

TOURISM WESTERN AUSTRALIA CORPORATE PLAN 2025-26



WESTERN
AUSTRALIA
WALKING ON A DREAM

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ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

CHAIR'S MESSAGE

Western Australia's tourism industry continues to prosper, and Tourism WA's 2025-26 Corporate Plan sets out the framework for how we plan to continue the momentum this financial year.

Utilising the six key pillars of our Western Australia Visitor Economy Strategy (WAVES 2033), the Corporate Plan lays out the initiatives Tourism WA will deliver in the Aviation; Accommodation and Attractions; Events; Aboriginal Tourism; Destination Brand; and High Performing Industry focus areas.

While this year will see changes to how Tourism Research Australia records visitor numbers and visitor spend under the new Domestic Tourism Statistics (DoTS) framework, Tourism WA is confident there will be continued signs of growth across WA's tourism industry that will ultimately put us closer to our WAVES 2033 goal of achieving \$25 billion annually in visitor spend by 2033.

With 2025-26 anticipated to be the year that the global travel industry marks a full recovery from the effects of the COVID-19 pandemic, this is a crucial period for WA. Tourism WA's focus this year will be to leverage the foundational work we've done over the last five years to ensure WA emerges from the recovery period in a stronger position.

With new dedicated teams within Tourism WA for Tourism Investment Attraction and Planning, and Event Experience, we're entering 2025-26 with an eye to build upon our strength areas and refine our strategies for tourism growth through global marketing, growing aviation connectivity, destination development and the events experience.



Two and a half years on from Walking On A Dream going live to the world, our agency is exploring the evolution of this destination brand to ensure WA remains new, exciting, and top of mind for visitors seeking a world-class holiday experience. The brand has resonated powerfully to date, so as we look to evolve, we will ensure creative consistency is prioritised so we can continue to gain momentum and cut through as we compete in the crowded global marketplace.

We will also continue to prioritise solidifying our growing global reputation as the Western Gateway to Australia, as we put our eyes to the skies and work with our key airline partners to explore new routes into Perth for domestic and international travellers. We're continuing to look to India, one of our largest visitor markets currently unserved by a direct flight connection, and China, our largest market in terms of visitor spend, with seasonal flights to WA only, as priority markets to establish year-round, non-stop routes with.

Heading into the new financial year, the Tourism Investment Attraction and Planning team has been established for the core purpose of working closely with government, industry, investors, and developers to identify and pitch investment opportunities across the state, to create a pipeline of tourism experiences and accommodation. Their work will be key in 2025-2026, to ensure WA is future-focused and continues to meet the growing demand that comes with increasing visitor numbers.

And finally, the newly formed Event Experience team has been created in response to WA's ever-growing major events calendar, which in 2025-26 will see the return of the Bledisloe Cup, The Ashes, and the United Cup, and new exciting events like the Perth Sail Grand Prix. This team's core objective is to partner with government, industry, transport and other visitor touchpoints to better activate large-scale events through 'festivalisation', by creating a world-class and seamless experience for visitors that doesn't end at the turnstile, and spreads the economic benefit of events to even more local businesses.

CHAIR'S MESSAGE CONTINUED

2025-26 will also see Tourism WA depart the Department of Jobs, Tourism, Science and Innovation to join the newly reshaped Department of Creative Industries, Tourism and Sport as part of the WA Government's Public Sector Reforms.

We are very excited for this change, which will allow us to better leverage the natural synergies that exist between the tourism, creative industries, and sport portfolios, allowing us to propel the tourism industry to greater heights and involve more parties in collaborative projects — because after all, tourism is everyone's business.

As we head into this new era, we look forward to continuing to work with government and industry to deliver another year of exciting activity across WA's tourism sector, and we thank all those involved in the tourism industry for your ongoing dedication to making Western Australia the Dream State.



Di Bain
Chair
Tourism Western Australia

ABOUT TOURISM WESTERN AUSTRALIA

The Western Australian Tourism Commission, trading as Tourism Western Australia (Tourism WA), is the Western Australian Government statutory authority established under the Western Australian Tourism Commission Act 1983 (the Act) to facilitate the development and marketing of tourism in Western Australia (WA). On 1 July 2025, Tourism WA moved from the Department of Jobs, Tourism, Science and Innovation (JTISI) to the newly reshaped Department of Creative Industries, Tourism and Sport (CITS). The agency sits under the portfolio of the Hon Reece Whitby MLA, Minister for Tourism, and is governed by a Board of Commissioners.

