

WA TOURISM SNAPSHOT

Overnight trips in year ending (YE) March 2025

Compared to YE March 2024

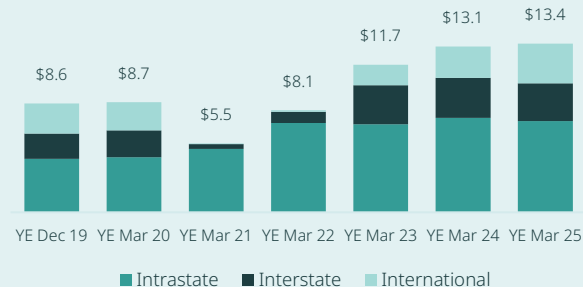


Overnight visitors spent \$13.4 billion in WA in YE March 2025, \$0.2 billion or 2% ahead of YE March 2024.

In YE March 2025, 10.6 million overnight trips (domestic and international) were taken in WA. These visitors spent \$13.4 billion in WA.

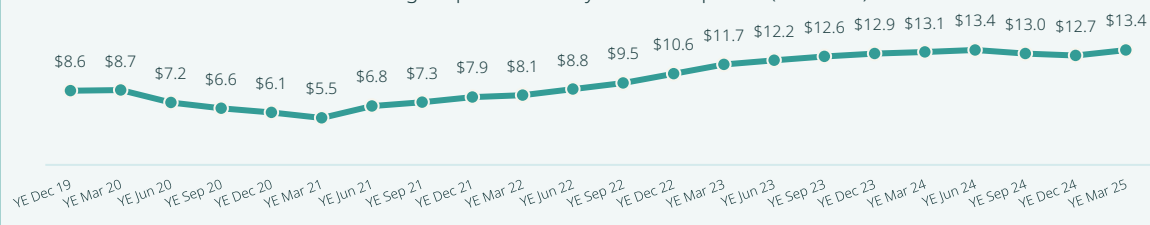
Trip spend was \$0.2 billion or +2% ahead of the year prior, and just behind the national growth rate (+3%). Growth was driven by international visitors.

Overnight Spend (\$ millions)



Market	Trips		Spend			Australia Spend Change vs. YE March 2024 (%)
	YE March 2025 (million)	Change vs. YE March 2024 (%)	YE March 2025 (billion)	Change vs. YE March 2024 (billion)	% Change vs. YE March 2024 (%)	
Intrastate overnight	8.6	-1%	\$7.2	-\$0.3	-3%	-2%
Interstate overnight	1.1	12%	\$3.0	-\$0.2	-6%	0%
Domestic overnight	9.7	0%	\$10.2	-\$0.4	-4%	-2%
International	0.9	13%	\$3.2	\$0.7	28%	12%
Total Overnight	10.6	1%	\$13.4	\$0.2	2%	3%

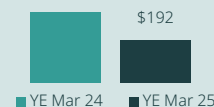
Total Overnight Spend in WA by 12-month period (\$ billions)



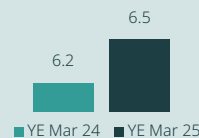
Average nightly spend has dropped slightly year-on-year

WA's spend growth was driven by an increase in length of stay from 6.2 days as well as an increase in total nights of 4%.

Spend per night



Length of stay



Source: Tourism Research Australia, International Visitor Survey and Domestic Tourism Statistics collection
More details can be found in the interactive charts on [Tourism WA Corporate Website](#)



WA TOURISM SNAPSHOT

International trips in year ending (YE) March 2025

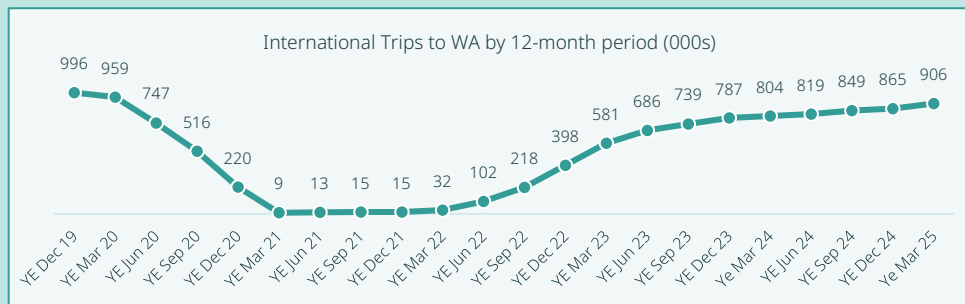
Compared to YE Mar 24



International visitors driving growth in WA visitor economy

WA welcomed 906,000 international visitors, 13% ahead of last year and equivalent to 91% of the 2019 volume. Nationally, Australia received 7.7 million international visitors in YE March 2025, 3% ahead of last year and equivalent to 88% of the 2019 volume.

International visitors spent \$3.2 billion in WA in YE March 2025, 28% ahead of last year and 33% ahead of 2019.



Note: WA International Borders opened 3 March 2022



WA gaining market share of international visitation to Australia, and strong growth from South East Asia

In YE March 2025, WA's top 5 international markets ranked by volume of visitors were consistent with 2019: UK, Singapore, New Zealand, China and Malaysia.

South-East Asian markets saw significant growth year-on-year; Singapore (+23%), Malaysia (+31%), and Indonesia (+36%). WA saw strong market share gains from these markets.

Chinese visitation to WA increased by (+) 7% vs. last year. WA has seen a significant increase in its share of Chinese visitors to Australia, now at 8.2% compared to just 5.5% in 2019.

