

Australia's South West Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026



WESTERN
AUSTRALIA

International Overnight Trip Details - Australia's South West

2024+25

The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Trips (000)

150

2025

Nights (000)

2,651

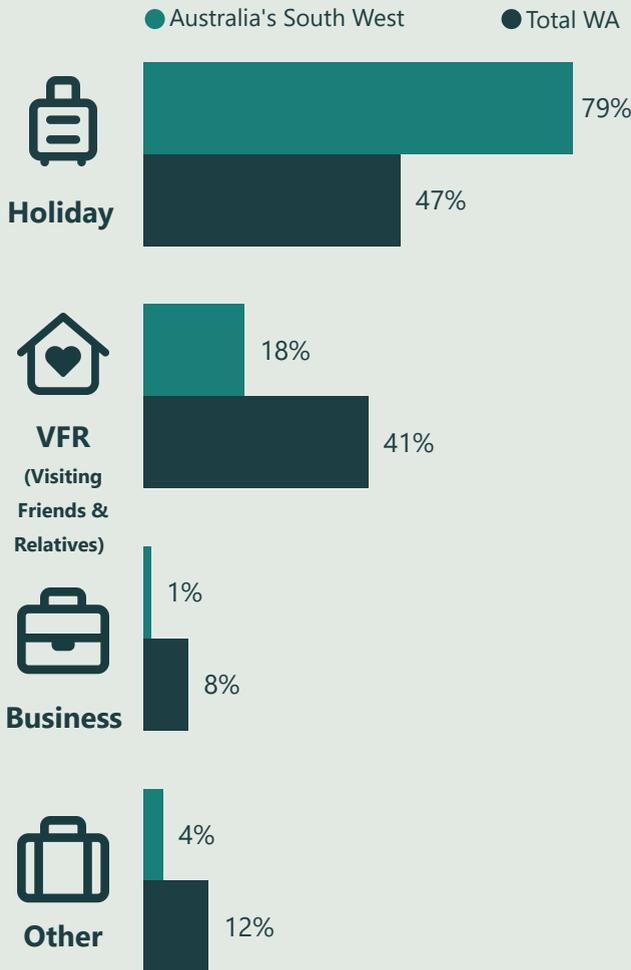
2025

Spend (\$M)

