

INTERSTATE | MARKET PROFILE 2025

Total Visitation to WA ¹

6 nights

Length of Stay

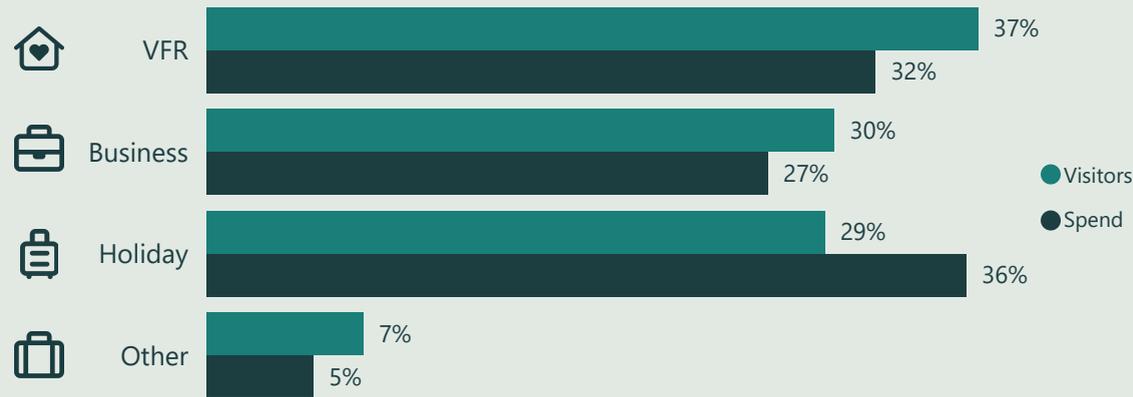
\$2,703

Average Trip Spend

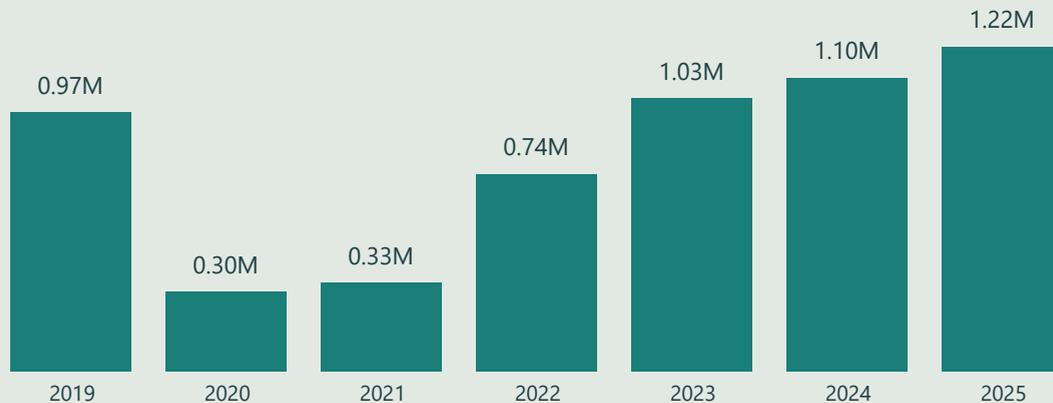
\$431

Average Daily Spend

Trips and Spend by Purpose ¹



Total Trips to WA ¹



Leisure Visitation to WA ¹

6 nights

Length of Stay

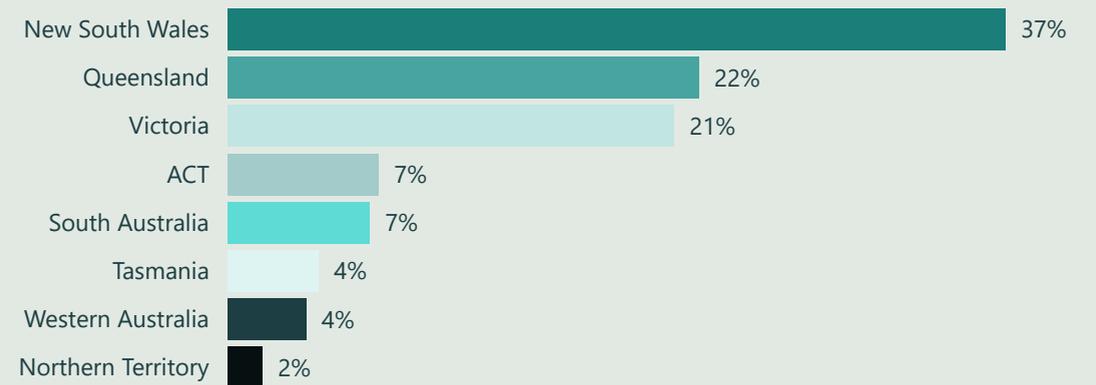
\$2,829

Average Trip Spend

\$443

Average Daily Spend

Market Share of Leisure Trips ¹



Market Share of Leisure Trip Spend ¹

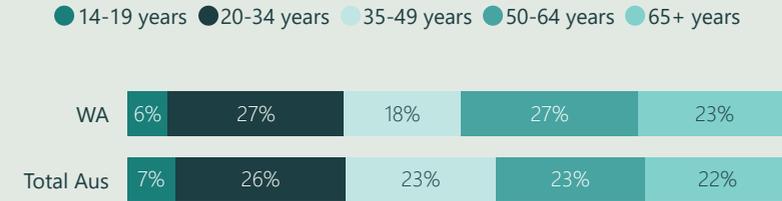


Explanatory note: 29% of all Interstate Leisure Trip Spend in Australia was spent in Queensland (excludes WA residents).

