

# NEW ZEALAND | MARKET PROFILE 2025

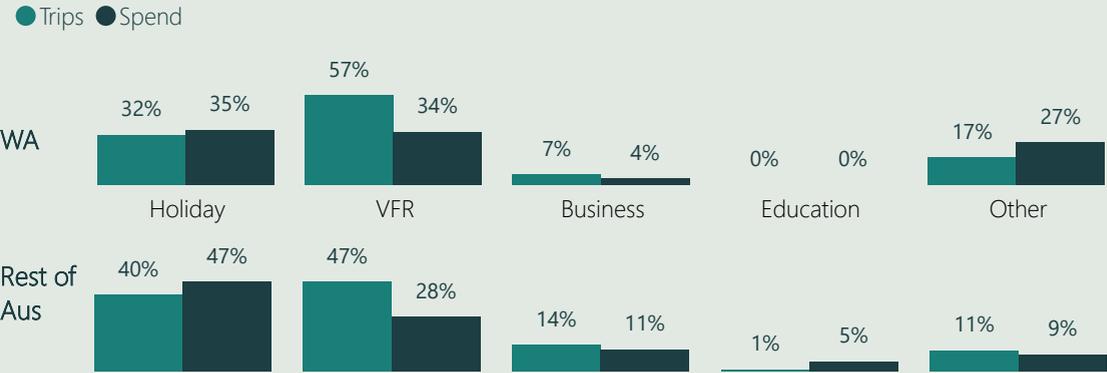
## MARKET OVERVIEW

### Leisure Visitation to WA (as compared to an average for other states/territories) <sup>1</sup>

Rest of Aus is an average of all other states excluding WA



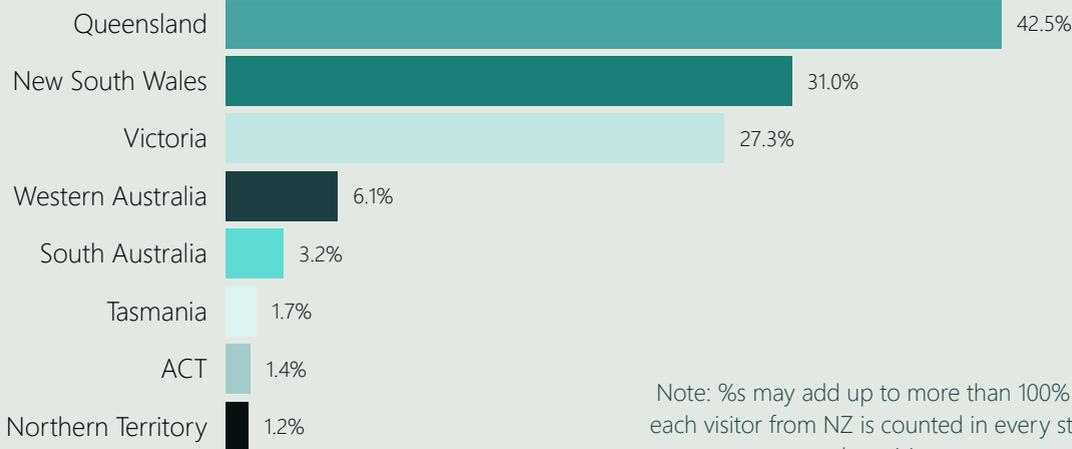
### Total Trips and Spend by Purpose <sup>1</sup>



### Leisure Visitation and Spend in WA <sup>2</sup>



### Market Share of Leisure Trips to Australia <sup>1</sup>



Note: %s may add up to more than 100% as each visitor from NZ is counted in every state they visit.

