

Australia's South West Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026



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

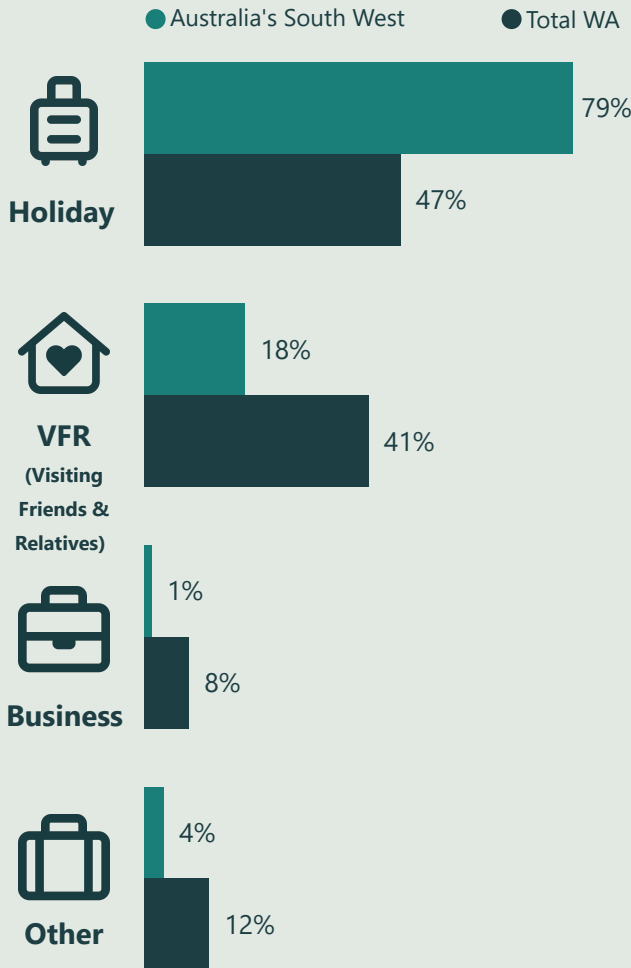
2025

Spend (\$M)