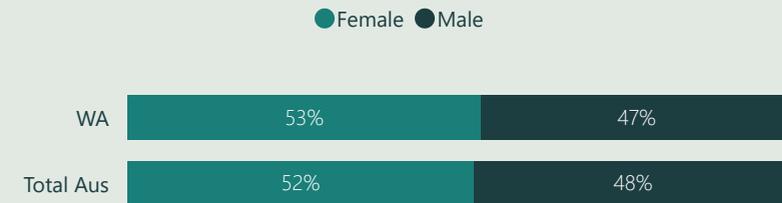
INTERSTATE | MARKET PROFILE 2025

LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR

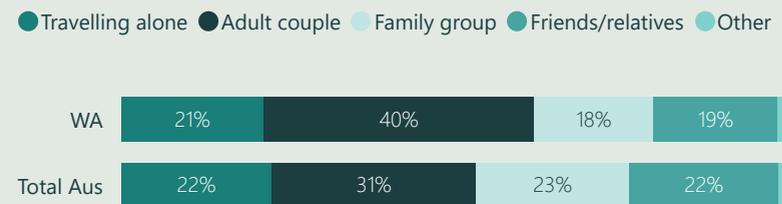
Age ¹



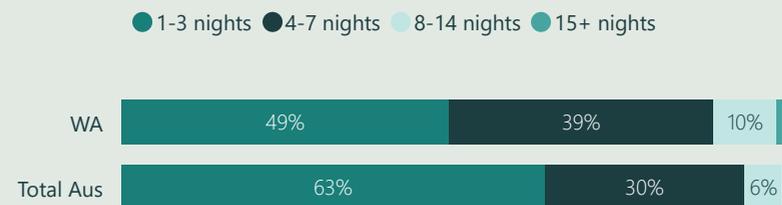
Gender ¹



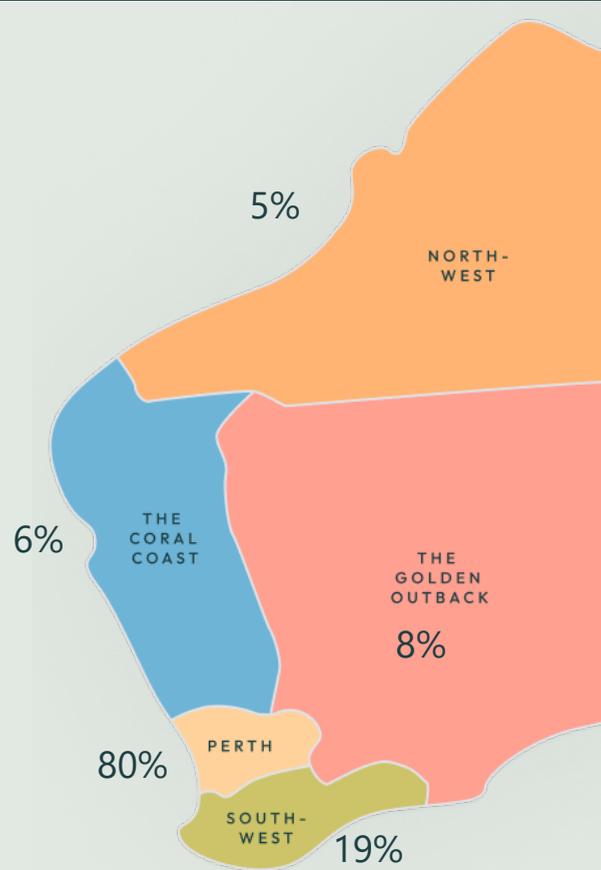
Travel Party ¹



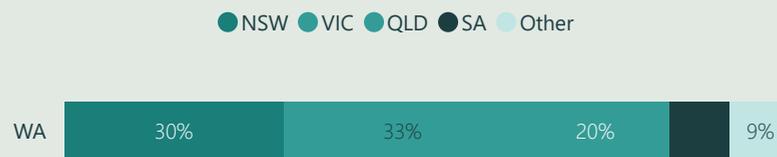
Length of Trip ¹



Regional Dispersal ¹



Home State of Interstate visitors to WA ¹



Top 5 Leisure Activities ¹

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 ¹

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 ¹

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 ²

Interstate Market (NSW / VIC / QLD)