\$193

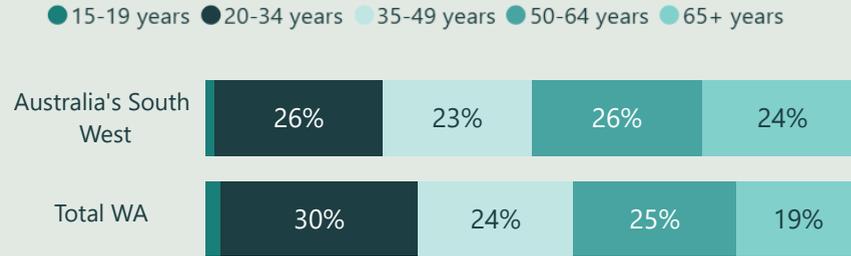
2025

Purpose of Travel

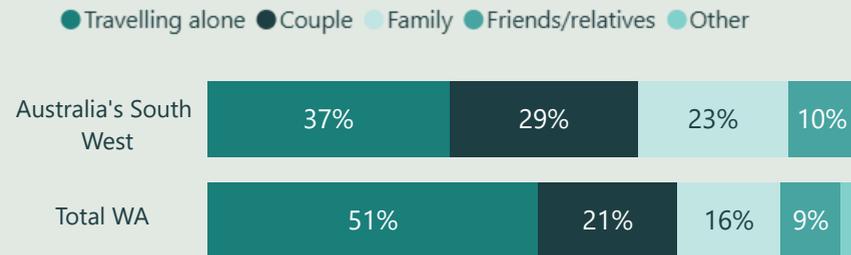


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

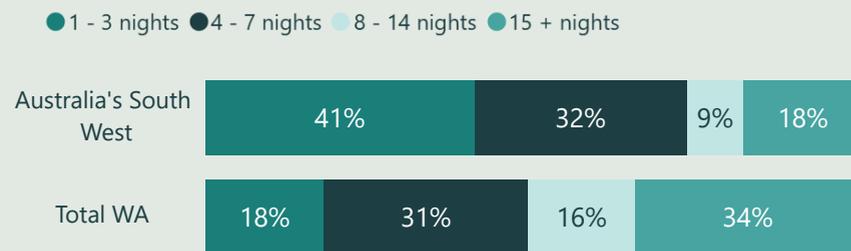
Age



Travel Party



Length of Stay

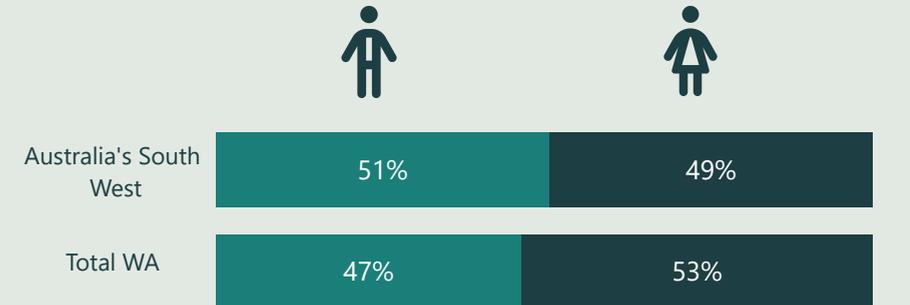


Top 5 Home Country



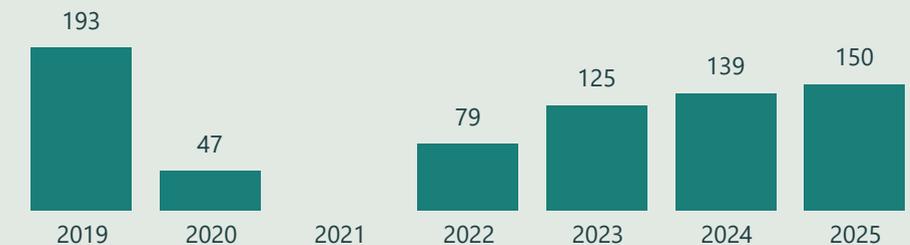
| Home Country | Region | Total WA |
|--------------------------|--------|----------|
| Singapore | 20% | 12% |
| United Kingdom | 20% | 15% |
| New Zealand | 9% | 8% |
| United States of America | 5% | 5% |
| Germany | 5% | 3% |

Gender



International Trip Trends (000s)

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



Interstate Overnight Trip Details - Australia's South West

2025

The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Trips (000)

177

2025

Nights (000)

864

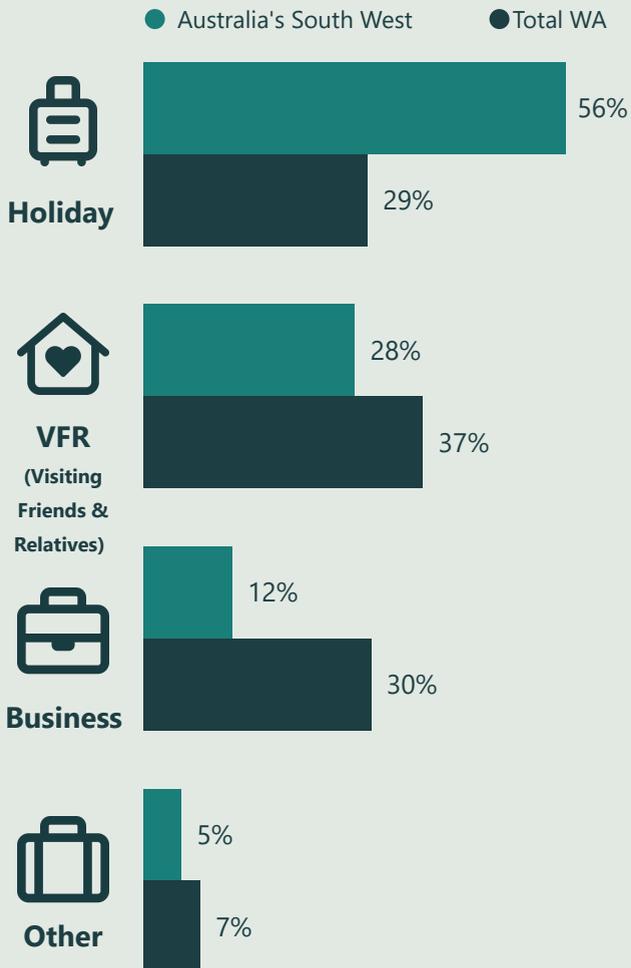
2025

Spend (\$M)

