

# CHINA | MARKET PROFILE 2025

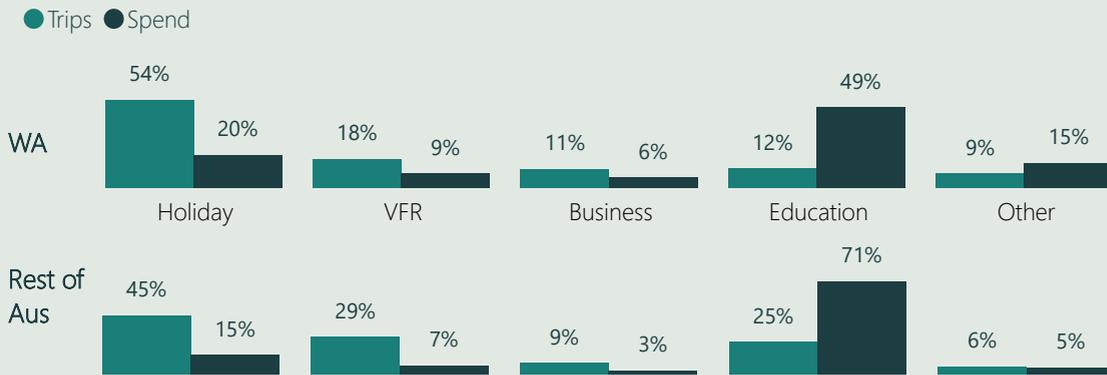
## MARKET OVERVIEW

### Leisure Visitation to WA (as compared to an average for other states/territories) <sup>1</sup>

Rest of Aus is an average of all other states excluding WA



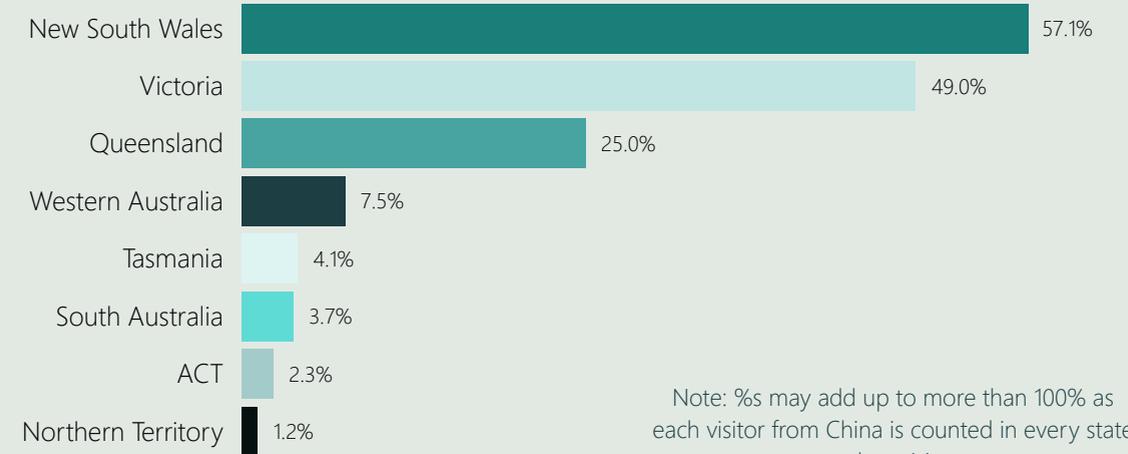
### Total Trips and Spend by Purpose <sup>1</sup>



### Leisure Visitation and Spend in WA <sup>2</sup>



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



Note: %s may add up to more than 100% as each visitor from China is counted in every state they visit.

