

# INTERSTATE | MARKET PROFILE 2025

## Total Visitation to WA <sup>1</sup>

**6 nights**

Length of Stay

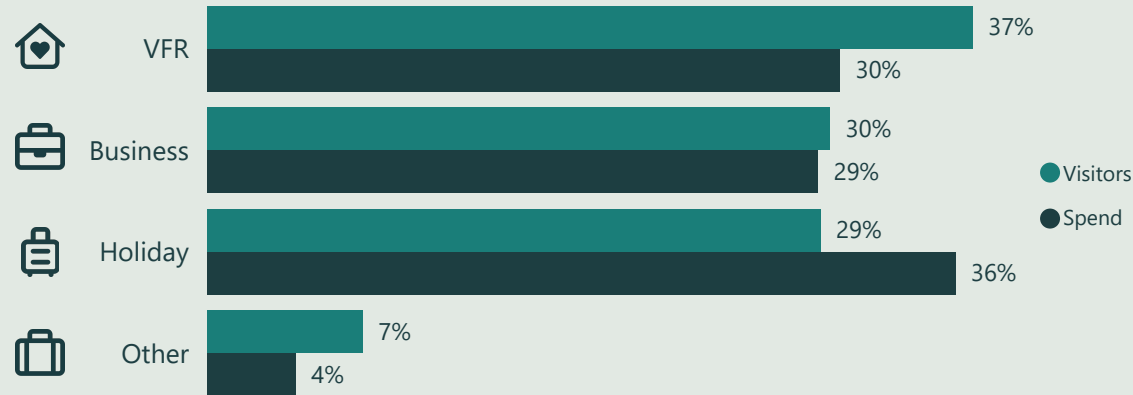
**\$1,813**

Average Trip Spend

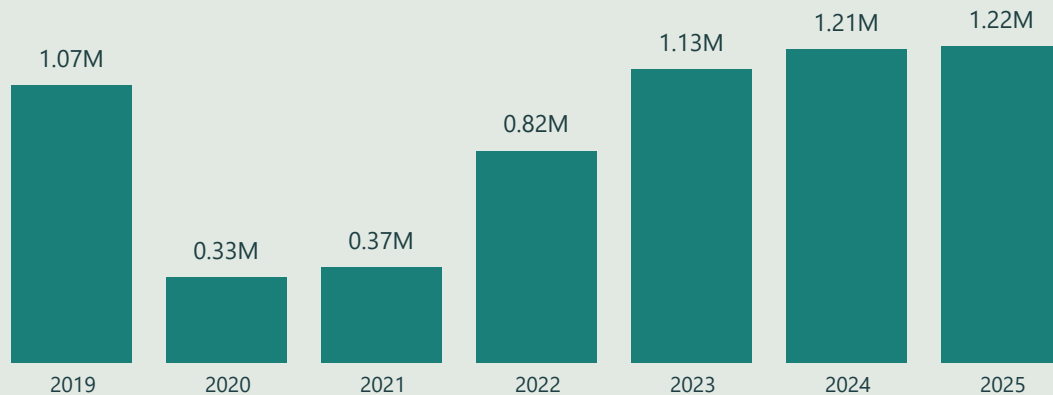
**\$289**

Average Daily Spend

## Trips and Spend by Purpose <sup>1</sup>



## Total Trips to WA <sup>1</sup>



## Leisure Visitation to WA <sup>1</sup>

**6 nights**

Length of Stay

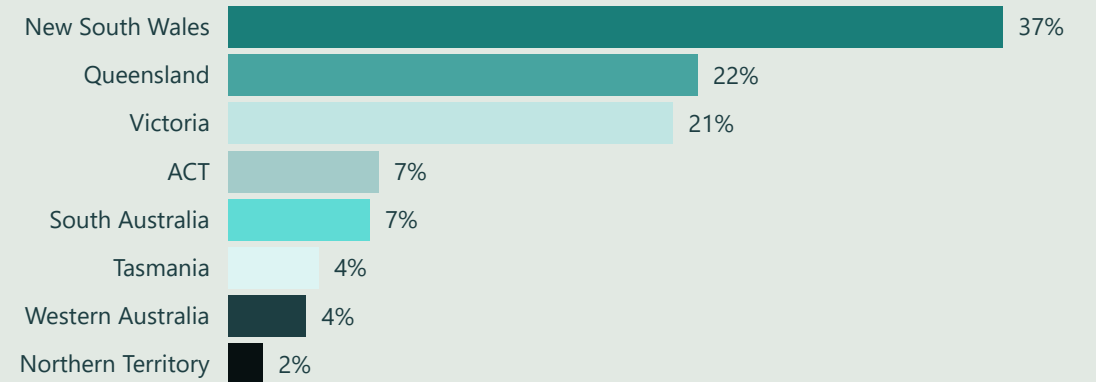
**\$1,848**

Average Trip Spend

**\$289**

Average Daily Spend

## Market Share of Leisure Trips <sup>1</sup>



## Market Share of Leisure Trip Spend <sup>1</sup>

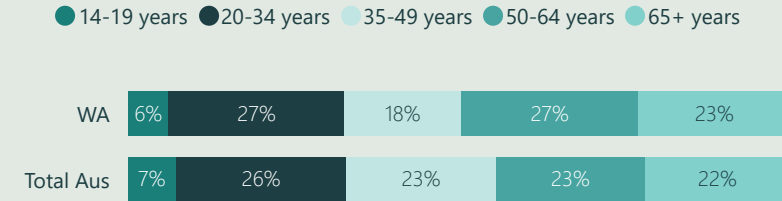


Explanatory note: 29% of all Interstate Leisure Trip Spend in Australia was spent in Queensland (excludes WA residents).

