

# WA TOURISM SNAPSHOT

## Visitors & spend in year ending December 2024 (2024)

Compared to calendar year 2019 as a benchmark

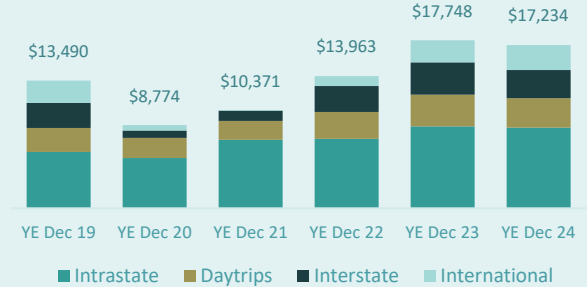


Visitors spent **\$17.2 billion** in WA in 2024, **\$3.7 billion** or **28%** ahead of 2019.

In 2024, 11.7 million overnight (domestic and international) visitors came to or travelled within WA and 19 million daytrips were taken within the State. Together, these visitors spent \$17.2 billion in WA, \$7.6 billion (44%) of which was spent in regional WA.

Visitor spend was \$3.7 billion or 28% ahead of 2019 but 3% behind 2023; also ahead of the national growth of 26%.

Spend (\$ millions)

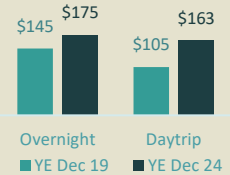


| Market                    | Trips          |                     | Spend          |                           |                       | Australia Spend % Change vs. 2019 (%) |
|---------------------------|----------------|---------------------|----------------|---------------------------|-----------------------|---------------------------------------|
|                           | 2024 (million) | Change vs. 2019 (%) | 2024 (billion) | Change vs. 2019 (billion) | % Change vs. 2019 (%) |                                       |
| Intrastate overnight      | 9.2            | 0%                  | \$8.5          | \$2.6                     | 43%                   | 43%                                   |
| Interstate overnight      | 1.7            | -11%                | \$3.0          | \$0.4                     | 14%                   | 30%                                   |
| <b>Domestic overnight</b> | <b>10.9</b>    | <b>-2%</b>          | <b>\$11.5</b>  | <b>\$2.9</b>              | <b>34%</b>            | <b>37%</b>                            |
| Domestic daytrip          | 19.0           | -22%                | \$3.1          | \$0.6                     | 22%                   | 16%                                   |
| <b>International</b>      | <b>0.9</b>     | <b>-13%</b>         | <b>\$2.6</b>   | <b>\$0.2</b>              | <b>10%</b>            | <b>5%</b>                             |
| <b>Total</b>              | <b>30.8</b>    | <b>-15%</b>         | <b>\$17.2</b>  | <b>\$3.7</b>              | <b>28%</b>            | <b>26%</b>                            |



Spend growth driven by increase in average daily spend

WA's spend growth was driven by an increase in average daily spend of +\$30 or 20% from overnight and +\$58 or 56% from daytrip visitors.

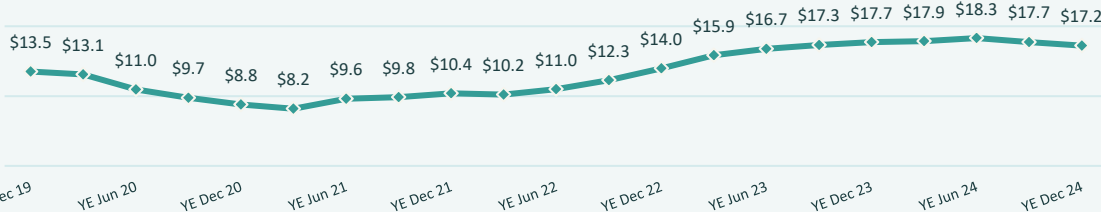


Regional spend growth vs. pre-COVID



All of WA's regions saw growth in total spend, driven by increased average daily spend.