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



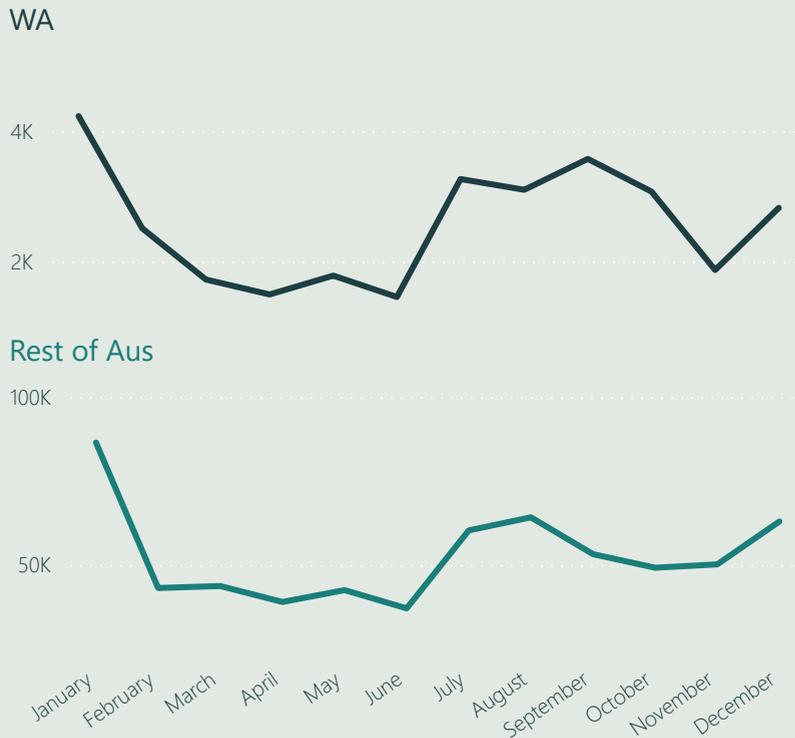
Explanatory note: 6.0% of all Chinese leisure trip spend in Australia was spent in WA.

● WA ● NSW ● VIC ● QLD ● SA ● TAS ● NT ● ACT

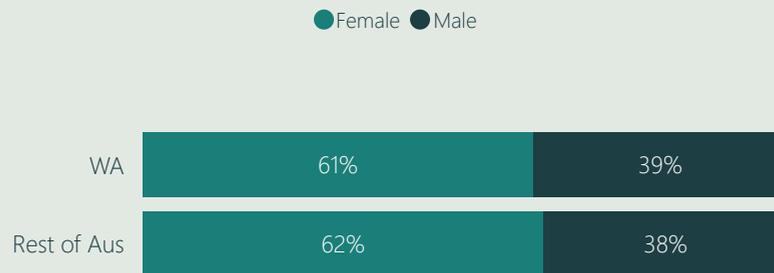
# CHINA | MARKET PROFILE

## LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

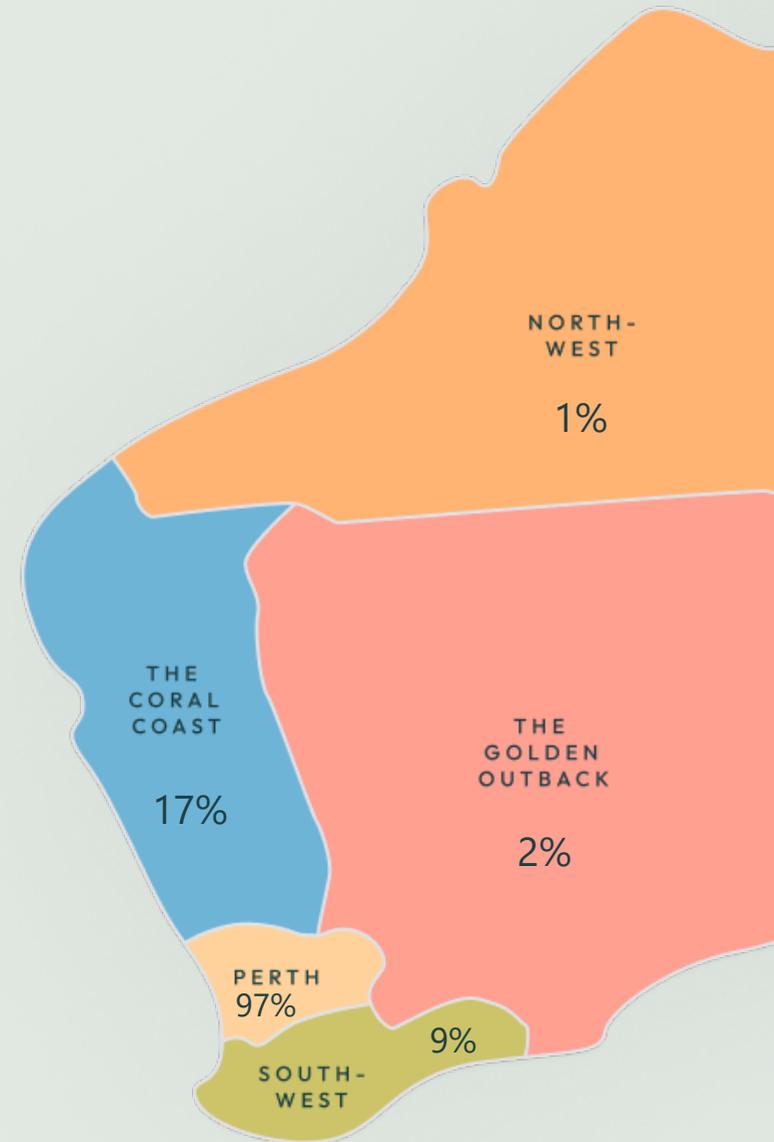
### Seasonality - Short-term Leisure Visitor Arrivals <sup>4</sup>



