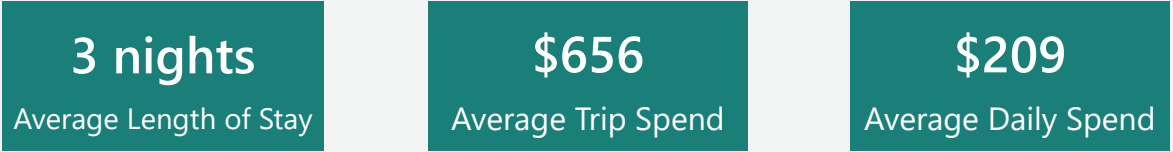
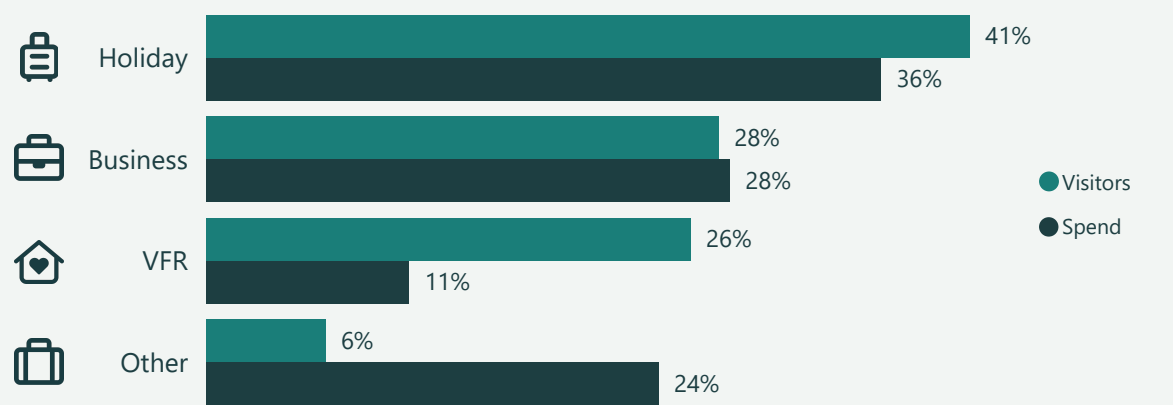


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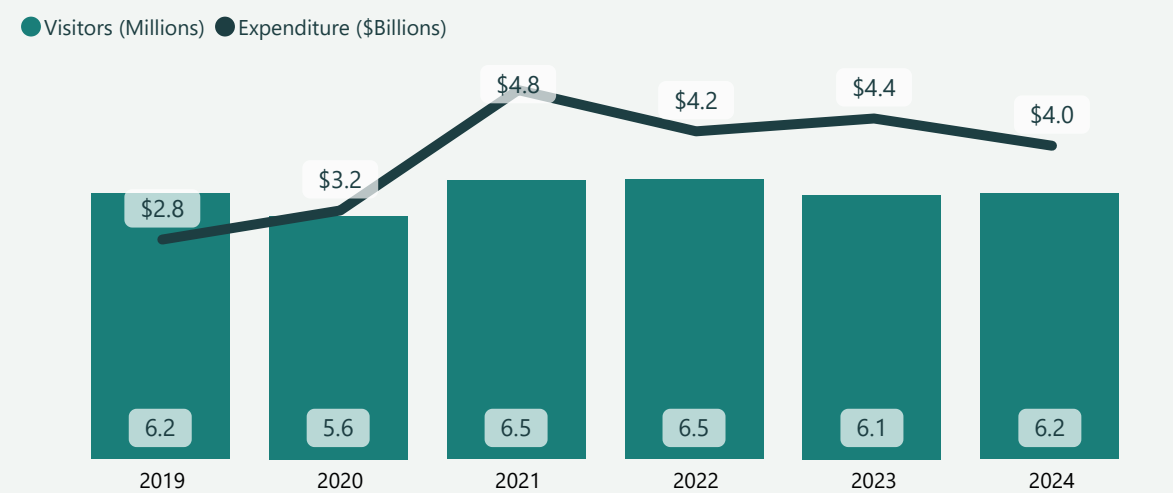
Intrastate Overnight Leisure Visitation to WA ¹



