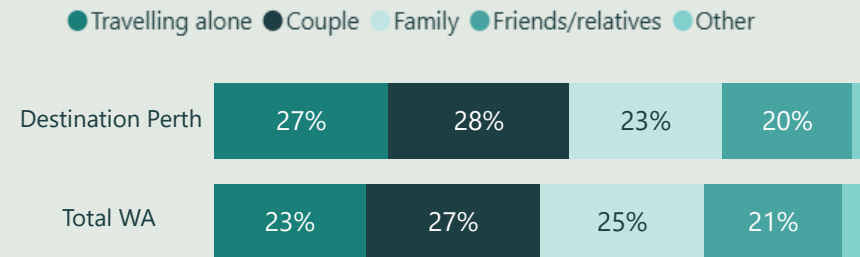


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

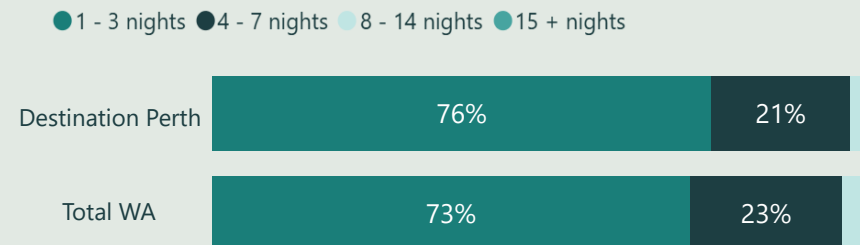
Age



Travel Party



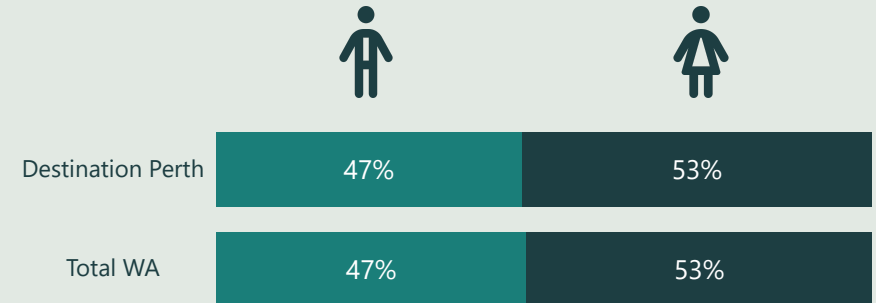
Length of Stay



Home Region

Region	Destination Perth	Total WA
Destination Perth	51%	63%
Australia's South West	26%	19%
Australia's Golden Outback	10%	7%
Australia's Coral Coast	9%	6%
Australia's North West	5%	4%

Gender



Definition


Domestic Visitors (Intrastate): Western Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Overnight Trip Details - Destination Perth


2025 (International 2024+25)

The data in this factsheet refers to visitors who have spent at least one night in Destination Perth


Top 5 accommodation (% of nights) - Intrastate

	Region	Total WA
 Friends or relatives property	45%	35%
Hotel/resort/motel or motor Inn	24%	21%
Rented house/apartment etc	9%	9%
Caravan or camping - commercial	5%	13%
Caravan or camping - non commercial	4%	7%


Top 5 activities - Intrastate

	Region	Total WA
 Eat out at a restaurant / cafe	56%	55%
Visit friends & relatives	39%	34%
Pubs, clubs, discos etc	23%	25%
Sightseeing/looking around	23%	27%
Go shopping for pleasure	20%	19%


Top 5 Local Government Areas visited - Intrastate

	Region
 Mandurah	12%
Wanneroo	9%
Belmont	9%
Perth	8%
Rockingham	8%


Top 5 accommodation (% of nights) - Interstate

	Region	Total WA
 Friends or relatives property	40%	34%
Hotel/resort/motel or motor Inn	38%	34%
Rented house/apartment etc	10%	9%
Guest house or Bed & Breakfast	4%	3%
Caravan or camping - commercial	4%	8%


Top 5 activities - Interstate

	Region	Total WA
 Eat out at a restaurant / cafe	68%	64%
Visit friends & relatives	42%	38%
Go to the beach	40%	42%
Pubs, clubs, discos etc	30%	31%
Sightseeing/looking around	24%	27%


Top 5 Local Government Areas visited - Interstate

	Region
 Perth	37%
Belmont	26%
Stirling	10%
Fremantle	10%
South Perth	6%


Top 5 accommodation (% of nights) - International

	Region	Total WA
 Friends or relatives property	38%	36%
Rented house/apartment etc	34%	33%
Hotel/resort/motel or motor Inn	13%	14%
Backpacker or hostel	3%	3%
Guest house or Bed & Breakfast	1%	1%

Top 5 activities - International

	Region	Total WA
 Eat out at a restaurant / cafe	95%	95%
Sightseeing/looking around	86%	85%
Go shopping for pleasure	84%	83%
Go to the beach	75%	74%
Visit national parks / state parks	69%	68%

Top 5 Local Government Areas visited - International

	Region
 Perth	54%
Fremantle	7%
Stirling	6%
Canning	4%
Joondalup	3%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Important Note

All data is sourced from Tourism Research Australia's International Visitor Surveys (IVS) and Domestic Tourism Statistics (DoTS).

Estimates in the 2025 factsheet are not comparable with previous factsheets due to changes in methodology. For further information, see [Change to domestic statistics](#) or [IVS Methodology](#) on Tourism Research Australia's (TRA) website.

To increase the sample size and hence improve the reliability of the data, international estimates are based on an average of two calendar years. Domestic results are available only for 2025 as the first year of DoTS methodology. Data is not published where sample size is deemed to be insufficient.

It is recommended by Tourism WA that the visitation statistics in this factsheet are used in conjunction with other information sources that you have access to. This might include [domestic visitor density](#) from TRA, population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

Visitation trends including visitors, nights and spend data is available for each of WA's Tourism Regions in a PowerBI report. See [Regional Insights](#) on Tourism WA's website and select the desired Region.

For more information contact research@westernaustralia.com.

Definitions

Domestic Visitors (Interstate): Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home in a different state to their home.

Domestic Visitors (Intrastate): Western Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

International Visitors: International visitors aged 15 years and over who spent at least one night in the Region and are staying in Australia for 12 months or less.

Source

Tourism Research Australia, IVS and DoTS 2025.