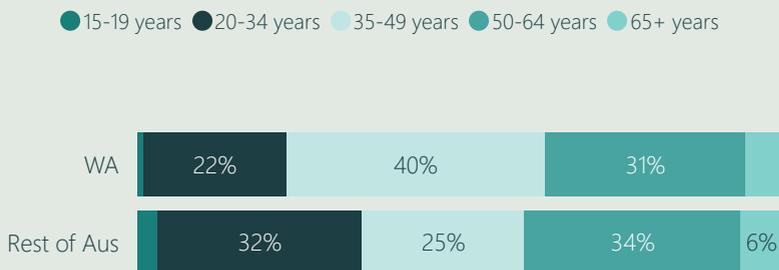
### Gender <sup>3</sup>



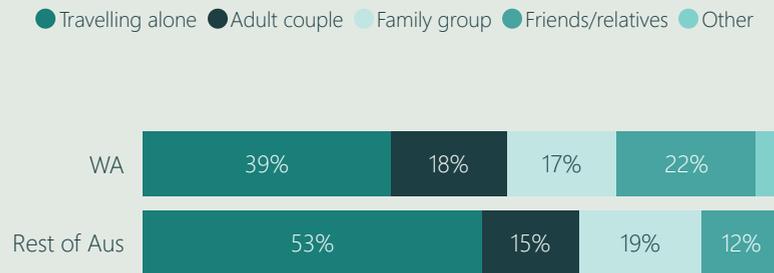
### Regional Dispersal <sup>3</sup>



### Age <sup>3</sup>



### Travel Party <sup>3</sup>



### Average Length of Stay in State <sup>3</sup>



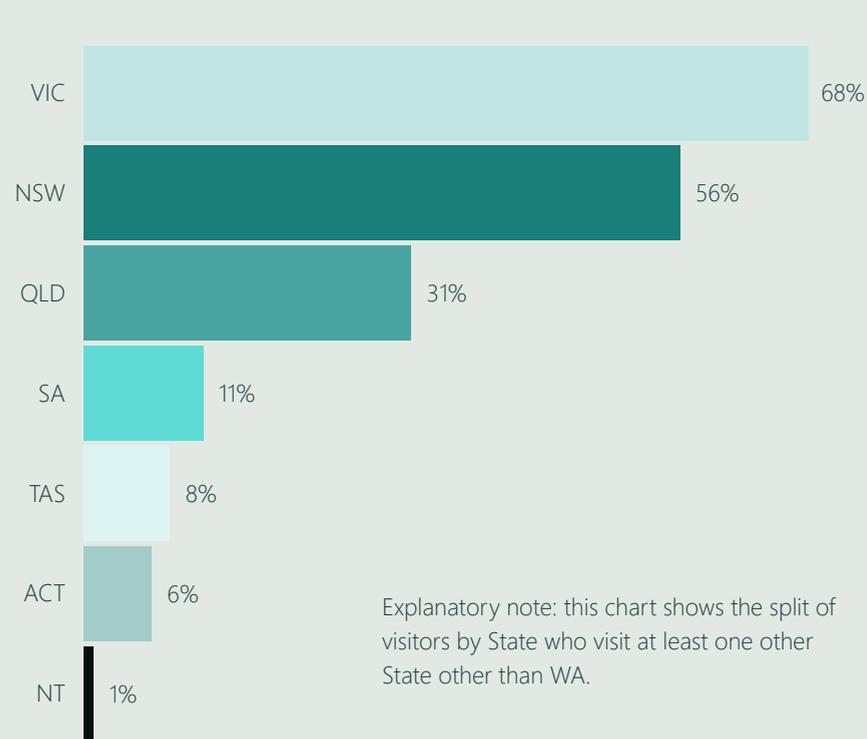
# CHINA | MARKET PROFILE

## LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

### Top 10 Activities for Leisure Visitors to WA <sup>3</sup>\*

	WA	Rest of Aus
	%	%
① Go shopping for pleasure	95%	88%
② Eat out / dine at a restaurant and/or cafe	95%	92%
③ Go to the beach	92%	79%
④ Sightseeing/looking around	90%	82%
⑤ Visit national parks / state parks	86%	52%
⑥ Visit botanical or other public gardens	78%	56%
⑦ Go to markets	63%	55%
⑧ Visit museums or art galleries	48%	51%
⑨ Visit buildings or sites of historical interest	40%	36%
⑩ Visit wildlife parks / zoos / aquariums	40%	43%

