

WA TOURISM SNAPSHOT

Trips in Year Ending (YE) March 2026

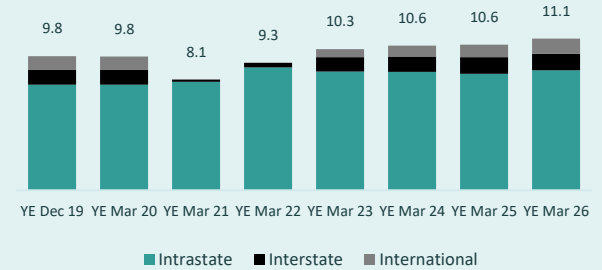
Compared to YE March 2025

There were **11.1 million overnight trips** taken in WA in YE Mar 26, (+) 4 per cent year on year.

In YE Mar 26, 11.1 million overnight trips (domestic and international) were taken in WA, up 4 percent from 10.6 million the year prior. Additionally, 29.8 million daytrips were taken in WA, up 10 per cent year on year.

Note: Domestic and total spend cannot be reliably reported for periods prior to YE December 2025 due to the change in methodology for measuring domestic tourism. See the [Tourism Research Australia](#) website for more info on the methodology change.

Overnight Trips (millions)

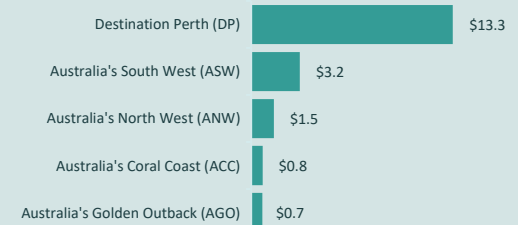


Market	Trips		Spend			Australia Spend Change vs. YE Mar 25 (%)
	YE Mar 26 (billion)	Change vs. YE Mar 25 (%)	YE Mar 26 (billion)	Change vs. YE Mar 25 (billion)	Change vs. YE Mar 25 (%)	
Intrastate overnight	8.8	3%	\$9.2	np	np	np
Interstate overnight	1.2	1%	\$2.1	np	np	np
Domestic overnight	10.0	3%	\$11.4	np	np	np
Daytrip	29.8	10%	\$4.8	np	np	np
International	1.1	20%	\$3.3	\$0.3	12%	20%
Total	40.9	9%	\$19.5	np	np	np

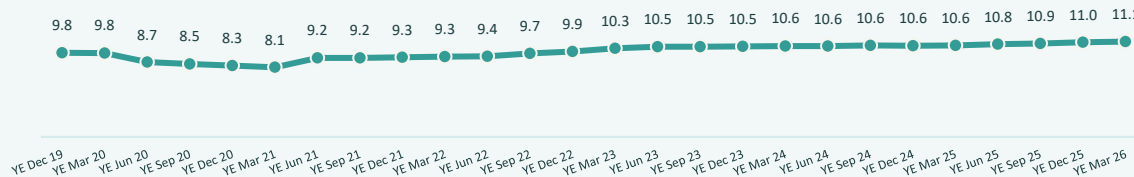
A third (32%) of spend was in Regional WA

Visitors spent \$19.5 billion in WA in YE Mar 26, \$6.2 billion (32%) of which was spent in Regional WA.

Total Spend by Region (\$ billion)



Total Overnight Trips in WA by 12-month period (millions)



Source: Tourism Research Australia, International Visitor Survey and Domestic Tourism Statistics collection. np = not publishable.