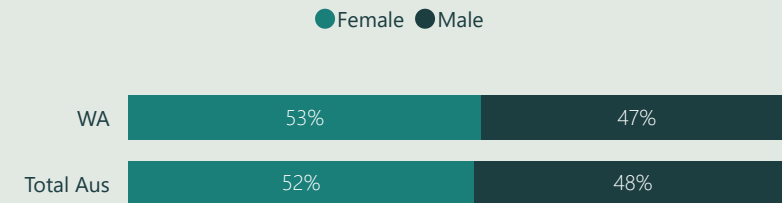
# INTERSTATE | MARKET PROFILE 2025

## LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR

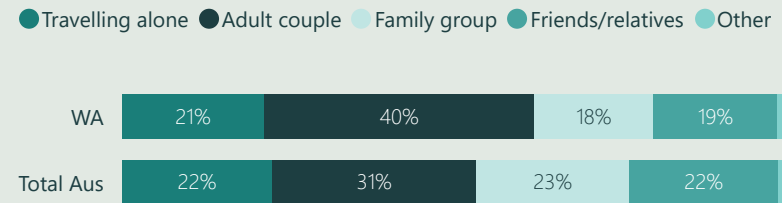
### Age <sup>1</sup>



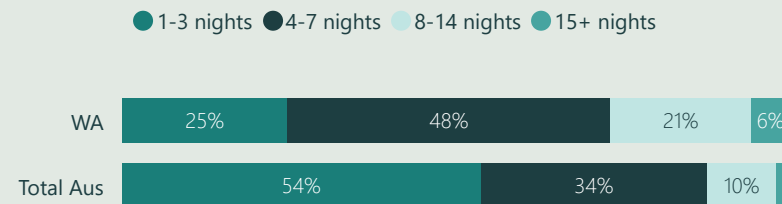
### Gender <sup>1</sup>



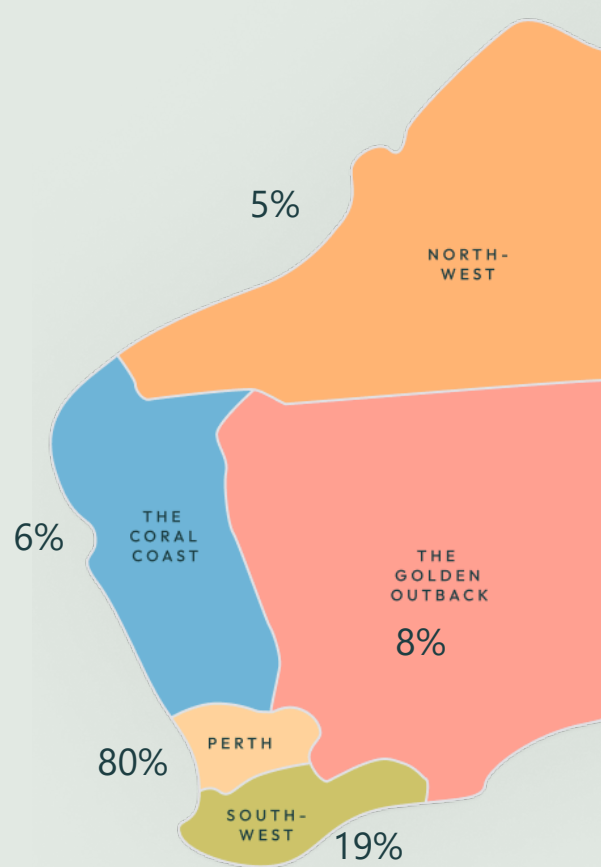
### Travel Party <sup>1</sup>



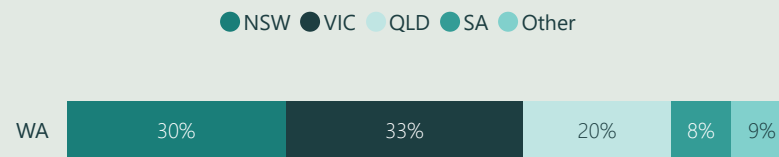
### Length of Trip <sup>1</sup>



### Regional Dispersal <sup>1</sup>



### Home State of Interstate visitors to WA <sup>1</sup>



### Top 5 Leisure Activities <sup>1</sup>

Activity	WA	Total Aus
Eat out at a restaurant / cafe	68%	66%
Visit friends & relatives	50%	45%
Go to the beach	54%	32%