### Other States Visited <sup>3</sup>



### Group Tour v Free Independent Travellers (FIT) <sup>3</sup>

56% of Chinese leisure visitors to WA are free independent travellers. Chinese leisure visitors to the rest of Australia are much less likely to be on a group tour as 86% are free independent travellers.

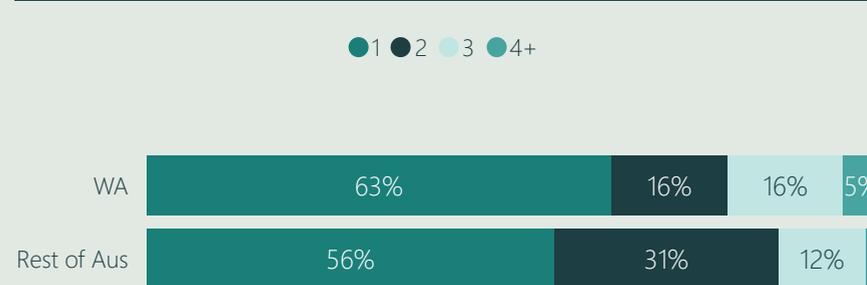
### Repeat Visitors <sup>3</sup>

67% of Chinese leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 49%.

### Top 3 Accommodation Choices for Leisure Visitors to WA <sup>3</sup>

	WA	Rest of Aus
	%	%
① Hotel/resort/motel or motor Inn	59%	59%
② Friends or relatives property	30%	43%
③ Other commercial accommodation	13%	12%

### Number of States Visited <sup>3</sup>



### Travel Packages <sup>3</sup>

7% of Chinese leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 10%.

\*Note: Activity may have taken in place in WA or elsewhere in Australia during the trip.

