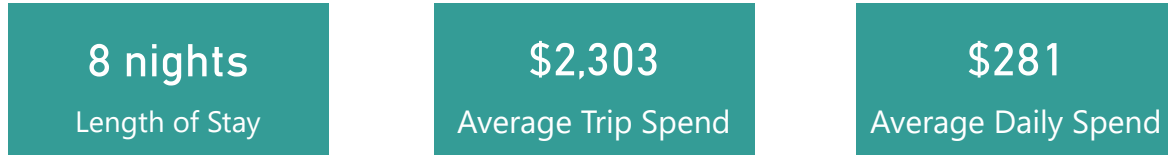
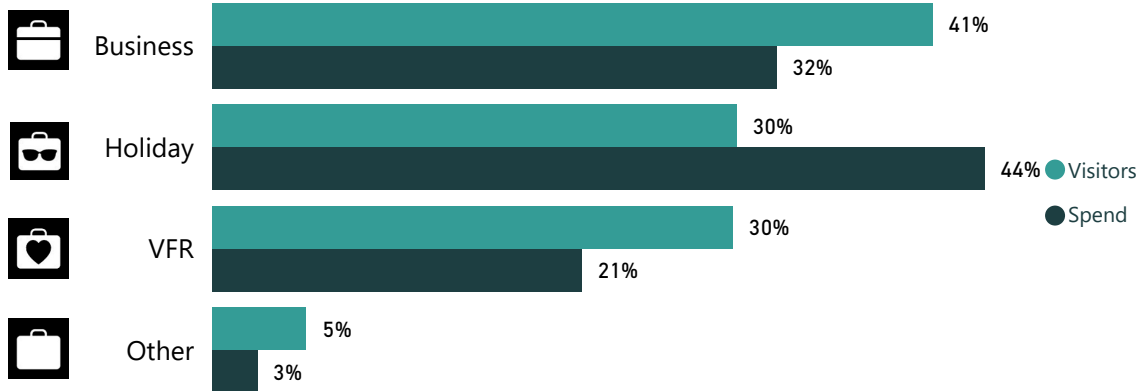


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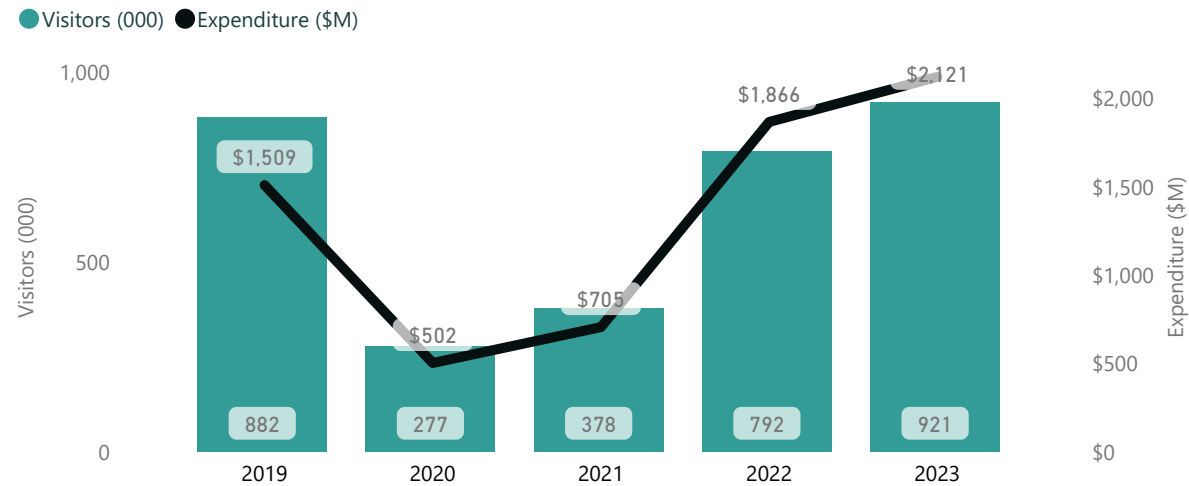
Interstate Leisure Visitation to WA 1



