

# WA TOURISM SNAPSHOT

## Visitors & spend in year ending March 2024

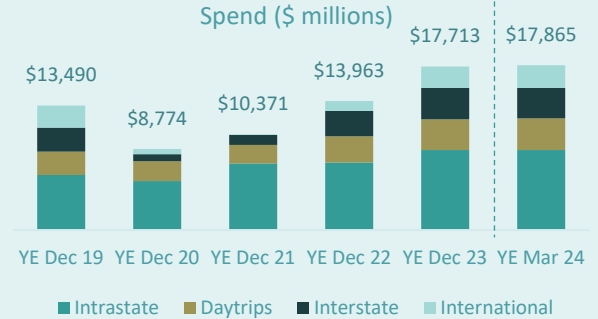
Compared to calendar year 2019 as a benchmark



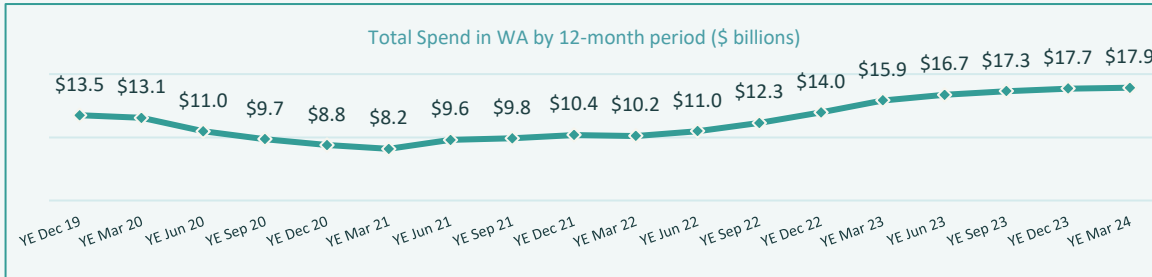
Visitors spent **\$17.9 billion** in WA in Year Ending (YE) March 2024, **\$4.4 billion** or **32% ahead of 2019**.

In YE Mar 2024, 11.0 million overnight (domestic and international) visitors came to or travelled within WA and 21.3 million daytrips were taken within the State. Together, these visitors spent \$17.9 billion in WA, \$8.2 billion (46%) of which was spent in regional WA.

Visitor spend is \$4.4 billion or 32% ahead of 2019, and ahead of the national growth of 25%.

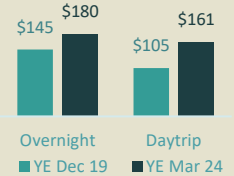


Market	Trips		Spend			Australia Spend % Change vs. 2019 (%)
	YE Mar 2024 (million)	Change vs. 2019 (%)	YE Mar 2024 (billion)	Change vs. 2019 (billion)	% Change vs. 2019 (%)	
Intrastate overnight	9.3	1%	\$8.7	\$2.7	46%	41%
Interstate overnight	1.7	-11%	\$3.3	\$0.7	27%	29%
<b>Domestic overnight</b>	<b>11.0</b>	<b>-1%</b>	<b>\$12.0</b>	<b>\$3.4</b>	<b>40%</b>	<b>36%</b>
Domestic daytrip	21.3	-12%	\$3.4	\$0.9	35%	26%
<b>International</b>	<b>0.8</b>	<b>-19%</b>	<b>\$2.5</b>	<b>\$0.1</b>	<b>3%</b>	<b>-2%</b>
<b>Total</b>	<b>33.1</b>	<b>-9%</b>	<b>\$17.9</b>	<b>\$4.4</b>	<b>32.4%</b>	<b>25.2%</b>



### Spend growth driven by increase in average daily spend

WA's spend growth was driven by an increase in average daily spend of +\$35 or 24% from overnight and +\$56 or 54% 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 March 2024

Compared to calendar year 2019 as a benchmark



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

WA welcomed 804,000 international visitors, equivalent to 81% of the 2019 benchmark. Nationally, Australia received 7.2 million international visitors in YE March 2024, 82% of the 2019 benchmark. International visitors spent \$2.5 billion in WA in 2023, (+) 3% above 2019.



Note: WA International Borders opened 3 March 2022



**WA's market share of international visitor spend in Australia was 8.0% in YE March 2024, up from 7.6% pre-COVID (2019).**

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

China continues to recover, now down just (-) 10% compared to 2019 (vs. -49% down nationally). WA has seen a significant increase in it's share of Chinese visitors to Australia, now at 9.7% compared to just 5.5% in 2019.

Looking at WA's top 12 markets, New Zealand, India and France all exceeded 2019 visitor volume in YE March 2024.

Conversely, Malaysia remains more than 50% behind 2019 volumes. USA is 29% behind, lagging the national result (14% behind).

### International Visitors to WA

Tourism WA Key Markets Ranked by Number of Visitors\*

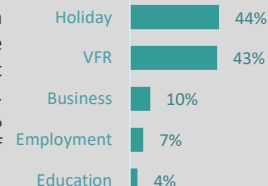
Rank	Market	Visitors YE Mar-24 (000s)	Change vs. 2019	AUS - % of 2019	Market Share 2019	Market Share YE Mar-24
1	UK	115	-19%	-14%	21.1%	20.0%
2	Singapore	92	-14%	-22%	25.7%	28.4%
3	New Zealand	78	4%	-6%	5.7%	6.4%
4	China	66	-10%	-49%	5.5%	9.7%
5	Malaysia	48	-52%	-51%	29.4%	28.7%
6	USA	41	-29%	-14%	7.4%	6.2%
7	India	34	8%	3%	8.2%	8.6%
8	Indonesia	32	-17%	-4%	19.7%	16.9%
9	Japan	29	-24%	-31%	8.5%	9.4%
10	Philippines	26	NA	NA	NA	16.9%
11	Germany	25	-27%	-23%	17.1%	16.3%
12	France	22	2%	-16%	15.7%	19.0%
Rest of World		196	-29%	-11%	11.0%	8.8%
<b>Total International</b>		<b>804</b>	<b>-19%</b>	<b>-18%</b>	<b>11.4%</b>	<b>11.2%</b>