Tourism WA's role is primarily as an economic development agency focusing on facilitating the development and promotion of WA as a holiday, event and business event destination. These functions are achieved by marketing the state as a competitive destination; developing, attracting and marketing major events; supporting improvements in access and industry capacity, and the development of tourism experience and infrastructure. These activities promote positive outcomes for West Australians through increased connectivity, jobs and vibrancy.

ABOUT THIS CORPORATE PLAN

Tourism WA has statutory requirements to produce a Corporate Plan and an Operational Plan which together provide an overview of the agency's strategic direction and operation for the financial year.

This Corporate Plan takes a holistic approach to development of the state's visitor economy through a focus on activities that encourage economic growth and job creation, and where appropriate, aligning initiatives with other programs and developments undertaken by the WA Government to maximise the impact of the visitor economy.

This Corporate Plan is guided by the actions and initiatives developed under the 10-year Western Australia Visitor Economy Strategy 2033 (WAVES 2033), a whole-of-government approach to growing WA's visitor economy.

OPERATING CONTEXT

ECONOMIC RESPONSIBILITY

Tourism WA works with the Western Australian (WA) Government on its vision for a strong and diversified economy delivering secure, quality jobs.

This alignment clearly articulates the relationship between the functions and responsibilities of Tourism WA and its Corporate Plan, as well as overall WA Government goals. The desired outcome recognises that the value of tourism is more than economic, and the agency is charged with ensuring WA's tourism industry is competitive and sustainable over the long term.

GOVERNMENT COLLABORATION

Tourism WA works closely with other WA Government agencies to create a favourable environment for tourism investment. This includes collaboration on attraction and experience creation, providing infrastructure guidance, procuring land for development, hosting major, mass-participation and regional events, and securing aviation routes. WAVES 2033 formalises this partnership approach with a whole-of-government focus and clearly outlined initiatives under the 10-year strategy.

INDUSTRY PARTNERSHIP FOCUS

To achieve the goal of maximising the economic value of tourism across the state, Tourism WA works in partnership with the tourism industry.

Tourism WA funds and supports key delivery partners: five Regional Tourism Organisations (RTOs), the Western Australian Visitor Centre, Business Events Perth (BE Perth), and the Western Australian Indigenous Tourism Operators Council (WAITOC). These industry bodies ensure potential visitors have the right information and access to quality tourism experiences to drive increased customer bookings.

The agency also supports tourism product capability, competitiveness and sustainability through grants and service agreements with peak industry bodies such as Tourism Council WA (TCWA), the Australian Hotels Association WA (AHAWA) and the Australian Tourism Export Council (ATEC).

Tourism WA engages in cooperative marketing campaigns, trade events and programs with trade distribution partners across key markets, including airlines, wholesalers, retail travel chains and online tourism retailers. This provides Tourism WA with greater reach to attract visitors and the ability to retail a wide range of tourism products.

STRATEGIC CONTEXT

This Corporate Plan supports the growth of Western Australia's visitor economy, as outlined in the 10-year Western Australia Visitor Economy Strategy 2033 (WAVES 2033). It supports the government's goal to diversify the economy, creating local jobs and providing increased competitiveness and viability of WA's tourism industry.

The WAVES 2033 strategy on a page is outlined below:

VISION

Western Australia is recognised as a world-class destination, immersing people in our unique cultures, communities and environment.

THE TARGET OUTCOME

To grow the size of the visitor economy to \$25 billion by 2033.

GOAL AREAS

- 1. Aviation:** To grow Western Australia's position as the Western Gateway to Australia, and expand routes that connect our regions, making it easier for visitors to get here, and experience all of Western Australia.
- 2. Accommodation and Attractions:** To make it easier to invest and build sustainable tourism infrastructure, attractions and experiences that encourage visitors to stay longer, disperse further and spend more.
- 3. Events:** For Perth and Western Australia to be the fastest growing events destination in the South East Asia region.
- 4. Aboriginal Tourism:** For Western Australia to be the premier state for Aboriginal tourism in Australia.
- 5. Destination Brand:** To make Western Australia the preferred destination for High Yield Travellers looking for unique authentic experiences.
- 6. High Performing Industry:** Build the capabilities needed to deliver optimal services to visitors and exceed the expectations of worldly travellers.



GUIDING PRINCIPLES

WAVES 2033 identifies four Guiding Principles to underpin the delivery, interaction, and decision making of the agency:



SUSTAINABLE

To preserve the balance between our environment, social wellbeing and economic prosperity.