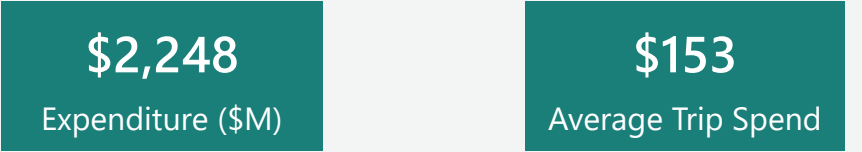
Intrastate Overnight Visitors and Spend by Purpose ¹



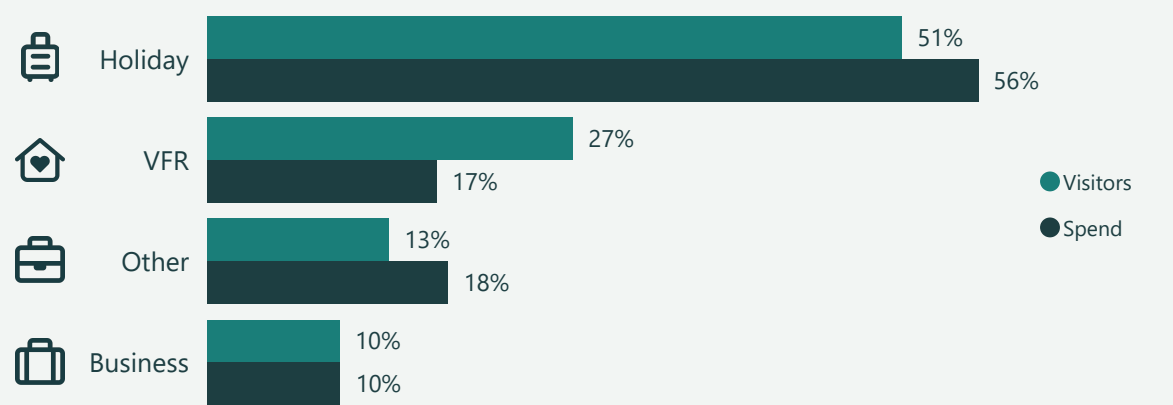
Intrastate Overnight Leisure Visitation and Spend to WA ¹



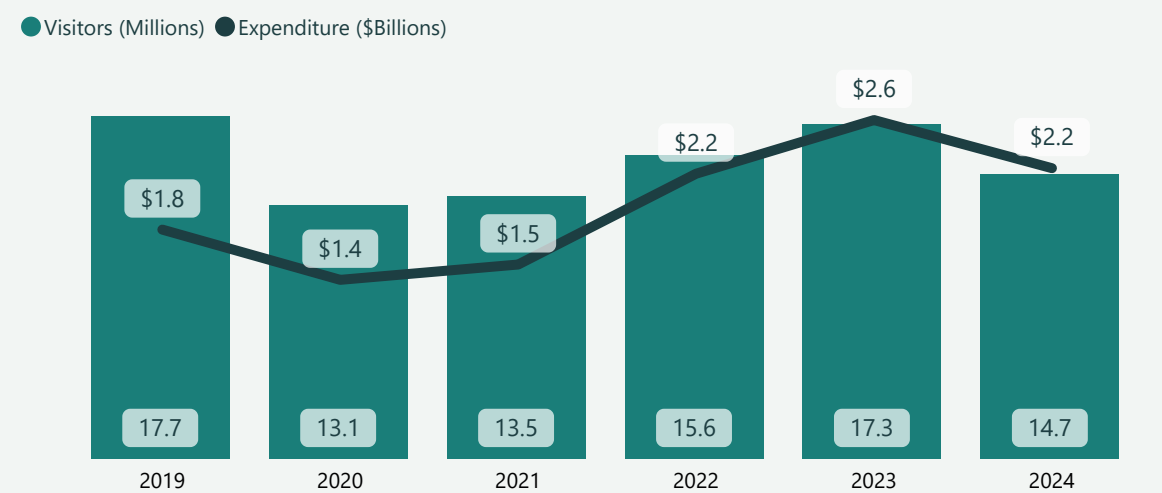
Intrastate Daytrip Leisure Visitation to WA ¹



Intrastate Daytrip Visitors and Spend by Purpose ¹



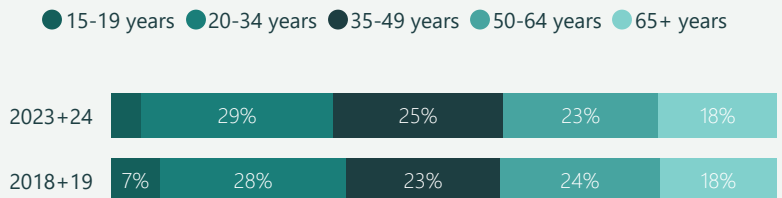
Intrastate Daytrip Leisure Visitation and Spend in WA ¹



