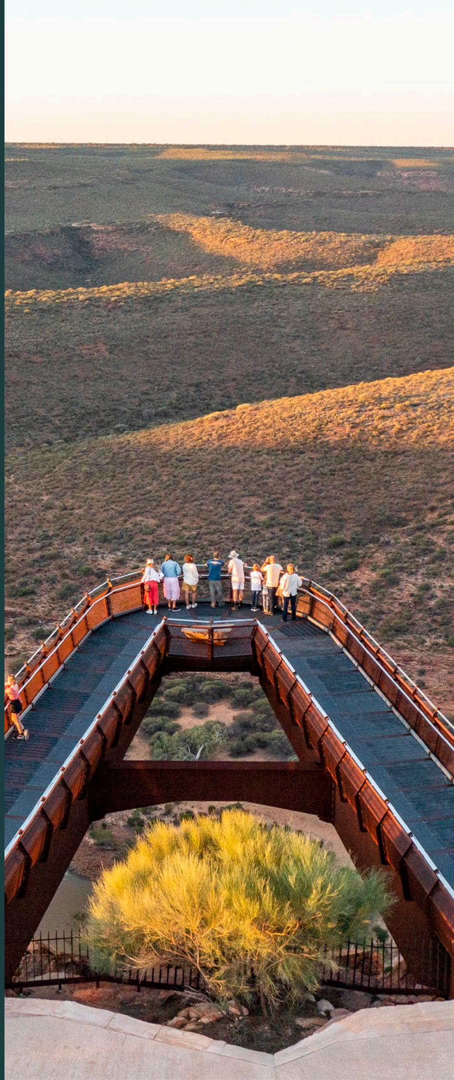
Visitor Experience and Expectations Research (VEER) 2025-26

September 2026

ACKNOWLEDGEMENT OF COUNTRY

Tourism Western Australia acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

OVERVIEW



Background and Methodology

Objective

The research objective is to better understand visitor experiences in Western Australia. The survey measured visitors' experiences, expectations and general thoughts of WA and their holiday.

Sample

The survey involved 400 face to face intercept interviews with international and interstate visitors on holiday in WA for 2 or more nights, and WA residents who were currently on a WA short break/holiday or who had holidayed in WA in the past 6 weeks.

Timeline

Fieldwork was conducted by Thinkfield in 2025-26 in three waves over the course of the year from November 2025 to May 2026.

Historical Data

Due to travel restrictions in 2020 and 2021 it was not possible to survey interstate and international visitors so those years have been excluded from historical comparisons.

Comparison

Significant difference testing has been included throughout this report. The green circles/upward pointing arrows represent a significantly higher score and the red circles /downward pointing arrows represent a significantly lower score at 95% confidence level. Significant differences are shown between years and for source markets vs. total sample, as relevant.

Sample Structure

Interview Location	Total	Intrastate	Interstate	International
Kings Park	53	9	22	22
City of Perth	160	39	53	68
Perth Visitor Centre	1			1
Fremantle	94	25	37	32
Mandurah	18	13	2	3
Elizabeth Quay	44	9	19	16
Other Perth	30	17	4	9
Total	400	112	137	151

Executive Summary

Summary of Key Findings

- Visitors continue to be very satisfied with their holiday in Western Australia (WA). In 2025-26 nearly all (99.5%) rated their experience positively – the highest since tracking began. More than half (53%) described their trip as 'excellent'.

- Expectations of nearly all visitors (99%) were therefore easily met in 2025-26, and two thirds (66%) said their WA holiday surpassed their expectations, the highest since tracking began in 2012-13. This was driven by international visitors; 72% of international visitors claimed their experience was somewhat or much better than expected, an increase of 5% points from 2024-25.

- WA's natural assets, including its beaches and coastline, unique natural sights and pristine natural environments are the main reason visitors choose to holiday in Western Australia. These also continue to be the main reason visitors would recommend WA as a holiday destination to their friends/family.

- More than nine in ten visitors were either fairly or very satisfied with the following aspects of their holiday: accommodation, food & drinks, natural attractions, manmade attractions, friendliness of locals, customer service, personal safety & security, public transport and variety of things to see and do. Despite being the lowest scoring aspect, the majority (85%) were either fairly or very satisfied with WA's nightlife.

- Advocacy to recommend WA as a holiday destination is high, with a strong Net Promoter Score of 77.

- In 2025-26, 58% of visitors rated their holiday as 'extremely good' or 'good' value for money. This is a decrease of -2 percentage points since 2045-25 but still a strong result compared to earlier years. 9% said their WA holiday was poor value for money, with cost of food and drinks most cited as the reason.

- 85% of visitors had a particularly memorable experience in WA. WA's natural environment was the most common reason.

- Aboriginal tourism in Western Australia continues to be of great interest to visitors, with three quarters (76%) saying they would be interested in experiencing Aboriginal tourism in Western Australia if it were easily accessible. However, participation levels remain relatively low, with just over a quarter (27%) of visitors actually having an Aboriginal tourism experience in 2025-26. This demonstrates that raising awareness and supply of aboriginal tourism experiences is critical to meet visitor demand.

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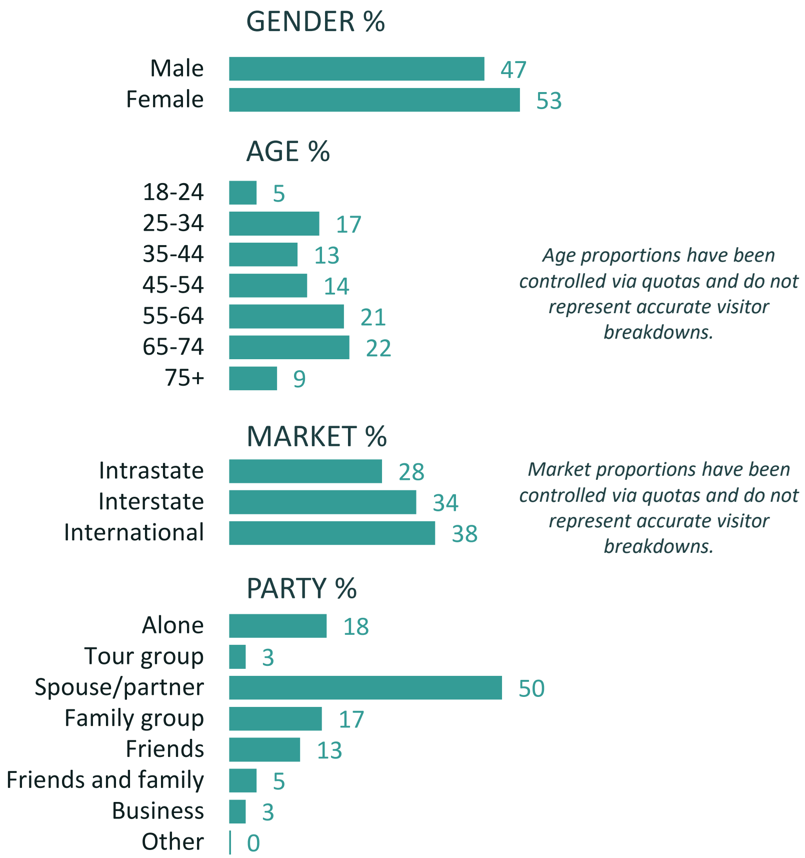
Visitation

Total Sample

Visitors to Western Australia surveyed in 2025-26 consisted of mainly couples, solo travellers and family groups. Gender split was almost even.

For details of the split by market, see appendix pages 39-41.

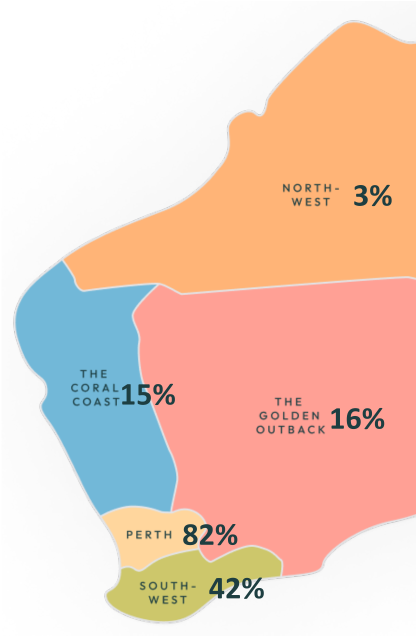


SOURCE: S6. Gender S5. Which of these age groups do you belong to? S8. Do you live in Western Australia or are you visiting from another State or overseas? S9. Who did you travel with on your most recent in WA? (Multiple Response).
BASE: All respondents n=400.

Trip Details

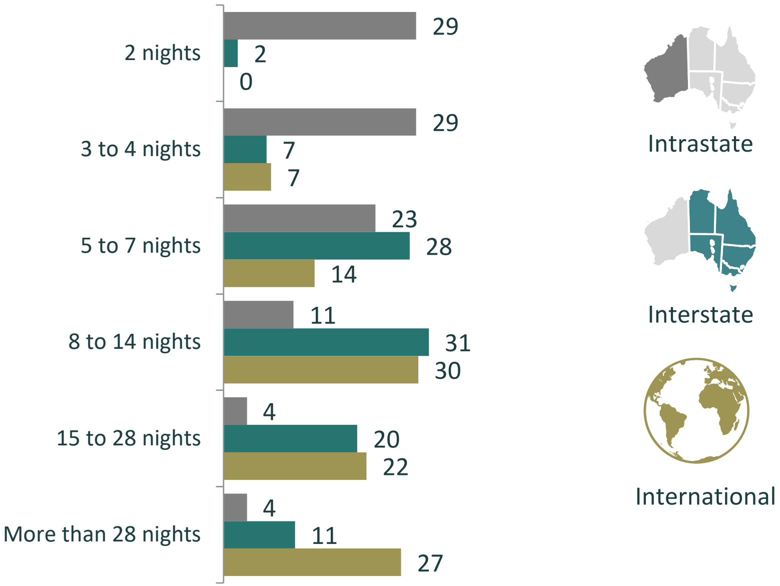
Other than Perth, the South West was the most visited region in 2025-26, with 42% of those surveyed having visited the region. The length of stay among the visitor source markets varies; intrastate visitors were most likely to have taken breaks of up to one week (82%) while the majority of international visitors (79%) and nearly two thirds (63%) of interstate visitors were visiting WA for more than a week.