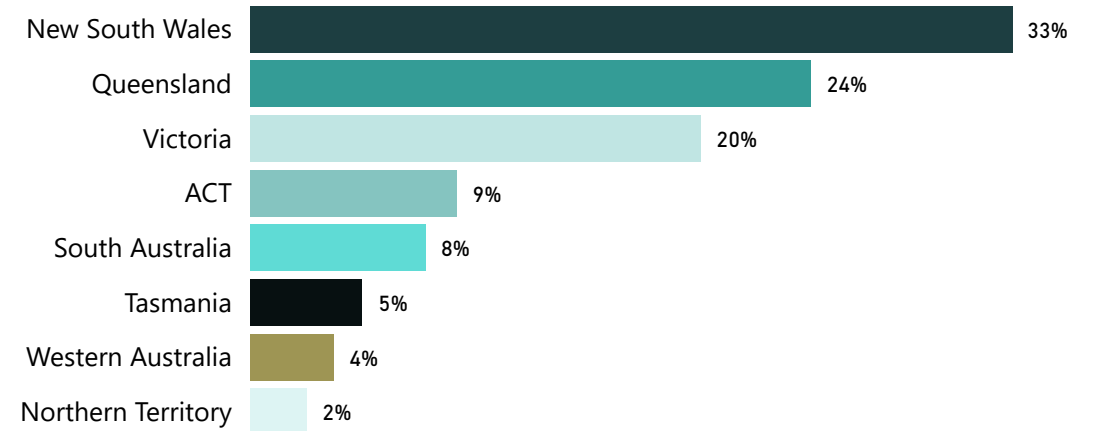
Interstate Visitors and Spend by Purpose 1



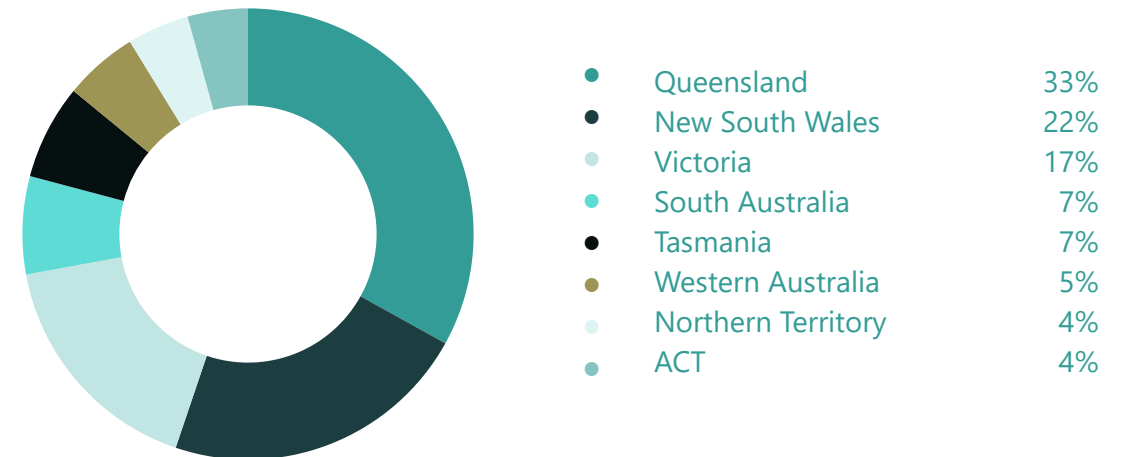
Interstate Leisure Visitation and Spend to WA 1



Market Share of Interstate Leisure Visitors 1



Market Share of Interstate Leisure Visitor Spend 1

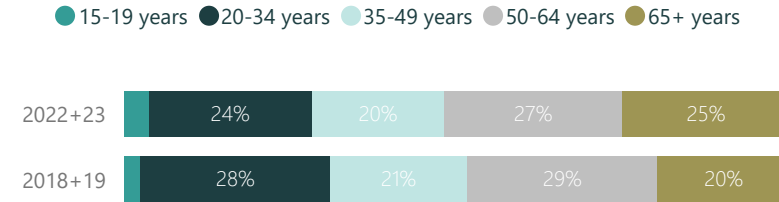


Explanatory note: 33% of all Interstate Leisure Visitor Spend in Australia was spent in Queensland (excludes WA residents).