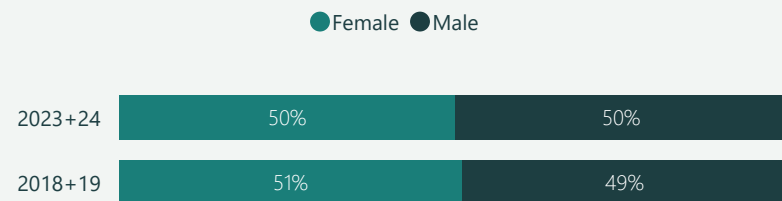
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LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR - OVERNIGHT

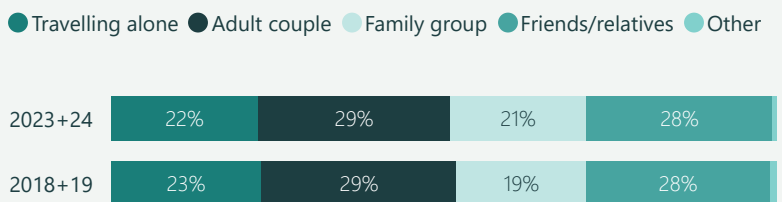
Age ²



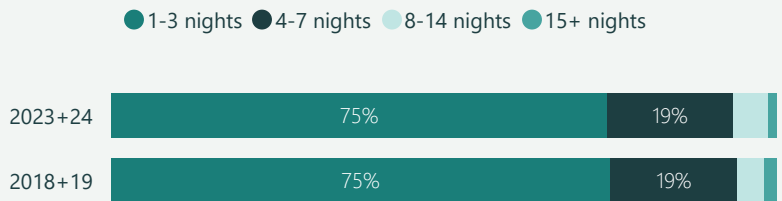
Gender ²



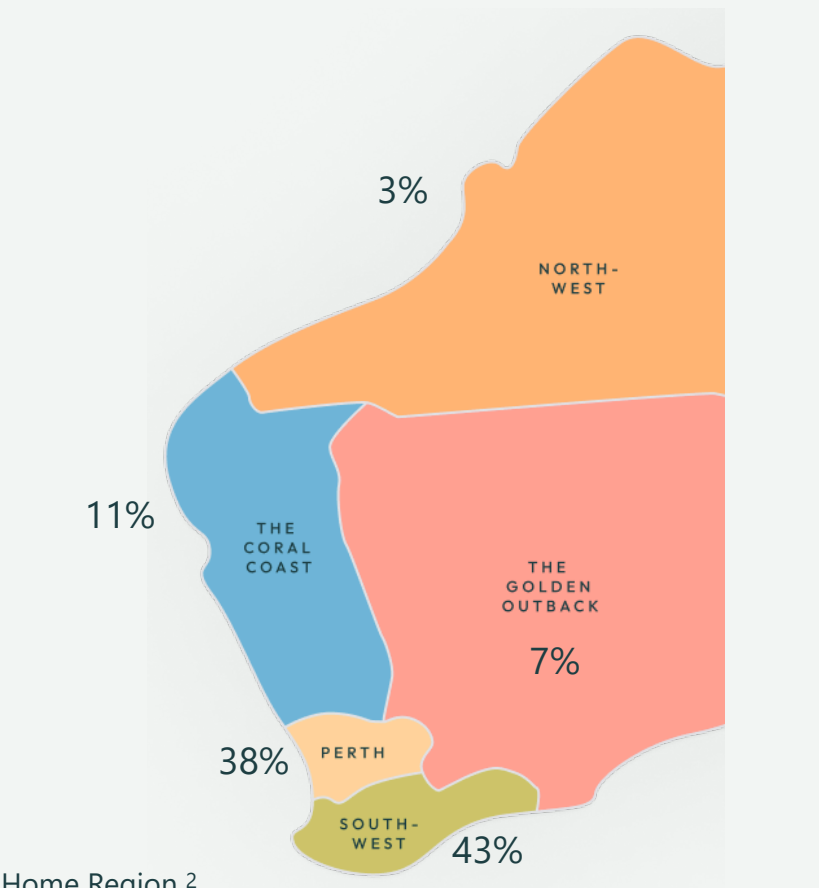
Travel Party ²



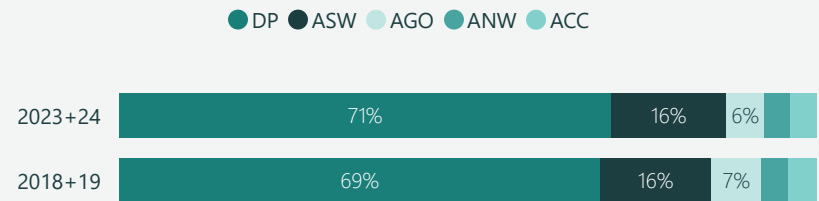
Length of Trip ²



Regional Dispersal ²



Home Region ²



Top 5 Leisure Activities ²

	2018+19	2023+24
Eat out / dine at a restaurant and/or cafe	57%	57%
Visit friends & relatives	51%	42%