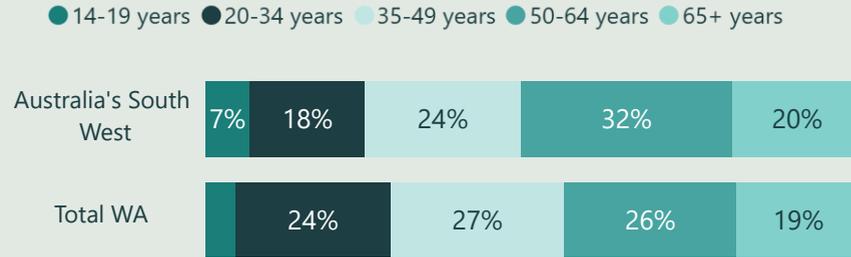
\$363

2025

Purpose of Travel



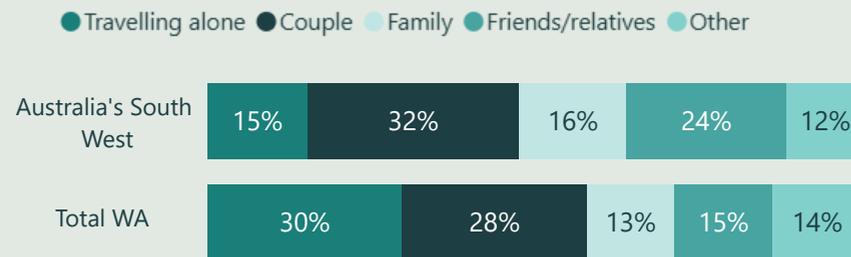
Age



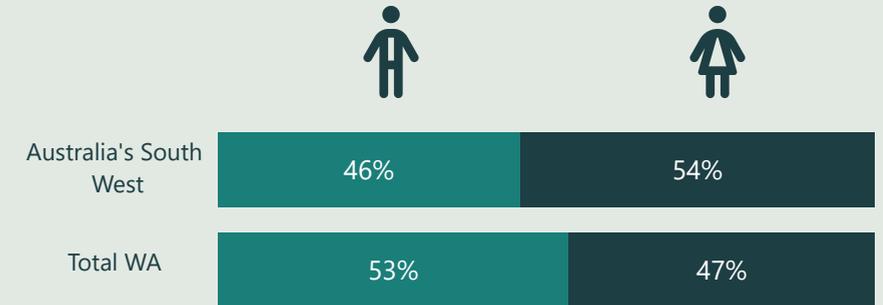
Top 5 Home State / Territory

| Region | Australia's South West | Total WA |
|------------------------------|------------------------|----------|
| New South Wales | 38% | 35% |
| Victoria | 26% | 29% |
| Queensland | 20% | 18% |
| South Australia | 10% | 9% |
| Australian Capital Territory | 4% | 3% |

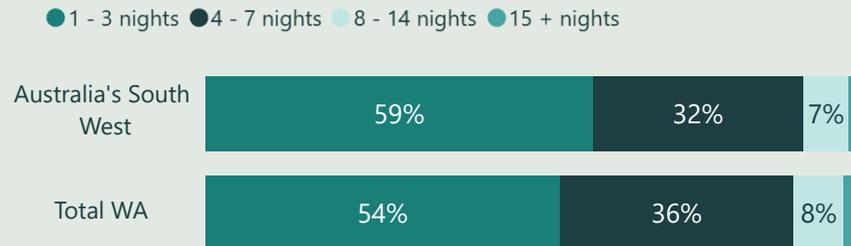
Travel Party



Gender



Length of Stay



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.