### Market Share of Leisure Trip Spend in Australia <sup>1</sup>



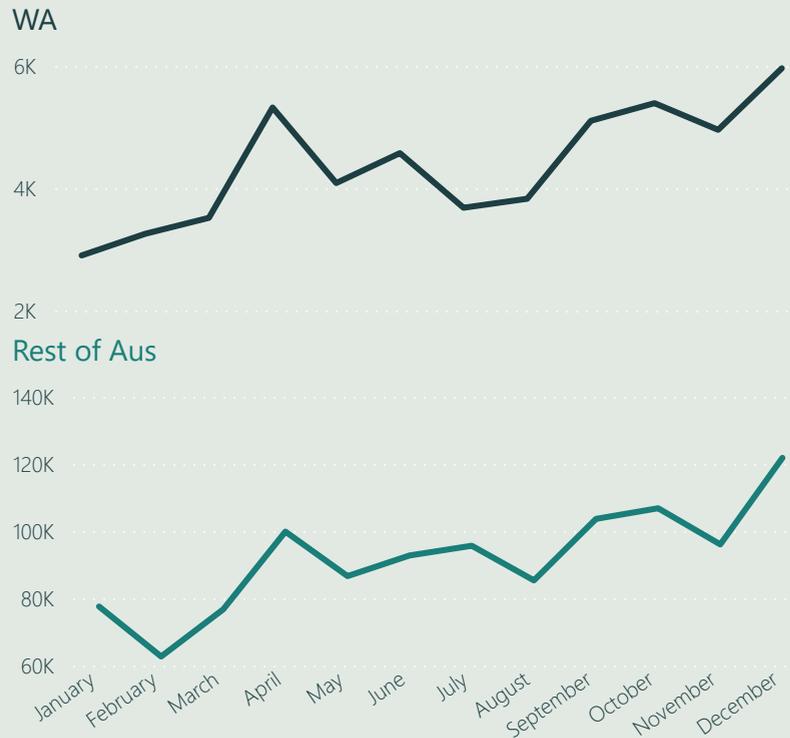
Explanatory note: 5.9% of all NZ leisure trip spend in Australia was spent in WA.

Legend: WA (dark teal), NSW (teal), VIC (light teal), QLD (medium teal), SA (light blue), TAS (very light blue), NT (black), ACT (grey)