\$193

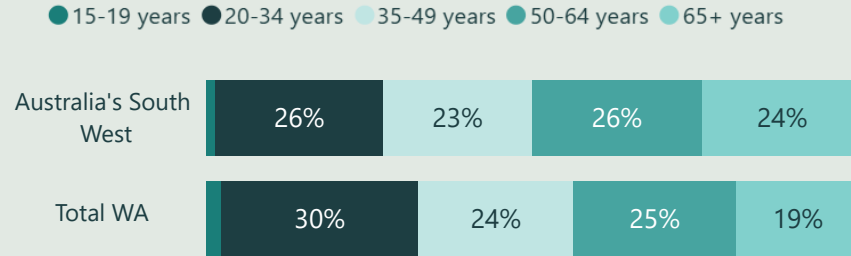
2025

Purpose of Travel

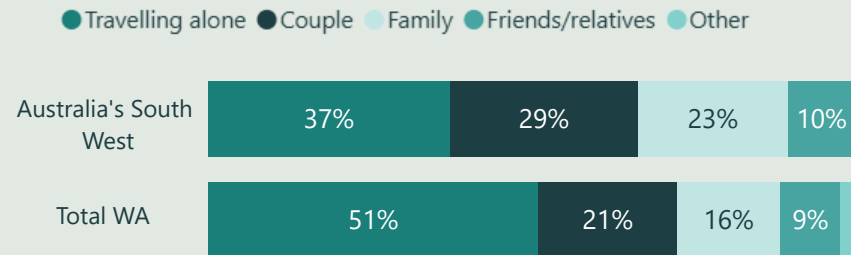


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

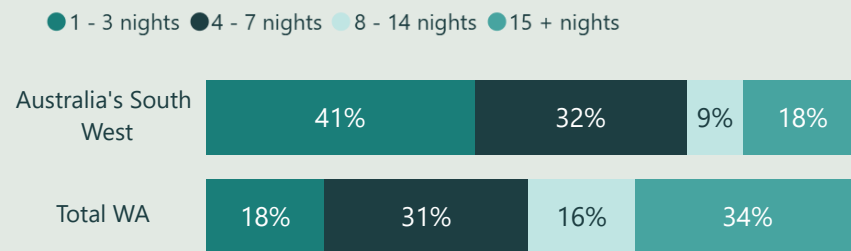
Age



Travel Party



Length of Stay

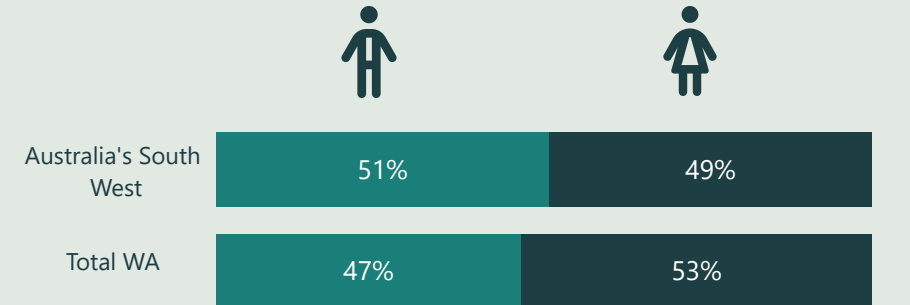


Top 5 Home Country



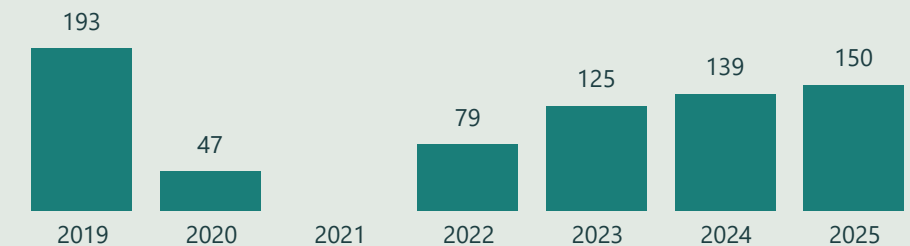
Home Country	Region	Total WA
Singapore	20%	12%
United Kingdom	20%	15%
New Zealand	9%	8%
United States of America	5%	5%
Germany	5%	3%

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

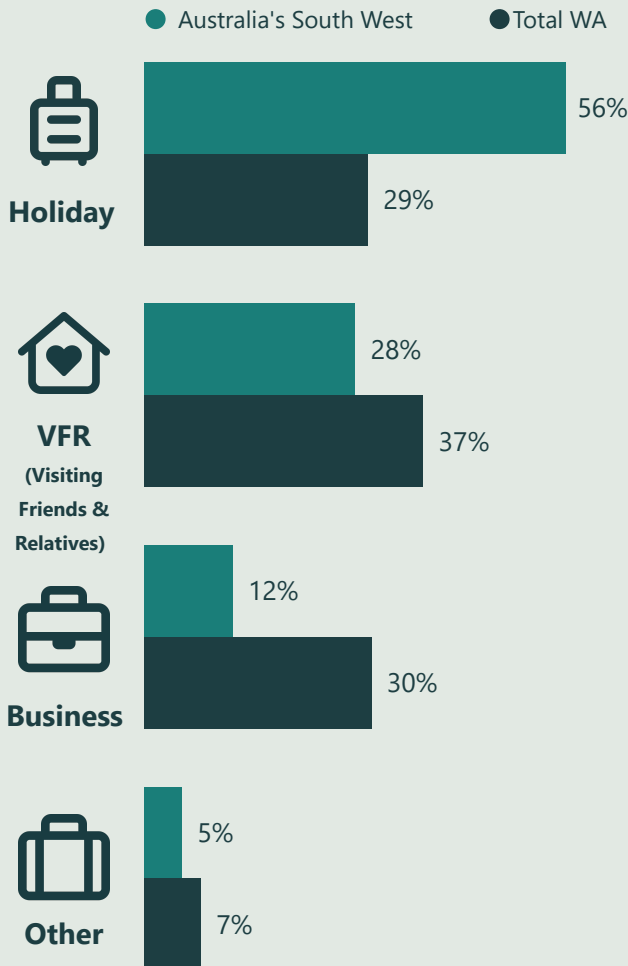
2025

Spend (\$M)