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

Intrastate Overnight Trip Details - Australia's South West

2025

The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Trips (000)

2,583

2025

Nights (000)

7,458

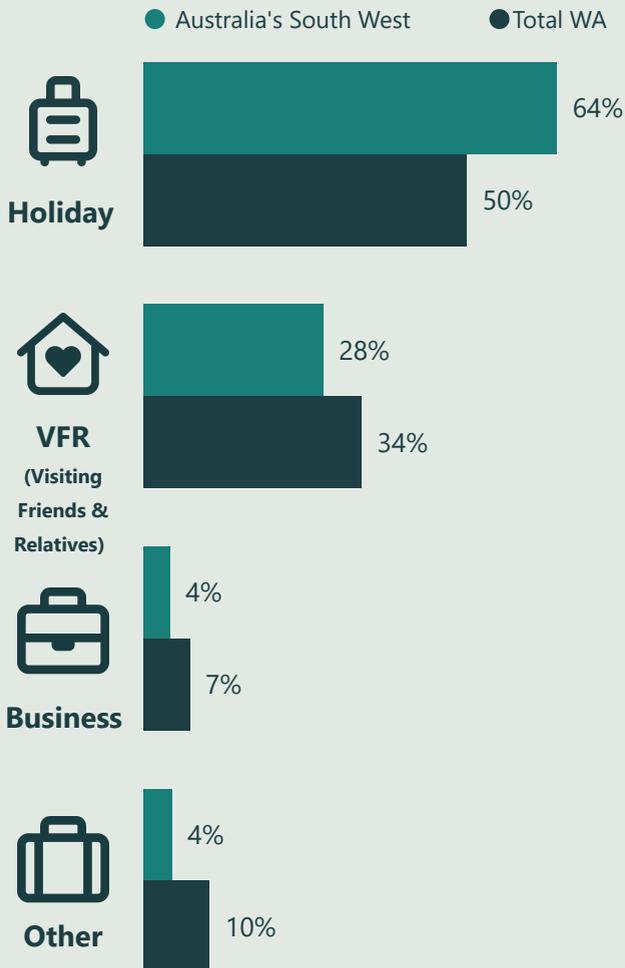
2025

Spend (\$M)