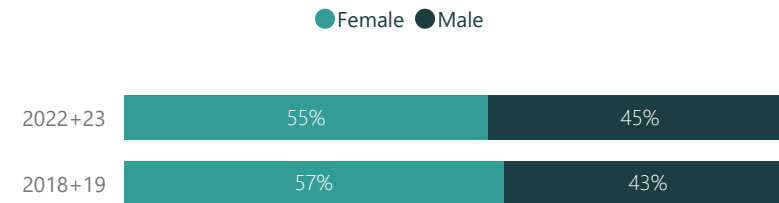
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LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR

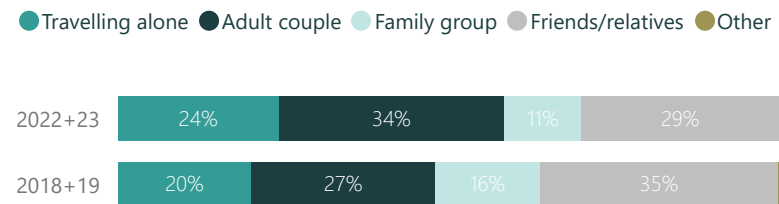
Age ³



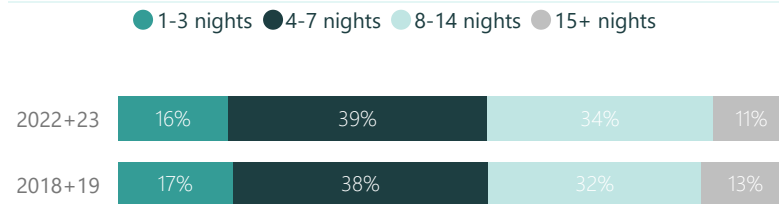
Gender ³



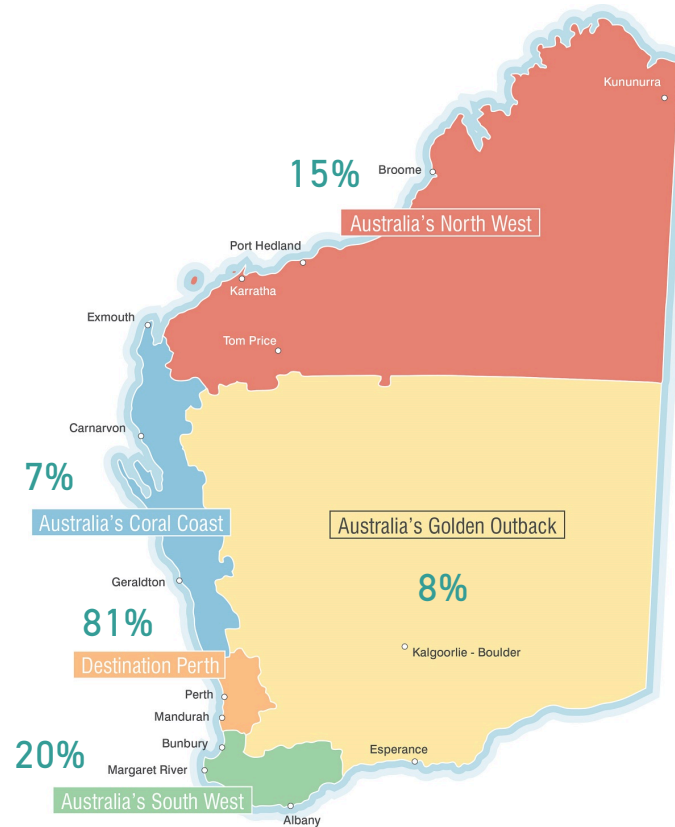
Travel Party ³



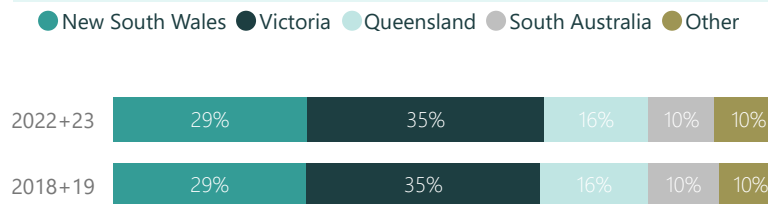
Length of Trip ³



Regional Dispersal ²



Home State ³



Top 5 Leisure Activities ³

	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	86%	85%
Visit friends & relatives	62%	48%
Go to the beach	56%	50%
Sightseeing/looking around	47%	40%
Go shopping for pleasure	34%	38%

Top 3 Accommodation Choices ³

	2018+19	2022+23
Friends or relatives property	50%	44%
Hotel/resort/motel or motor Inn	37%	44%
Rented house/apartment/flat or unit	16%	11%

Top LGAs Visited ³

	2018+19	2022+23
Perth	47%	49%
Augusta-Margaret River	14%	10%
Broome	9%	11%
Fremantle	9%	10%
Busselton	7%	6%

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MOTIVATIONS AND ASSOCIATIONS

WHAT TRAVELLERS ARE LOOKING FOR IN A HOLIDAY DESTINATION GENERALLY ⁴

Interstate Market (NSW / VIC / QLD)



Value for money



A place where I can relax and unwind



Great food and/or local produce



Beaches and coastal experiences



Easy to get to, and around



Friendly and welcoming people/service



Easy to plan and book



Not crowded with other tourists



Truly unique places and experiences



Unspoilt nature and local wildlife

WHAT INSPIRES TRAVELLERS TO VISIT WA ⁴

Interstate Market (NSW / VIC / QLD)



Road Trips



Beaches and coastal experiences



Easy to plan and book



Aboriginal experiences



Unspoilt nature and local wildlife



Premium accommodation options



Truly unique places and experiences



Active adventures and experiences



Great food and/or local produce