2025-26 Region Visited



	Intrastate	Interstate	International
DP	36%	100%	99%
ASW	54%	36%	36%
ACC	12%	11%	21%
AGO	5%	18%	21%
ANW	2%	3%	5%

2025-26 Length of visit – by visitor type %

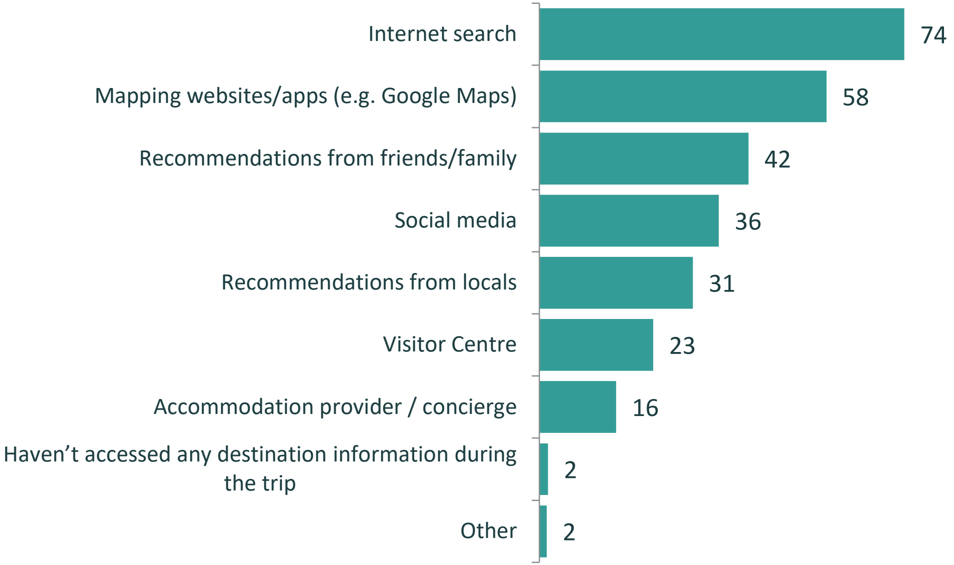


SOURCE: S7. Which of these regions have you stayed/ did you stay overnight on your current/ most recent holiday or break?
S3a. How many nights… Do you plan to be away from home? Do you plan to be in WA?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Information Sources

Almost all (98%) of holiday-makers to WA access destination information (such as things to do, places to eat) during their trip. An internet search is the most common information source, used by 74% of visitors, followed by mapping websites (eg google maps). On average, visitors access information from 2.9 different sources, with international using the most sources (3.3) and intrastate the least (2.3).

2025-26 Destination Information Sources used %
(prompted list – multiple response)



	Intrastate	Interstate	International
Internet search	59	77	82
Mapping websites/apps (e.g. Google Maps)	46	58	68
Recommendations from friends/family	32	43	49
Social media	33	31	44
Recommendations from locals	21	26	42
Visitor Centre	18	26	25
Accommodation provider / concierge	9	18	18
Haven't accessed any destination information during the trip	5	1	0
Other	2	1	1

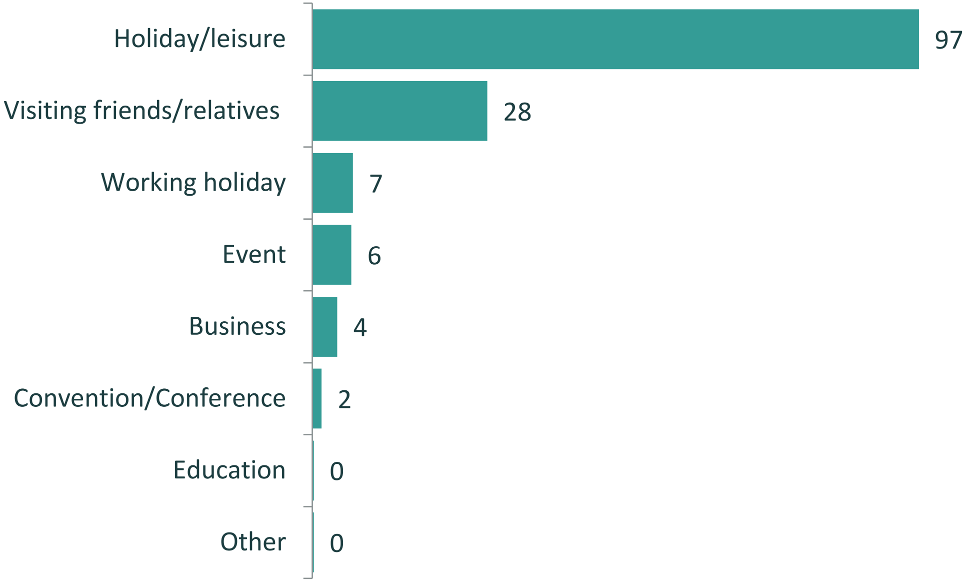
SOURCE: QI. During your trip, which of the following have you used for destination information (such as things to do, places to eat etc.)?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Motivation

Purpose of Visit

To qualify for the survey, all visitors had to be visiting WA for a holiday (or a working holiday, for international visitors). Three in ten (30%) interstate visitors and over two thirds (36%) of international visitors were also visiting friends and relatives living in Western Australia.

2025-26 Purpose of Visit %



Intrastate	Interstate	International
96	99	95
15	30	36
4	4	11
7	7	5
4	6	3
0	2	2
0	0	1
0	0	1

SOURCE: S4. What are/what were your reasons for taking a short break or holiday in Western Australia?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Motivations for Travel to WA

The most important factors influencing the decision to travel to/in Western Australia among all visitor types were nature-based; the beaches and coastal scenery, unique natural sights, and pristine natural environments all feature in the top 5. Visiting friends/relatives and good food & wine round off the top five.

2025-26 Motivations for travel to WA %
(prompted list – select up to 3)

	Total	Intrastate	Interstate	International
Beaches/coastal scenery	59	61	55	62
Unique natural sights	34	26	40	35
To visit friends and/or relatives	32	23	34	37
Good food, wine and local cuisine	29	42	31	18
Pristine natural environments	26	35	24	21
New place or bucket list	21	11	26	25
Water based activities (e.g. snorkelling)	15	20	10	17
Part of longer trip (eg cruise, Indian Pacific, roadtrip)	12	4	9	20
Treks, trails and/or hikes	10	10	9	12
Cultural, educational and/or historical activities	10	4	12	11
Business trip / work (or accompanying a partner)	8	6	11	7
Ability to attend an organised sporting event	7	8	8	6
Ability to attend a festival, fair or cultural event	5	11	3	3
Ability to attend a personal event (e.g. wedding)	5	6	4	5
Vibrant city life (e.g. nightlife, shopping)	4	5	4	3
Ability to attend another type of public event	3	4	2	3
Other	5	7	4	5

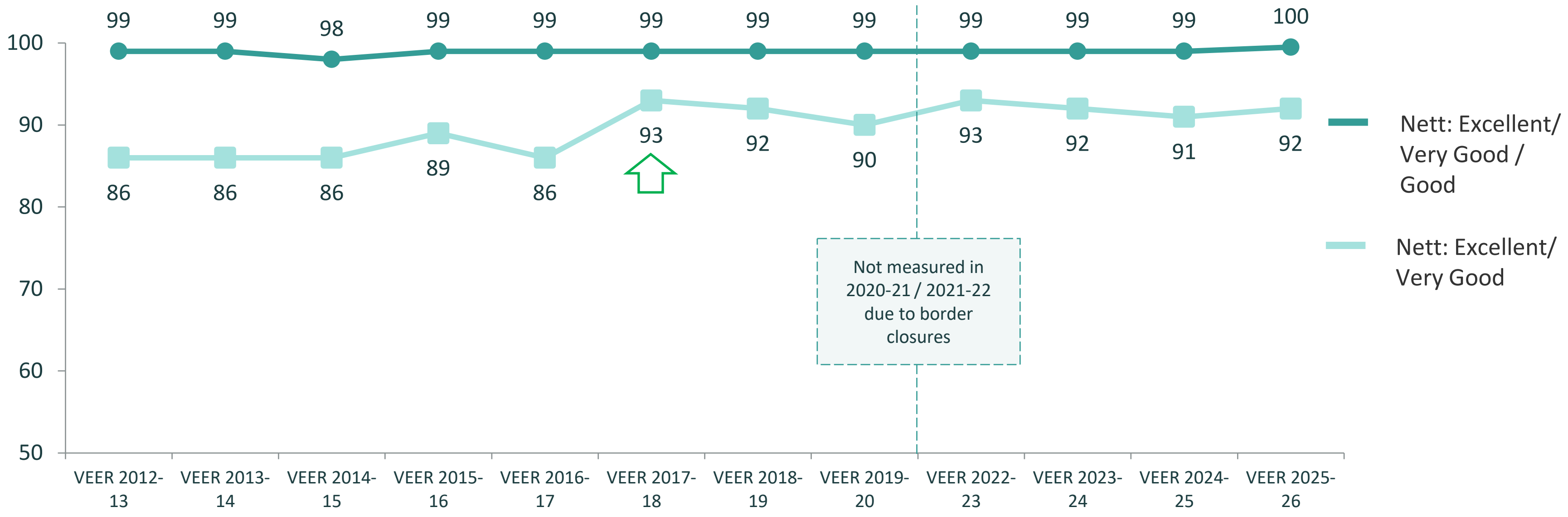
SOURCE: Q26. Thinking about these factors, which 3 had the most influence on your decision to travel here?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Experience and Expectations

Rating of Overall Experience

Visitors to Western Australia continue to rate their holiday experience very highly. In 2025-26, 99.5% described their experience as ‘excellent’, ‘very good’, or ‘good’, the highest since 2012-13.