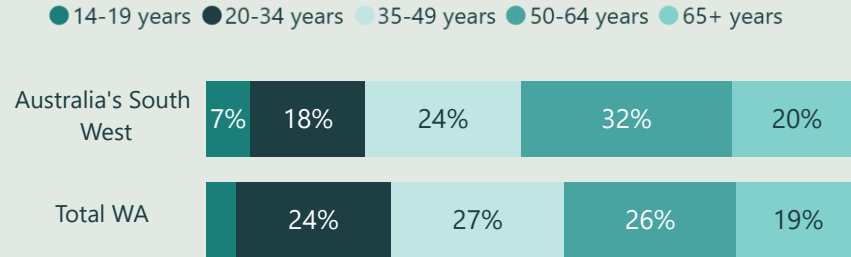
\$363

2025

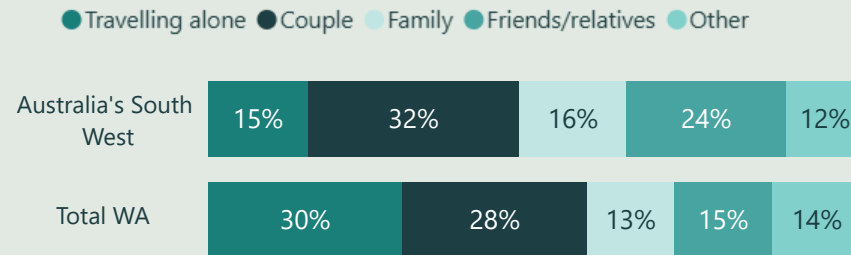
Purpose of Travel



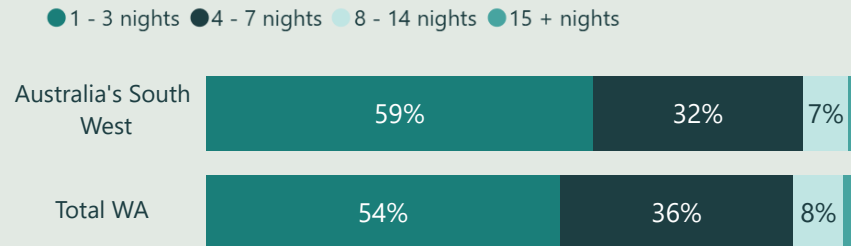
Age



Travel Party



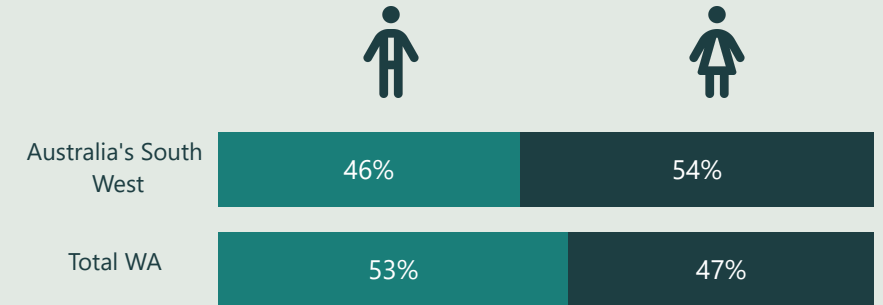
Length of Stay



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%

Gender



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

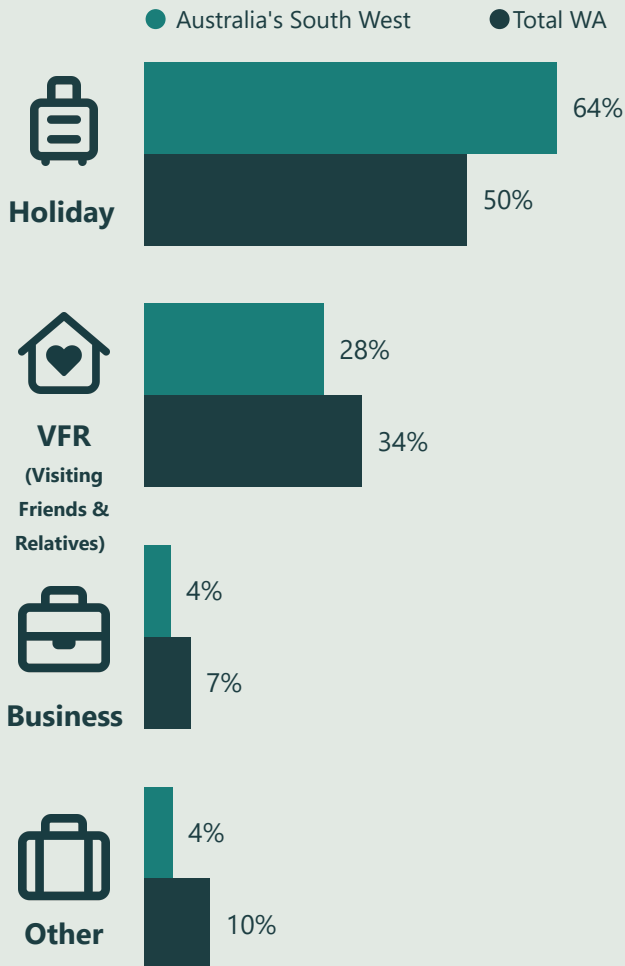
2025

Spend (\$M)

\$1,942

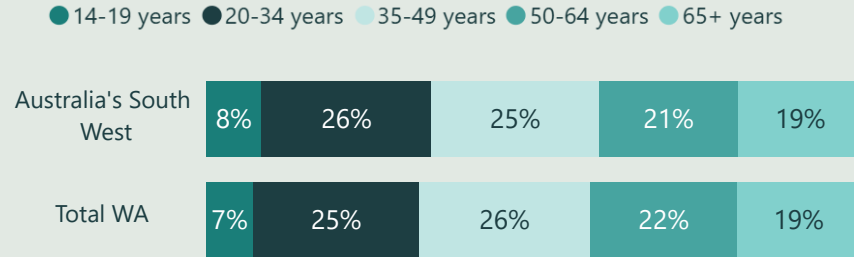
2025