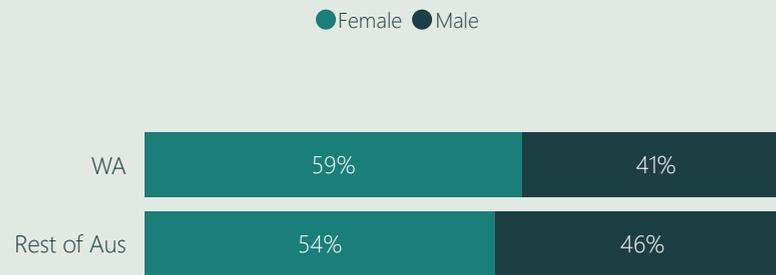
# NEW ZEALAND | MARKET PROFILE

## LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

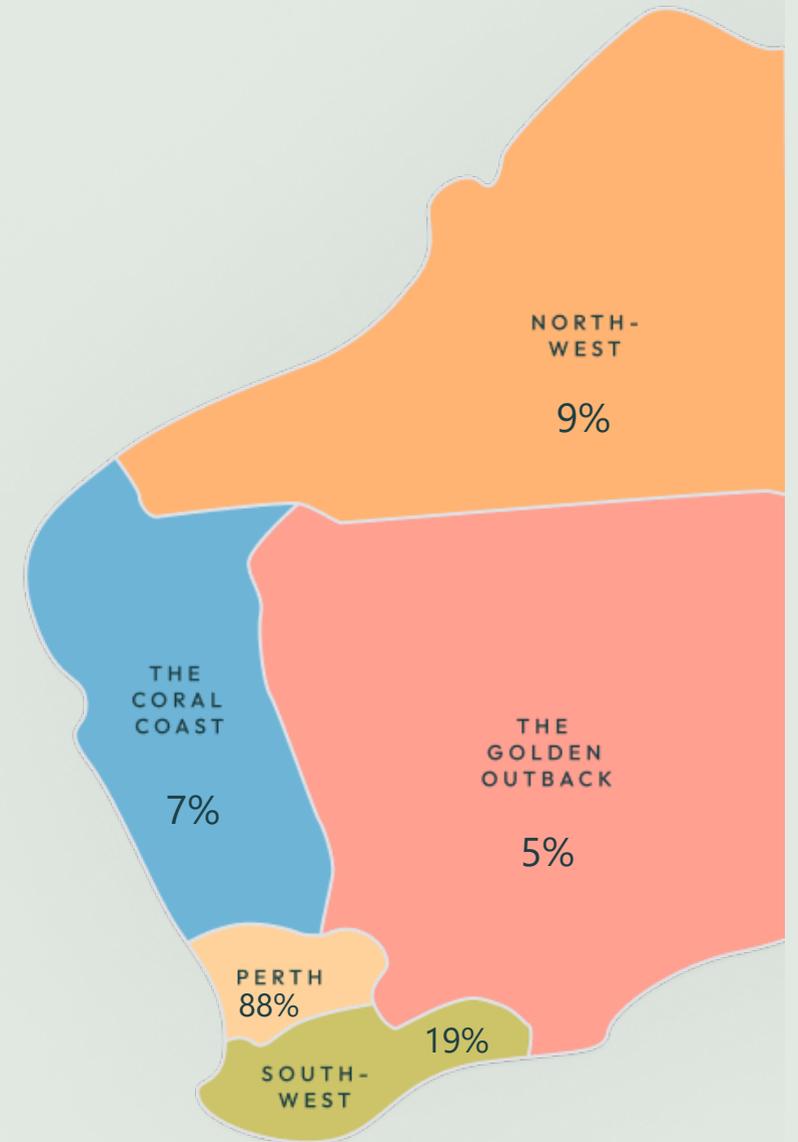
### Seasonality - Short-term Leisure Visitor Arrivals <sup>4</sup>