Overall experience rating by year %

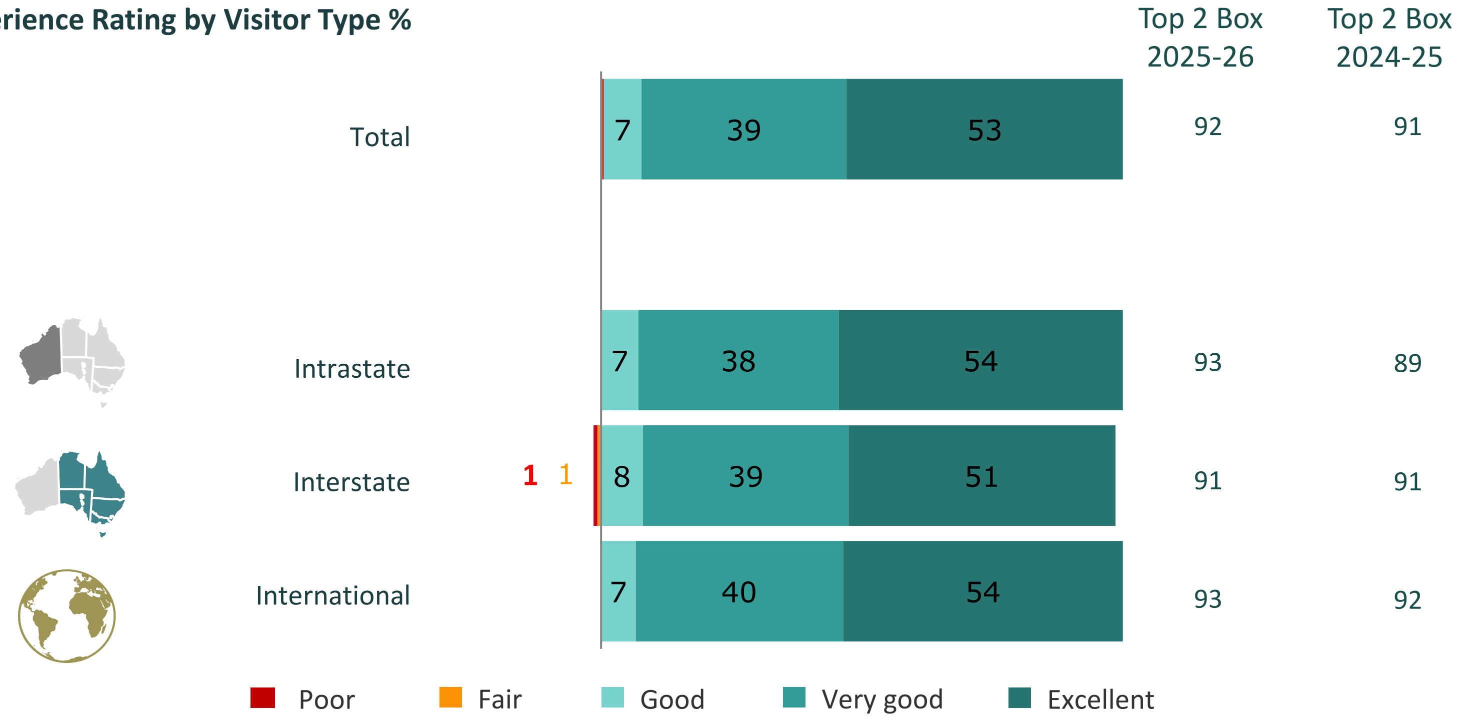


SOURCE: Q1. Using this scale, could you please rate your holiday in Western Australia.
BASE: All respondents, 2025-26 n=400, 2024-25 n=401, 2023-24 n=400, 2022-23 n=400, 2019-20 n=270, 2018-19 n=400; 2017-18 n=400; 2016-17 n=400; 2015-16 n=400; 2014-15 n=401; 2013-14 n=400; 2012-13 n=400

Experience by Source Market

In 2025-26 there was little differentiation in experience among the source markets, with nine in ten intrastate, interstate, and international visitors rating their holiday in WA as ‘excellent’ or ‘very good’.

2025-26 Experience Rating by Visitor Type %

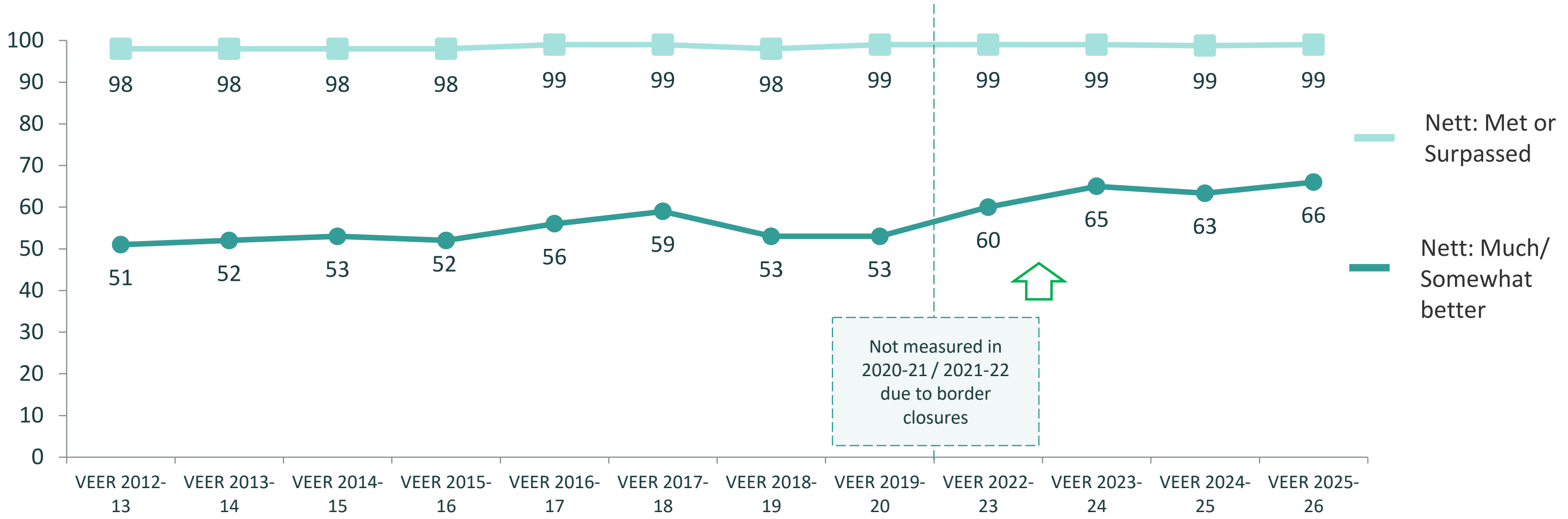


SOURCE: Q1. Using this scale, could you please rate your holiday in Western Australia.
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Expectations

Western Australian holidays surpassed the expectations of more than three in five of the State's visitors, with 66% stating that their holiday in WA was somewhat or much better than they had expected, the highest since 2012-13.

Overall experience rating by year %

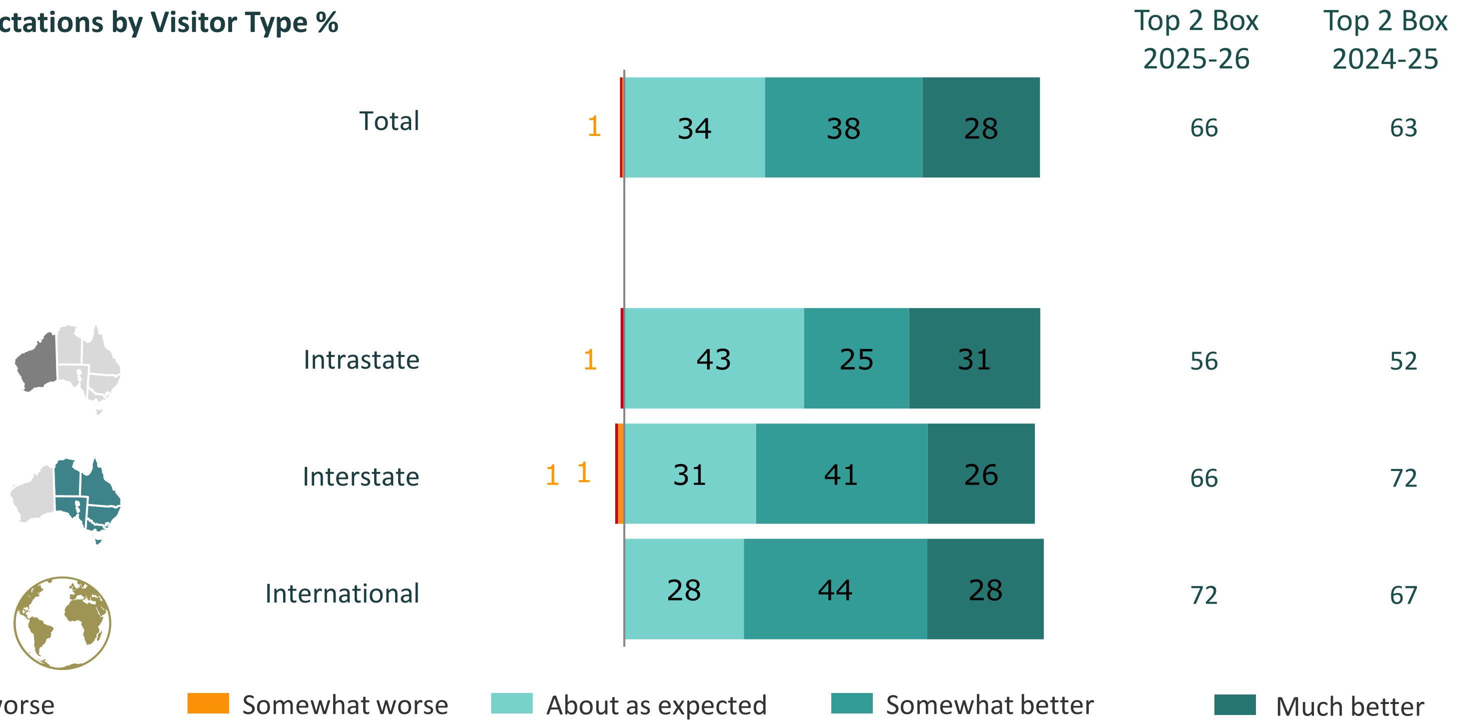


SOURCE: Q3. And using this scale, could you please rate whether or not your holiday in Western Australia met, exceeded or fell below your expectations.
BASE: All respondents, 2025-26 n=400, 2024-25 n=401, 2023-24 n=400, 2022-23 n=400, 2019-20 n=270, 2018-19 n=400; 2017-18 n=400; 2016-17 n=400; 2015-16 n=400; 2014-15 n=401; 2013-14 n=400; 2012-13 n=400

Expectations by Source Market

International visitors were the most likely to say that their holiday in WA was better than they had expected. In 2025-26, 72% of international visitors claimed their experience was somewhat or much better than expected, an increase of 5% points from 2024-25.