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## IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

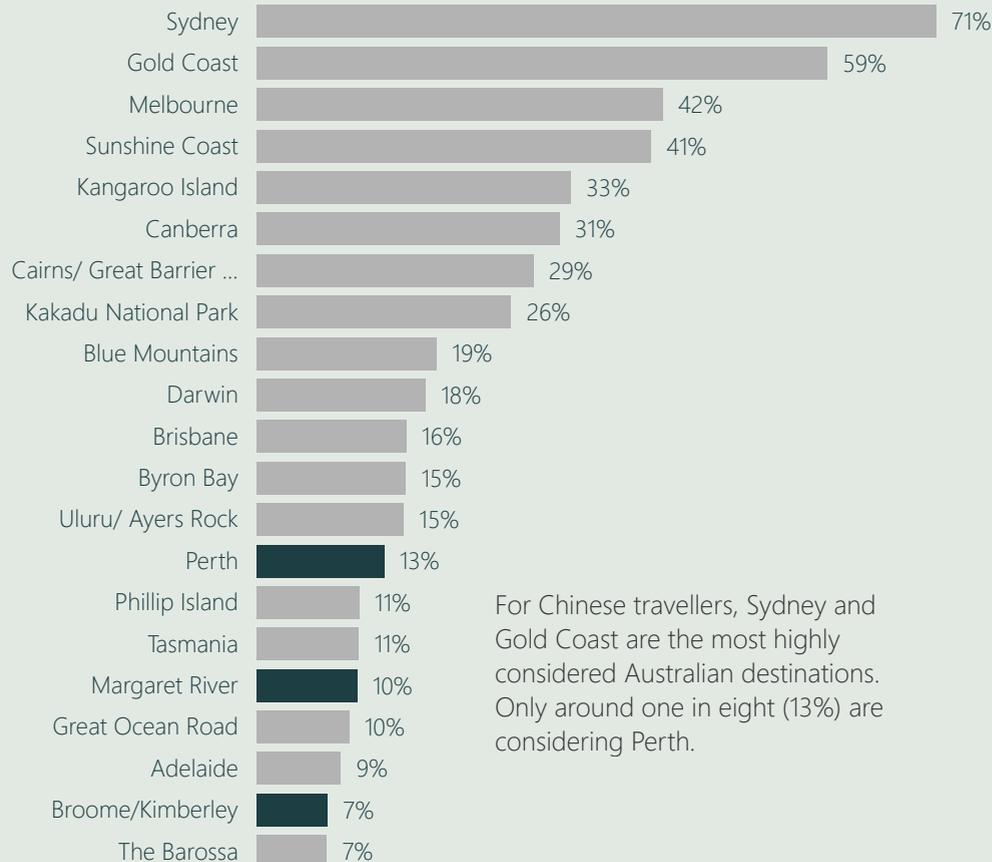
### Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

### Consideration of Australian Destinations <sup>5</sup>

(those considering a trip to Australia in the next 4 years)



For Chinese travellers, Sydney and Gold Coast are the most highly considered Australian destinations. Only around one in eight (13%) are considering Perth.

### Which factors are most important when choosing a destination <sup>5</sup>

- ① A safe and secure destination
- ② Easy to obtain an entry visa
- ③ A family friendly destination
- ④ Appealing climate or weather
- ⑤ Beautiful natural environments
- ⑥ World class beaches & coastlines

When deciding upon a holiday destination Chinese travellers are looking for destinations that are safe and easy to obtain an entry visa. Family-friendly and appealing climate/weather are also important.

### What OOR travellers associate with destinations <sup>5</sup>

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	36%	27%	13%	11%	11%	11%
A vibrant city lifestyle	43%	33%	14%	13%	10%	11%
Beautiful natural environments	19%	17%	12%	13%	16%	14%
Different and interesting local wildlife	15%	13%	12%	10%	10%	12%
Good food, wine/beverages, local cuisine and produce	35%	30%	14%	14%	11%	13%
Interesting events and festivals	34%	25%	14%	12%	11%	12%
Value for money	27%	24%	13%	11%	11%	10%

Compared to other international markets, Chinese travellers have relatively low associations of Australian destinations. Perth is perceived similarly to Brisbane. Broome/Kimberley and Margaret River are both most highly associated with beautiful natural environments.

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## DEFINITIONS & SOURCES

### Definitions

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

### Sources

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1. Tourism Research Australia – International Visitor Survey, YE Dec 25
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24/25
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 24/25
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 25
5. Tourism Australia – Consumer Demand Project, October - December 2025.

Published by Tourism WA, April 2026

For more information, please contact: [research@westernaustralia.com](mailto:research@westernaustralia.com)