Sightseeing/looking around	37%	37%
Pubs, clubs, discos etc	36%	29%

### Top 3 Accommodation Choices <sup>1</sup>

Accommodation Choice	WA	Total Aus
Friends or relatives property	47%	38%
Hotel/resort/motel or motor Inn	33%	39%
Caravan park or camping	9%	12%

### Top LGAs Visited in WA <sup>1</sup>

LGA	Percentage
Perth	26%
Belmont	17%
Busselton	9%
Fremantle	9%
Augusta Margaret River	8%

# INTERSTATE | MARKET PROFILE 2025

## MOTIVATIONS AND ASSOCIATIONS

### WHAT TRAVELLERS ARE LOOKING FOR IN A HOLIDAY DESTINATION GENERALLY <sup>2</sup>

Interstate Market (NSW / VIC / QLD)



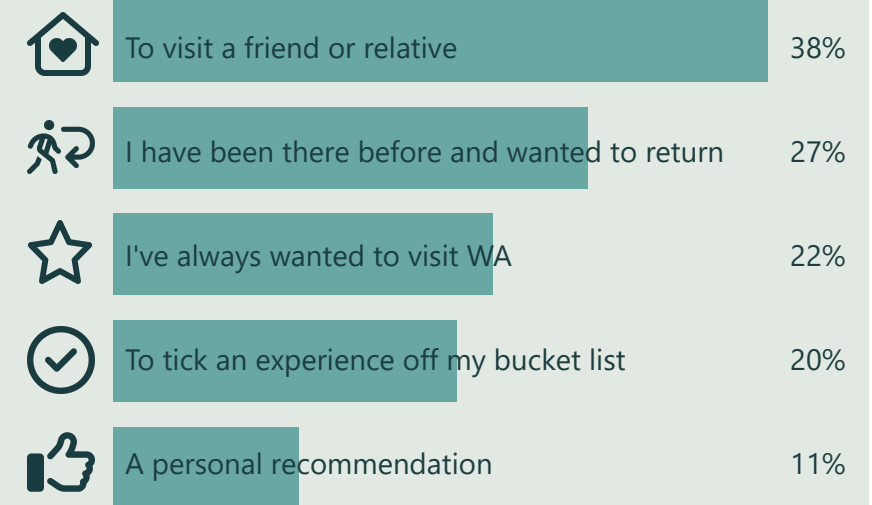
### WHAT TRAVELLERS ASSOCIATE WITH WA <sup>2</sup>

Interstate Market (NSW / VIC / QLD)