2025-26 Expectations by Visitor Type %



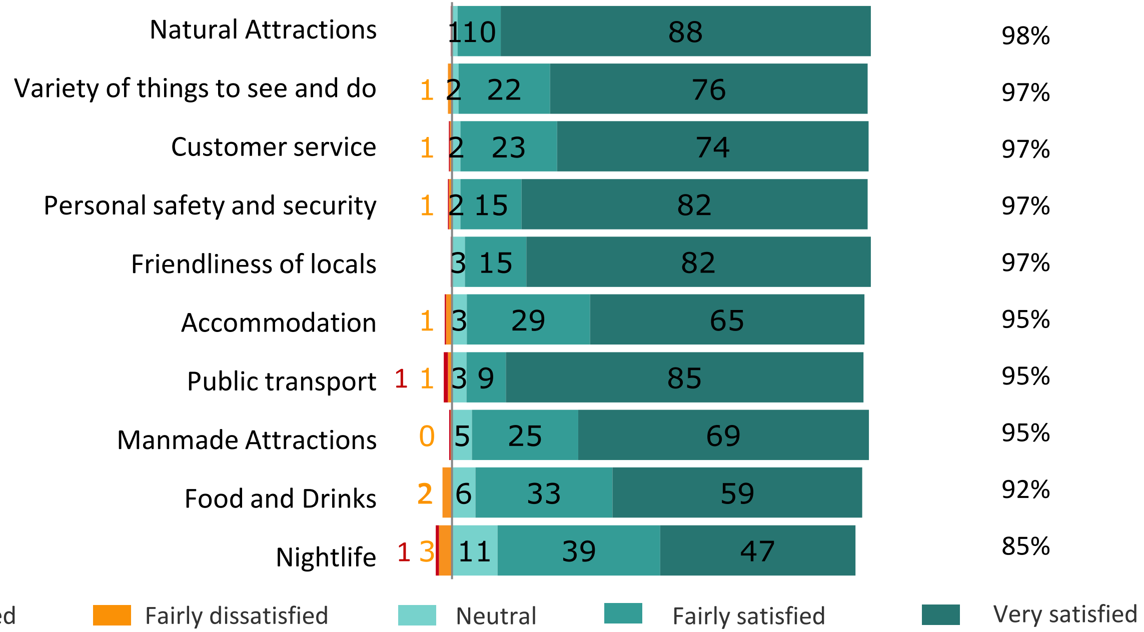
SOURCE: Q3. And using this scale, could you please rate whether or not your holiday in Western Australia met, exceeded or fell below your expectations. All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Satisfaction and Value for Money

Satisfaction

Visitors were very satisfied with all aspects of their trip. Highest satisfaction ratings were given for Western Australia's natural attractions. Satisfaction of each aspect by source market can be found in the appendix pages 42-44.

2025-26 Satisfaction of aspects of holiday %



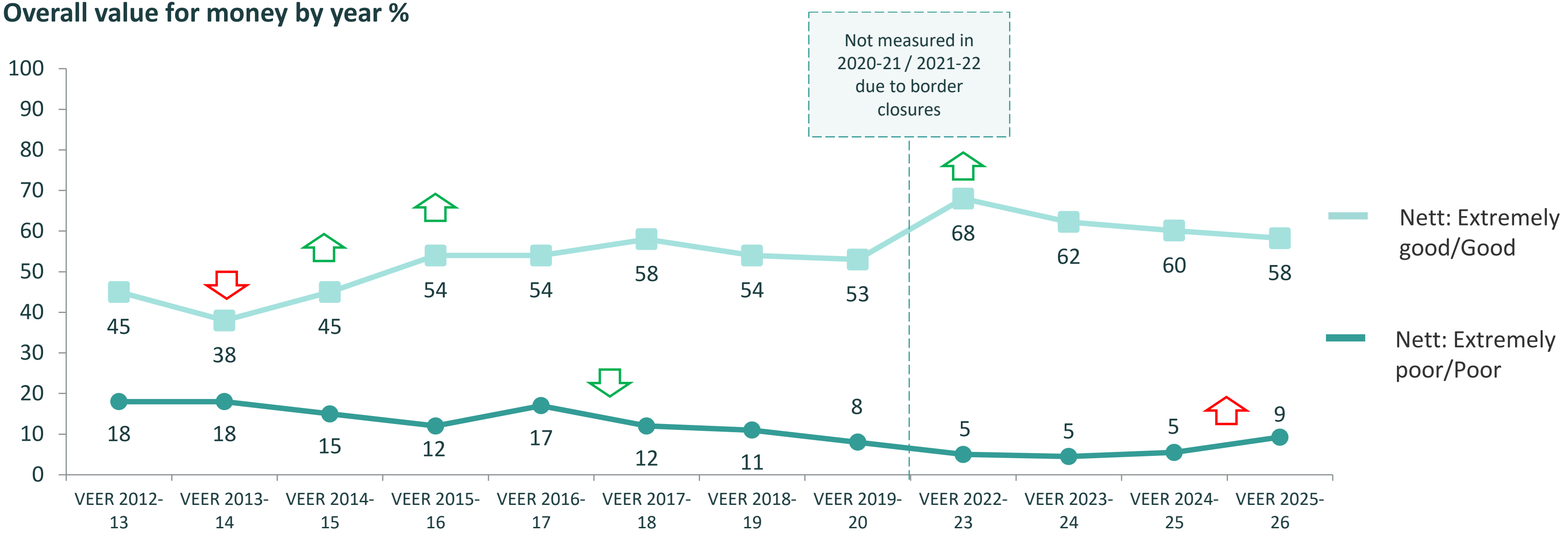
	Top 2 Box 2025-26	Top 2 Box 2024-25
Natural Attractions	98%	100%
Variety of things to see and do	97%	96%
Customer service	97%	94%
Personal safety and security	97%	96%
Friendliness of locals	97%	97%
Accommodation	95%	93%
Public transport	95%	89%
Manmade Attractions	95%	93%
Food and Drinks	92%	92%
Nightlife	85%	75%

SOURCE: Q9. Thinking about your holiday in Western Australia overall, how satisfied or dissatisfied were you with …?
BASE: All respondents n=400. NOTE: Not Applicable responses have been removed. %s are of those who answered the question.

Value for Money

Three in five (58%) of all visitors surveyed in 2025-26 perceived their holiday to be 'good' or 'extremely good' value for money. Whilst below the record high of 68% in 2022-23, this is still a significant improvement on years prior to 2022-23. The number of visitors who perceive WA to be 'poor' or 'extremely poor' value for money increased year on year, though remains very low (just 9% in 2025-26).

Overall value for money by year %



SOURCE: Q7. Now using this scale, could you please rate the overall value for money of your holiday in Western Australia?
BASE: All respondents, 2025-26 n=400, 2024-25 n=401, 2023-24 n=400, 2022-23 n=400, 2019-20 n=270, 2018-19 n=400; 2017-18 n=400; 2016-17 n=400; 2015-16 n=400; 2014-15 n=401; 2013-14 n=400; 2012-13 n=400

Value for Money by Source Market

In 2025-26 intrastate visitors were the most likely to rate their holiday in WA as ‘extremely good’ or ‘good’ value for money, an increase of 6% points from last year. However, this metric dropped for interstate visitors with only 54% rating their holiday as value for money, down from 61% last year. International visitor ratings also dropped slightly to 56%, down from 60% last year.

2025-26 Value for Money by Visitor Type %

SOURCE: Q7. Now using this scale, could you please rate the overall value for money of your holiday in Western Australia?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Reason for good value for money

Amongst the 58% of visitors who rated their holiday as 'good' or 'extremely good' value for money, destination experience (eg weather, scenery, people) was the most common reason cited, followed by accommodation. Comparisons to other destinations also ranked highly as did the exchange rate.

2025-26 Main element of holiday considered good value for money %

(Open ended question, coded responses)

"Good accommodation, very comfortable with sustainable bathroom products"

"Compared with the UK food and drink prices are very good"

"Public transport is cheap, it works well, link between buses and trains"

"The exchange rate gave us better buying power"

"Everything you can do nature wise, natural wonders"

"We stayed at the park which was no cost with free showers"

Mentions 5% or more shown.

SOURCE: Q8. What was the main thing that was good value? Why did you give that rating?
BASE: Those who rated their WA holiday as Good or Extremely Good value for money and gave a positive reason (n=233).

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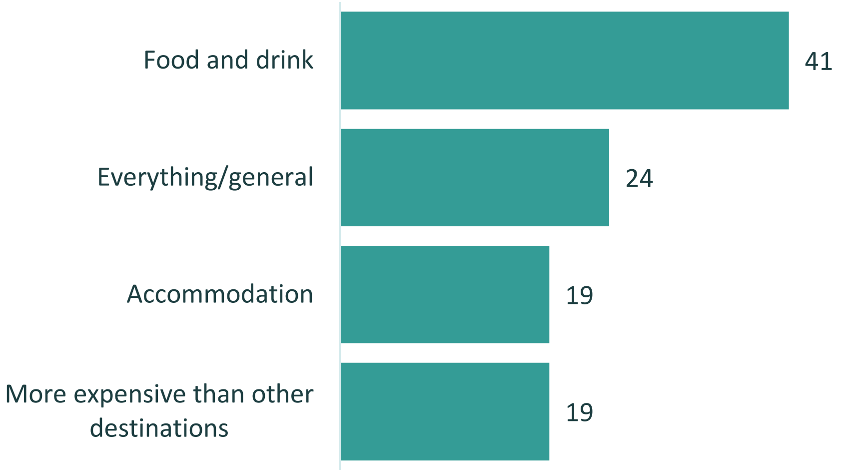
Reason for poor value for money

Amongst the one in ten (9%) visitors who said their holiday in WA was poor value for money, the expense of eating out and/or food and drinks were most commonly cited. (Note: small sample sizes; results are indicative only). Compared to 2024-25, mentions about the cost of food and drink increased.

2025-26 Main element of holiday considered poor value for money %
(Open ended question, coded responses)



Mentions 5% or more shown.

"The beer and food is more expensive"

"The city is expensive for accommodation"

"The cost of living makes it a bit more expensive"

"Australia is poor value for money in general"

"More expensive than Malaysia but we expected that"

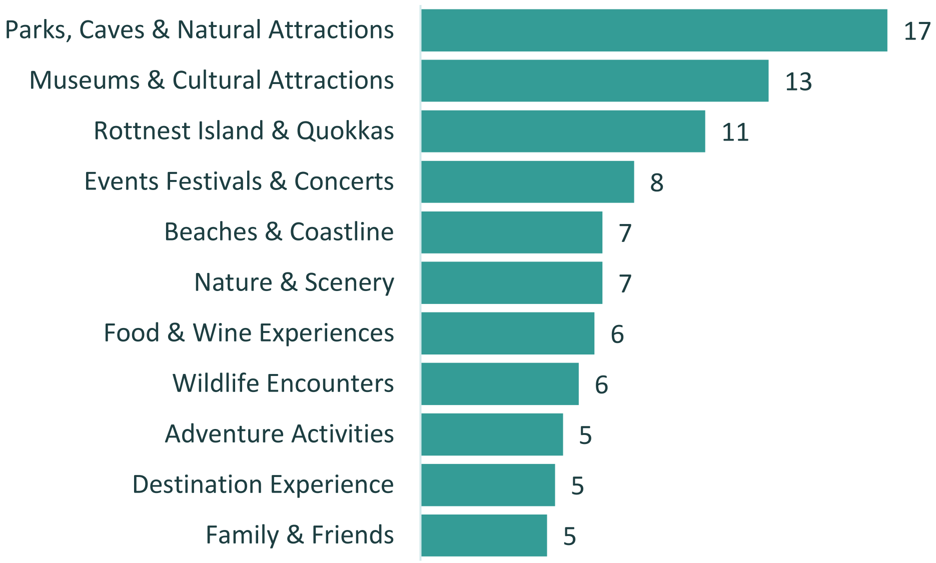
SOURCE: Q8. What was the main thing that was poor value? Why did you give that rating?
BASE: Those who rated their holiday in WA as 'Poor' or "Extremely poor' value for money (n=37)

Memorable Experience

M e m o r a b l e   e x p e r i e n c e

85% of visitors claimed they had a particularly memorable experience in WA. A natural attraction was the most common reason, cited by almost one in five (18%). Man-made attractions and Rottnest Island followed.