Go to the beach	36%	39%
Sightseeing/looking around	31%	23%
Pubs, clubs, discos etc	22%	25%

Top 3 Accommodation Choices ²

	2018+19	2023+24
Friends or relatives property	46%	41%
Caravan or camping	21%	24%
Hotel/resort/motel or motor Inn	16%	19%

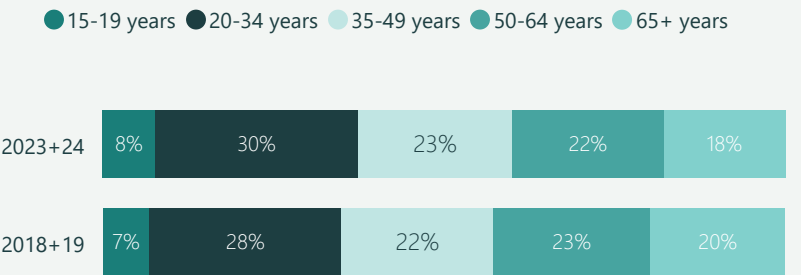
Top LGAs Visited ²

	2018+19	2023+24
Busselton	12%	13%
Perth	9%	11%
Augusta-Margaret River	7%	9%
Mandurah	6%	6%
Albany	5%	5%

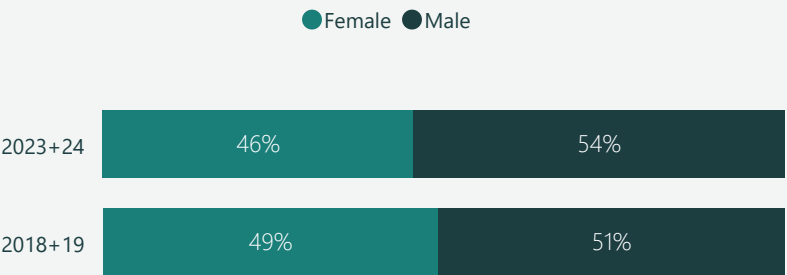
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LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR - DAYTRIP