### WHAT INSPIRES TRAVELLERS TO VISIT WA <sup>2</sup>

Visited WA in past 2 years or have upcoming trip booked



# INTERSTATE | MARKET PROFILE 2025

## MOTIVATIONS, DESTINATIONS AND BARRIERS

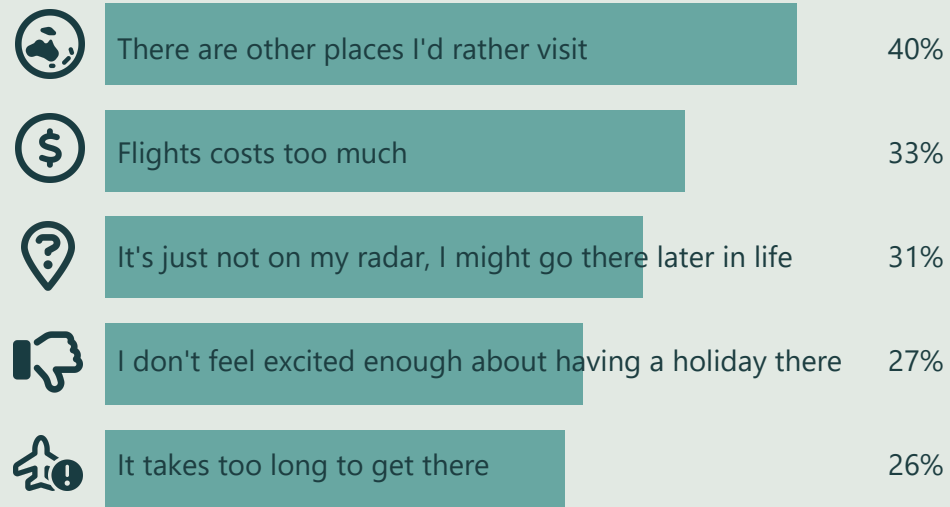
### TOP MOTIVATIONS TO VISIT WA <sup>3</sup>

Interstate Visitors



### TOP BARRIERS TO VISITING WA <sup>2</sup>

Interstate Market (NSW / VIC / QLD)



### Definitions

**Interstate Visitors:** Australian Residents (excl. WA residents) aged 14 years and over who spent at least one night away from home in Western Australia.

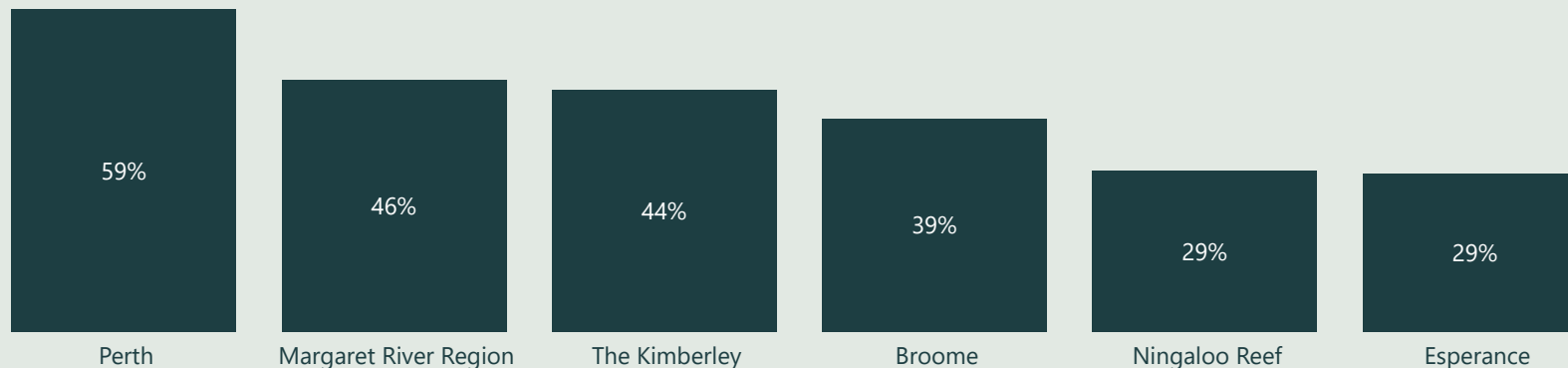
**Leisure:** comprises both holiday visitors and those visiting friends and relatives (VFR).

### Sources

1. Tourism Research Australia, Domestic Tourism Statistics collection, YE Dec 2025
2. Tourism WA Brand Tracker, Jan-Dec 2025
3. Visitor Experiences and Expectations Research (VEER), 2024-25

### CONSIDERATION OF WA HOLIDAY DESTINATIONS <sup>2</sup>

Interstate Market



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