2025-26 Memorable Experience %
(Open ended question, coded responses)



Mentions 5% or more shown.

"Rottnest Island and particularly seeing the seals and the quokkas"
"Scuba diving"
"Swimming with the whale sharks"
"Driving around Margaret River and visiting the wineries"
"Being able to enjoy family time"
"Terracotta Warriers exhibition"
"Kings Park and the natural beauty"

SOURCE: Q30. Have you had a particularly memorable experience during this holiday in Western Australia? What was it?
BASE: Those who had a memorable experience (n=339)

Advocacy

Net Promoter Score (NPS)

Net Promoter Score is a common metric used by businesses to monitor customer experience and loyalty. It is based on a question asking likelihood to recommend on a 0 – 10 scale, and subtracts those who are 'detractors' (0-6) from those who are 'promoters' (9-10) to give a score on a scale of -100 to +100.

Q: Using this scale, how likely are you to recommend Western Australia as a holiday destination to other people?

0	1	2	3	4	5	6	7	8	9	10
Detractors							Passives		Promoters	

Promoters % – Detractors % = NPS

SOURCE: Q10. Using this scale, how likely are you to recommend Western Australia as a holiday destination to other people?

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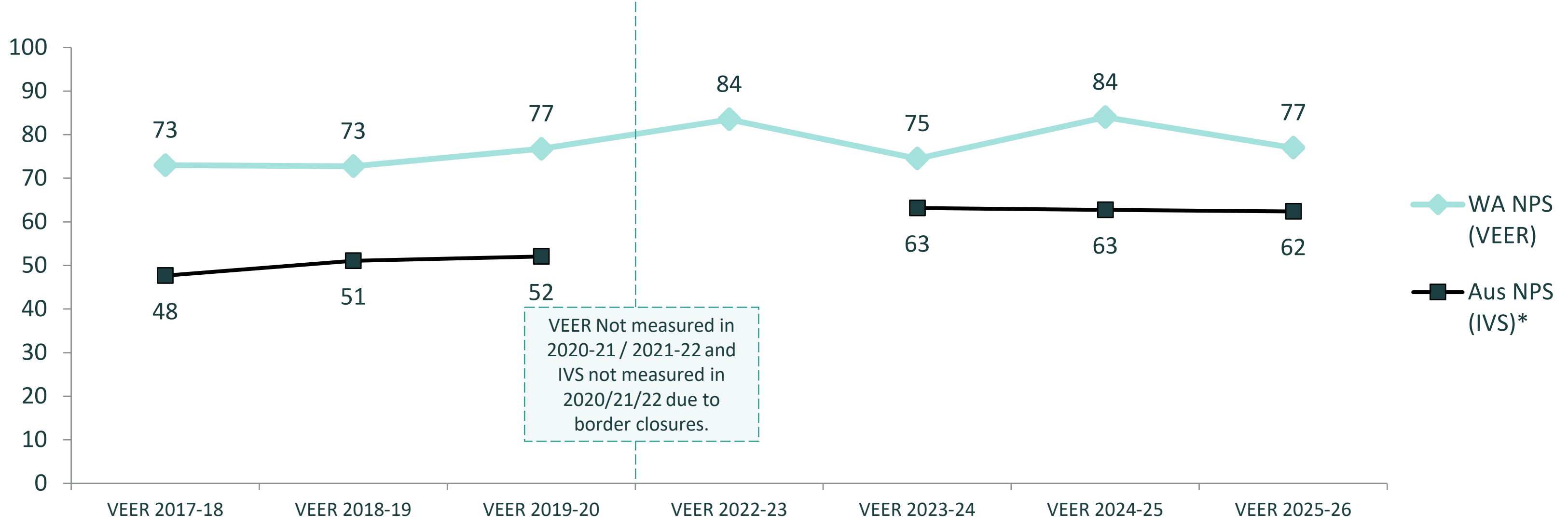
Net Promoter Score (NPS) over time

WA's NPS is very high at 77 out of a maximum possible score of 100. As a comparison, Australia's NPS in 2025 amongst international leisure visitors was 65*. After an increase in 2024-25, WA's NPS has returned to levels seen in 2023-24.

Overall NPS by year %



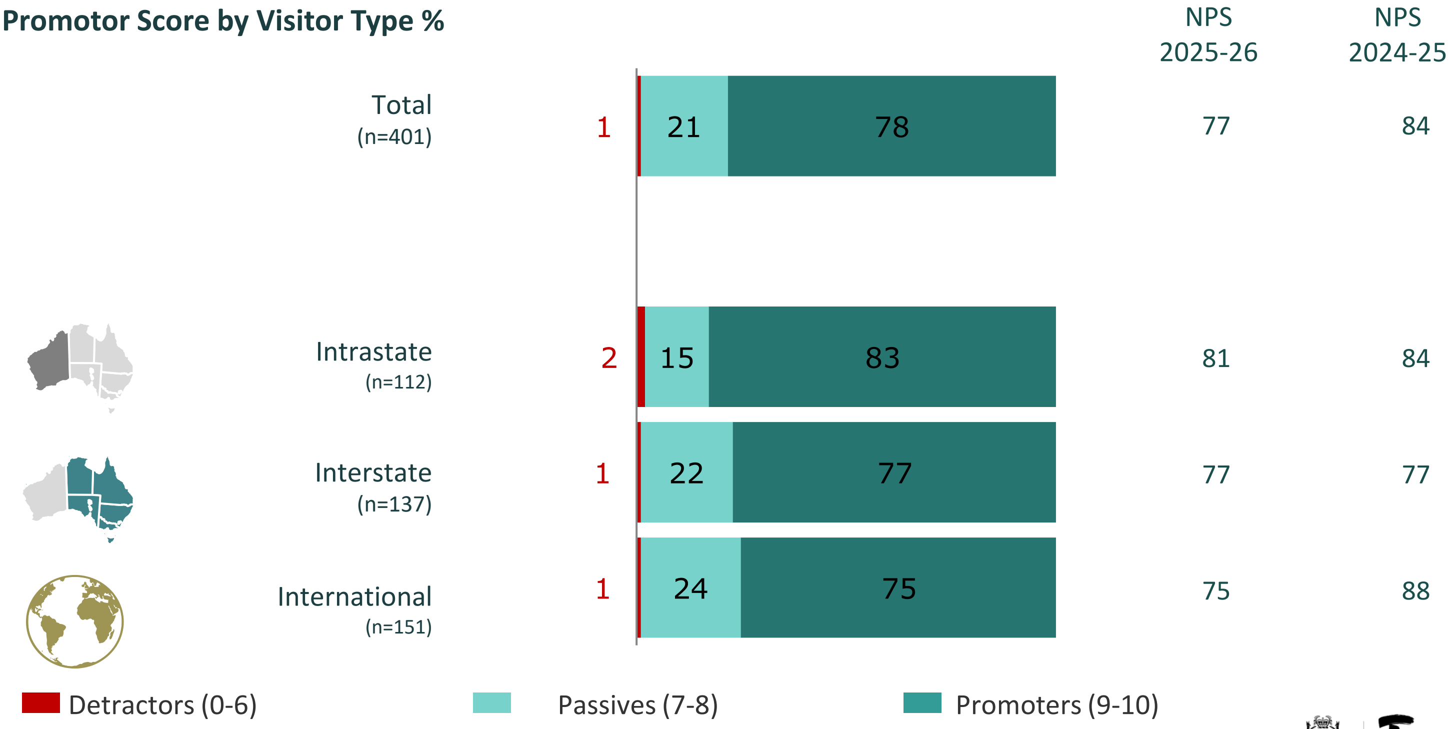
*Source: Tourism Research Australia, International Visitor Survey (IVS), 2025. Measured by calendar year eg for VEER 2025-26, IVS NPS refers to 2025.

SOURCE: Q10. Using this scale, how likely are you to recommend Western Australia as a holiday destination to other people?
BASE: All respondents, 2025-26 n=400, 2024-25 n=401, 2023-24 n=400, 2022-23 n=400, 2019-20 n=270, 2018-19 n=400; 2017-18 n=400
Not asked prior to 2017-18.

Net Promoter Score (NPS) by market

The year on year decline in WA's NPS was driven by a switch in rankings from '9' to '8' resulting in a drop in the proportion of 'promoters' (from 85% to 78%), and an uplift in 'passives' (from 13% to 21%). 'Detractors' remained at 1%. The decline in NPS was driven by the international market (from 88 to 75). The intrastate market saw a small decline (from 84 to 81) whilst interstate remained steady at 77.

2025-26 Net Promotor Score by Visitor Type %



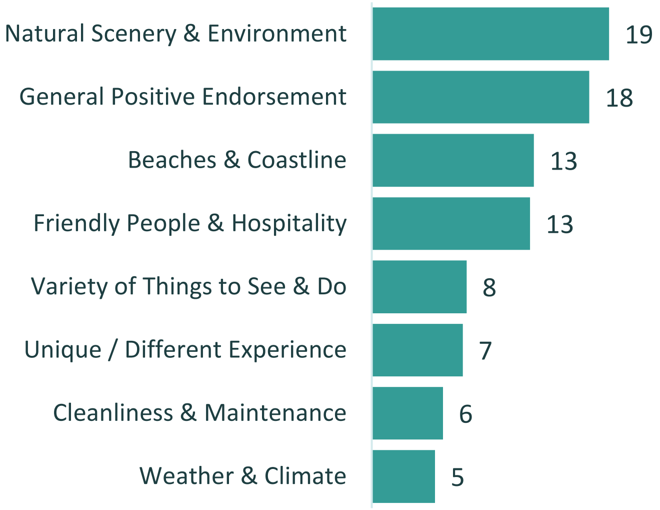
SOURCE: Q10. Using this scale (1-10), how likely are you to recommend Western Australia as a holiday destination to other people?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Reason for recommending WA

Amongst the 78% of visitors who were ‘promoters’ of WA as a holiday destination, WA’s natural scenery and environment was the most common reason cited. General positive comments came next, eg ‘its beautiful’, ‘I love it here’. WA’s beaches & coastline and friendly people also rated highly.