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



WA TOURISM SNAPSHOT

International trips in Year Ending (YE) March 2026

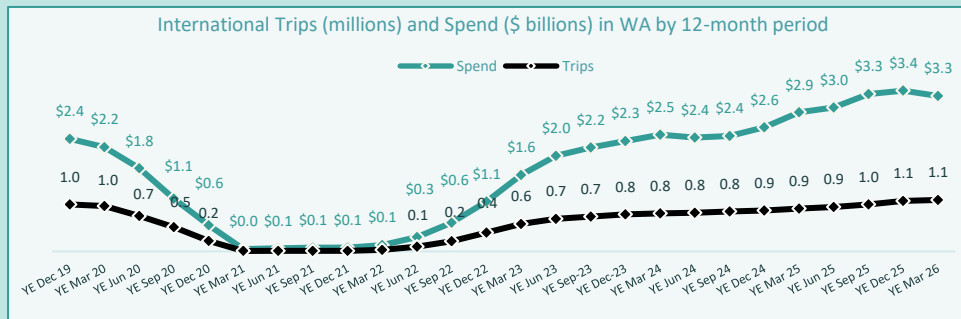
Compared to YE March 2025



International visitors reach record high: 1.1 million

WA welcomed 1.1 million international visitors, the highest on record. This was 20% ahead of last year and 9% ahead of the 2019 volume. WA remains the only state to exceed 2019 visitor volume; nationally, international visitation remains (-) 3% behind 2019.

International visitors spent \$3.3 billion in WA in YE Mar 26, 12% ahead of YE Mar 25.



WA gains market share of international visitation to Australia

In YE Mar 26, 12.9% of international visitors to Australia visited WA, up from 11.8% the year prior.

WA's top 5 international markets ranked by volume of trips were consistent with last year as well as 2019: UK, Singapore, New Zealand, China and Malaysia.

Most markets saw growth in visitation year on year, with particularly strong growth from France (+81%), India (40%), Philippines (+54%) and UK (+36%). WA gained market share for each of these markets.

Of WA's top 12 international markets, only 5 are below the 2019 benchmark (China, Malaysia, USA, Japan and Germany).

International Trips to WA

Tourism WA Top 12 Markets Ranked by Number of Trips*

Rank	Market	Trips YE Mar 26 (000s)	Change vs. YE Mar 25 (%)	Aus. Change vs. YE Mar 25	Market Share YE Mar 26	Market Share change vs. YE Mar 25
1	United Kingdom	167	36%	19%	22.8%	3%
2	Singapore	125	10%	8%	31.9%	1%
3	New Zealand	79	1%	6%	6.0%	0%
4	China	68	-3%	22%	6.6%	-2%
5	Malaysia	62	-3%	6%	31.6%	-3%
6	India	49	40%	0%	11.6%	3%
7	USA	49	0%	5%	6.9%	0%
8	Indonesia	45	3%	7%	19.9%	-1%
9	France	37	81%	16%	25.7%	9%
10	Japan	33	3%	10%	8.4%	-1%
11	Germany	32	30%	7%	18.7%	3%
12	Philippines	28	54%	15%	14.8%	4%
Rest of World		316	35%	10%	10.2%	12%
Total International		1,090	20%	10%	12.9%	1%

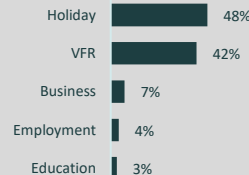


Vast majority of international visitors to WA visit for a holiday or to visit Friends and Relatives (VFR).

In YE Mar 26 almost half (48%) of international visitors to WA came for a holiday, with 42% to visit friends and relatives (VFR).

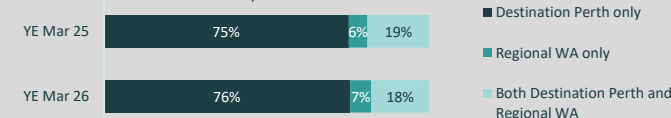
The leisure (holiday and VFR) sector is driving growth, accounting for an additional 200,000 international visitors to WA year on year (+26%).

Trips Purpose to WA



Adds up to more than 100% as trips to WA can be for more than one purpose.

Where international visitors stayed:



A quarter (24%) of international visitors to WA spent at least one night in regional WA in YE Mar 26, slightly below the previous year, and still behind the 2019 benchmark (32%).