Purpose of Travel

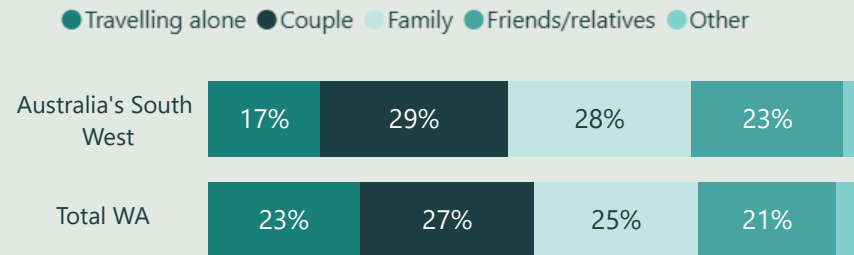


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

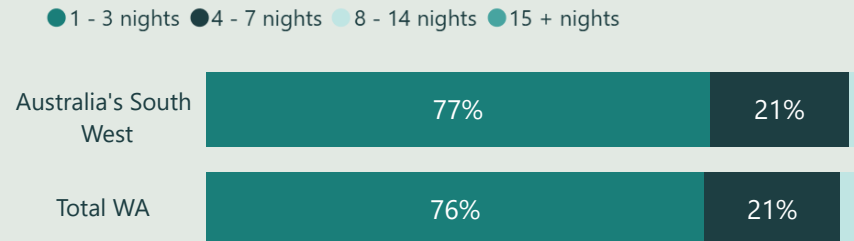
Age



Travel Party



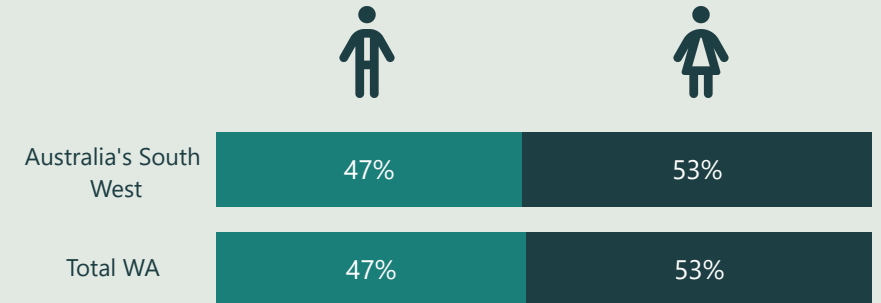
Length of Stay



Home Region

Home Region	Region	Total WA
Destination Perth	83%	63%
Australia's South West	13%	19%
Australia's Golden Outback	2%	7%
Australia's Coral Coast	2%	6%
Australia's North West	0%	4%

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.