2025-26 Main reason for recommending WA %

(Open ended question, coded responses)



“World class pristine environment”

“Love the pace of life here, friendly people, reasonably priced”

“The scenery is great as is the weather”

“It’s clean, the National parks are well maintained, the coastal areas down south are beautiful”

“It is worth the travel with unique scenery and history”

“It is a very unique experience with vast spaces and great natural beauty”

“It is a beautiful place with great beaches and natural attractions”

Mentions 5% or more shown.

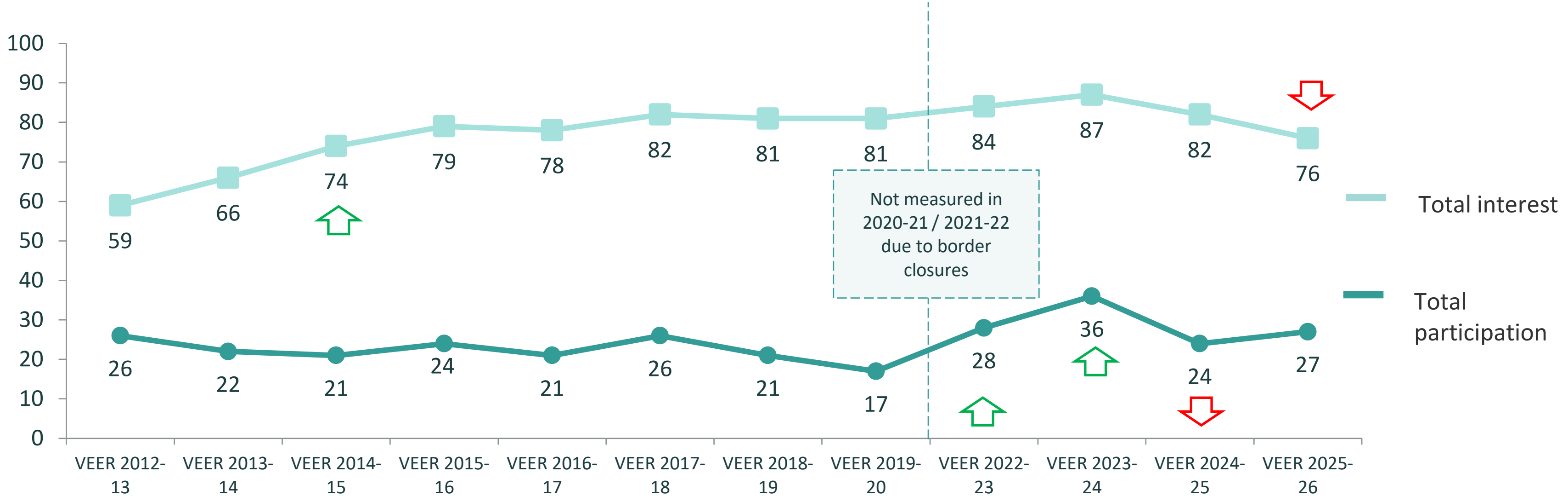
SOURCE: Qx. What is the main reason you gave that score?
BASE: ‘Promoters’ (those who rated likelihood to recommend a 9 or 10 out of 10) n=313.

Aboriginal Tourism

Interest and participation in Aboriginal tourism

More than a quarter (27%) of visitors surveyed said they participated in an Aboriginal tourism experience, a small growth from 24% in 2024-25. However, visitor interest in Aboriginal tourism experiences continues to far outweigh participation, with three quarters (76%) of visitors in 2025-26 saying they would be interested in an Aboriginal tourism experience or activity if it were easily accessible in WA. This is the lowest level of interest since 2014-15.

Overall interest and participation in Aboriginal tourism by year %

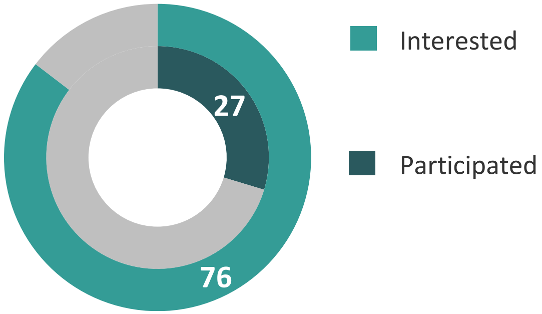


SOURCE: Q12. Which of the following Aboriginal activities or experiences have/did you participate/d in during your holiday in Western Australia? Q13. And which of these experiences or activities would you be interested in, if they were easily accessible in Western Australia? Note, "Experience Native bush food" was added to list of Aboriginal tourism experiences in 2017-18, which has resulted in a higher result for total interest from 2017-18. BASE: All respondents, 2025-26 n=400, 2024-25 n=401, 2023-24 n=400, 2022-23 n=400, 2019-20 n=270, 2018-19 n=400; 2017-18 n=400; 2016-17 n=400; 2015-16 n=400; 2014-15 n=401; 2013-14 n=400; 2012-13 n=400

Interest and participation in Aboriginal tourism

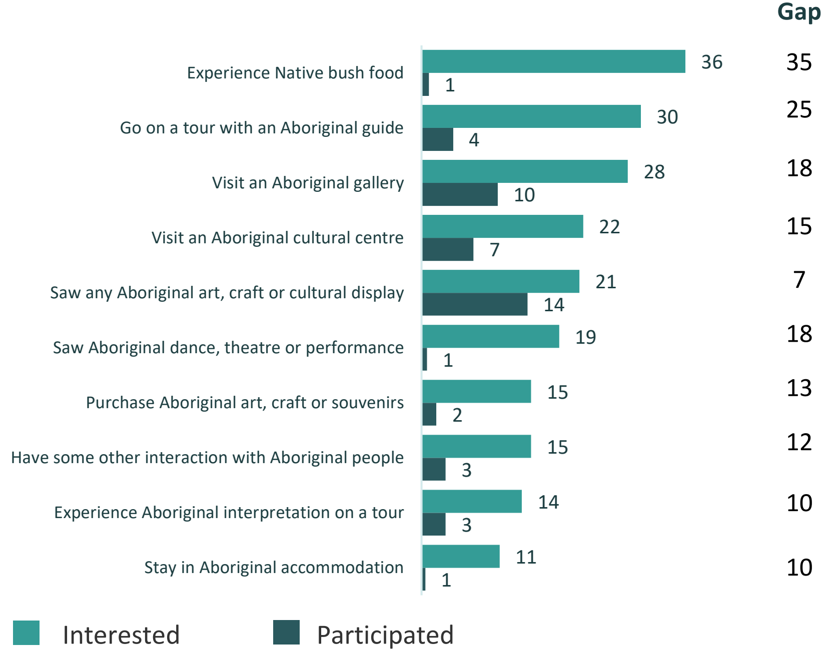
The growth in participation in aboriginal tourism was seen across all markets, whilst the decline in interest was driven by the intrastate market (from 88% to 74%). ‘Experience Native Bush Food’ and ‘Go on a tour with an Aboriginal guide’ continue to generate the most interest, and the largest gap between interest and participation, indicating an opportunity for development. Seeing an Aboriginal art, craft or cultural display, and visiting Aboriginal galleries were the most common activities undertaken.

2025-26 Interest and participation in Aboriginal Tourism by Visitor Type (%)



	Intrastate	Interstate	International
Interested	74	74	79
Participated	16	27	35

2025-26 Interest vs. Participation in Aboriginal tourism (%)

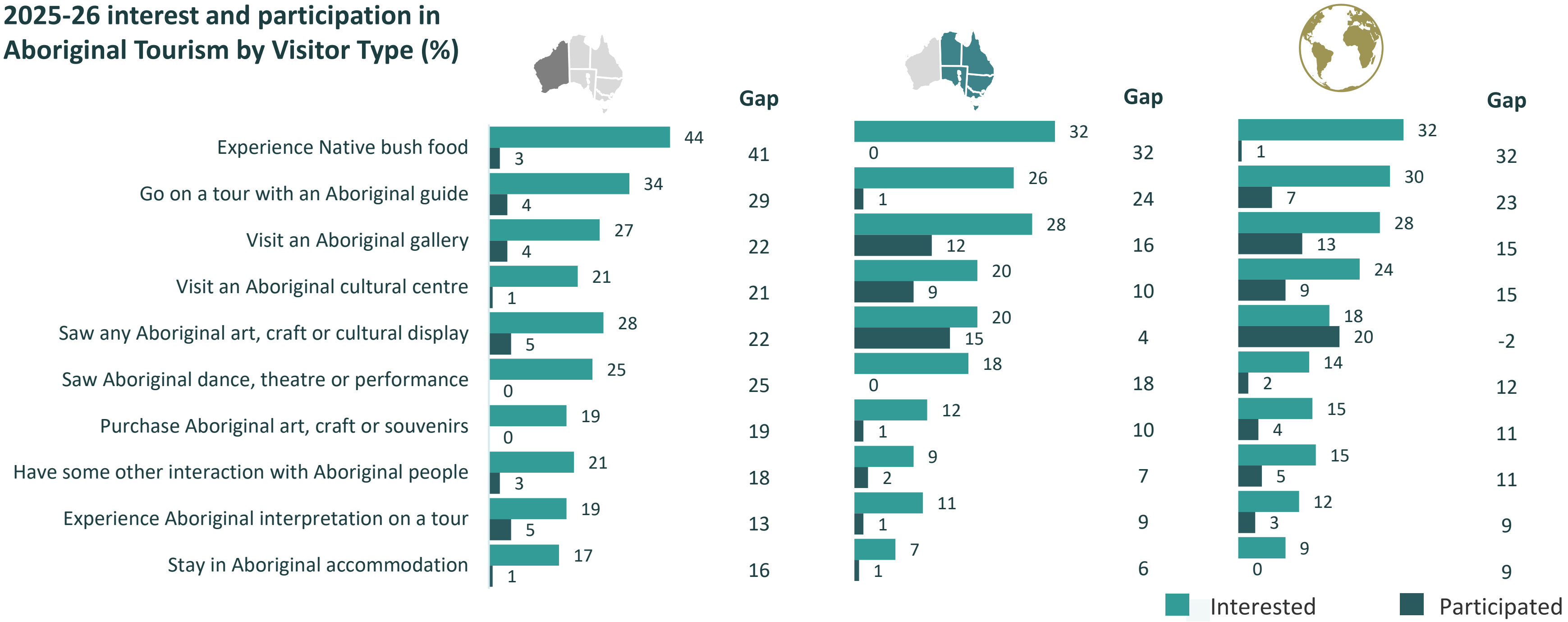


SOURCE: Q12. Which of the following Aboriginal activities or experiences have/did you participate/d in during your holiday in Western Australia? Q13. And which of these experiences or activities would you be interested in, if they were easily accessible in Western Australia? BASE: All respondents n=400.

Interest and participation in Aboriginal tourism

The gap between interest and participation is most significant for intrastate visitors; they have strong interest yet have the lowest participation rate. Across all visitor markets, the types of experiences visitors are more interested in is largely similar – with going on a tour with an Aboriginal guide and experiencing native bush food ranking in the top three most appealing experiences across all three markets.