INCLUSIVE

To be open, inclusive and accessible to all people.



COLLABORATIVE

To ensure the contributions of key players in the tourism ecosystem combine to create greater outcomes.



INNOVATIVE

To take a modern, innovative approach to providing access to, and developing experiences for visitors to Western Australia.





KEY ACTIVITIES

Aligned with the six goal areas in WAVES 2033 and the budget allocation, the agency is focused on the following initiatives throughout 2025-26.

AVIATION

Airline Route Development: Increase the number of direct routes into Western Australia from overseas and interstate, focusing on priority and emerging markets.

Aviation and Marketing Partnerships: Develop and evolve cooperative marketing partnerships with airlines and key distribution partners to drive bookings, promote routes and enhance distribution and marketing strategies to optimise return on investment.

Regional Visitation and Connectivity: Successful take-up of the Affordable Airfares Program, with the primary objective to reduce the cost of leisure travel for residents by connecting Perth to the North West.

ACCOMMODATION AND ATTRACTIONS

Attract Private Sector Investment: Continue delivery of the National Park Tourism Experience Development Program (NPTED) signature accommodation stream focused on identifying opportunities for low impact accommodation developments in and around National Parks.

Provision of insight studies to inform investors of the potential for new short-stay accommodation in priority tourism destinations, including hotels in the metro area.

Experiences in Protected Areas: Working under the NPTED program, grow the inventory of sustainable tourism experiences in and around National Parks and Protected Areas.

Attraction and Experience Development: Through the Tourism Attraction Feasibility initiative, progress investigative studies to inform future decision making related to the development of innovative and high-quality tourism experiences that attract high yield travellers.

Cruise Tourism: Progress initiatives in the WA Cruise Tourism Strategic Plan 2023-2033 with cruise line attraction and readiness of port destinations to welcome cruise ships.



EVENTS

Leisure, Sports, and Cultural Events: Successfully deliver, and secure additional Australian-exclusive events across sports, entertainment and culture to activate state event infrastructure, attract out-of-state visitation and drive the ‘always-on’ calendar of events.

Successfully deliver the mass-participation events secured for 2025-26, and identify future hosting opportunities for international and national championships which involve the community and meet return-on-investment objectives.

Regional, Destination and Community Events: Achieve objectives of regional dispersal, economic benefit, and community involvement through regional event sponsorship through the 2025-26 Regional Events Scheme and Regional Events Program.

Implement the new Metro Events Program to sponsor events in the Perth region to drive significant growth in awareness and attendance of small- to medium-scale events.

Seek opportunities to engage the WA community to create vibrancy, generate a sense of pride, and provide local economic benefit, including jobs. This includes experience activations surrounding major events.

Business Events: Develop a Business Events Strategy, in conjunction with Business Events Perth, to expand this segment of the visitor economy and support infrastructure.



ABORIGINAL TOURISM

Build on the success of the original Jina Plan initiatives to create experiences, employment and long-term capability building through cultural activations, export-ready operator initiatives, and workforce development programs.

Continue championing and expanding the Camping with Custodians (CwC) programs to provide opportunities for Aboriginal people to live and work on Country through employment and training opportunities.

Support WAITOC through its partnership agreement to develop new and existing businesses for long-term success, and its role as part of the National First Nations Visitor Economy Partnership.

DESTINATION BRAND

Consumer Demand: Implement international market plans for priority markets which will achieve high return on investment through raising the profile of WA and delivering booking outcomes.

Act on opportunities within emerging growth markets to engage with partners to promote WA and build awareness.

Develop new creative Walking On A Dream brand assets to continue raising awareness, increase brand recognition and drive conversion in out-of-state markets.

Build and expand supporting sub-campaigns and event-specific campaigns to integrate messaging and partnership activities to appeal to international and interstate markets.

Global Positioning: Focus on in-person connections and trade engagement by securing large-format inbound trade events for 2025-26, including ATEC Meeting Place, and capitalise on outbound trade missions with the WA Government to promote WA.

Brand Partnerships: Undertake successful cooperative marketing activity with key distribution partners in identified core markets to amplify return on investment.

Build on advocacy and ambassador programs to drive desire and consideration for WA, maintaining strong relationships with media and influential stakeholders, and engaging internationally recognised ambassadors.

Digital WA Experience: To leverage digital technologies and platforms to enhance WA's global visibility, appeal to priority segments, enhance visitor experience and extend engagement with improved analytics and insights.





HIGH PERFORMING INDUSTRY

Value of the Visitor Economy: Create a plan for demonstrating and communicating the value of tourism.