As international visitation to Australia and WA has not yet returned to the 2019 volume, it remains a relevant benchmark. Of WA's top 10 international markets, four have surpassed the 2019 visitor volume (Singapore, New Zealand, Indonesia and India), while Malaysia and Germany remain the slowest key markets to recover.

International Trips to WA

Tourism WA Key Markets Ranked by Number of Trips*

Rank	Market	Trips YE Mar 2025 (000s)	Change vs. YE Mar 24	AUS - % vs. YE Mar 24	Market Share YE Mar 25	Change Market Share vs. YE Mar 24
1	UK	123	6%	6%	20%	0%
2	Singapore	113	23%	11%	31%	3%
3	New Zealand	78	1%	2%	6%	0%
4	China	71	7%	26%	8%	-1%
5	Malaysia	63	31%	9%	34%	6%
6	USA	49	19%	1%	7%	1%
7	Indonesia	44	36%	11%	21%	4%
8	India	35	5%	10%	8%	0%
9	Japan	32	10%	16%	9%	0%
10	Germany	25	0%	6%	15%	-1%
11	France	20	-6%	9%	16%	-3%
12	Philippines	18	-32%	4%	11%	-6%
Rest of World		235	19%	3%	20%	10%
Total International		906	13%	7%	12%	1%

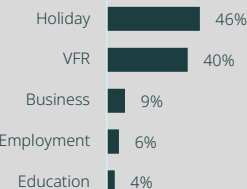


Vast majority of international visitors to WA visit for a holiday or to Visit Friends and Relatives (VFR).

In YE March 2025, slightly more international visitors to WA were visiting for a holiday (46%) vs. VFR (40%).

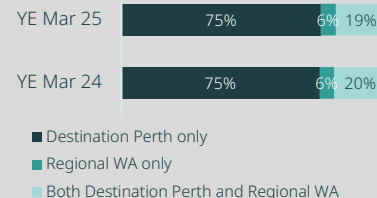
The holiday sector is driving growth, accounting for an additional 66,000 international visitors to WA year on year.

Trip Purpose to WA



Adds up to more than 100% as trips to WA can be for more than one purpose.

Where international visitors stayed



A quarter (25%) of international visitors to WA spent at least one night in regional WA in YE March 25.

Consistent with last year; the majority visited Destination Perth only.

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Domestic trips in year ending (YE) March 2025

Compared to YE March 24

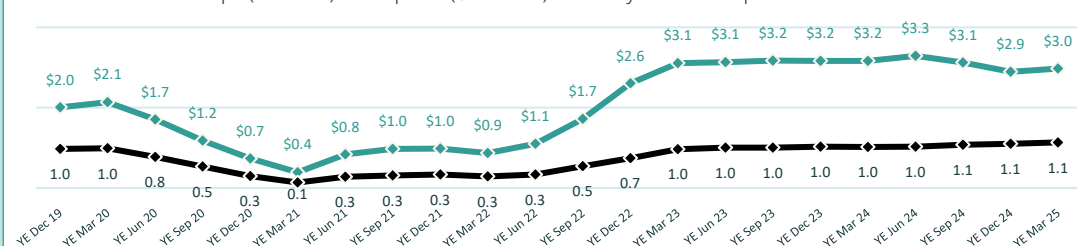


Interstate trips in WA continue to grow and WA residents are still travelling within the state.

Interstate visitors took 1.1 million trips to WA in YE March 2025, 12% ahead of YE March 2024 and ahead of the national growth rate of 3%. These visitors spent \$3.0 billion in WA, a decline of (-) 6% vs. YE March 2024 due to a small reduction in both average spend per night and average length of stay.

WA residents took 8.6 million trips in the state in YE March 2025, (-) 1% behind YE March 2024. West Australians spent \$7.2 billion, a decline of (-) 3% vs. YE March 2024 due to a reduction in spend per night. This softening in intrastate travel aligns with the national trend and comes at a time when West Australians are travelling overseas in record numbers, with Overseas Arrivals and Departures data by the Australian Bureau of Statistics recording 1.57 million short-term resident returns to WA in YE March 2025.

Interstate Trips (millions) and Spend (\$ billions) in WA by 12-month period



Interstate Summary

Market	WA YE Mar 25	WA Change vs. YE Mar 24	WA Change vs. YE Mar 24 (%)	Aus. YE Mar 25	Aus. Change vs. YE Mar 24
Trips (million)	1.1	0.1	12%	28.4	3%
Nights (million)	7.3	0.1	2%	124.8	-2%
Spend (\$ billion)	\$3.0	-\$0.2	-6%	\$48.6	0%
Avg. length of stay	6.5	-0.6	-9%	4.4	-4%
Avg. spend per trip	\$2,617	-\$492	-16%	\$1,714	-3%
Avg. spend per night	\$405	-\$34	-8%	\$389	1%

Intrastate Summary

Market	WA YE Mar 25	WA Change vs. YE Mar 24	WA Change vs. YE Mar 24 (%)	Aus. YE Mar 25	Aus. Change vs. YE Mar 24
Trips (million)	8.6	-0.1	-1%	85.3	-0.5%
Nights (million)	27.5	-0.4	-2%	253.3	-3%
Spend (\$ billion)	\$7.2	-\$0.3	-3%	\$60.3	-2%
Avg. length of stay	3.2	0.0	0%	3.0	-2%
Avg. spend per trip	\$842	-\$18	-2%	\$707	-2%
Avg. spend per night	\$263	-\$5	-2%	\$238	0%

Intrastate Trips (millions) and Spend (\$ billions) in WA by 12-month period