2025-26 interest and participation in Aboriginal Tourism by Visitor Type (%)

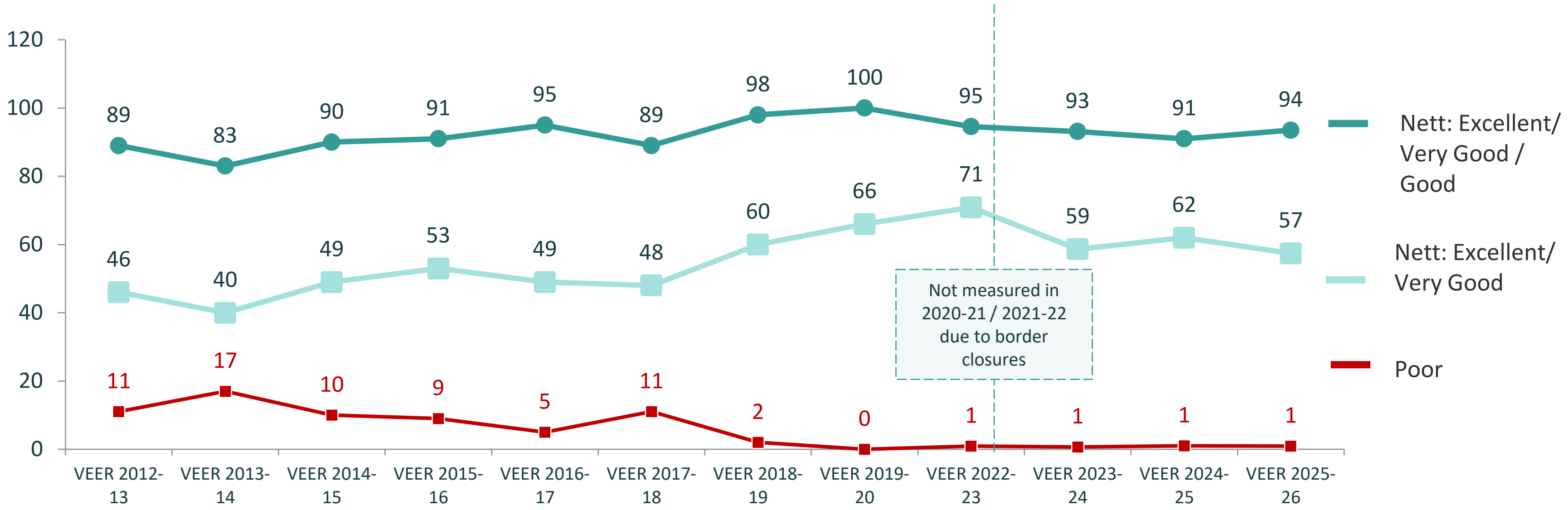


SOURCE: Q12. Which of the following Aboriginal activities or experiences have/did you participate/d in during your holiday in Western Australia? Q13. And which of these experiences or activities would you be interested in, if they were easily accessible in Western Australia? BASE All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.

Satisfaction of Aboriginal tourism

Those visitors who had participated in Aboriginal tourism continue to rate their experience highly. 57% rated their experience as ‘excellent’ or ‘very good’.

Overall satisfaction of Aboriginal tourism by year %

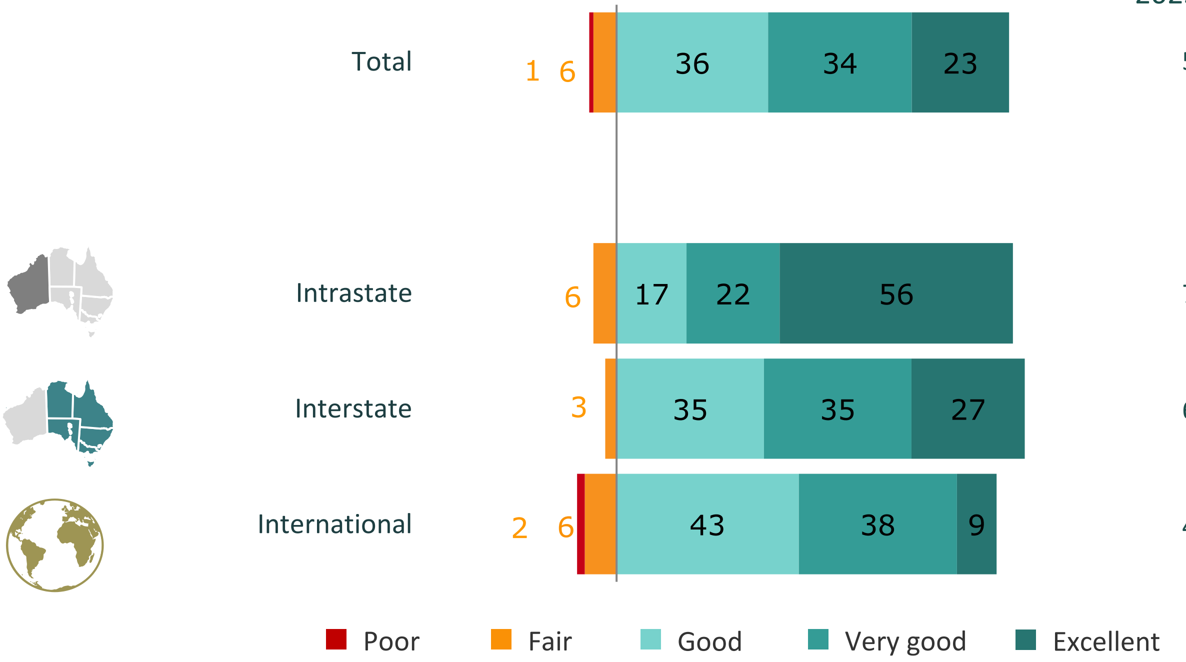


SOURCE: Q14. And using this scale, can you please rate overall the Aboriginal activities and experiences you experienced in Western Australia? BASE: All respondents who participated in an Aboriginal activity, 2025-26 n=400, 2024-25 n=97, 2023-24 n=145, 2022-23 n=110, 2019-20 n=47, 2018-19 n=83; 2017-18 n=103; 2016-17 n=85; 2015-16 n=95; 2014-15 n=83; 2013-14 n=86; 2012-13 n=102.

Satisfaction of Aboriginal tourism by source market

Indicatively, intrastate visitors were most satisfied with their Aboriginal tourism experience(s).
Note: small sample sizes; results are indicative only.

2025-26 Aboriginal experience by visitor type %



	Top 2 Box 2025-26	Top 2 Box 2024-25
Total	57	62
Intrastate	78	61
Interstate	62	56
International	47	65

SOURCE: Q14. And using this scale, can you please rate overall the Aboriginal activities and experiences you experienced in Western Australia? BASE: All respondents who participated in an Aboriginal activity n=108; Intrastate visitors n=18; Interstate visitors n=37; International visitors n=53

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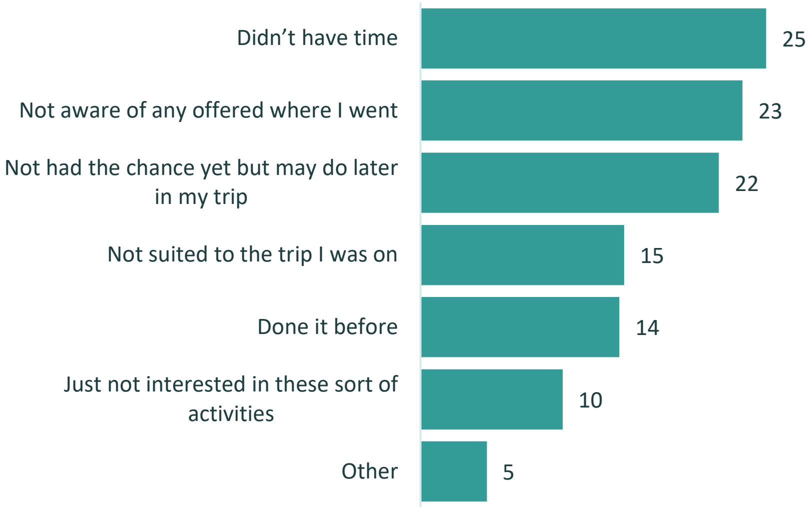
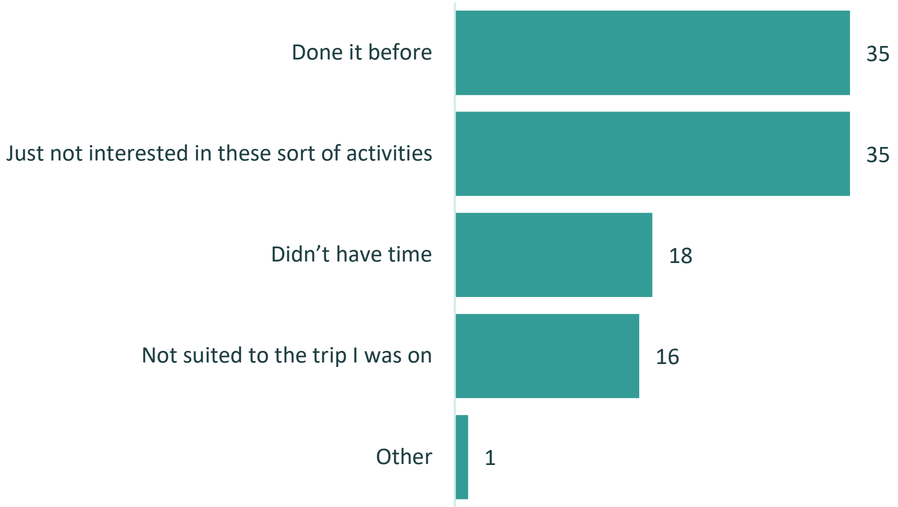
Non-participation in Aboriginal Tourism

A quarter (25%) of those who did not participate in Aboriginal tourism said they didn't have time. Another quarter (23%) were not aware of any such experiences being on offer where they went. For those who were not interested, their main reasons were a lack of enthusiasm and a feeling of 'been there, done that'. Upselling the breadth and uniqueness of experiences available in WA may help to overcome these barriers.

2025-26 Non-participation in Aboriginal Experience %



2025-26 Non-interest in Aboriginal Experience %



SOURCE: Q16. Can I ask why you chose to not participate in Aboriginal activities or experiences? BASE: Respondents who had not participated in an Aboriginal activity n=292. Q17. Why are you not interested in participating in an Aboriginal activity or experience in Western Australia? BASE: Respondents who were not interested in an Aboriginal activity n=97.