Workforce Attraction and Retention: Continue workforce capacity and capability initiatives across entry-level and professional streams to promote the tourism and hospitality industry as a long-term, sustainable career of choice, across all cohorts from school age through to international students, university graduates and the mature-age sector.

Sustainable and Inclusive Industry: Embrace and promote sustainable practices for Tourism WA through development of a sustainability plan.

Support accessible and sustainable tools and resources provided via Tourism WA's corporate website and through partners TCWA and WAITOC.

Inter-Governmental Policy: Work with WA Government agencies to create a favourable environment for tourism investment.

Innovative Technologies and Intelligence: Enhance research and information for the tourism industry and operators with analysis of new insights into WA's visitor economy.

Investigate innovative and new technologies to enhance marketing objectives and consumer experience, utilising multiple distribution channels.

Visitor Servicing: Raise the profile of WA's tourism operators through further refinement of the newly established industry recognitions programs, Trade Ready Induction Program (TRIP) and The Dream Collective.

MEDIUM TERM OUTLOOK

GLOBAL MARKET

The global economic climate has a cautious outlook, with gross domestic product (GDP) projected to grow at a modest rate of 2.5 per cent in 2025–26¹. This reflects uncertainty caused by the United States of America (USA) political landscape and the global trade policy changes in April 2025. This has led to forecast downgrades for general economic conditions across developed nations, including GDP growth, employment and consumer confidence. Despite a slowdown in the pace of growth, globally there is still an expectation that growth will be positive, including for discretionary spending, of which leisure travel is a key part.

For the tourism industry, a key implication of the USA¹ trade policy changes is the impact on exchange rates. Currency movements will affect the competitiveness of destinations, with Australia likely to benefit from a depreciation in the USA dollar in terms of attracting overseas visitors, which in turn may encourage more residents to holiday domestically as overseas trips become more expensive.

Despite the slowdown, it is still expected that 2025-26 will be the year in which full recovery across the global travel industry occurs, five years after the onset of the COVID-19 pandemic. This reflects the combined impacts of the return in consumer confidence to travel long-haul, increased aviation supply, the re-establishment of low-cost carriers and a ‘normalisation’ of cost factors.

1. Reserve Bank of Australia, Statement of Monetary Policy, May 2025.

AUSTRALIAN ECONOMIC CONDITIONS

Australia, particularly Western Australia, has undergone a prolonged period of economic growth, combined with low unemployment. Post the COVID-19 pandemic, high migration and population growth, alongside global political unrest and supply chain pressures, caused high inflation and significant cost-of-living pressures in 2023 and 2024.

However, inflation eased during 2025, and it is now within the Reserve Bank of Australia’s (RBA) target range of 2-3 per cent¹. Interest rates also started falling in 2025, in a sign that the economy is coming back into balance. Both the State and Federal Governments are focusing on cost-of-living benefits and relief in their respective new terms of government.

According to the RBA¹, Australia’s GDP growth is expected to be positive, at 2.2 per cent by June 2026, supported by consumption and continued strength in investment, stimulated by lower interest rates. Labour market pressures are easing off as industries adapt to the new level of capacity pressures and utilise the migration that occurred in 2023, particularly in the hospitality industry.

In WA, similar economic growth conditions are expected. It is forecast that WA’s real gross state product (GSP) will deliver 2.5 per cent in 2025-26 with inflation falling from the 2.8 per cent headline rate in May 2025². Employment and the investment sector are expected to reduce slightly, but remain fairly level. The key economic concerns are housing costs and affordability.

2. WA State Budget 2025-26, Budget Paper No. 3.



AUSTRALIAN VISITOR ECONOMY

Tourism Research Australia (TRA) forecasts a positive outlook for the Australian visitor economy over the next five years, with ongoing growth in visitor numbers, and visitor spend above inflation, averaging 4.7 per cent annually until 2029. However, the magnitude of growth across sectors will differ. Visitor spend from international travellers is forecast to be the key driver, with an average annual growth of 8 per cent expected in the five years to 2029. Domestic visitation is forecast to stabilise at pre-pandemic conditions, with annual average growth (over the five years to 2029) of 3.8 per cent in overnight trip spend. Australians are once again being lured overseas with cheaper holidays and an eagerness to explore outside the country³.

A core component of the international growth is the increase in Chinese travellers, both to Australia and across the world. China is a critical market for Australia and WA, and the recovery to pre-COVID visitation levels had been slow. In 2024 however, trips by Chinese travellers to Australia increased over 60 per cent and spend in Australia reached \$8 billion. China is now the largest contributor to total visitor spend, with the next highest spending nationalities in Australia from the United Kingdom and New Zealand at just over \$2 billion each³.