Not crowded with other tourists

WHAT INSPIRES TRAVELLERS TO VISIT WA ⁴

Visited WA in past 2 years or have upcoming trip booked



To visit a friend or relative



I have been there before and wanted to return



To tick an experience off my bucket list



I've always wanted to visit WA



A personal recommendation from someone I know









To attend a private event

INTERSTATE | MARKET PROFILE 2023

MOTIVATIONS, DESTINATIONS AND BARRIERS







TOP MOTIVATIONS TO VISIT WA ⁵

Interstate Visitors

-  Beaches/coastal scenery
-  Pristine natural environments
-  Unique natural sights
-  Good food, wine and local cuisine
-  Treks, trails and/or hikes
-  Water based activities

TOP BARRIERS TO VISITING WA ⁴

Interstate Market

-  There are other places I'd rather visit
-  Flights cost too much
-  It's just not on my radar, I might go there later in life
-  I don't feel excited enough about having a holiday there
-  It takes too long to get there
-  I don't know enough about what there is to do there

Notes

'Interstate Visitors' Australian Residents (excl. WA residents) aged 15 years and over who spent at least one night away from home in Western Australia. FIFO travel is included.

'Leisure' comprises both holiday visitors and those visiting friends and relatives (VFR).

References

1. Tourism Research Australia, National Visitor Survey, YE Dec 2023
2. Tourism Research Australia, National Visitor Survey, 3-year averages YE Dec 2021+22+23
3. Tourism Research Australia, National Visitor Survey, 2-year averages YE Dec 2018+19 and YE Dec 2022+23
4. Tourism WA Brand Tracker, Jan-Mar 2024
5. Visitor Experiences and Expectations Research (VEER), 2022-23

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CONSIDERATION OF WA HOLIDAY DESTINATIONS ⁴

Interstate Market