\$1,942

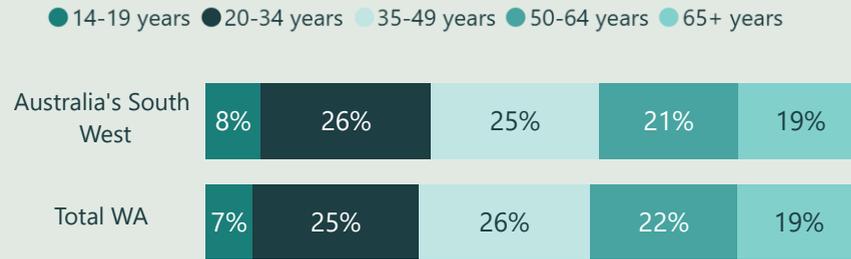
2025

Purpose of Travel

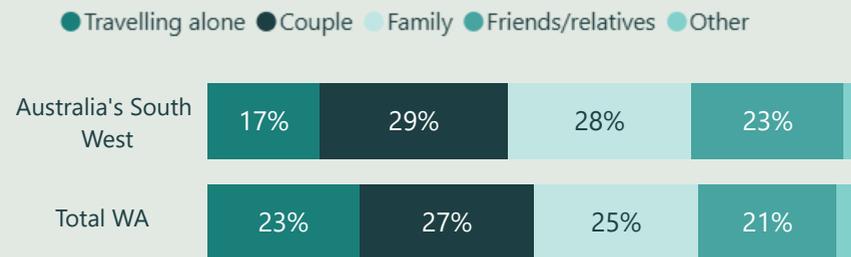


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

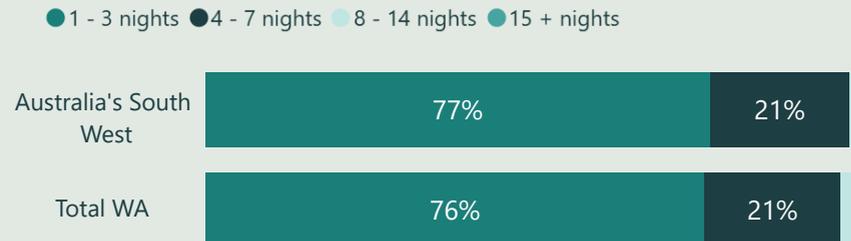
Age



Travel Party



Length of Stay



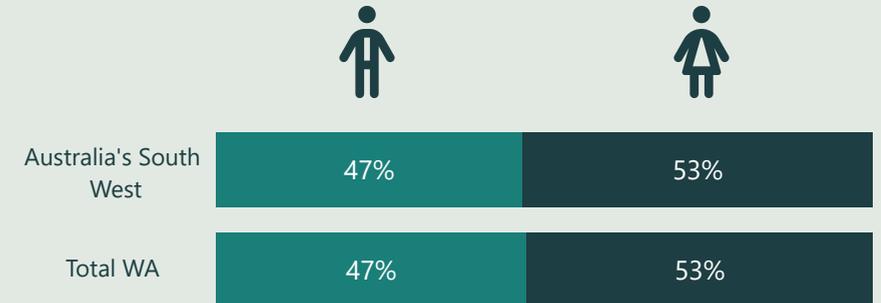
Home Region

Home Region will be updated when data is available by individual region later this year.



| Home Region | Region | Total WA |
|-------------|----------|----------|
| Perth | Perth | 61% |
| | Other WA | 39% |
| Other WA | Perth | 81% |
| | Other WA | 19% |

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 - Australia's South West

2025 (International 2024+25)

The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Top 5 accommodation (% of nights) - Intrastate

| | Region | Total WA |
|--|--------|----------|
|  Friends or relatives property | 30% | 35% |
| Caravan or camping - commercial | 20% | 13% |
| Hotel/resort/motel or motor Inn | 18% | 21% |
| Rented house/apartment etc | 10% | 9% |
| Caravan or camping - non commercial | 8% | 7% |

Top 5 activities - Intrastate

| | Region | Total WA |
|---|--------|----------|
|  Eat out at a restaurant / cafe | 55% | 55% |
| Go to the beach | 47% | 31% |
| Sightseeing/looking around | 32% | 27% |
| Visit friends & relatives | 27% | 34% |
| Visit national parks / state parks | 26% | 15% |

Top 5 Local Government Areas visited - Intrastate

| | Region |
|---|--------|
|  Busselton | 34% |
| Augusta-Margaret River | 15% |
| Albany | 12% |
| Bunbury | 11% |
| Harvey | 8% |

Top 5 accommodation (% of nights) - Interstate

| | Region | Total WA |
|--|--------|----------|
|  Friends or relatives property | 27% | 34% |
| Hotel/resort/motel or motor Inn | 25% | 34% |
| Caravan or camping - commercial | 13% | 8% |
| Rented house/apartment etc | 12% | 9% |
| Backpacker or hostel | 6% | 1% |

Top 5 activities - Interstate

| | Region | Total WA |
|---|--------|----------|
|  Eat out at a restaurant / cafe | 61% | 64% |
| Go to the beach | 46% | 42% |
| Sightseeing/looking around | 32% | 27% |
| Bushwalking / rainforest walks | 25% | 15% |
| Visit wineries | 23% | 12% |

Top 5 Local Government Areas visited - Interstate

| | Region |
|---|--------|
|  Busselton | 48% |
| Augusta-Margaret River | 39% |
| Albany | 29% |
| Esperance-Ravensthorpe | 23% |
| Bunbury | 11% |

Top 5 accommodation (% of nights) - International

| | Region | Total WA |
|--|--------|----------|
|  Friends or relatives property | 32% | 36% |
| Rented house/apartment etc | 29% | 33% |
| Hotel/resort/motel or motor Inn | 17% | 14% |
| Caravan or camping - commercial | 7% | 2% |
| Backpacker or hostel | 3% | 3% |

Top 5 activities - International

| | Region | Total WA |
|---|--------|----------|
|  Eat out at a restaurant / cafe | 97% | 95% |
| Sightseeing/looking around | 94% | 85% |
| Go to the beach | 89% | 74% |
| Go shopping for pleasure | 84% | 83% |
| Visit national parks / state parks | 80% | 68% |

Top 5 Local Government Areas visited - International

| | Region |
|--|--------|
|  Augusta-Margaret River | 51% |
| Busselton | 28% |
| Albany | 26% |
| Bunbury | 11% |
| Manjimup | 9% |

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

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.