

WA TOURISM SNAPSHOT

Visitors & spend in year ending September 2024

Compared to calendar year 2019 as a benchmark

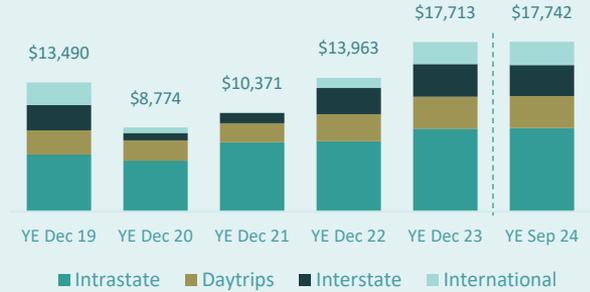


Visitors spent **\$17.7 billion** in WA in Year Ending (YE) September 2024, **\$4.3 billion** or **32% ahead of 2019**.

In YE Sep 2024, 11.7 million overnight (domestic and international) visitors came to or travelled within WA and 20 million daytrips were taken within the State. Together, these visitors spent \$17.7 billion in WA, \$7.8 billion (44%) of which was spent in regional WA.

Visitor spend was \$4.3 billion or 32% ahead of 2019, and ahead of the national growth of 25%.

Spend (\$ millions)

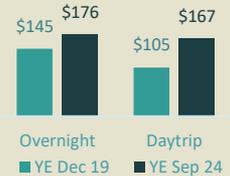


Market	Trips		Spend			Australia Spend % Change vs. 2019 (%)
	YE Sep 2024 (million)	Change vs. 2019 (%)	YE Sep 2024 (billion)	Change vs. 2019 (billion)	% Change vs. 2019 (%)	
Intrastate overnight	9.2	1%	\$8.7	\$2.8	47%	42%
Interstate overnight	1.7	-8%	\$3.2	\$0.6	23%	31%
Domestic overnight	10.9	-1%	\$11.9	\$3.4	40%	37%
Domestic daytrip	20.0	-17%	\$3.4	\$0.8	32%	16%
International	0.8	-15%	\$2.4	\$0.1	3%	3%
Total	31.8	-12%	\$17.7	\$4.3	32%	25%

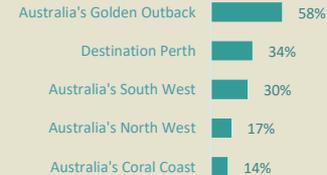


Spend growth driven by increase in average daily spend

WA's spend growth was driven by an increase in average daily spend of +\$31 or 21% from overnight and +\$62 or 60% from daytrip visitors.



Regional spend growth vs. pre-COVID



All of WA's regions saw growth in total spend, driven by increased average daily spend.



Source: Tourism Research Australia, International and National Visitor Surveys. More details can be found in the interactive charts on [Tourism WA Corporate Website](#)



WA TOURISM SNAPSHOT

International visitors & spend in year ending September 2024

Compared to calendar year 2019 as a benchmark



International visitors continue to rise, though not yet back to 2019 volume

WA welcomed 849,000 international visitors, equivalent to 85% of the 2019 benchmark.

Nationally, Australia received 7.5 million international visitors in YE September 2024, 86% of the 2019 benchmark. International visitors spent \$2.4 billion in WA in YE September 2024, just ahead of 2019.



Note: WA International Borders opened 3 March 2022



WA's market share of international visitor spend in Australia was 7.6% in YE September 2024, in line with pre-COVID (2019).

In YE September 2024, WA's top 5 international markets ranked by volume of visitors were consistent with 2019: UK, Singapore, New Zealand, China and Malaysia.

China has now fully recovered, up (+) 2% compared to 2019 (vs. -40% down nationally). WA has seen a significant increase in it's share of Chinese visitors to Australia, now at 9.3% compared to just 5.5% in 2019.

Looking at WA's top 12 markets, New Zealand, India and Indonesia also exceeded 2019 visitor volume in YE September 2024.

Conversely, Malaysia remains almost 50% behind 2019 volumes. USA is 27% behind, lagging the national result (14% behind).

International Visitors to WA

Tourism WA Key Markets Ranked by Number of Visitors*

Rank	Market	Visitors YE Sep-24 (000s)	Change vs. 2019	AUS - % vs. 2019	Market Share 2019	Market Share YE Sep-24
1	UK	114	-19%	-12%	21.1%	19.3%
2	Singapore	105	-2%	-16%	25.7%	29.7%
3	New Zealand	80	8%	-5%	5.7%	6.5%
4	China	74	2%	-40%	5.5%	9.3%
5	Malaysia	53	-48%	-47%	29.4%	29.1%
6	USA	42	-27%	-14%	7.4%	6.3%
7	Indonesia	40	2%	0%	19.7%	20.1%
8	India	37	20%	8%	8.2%	9.2%
9	Japan	28	-29%	-24%	8.5%	8.0%
10	Germany	26	-22%	-22%	17.1%	17.1%
11	Philippines	26	NA	NA	NA	16.0%
12	France	21	-3%	-12%	15.7%	17.4%
Rest of World		204	-27%	-10%	11.0%	9.0%
Total International		849	-15%	-14%	11.4%	11.4%



Vast majority of international visitors to WA visit for a holiday or to visit friends and relatives (VFR). Though a smaller sector, employment visitation has grown strongly.