Total Spend in WA by 12-month period (\$ billions)



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 December 2024 (2024)

Compared to calendar year 2019 as a benchmark



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

WA welcomed 865,000 international visitors, equivalent to 87% of the 2019 benchmark. Nationally, Australia received 7.6 million international visitors in 2024, 88% of the 2019 benchmark. International visitors spent \$2.6 billion in WA in 2024, 10% ahead of 2019.



Note: WA International Borders opened 3 March 2022



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

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

China dropped compared to the last quarter, down (-) 6% compared to 2019 (vs. -38% down nationally). WA has seen a significant increase in its share of Chinese visitors to Australia, now at 8.2% compared to just 5.5% in 2019.

Looking at WA's top 12 markets, Singapore, New Zealand, India and Indonesia exceeded 2019 visitor volume in 2024.

Conversely, Malaysia remains 40% behind 2019 volumes. USA is 19% behind, lagging the national result (13% behind), similar to UK (17% behind).

### International Visitors to WA

Tourism WA Key Markets Ranked by Number of Visitors\*

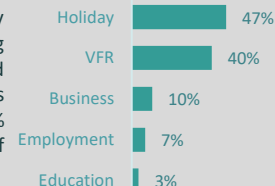
| Rank                       | Market      | Visitors 2024 (000s) | Change vs. 2019 | AUS - % vs. 2019 | Market Share 2019 | Market Share 2024 |
|----------------------------|-------------|----------------------|-----------------|------------------|-------------------|-------------------|
| 1                          | UK          | 118                  | -17%            | -10%             | 21.1%             | 19.5%             |
| 2                          | Singapore   | 110                  | 2%              | -13%             | 25.7%             | 30.4%             |
| 3                          | New Zealand | 83                   | 12%             | -3%              | 5.7%              | 6.6%              |
| 4                          | China       | 68                   | -6%             | -38%             | 5.5%              | 8.2%              |
| 5                          | Malaysia    | 61                   | -40%            | -46%             | 29.4%             | 33.0%             |
| 6                          | USA         | 46                   | -19%            | -13%             | 7.4%              | 7.0%              |
| 7                          | Indonesia   | 40                   | 4%              | 2%               | 19.7%             | 20.0%             |
| 8                          | India       | 34                   | 8%              | 12%              | 8.2%              | 8.0%              |
| 9                          | Japan       | 30                   | -22%            | -21%             | 8.5%              | 8.4%              |
| 10                         | Germany     | 25                   | -27%            | -19%             | 17.1%             | 15.4%             |
| 11                         | Philippines | 19                   | NA              | NA               | NA                | 11.6%             |
| 12                         | France      | 19                   | -12%            | -10%             | 15.7%             | 15.4%             |
| Rest of World              |             | 212                  | -24%            | -9%              | 11.0%             | 9.2%              |
| <b>Total International</b> |             | <b>865</b>           | <b>-13%</b>     | <b>-12%</b>      | <b>11.4%</b>      | <b>11.3%</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.**

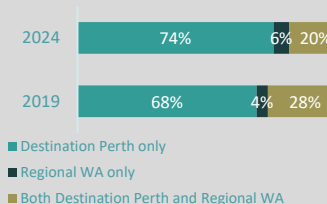
Slightly more international visitors to WA were visiting for a holiday (47%) vs. VFR (40%). Those visiting WA for employment reached 57,000 in YE September 2024. This equates to growth of +104% compared to 2019, well ahead of the national result (+61%).

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

Source: Tourism Research Australia, International and National Visitor Surveys. \*Only top 12 markets are shown. Philippines is a newly benchmarked country and there is no comparison data available. More details can be found in the interactive charts on [Tourism WA Corporate Website](#)

# WA TOURISM SNAPSHOT

## Domestic visitors & spend in year ending December 2024 (2024)

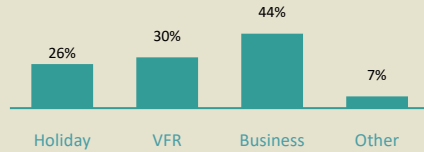
Compared to calendar year 2019 as a benchmark



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

WA welcomed 1.7 million interstate visitors in 2024, equivalent to 89% of the 2019 volume. Business remains the most popular reason for visit, though trails 2019 volume by (-) 23%. Holiday visitors account for 26% and this is similar to 2019.