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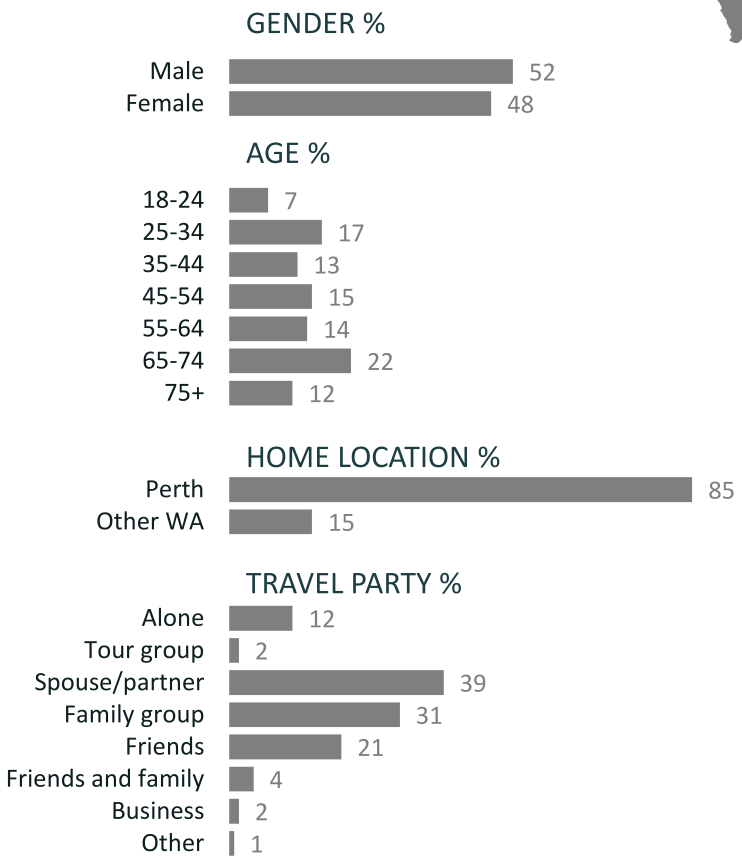
Appendix

Intrastate Sample

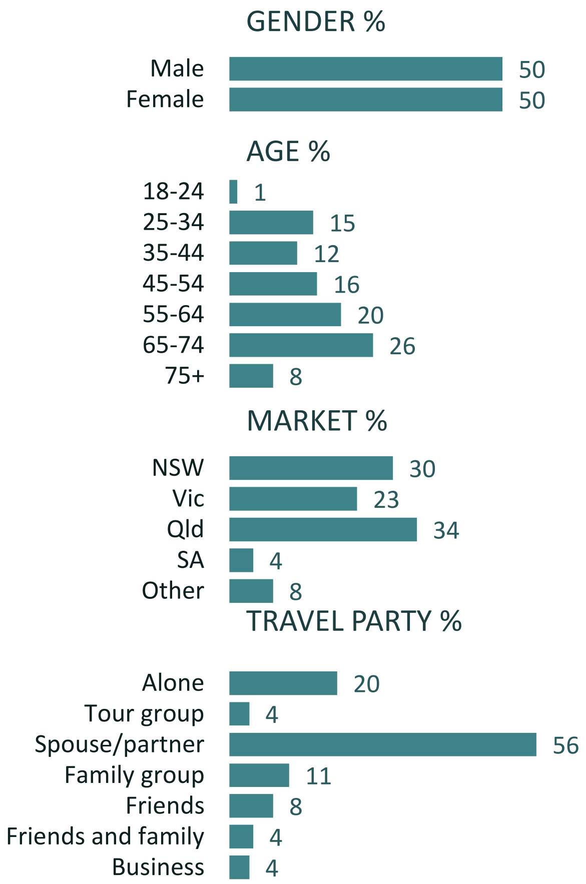
Of all visitors that were surveyed, intrastate visitors contained the highest proportion of family groups. Majority of intrastate visitors surveyed were from metropolitan Perth.



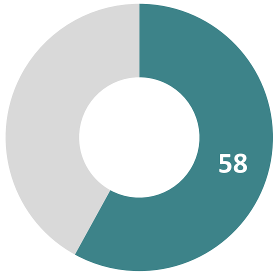
SOURCE: S6. Gender S5. Which of these age groups do you belong to? S8. Do you live in Western Australia or are you are you visiting from another State or overseas? S9. Who did you travel with on your most recent in WA? (Multiple Response).
BASE: Intrastate visitors n=112

Interstate Sample

Interstate visitors contained the highest proportion of couples as well as a large number of solos. Visitors from interstate surveyed were mainly from New South Wales, Queensland and Victoria and almost three in five (58%) were repeat visitors to Western Australia.



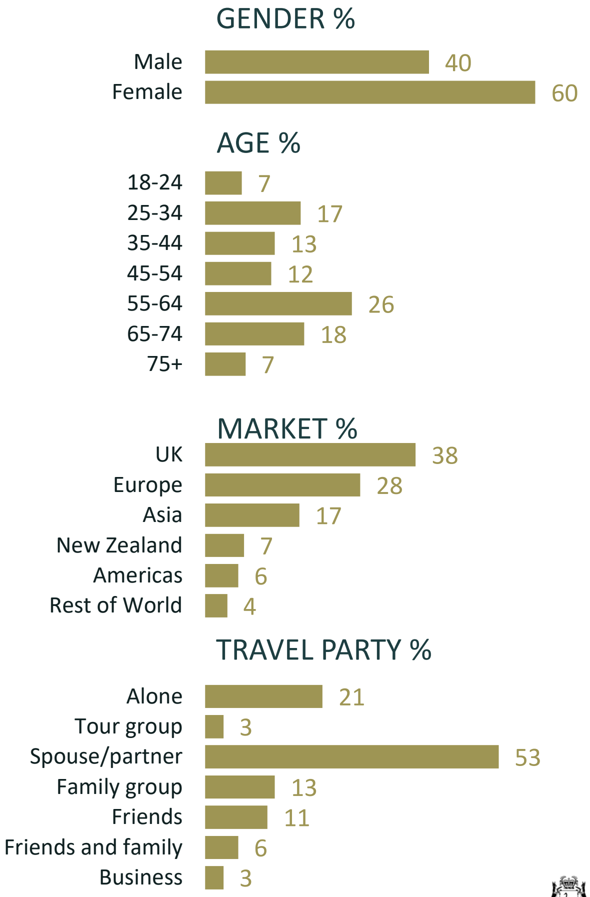
REPEAT VISITORS %



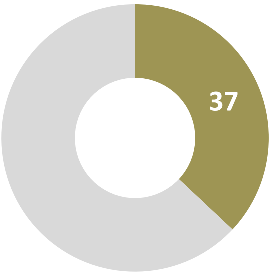
SOURCE: S6. Gender S5. Which of these age groups do you belong to? S8. Do you live in Western Australia or are you are you visiting from another State or overseas? S9. Who did you travel with on your most recent in WA? (Multiple Response).
BASE: Interstate visitors n=137

International Sample

International visitors contained the highest proportion of solo travellers, as well as a large number of couples. Visitors tended to be on the two ends of the age spectrum (under 35 years old and over 55 years old). International visitors surveyed were mostly from the UK or other European regions and 37% were repeat visitors to Western Australia.



REPEAT VISITORS %



SOURCE: S6. Gender S5. Which of these age groups do you belong to? S8. Do you live in Western Australia or are you are you visiting from another State or overseas? S9. Who did you travel with on your most recent in WA? (Multiple Response).
BASE: International visitors n=151

Satisfaction by market: Natural attractions, Friendliness of locals and Variety of things to see and do

	Very dissatisfied	Fairly dissatisfied	Neutral	Fairly satisfied	Very satisfied
Natural Attractions (e.g. beaches, National Parks)					
Intrastate	1%	0%	0%	12%	87%
Interstate	0%	0%	2%	13%	86%
International	0%	0%	2%	7%	91%
Total	0%	0%	1%	10%	88%
Friendliness of locals					
Intrastate	1%	0%	3%	19%	77%
Interstate	0%	0%	4%	15%	80%
International	0%	0%	2%	11%	87%
Total	0%	0%	3%	15%	82%
Variety of things to see and do					
Intrastate	0%	3%	1%	25%	72%
Interstate	0%	1%	1%	20%	79%
International	0%	0%	3%	22%	75%
Total	0%	1%	2%	22%	76%

SOURCE: Q9. Thinking about your holiday in Western Australia overall, how satisfied or dissatisfied were you with …?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.
NOTE: Not Applicable responses have been removed. %s are of those who answered the question.

Satisfaction by market: Personal safety and security, Customer services, Manmade attractions

	Very dissatisfied	Fairly dissatisfied	Neutral	Fairly satisfied	Very satisfied
Personal safety and security					
Intrastate	1%	1%	2%	8%	88%
Interstate	0%	0%	3%	20%	77%
International	0%	1%	1%	14%	83%
Total	0%	1%	2%	15%	82%
Customer services					
Intrastate	1%	1%	3%	31%	64%
Interstate	0%	1%	2%	18%	79%
International	0%	0%	1%	22%	77%
Total	0%	1%	2%	23%	74%
Manmade attractions (eg museums, historical sites)					
Intrastate	2%	2%	6%	31%	60%
Interstate	0%	0%	4%	22%	74%
International	0%	0%	5%	25%	70%
Total	0%	0%	5%	25%	69%

SOURCE: Q9. Thinking about your holiday in Western Australia overall, how satisfied or dissatisfied were you with …?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.
NOTE: Not Applicable responses have been removed. %s are of those who answered the question.

Satisfaction by market: Food & drinks, Accommodation, Public transport, Nightlife

	Very dissatisfied	Fairly dissatisfied	Neutral	Fairly satisfied	Very satisfied
Accommodation					
Intrastate	0%	0%	0%	23%	73%
Interstate	0%	4%	3%	30%	63%
International	1%	0%	4%	34%	62%
Total	0%	1%	3%	29%	65%
Food & drinks					
Intrastate	0%	3%	5%	22%	70%
Interstate	0%	1%	5%	38%	56%
International	0%	3%	7%	35%	55%
Total	0%	2%	6%	33%	59%
Public transport					
Intrastate	4%	0%	9%	4%	83%
Interstate	0%	1%	1%	12%	85%
International	1%	1%	4%	9%	86%
Total	1%	1%	3%	9%	85%
Nightlife					
Intrastate	3%	0%	11%	50%	37%
Interstate	0%	5%	8%	38%	49%
International	0%	4%	13%	31%	52%
Total	1%	3%	11%	39%	47%

SOURCE: Q9. Thinking about your holiday in Western Australia overall, how satisfied or dissatisfied were you with …?
BASE: All respondents n=400; Intrastate visitors n=112; Interstate visitors n=137; International visitors n=151.
NOTE: Not Applicable responses have been removed. %s are of those who answered the question.