WA TOURISM SNAPSHOT

Domestic Trips in Year Ending (YE) March 2026

Compared to YE March 2025

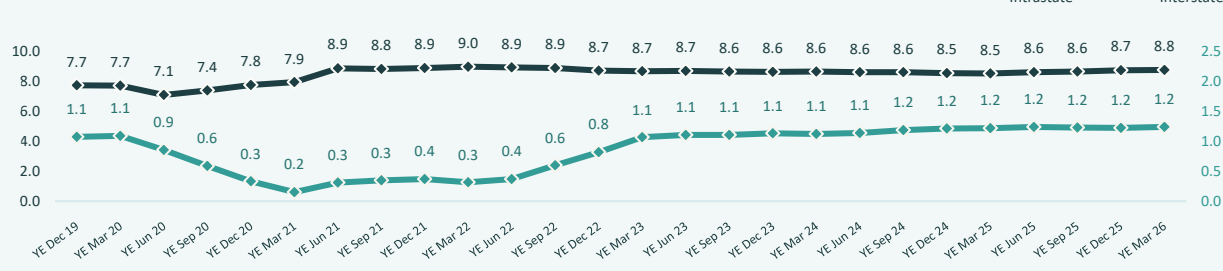


Growth in interstate visitors to WA and WA residents travelling within the state, despite record outbound travel.

Interstate visitors took 1.2 million trips to WA in YE Mar 26, 1% ahead of YE Mar 25 and in line with the national growth rate of 1%. These visitors stayed for an average of 6.2 nights, spending on average \$277 per night.

WA residents took 8.8 million trips in the state in YE Mar 26, 3% ahead of YE Mar 25. West Australians spent an average of 3.2 nights away from home on each trip, consistent with the previous year. This comes at a time when West Australians are travelling overseas in record numbers, with Overseas Arrivals and Departures data by the Australian Bureau of Statistics recording 1.76 million overseas trip taken by WA residents in YE Mar 26.

Intrastate and Interstate Trips (millions) in WA by 12-month period



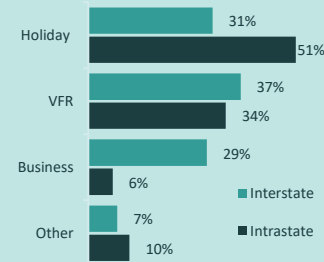
Intrastate Summary

Market	WA YE Mar 26	WA chg. vs. YE Mar 25	WA chg. vs. YE Mar 25 (%)	Aus. YE Mar 26	Aus. Chg. vs. YE Mar 25
Trips (million)	8.8	0.2	3%	89.5	2%
Nights (million)	27.9	0.4	2%	253.6	1%
Spend (\$ billion)	\$9.2	np	np	np	np
Avg. length of stay	3.2	0.0	-1%	2.8	-1%
Avg. spend per trip	\$1,056	np	np	\$777	np
Avg. spend per night	\$332	np	np	\$274	np

Interstate Summary

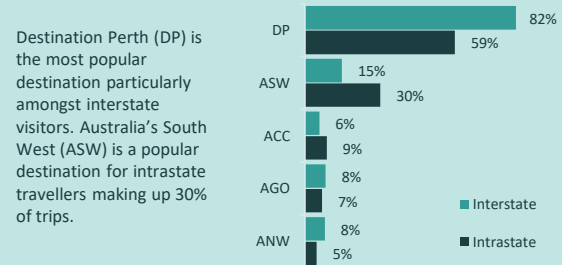
Market	WA YE Mar 26	WA chg. vs. YE Mar 25	WA chg. vs. YE Mar 25 (%)	Aus. YE Mar 26	Aus. Chg. vs. YE Mar 25
Trips (million)	1.2	0.0	1%	29.6	1%
Nights (million)	7.7	0.2	2%	128.1	1%
Spend (\$ billion)	\$2.1	np	np	\$38.0	np
Avg. length of stay	6.2	0.0	1%	4.3	0%
Avg. spend per trip	\$1,725	np	np	\$1,286	np
Avg. spend per night	\$277	np	np	\$297	np

Trip Purpose in WA



Half (51%) of intrastate and 31% of interstate trips in/to WA are for holiday. Just over a third (37% interstate and 34% intrastate) are visiting friends and relatives (VFR). Business makes up 29% of trips to WA from interstate.

Trip Regional Visitation



Destination Perth (DP) is the most popular destination particularly amongst interstate visitors. Australia's South West (ASW) is a popular destination for intrastate travellers making up 30% of trips.

Source: Tourism Research Australia, International Visitor Survey and Domestic Tourism Statistics collection.
np = not publishable.