Interstate Visitor Purpose 2024

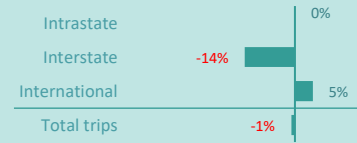


Overseas travel by West Aussies exceed 2019 levels.

In 2024, WA residents took (-) 14% fewer interstate trips and international trips were (+) 5% ahead of 2019. However, travel within WA remains consistent with 2019.

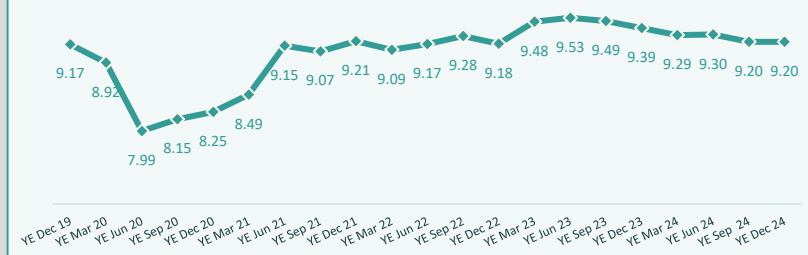
Total outbound travel from Australia (Australians travelling overseas) continues to rise and was (+) 3% ahead of 2019.

WA Resident Travel (vs. 2019)

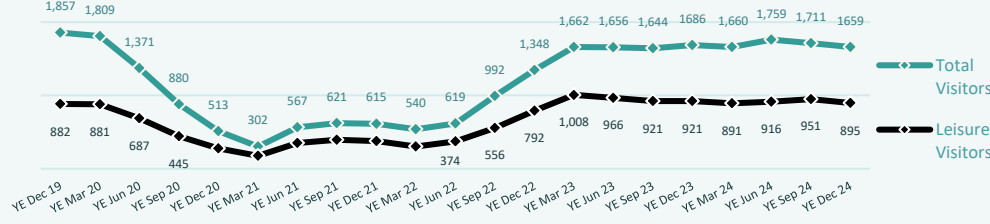


Intrastate travel plateaus but still remains above 2019 levels.

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



Interstate Visitors to WA by 12-month period (000s)

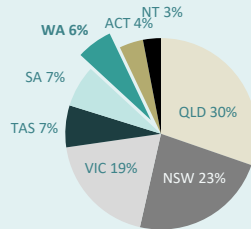


Interstate leisure visitation continues to increase this release.

Interstate leisure visitor volume surged after the WA borders re-opened, peaking in YE March 2023, then softened for four consecutive releases. This trend reversed with the YE June 2024 release but has dipped again this quarter. Nationally, interstate leisure has followed a similar trend although increased further this release.

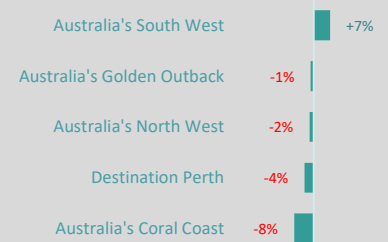
WA's market share of interstate leisure spend in 2024 was 5.6%, down from 6.1% last release and from 6.5% in 2019.

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



Compared to 2019, WA residents are taking +7% more trips to Australia's South West, -1% more to Australia's Golden Outback, -2% and -4% less trips to Australia's North West and Destination Perth respectively. Intrastate visitation to Australia's Coral Coast is -8% lower than 2019.

Where WA residents went (vs. 2019)



The average length of intrastate trips is 4.0 nights (compared to 3.9 in 2019), and average spend per night is well up (\$233 vs. \$168 in 2019).

Source: Tourism Research Australia, International and National Visitor Surveys. Department of Home Affairs, Overseas Arrivals and Departures.  
<sup>^</sup>Leisure is holiday and/or Visiting Friends or Relatives (VFR). <sup>^</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](#)