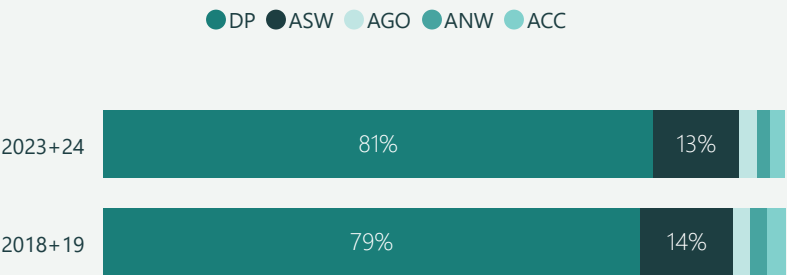
Age ²



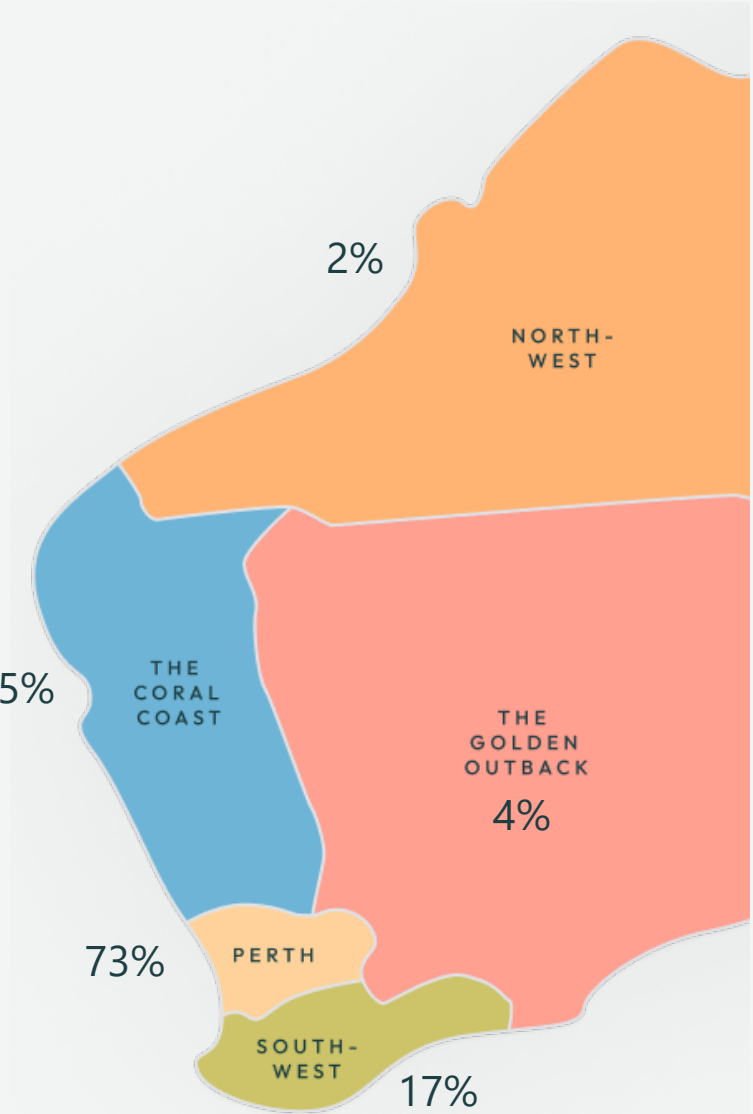
Gender ²



Home Region ²







Regional Dispersal ²




Daytrip' - Daytrip visitors are those who travel for a round trip distance of at least 50km, are away for home for at least 4 hours, and who do not spend a night away from home as part of their travel.

Top 5 Leisure Activities ²

	2018+19	2023+24
 Eat out / dine at a restaurant and/or cafe	48%	47%
 Visit friends & relatives	40%	36%
 Sightseeing/looking around	20%	16%
 Go to the beach	17%	18%
 Go shopping for pleasure	16%	17%

Top LGAs Visited ²











	2018+19	2023+24
 Mandurah	10%	11%
Perth	9%	10%
Swan	5%	5%
Rockingham	4%	5%
Bunbury	5%	4%

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MOTIVATIONS, ASSOCIATIONS AND BARRIERS

WHAT TRAVELLERS ARE LOOKING FOR IN A HOLIDAY DESTINATION GENERALLY ³

Intrastate Visitors

-  Value for money (worth what it costs to visit)
-  A place where I can relax and unwind
-  Great food and/or local produce
-  Easy to get to, and around
-  Friendly and welcoming people / service
-  Beaches and coastal experiences
-  Easy to plan and book
-  Truly unique places and experiences
-  Family friendly / great for kids
-  Not crowded with other tourists