**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.**

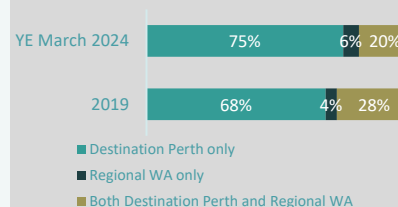
A similar proportion of international visitors to WA were visiting for a holiday (45%) or VFR (43%). Those visiting WA for employment reached 54,000 in YE March 2024. This equates to growth of +93% compared to 2019, well ahead of the national result (+36%).

#### 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 Mar 2024. Consistent with 2019, the majority visited Destination Perth only.

# WA TOURISM SNAPSHOT

## Domestic visitors & spend in year ending March 2024

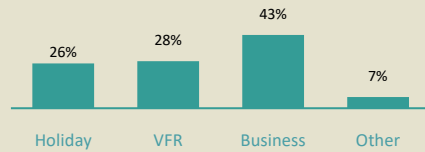
Compared to calendar year 2019 as a benchmark



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

WA welcomed 1.7 million interstate visitors in YE March 2024, equivalent to 89% of the 2019 volume. Business remains the most popular reason for visit, though trails 2019 volume by (-) 25%. Holiday visitors account for 26% and are down (-) 13% compared to 2019.

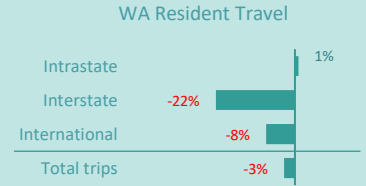
Interstate Visitor Purpose 2024



### Outbound travel from WA still lagging 2019 levels.

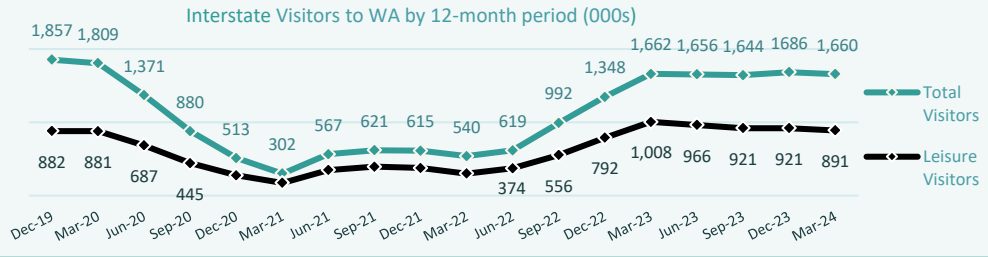
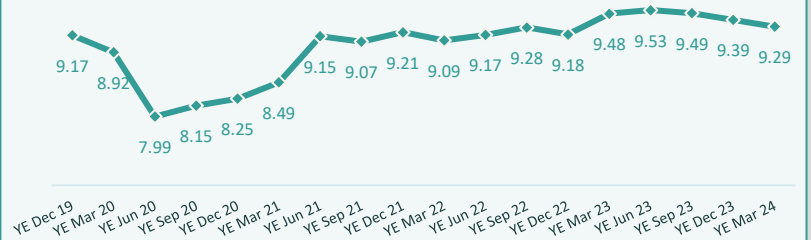
In YE March 2024, WA residents took (-) 22% fewer interstate and (-) 8% fewer international trips compared to 2019. However, travel within WA remains consistent, up +1% on 2019.

Total outbound travel from Australia (Australians travelling overseas) continues to rise but remains down (-) 5% on 2019 levels.



### Intrastate travel softens for the third consecutive release, though still remains above 2019 levels.

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

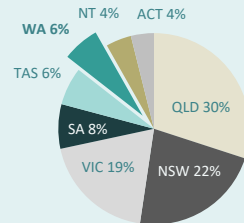


### Interstate leisure visitation to WA returns to 2019 baseline.

Interstate leisure visitor volume surged after the WA borders re-opened, peaking in YE March 2023, but has since declined back to 2019 levels. Nationally, interstate leisure travel is softening, coinciding with the increasing recovery of outbound (overseas) leisure travel.

WA's market share of interstate leisure spend in 2024 was 6.2%, down from 6.6% last release and down from 6.5% in 2019.

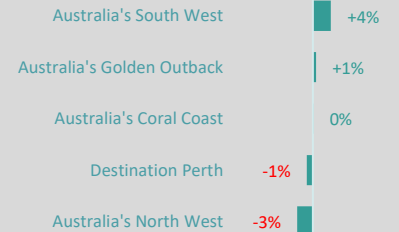
Market Share of Interstate Leisure Spend<sup>A</sup>:



Compared to 2019, WA residents are taking +4% more trips to Australia's South West, and -3% less trips to Australia's North West. Intrastate visitation to the other regions is relatively similar to 2019 volume.

The average length of intrastate trips is 4.0 nights (compared to 3.9 in 2019), and average spend per night is well up (\$231, vs. \$168 in 2019).

### Where WA residents went (vs. 2019)



Source: Tourism Research Australia, International and National Visitor Surveys. Department of Home Affairs, Overseas Arrivals and Departures.  
<sup>A</sup>Leisure is holiday and/or Visiting Friends or Relatives (VFR). <sup>B</sup>Market 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](https://www.tourism.wa.gov.au/Corporate-Website)