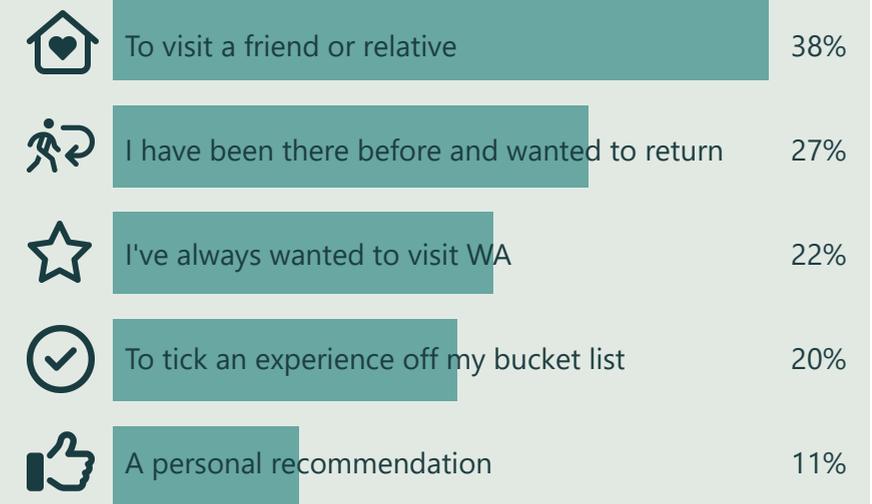
WHAT TRAVELLERS ASSOCIATE WITH WA ²

Interstate Market (NSW / VIC / QLD)



WHAT INSPIRES TRAVELLERS TO VISIT WA ²

Visited WA in past 2 years or have upcoming trip booked



INTERSTATE | MARKET PROFILE 2025

MOTIVATIONS, DESTINATIONS AND BARRIERS

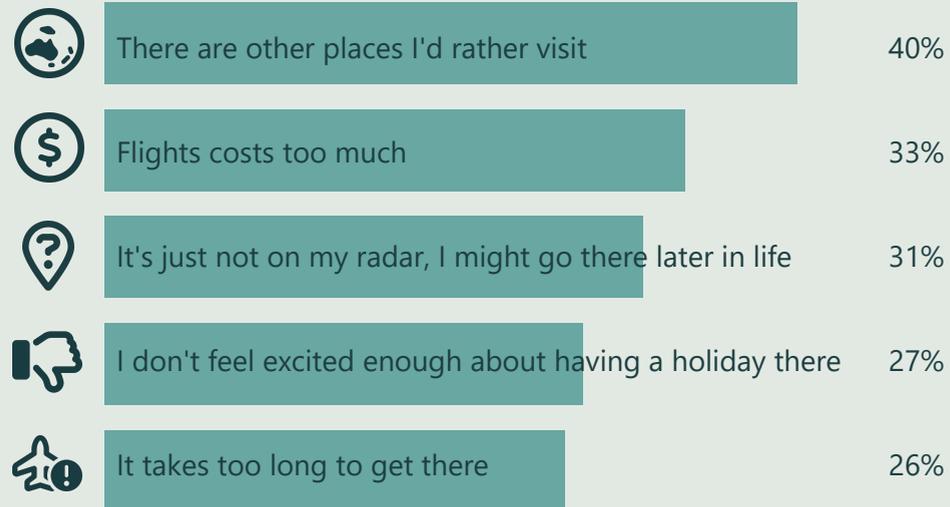
TOP MOTIVATIONS TO VISIT WA ³

Interstate Visitors



TOP BARRIERS TO VISITING WA ²

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.

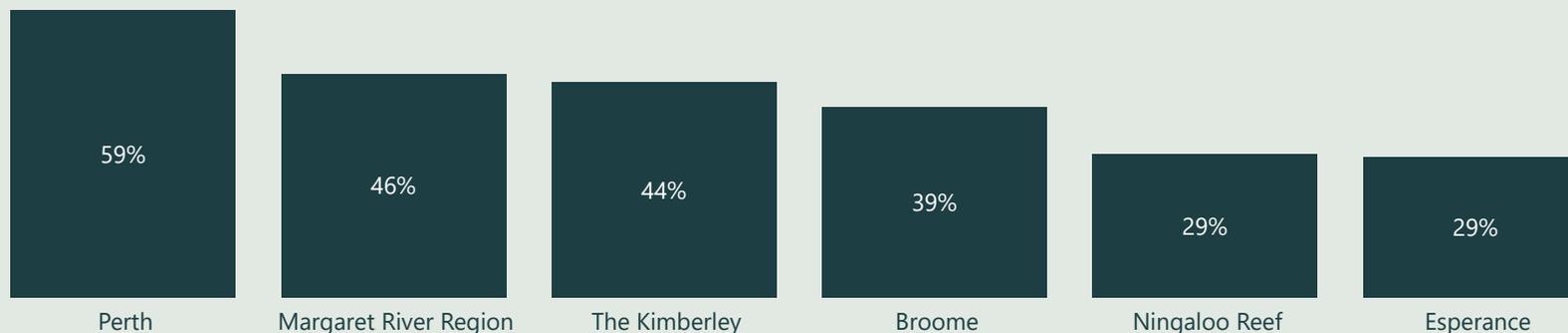
Leisure: comprises both holiday visitors and those visiting friends and relatives (VFR).

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 ²

Interstate Market



Published by Tourism WA, April 2026

For more information, please contact:
research@westernaustralia.com