For the visitor economy in WA, reflecting the experience across the nation, domestic visitation is forecast to 'normalise' to pre-pandemic levels in 2025-26, while international visitor numbers and spend are set to grow. The international market will be aided by the increasing number of international direct routes and the re-development of Perth Airport in the future. WA's proximity to Asia, particularly South East Asia will encourage new and returning visitors, with a very large and progressive middle and luxury-class traveller emerging post the pandemic era.

3. Tourism Research Australia Forecasts to 2029, December 2024.



CHALLENGES AND RISKS

POLITICAL

In Western Australia, the March 2025 State Election saw the existing Labor Government re-elected for a third four-year term, creating a level of stability and certainty to underpin investment decisions and consumer and business confidence. Similarly, at a national level, the Federal Election was held in May 2025 and resulted in a re-elected Labor Government.

Internationally however, the change in Federal Government in the USA in 2024 saw significant changes to trade agreements and tariffs, commencing from April 2025. The economic ramifications are uncertain, with supply chains impacted globally. The effects of currency movements, cost implications to consumers and travel intentions will differ by country, with both opportunities and risks to emerge over the medium-term.

Other geo-political events of significant risk are the ongoing Middle East and Ukraine/Russia conflicts. While these will impact travellers in surrounding regions, to date there has been limited effect on travel to Australia.

ECONOMIC

The medium-term outlook foresees moderating global growth forecasts flowing from geo-political trade positions which could have a negative impact. However, Australia and WA's economies are expected to maintain resilience due to domestic economic stability and positive investment conditions. The effects of the devaluation of the Australian dollar are positive in terms of attracting international tourists and events, and may encourage Australians to re-evaluate overseas travel and turn more to domestic holidays.

In Australia, the immediate domestic economic risks come from lingering cost-of-living pressures and a slowdown of spending and employment. Even though inflation has fallen considerably from its peak and is now within the RBA's target range, there is a lagged effect, with many households still under financial pressure at the current level of cost. This has the potential to dampen business and leisure travel through lower discretionary spend.

AVIATION

For visitors to Australia and WA, a key driver is the cost of air travel. Globally, this has been elevated over recent years from multiple pressures within the airline industry including the cost of fuel, aircraft supply, pilot and staff availability and other general cost rises. However, supply is gradually increasing, with low-cost carriers increasing their routes, resulting in more flexible pricing options. Additionally, for international visitors to Australia, pricing will be assisted by a favourable exchange rate. Looking into the future, the advent of Sustainable Aviation Fuels (SAF) and the pressure on airlines to reduce carbon emissions is a key challenge with inevitable costs to consumers across freight, business and visitation.

COMPETITION

Competition for the tourist dollar is increasing globally. Many nations are investing in tourism as an effective economic diversification strategy, with the Middle East and Asia especially adopting aggressive policies in this space.

Domestically across Australia, the tourism industry also faces competition from international destinations, particularly Asian countries such as China, Indonesia, Japan, Thailand and Vietnam, that offer favourable visa conditions and exchange rates, and are serviced by low-cost air carriers. This is enticing Australians to travel overseas, while also luring international visitors to regions other than Australia.



TECHNOLOGY

Advancements in digital technologies, including Artificial Intelligence (AI), are changing the way all industries are operating, including tourism. Consumers are changing the way they research and book travel, with new and emerging channels driving awareness and consideration⁴. The opportunities are vast for industry players and operators who can navigate and capitalise on the changes, however this comes at a cost of time and investment in the transition phase.

ENVIRONMENT

Sustainable travel and responsible tourism are two related themes that are starting to impact consumer decision making and preference. Australia is a long-haul destination for many parts of the world, and despite maintaining pristine natural environments and being relatively less crowded, many potential visitors are considering the air miles and the impact on the environment of long-haul travel.

Climate change will remain an ever-present challenge, with natural disasters such as floods, drought and fire having the risk of not only impacting current visitor levels, but also changing visitor perception of the safety of individual regions into the future.

⁴. Future of Distribution 2024, Tourism Australia.

FINANCIAL CONTEXT

Tourism WA's 2025-26 budget for its three core service areas is contained within the 2025-26 State Budget papers released in June 2025. As of 1 July 2025, Tourism WA will form part of the reshaped Department of Creative Industries, Tourism and Sport (CITS).