A similar proportion of international visitors to WA were visiting for a holiday (44%) or VFR (41%). Those visiting WA for employment reached 57,000 in YE September 2024. This equates to growth of +104% compared to 2019, well ahead of the national result (+57%).

Purpose of Visit to WA



Adds up to more than 100% as visitors can come to WA for more than one purpose.

Where international visitors stayed



A quarter (26%) of international visitors to WA spent at least one night in regional WA in YE Sep 2024. Consistent with 2019, the majority visited Destination Perth only.

Source: Tourism Research Australia, International and National Visitor Surveys. *Only top 12 markets are shown. Philippines is a newly benchmarked country and there is no comparison data available.

More details can be found in the interactive charts on [Tourism WA Corporate Website](#)

WA TOURISM SNAPSHOT

Domestic visitors & spend in year ending September 2024

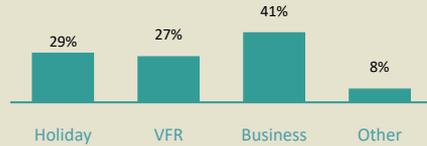
Compared to calendar year 2019 as a benchmark



Interstate visitation still below 2019 level, driven by a slow-to-recover business sector.

WA welcomed 1.7 million interstate visitors in YE September 2024, equivalent to 92% of the 2019 volume. Business remains the most popular reason for visit, though trails 2019 volume by (-) 26%. Holiday visitors account for 29% and in line with 2019.

Interstate Visitor Purpose YE Sep 2024



Overseas travel by West Aussies back to 2019 levels.

In YE September 2024, WA residents took (-) 16% fewer interstate trips and international trips were in line with 2019. However, travel within WA remains consistent, up +1% on 2019.

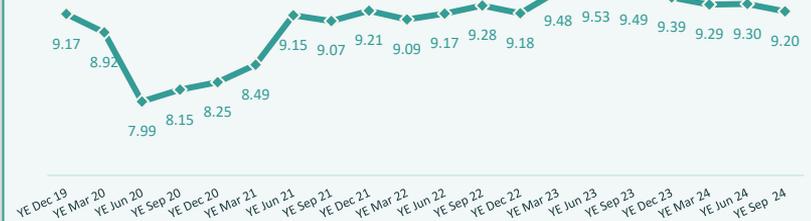
Total outbound travel from Australia (Australians travelling overseas) continues to rise but remains down (-) 2% on 2019 levels.

WA Resident Travel (vs. 2019)

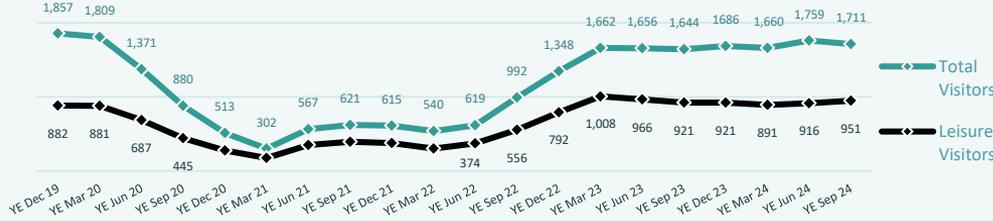


Intrastate travel declines, but still remains above 2019 levels.

WA Resident Trips in WA by 12-month period (millions)



Interstate Visitors to WA by 12-month period (000s)

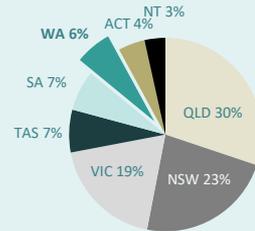


Interstate leisure visitation continues to increase this release.

Interstate leisure visitor volume surged after the WA borders re-opened, peaking in YE March 2023, then softened for four consecutive releases. This trend reversed with the YE June 2024 release and has further increased this quarter. Nationally, interstate leisure has followed a similar trend.

WA's market share of interstate leisure spend in YE September 2024 was 5.8%, down from 6.3% last release and from 6.5% in 2019.

Market Share of Interstate Leisure Spend^A:



Compared to 2019, WA residents are taking +7% more trips to Australia's Golden Outback, +4% more to Australia's South West, -5% and -14% less trips to Australia's North West and Australia's Coral Coast respectively. Intrastate visitation to the Destination Perth is relatively similar to 2019 volume.

Where WA residents went (vs. 2019)



The average length of intrastate trips is 4.0 nights (compared to 3.9 in 2019), and average spend per night is well up (\$236 vs. \$168 in 2019).

Source: Tourism Research Australia, International and National Visitor Surveys. Department of Home Affairs, Overseas Arrivals and Departures.
^ALeisure is holiday and/or Visiting Friends or Relatives (VFR). ^AMarket Share of spend on interstate trips taken by residents of all States/Territories excluding WA residents.
 More details can be found in the interactive charts on [Tourism WA Corporate Website](#)