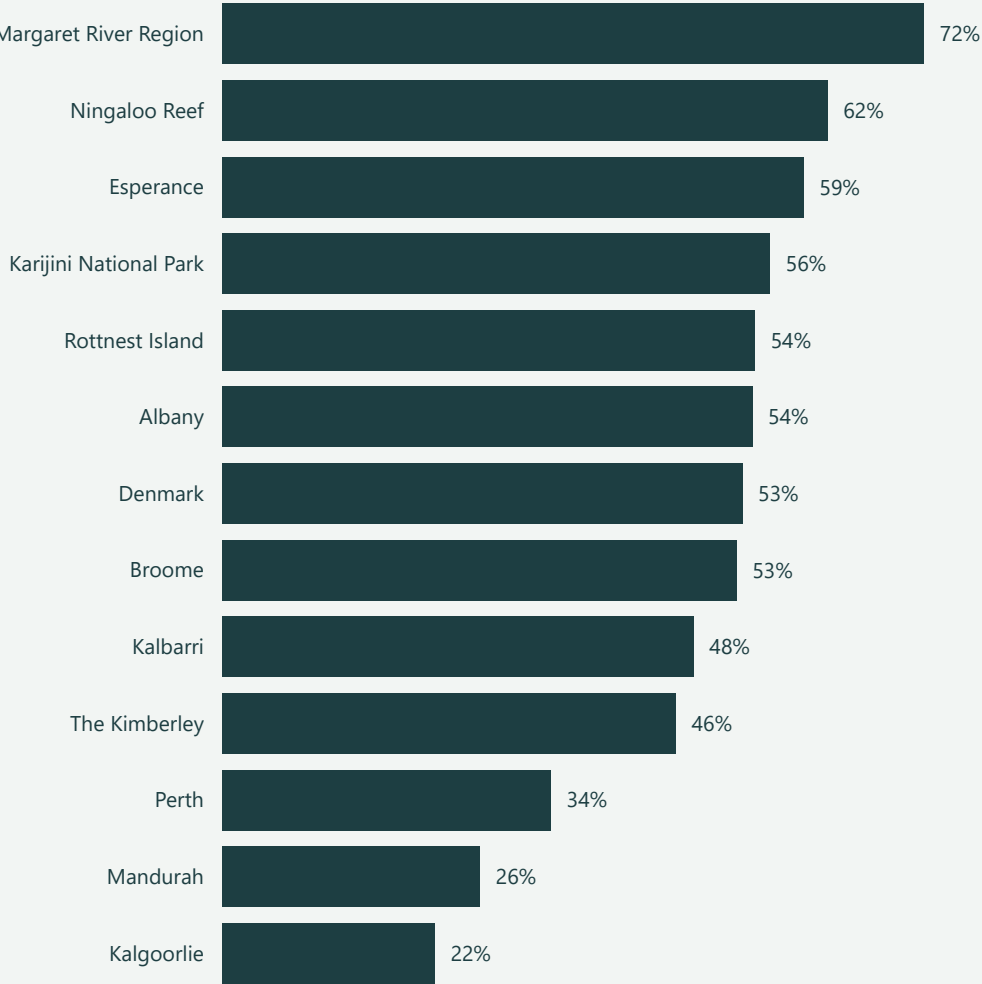
WHAT TRAVELLERS ASSOCIATE WITH WA ³

Intrastate Visitors

-  Road Trips
-  Beaches and coastal experiences
-  Great wineries, breweries and distilleries
-  Easy to plan and book
-  Family friendly/great for kids
-  Unspoilt nature and local wildlife
-  Easy to get to, and around
-  Great food and / or local produce
-  A place where I can relax and unwind
-  Plenty of available accommodation

CONSIDERATION OF WA HOLIDAY DESTINATIONS ³

Intrastate Visitors




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MOTIVATIONS, ASSOCIATIONS AND BARRIERS







TOP MOTIVATIONS TO VISIT WA ⁴

Intrastate Visitors

-  Beaches/coastal scenery
-  Good food, wine and local cuisine
-  Pristine natural environments
-  Unique natural sights
-  Water-based activities (e.g. snorkelling)
-  To visit friends and/or relatives






WHAT INSPIRES TRAVELLERS TO VISIT WA ³

Visited WA in past 2 years or have upcoming trip booked

-  To get away with family/friends
-  I want/wanted to explore more of WA
-  I want/wanted to return to somewhere I've been before
-  I feel/felt more comfortable travelling within WA
-  To visit a friend or relative
-  To tick an experience off my bucket list

TOP BARRIERS TO VISIT WA ³

Intrastate Visitors

-  There are other places I'd rather visit first
-  I've already been and done everything I want to do in WA
-  It costs too much to get to where I want to go
-  Accommodation and/or experiences in WA cost too much
-  I don't feel excited enough about having a holiday in WA
-  It's just not on my radar, I might holiday in WA later in life

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NOTES & REFERENCES

Notes

'Intrastate Visitors' - Residents of Western Australia aged 15 years and over who spent at least one night away from home in Western Australia. FIFO travel is included.

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

'Intrastate Daytrip' - Daytrip visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Intra-regional daytrips are included, e.g. a Perth resident visiting Mandurah is an intra-regional daytrip within Destination Perth.

References

1. Tourism Research Australia, National Visitor Survey, YE December 2024
2. Tourism Research Australia, National Visitor Survey, 2-year averages YE December 2018+19 and YE December 2023+24
3. Tourism WA Brand Tracker, Oct 2024
4. Visitor Experiences and Expectations Research (VEER), 2023-24

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