BUDGET 2025-26

Service area	2025-26 Budget \$'000
Destination Marketing	71,693
Event Tourism	91,662
Destination Development	27,531
Total Cost of Services	190,886



♀ COTTESLOE BEACH, PERTH

GOVERNMENT COMMITMENTS

Western Australian State Budget 2025-26

The 2025-26 State Budget outlined new and continuing initiatives over the four year forward estimates period to 2028-29, to include:

- \$6.55 million investment into tourism attraction infrastructure in Pickering Brook and the Swan Valley.
- The delivery and implementation of the Jina: Western Australian Aboriginal Tourism Action Plan. The Government has invested an additional \$2.077 million to deliver priorities initiatives under the plan.

These are in addition to Tourism WA's existing funds and programs, including the Aviation Recovery Fund, Affordable Airfares Program, Major Events Fund, Destination Marketing, the NPTED program, Aboriginal Tourism and support provided to industry partners including RTOs, TCWA, and BE Perth.

2025 Western Australian Government Election Commitments

The March 2025 State Election identified the following election commitments which are the responsibility of Tourism WA:

- Tourism projects in the Swan Valley and Perth Hills.
- Funding to support Backroads Gravel: Fields of Gold, a running and cycling event that drives visitation to the state's Mid West region and supports the local economy.

Commonwealth Funding

In 2025-26, the WA Government, through Tourism WA, has been allocated \$3 million for the Strategic Indigenous Tourism Projects program to deliver two Camping with Custodian campgrounds and a visitor facility on the remote Kimberley coast.



KEY PERFORMANCE INDICATORS

The Key Performance Indicators (KPIs) assess agency performance in achieving government desired outcomes. They form part of the agency’s reporting process to government through State Budget Papers and Tourism WA’s Annual Report.

The 2024-25 Estimated Actuals in the table below are interim estimated results, consistent with those published in the 2025-26 State Budget Papers. Final, audited 2024-25 results will be published in Tourism WA’s 2024-25 Annual Report.

	2023-24 ACTUAL	2024-25 TARGET	2024-25 ESTIMATED ACTUAL	2025-26 TARGET
Total dollar amount spent by visitors in Western Australia~	\$17.7 billion	\$18.5 billion	\$17.2 billion	\$17.6 billion
Total overnight visitors to/ within Western Australia~	11.9 million	12.1 million	11.7 million	11.8 million
Western Australia's market share of international visitor spend in Australia~	8.2%	8.0%	8.0%	8.0%
Number of tourism filled jobs (direct and indirect) in Western Australia*	114,400	113,400	120,100	121,100
Visitors' likelihood to recommend Western Australia - Net Promoter Score (NPS)^	75	78	81	78
Ratio of direct economic return to Tourism WA's investment, for major events sponsored	2.8 : 1	2.3 : 1	2.8 : 1	2.4 : 1
Ratio of Tourism WA's Total Cost of Services to total visitor spend in Western Australia	1 : 105	1 : 92	1 : 98	1 : 90

~2024-25 Estimated Actual based on Year Ending December 2024.

*Reported with a one-year time lag due to availability of data. 2024-25 actual reflects 2023-24. The time series has been revised with the 2023-24 release due to improvements made to the methodology, therefore the 2024-25 target is not comparable to the 2024-25 actual.

^ Under Treasurer approval of reporting KPI 5 as a NPS provided January 2025. This is the first year this KPI is being reported as a NPS.

STAY CONNECTED

To ensure you maximise all opportunities for your business, ensure you stay connected with Tourism WA and our valued industry partners.

INDUSTRY UPDATES

Tourism WA hosts regular industry updates throughout the year, delivered both in-person and virtually. We also travel to the regions to engage with event operators and stakeholders.

TALKING TOURISM

Talking Tourism is a weekly E-newsletter which provides the latest information on our initiatives, events and tourism news of interest to industry and our stakeholders.

SOCIAL CHANNELS

Follow our corporate Facebook and LinkedIn pages and subscribe to our YouTube channel. You can also join the conversation on our consumer social channels.

-  @WestAustralia
-  @WesternAustralia
-  @WesternAustralia
-  @ExtraordinaryWesternAustralia
-  @WesternAustralia
-  @WesternAustralia

OUR WEBSITES

Corporate website – tourism.wa.gov.au

Consumer website – westernaustralia.com

Tourism Western Australia

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. 08 9262 1700 F. 08 9262 1787

info@westernaustralia.com



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♀ BORANUP BEACH, MARGARET RIVER REGION