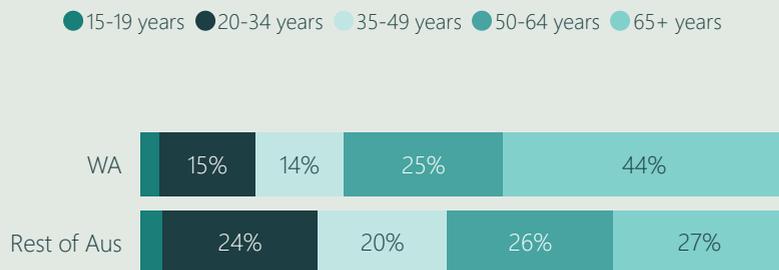
### Gender <sup>3</sup>



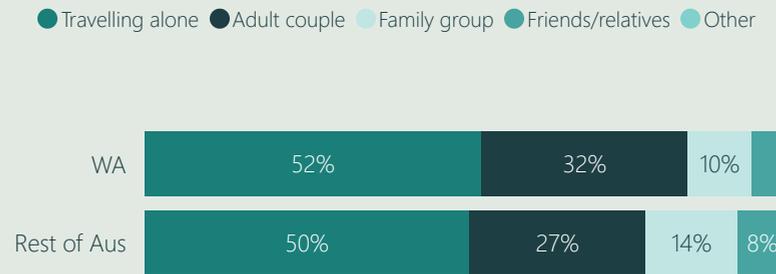
### Regional Dispersal <sup>3</sup>



### Age <sup>3</sup>



### Travel Party <sup>3</sup>



### Average Length of Stay in State <sup>3</sup>



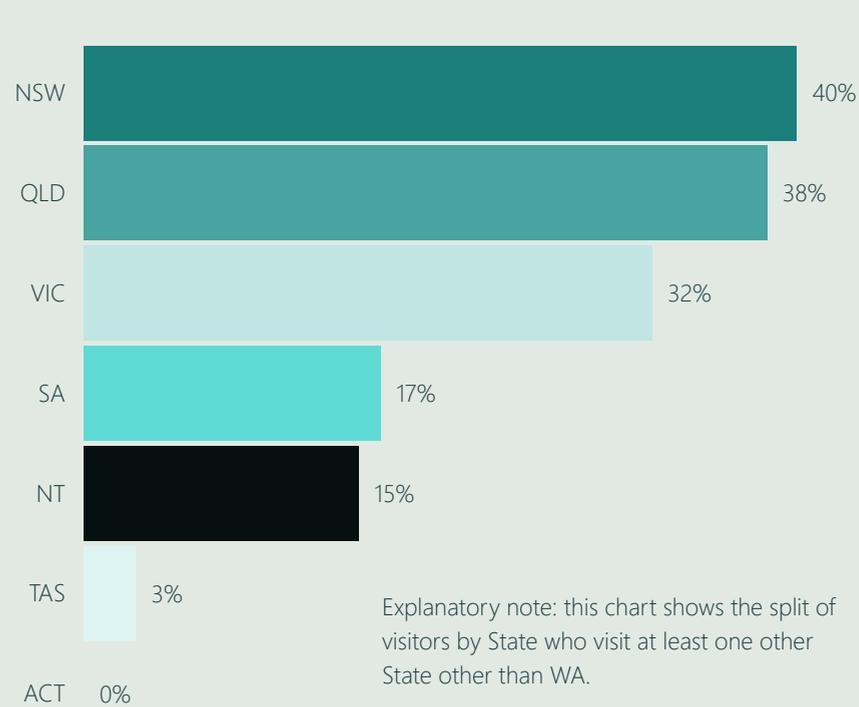
# NEW ZEALAND | MARKET PROFILE

LEISURE TRIP PROFILE (TWO YEAR AVERAGE - 2024/25)

## Top 10 Activities for Leisure Visitors to WA <sup>3</sup>\*

|   | WA  | Rest of Aus |
|---|-----|-------------|
|   | %   | %           |
| ① Eat out / dine at a restaurant and/or cafe      | 92% | 91%         |
| ② Go shopping for pleasure                        | 77% | 76%         |
| ③ Sightseeing/looking around                      | 75% | 70%         |
| ④ Go to the beach                                 | 65% | 52%         |
| ⑤ Visit national parks / state parks              | 51% | 22%         |
| ⑥ Pubs, clubs, discos etc                         | 43% | 47%         |
| ⑦ Go to markets                                   | 41% | 37%         |
| ⑧ Visit botanical or other public gardens         | 41% | 27%         |
| ⑨ Visit museums or art galleries                  | 32% | 23%         |
| ⑩ Visit buildings or sites of historical interest | 31% | 17%         |

## Other States Visited <sup>3</sup>



## Group Tour v Free Independent Travellers (FIT) <sup>3</sup>

90% of NZ leisure visitors to WA are free independent travellers. 97% of NZ leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

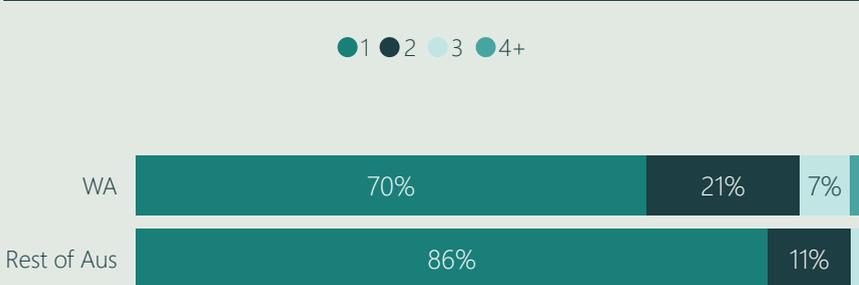
## Repeat Visitors <sup>3</sup>

90% of NZ leisure visitors to WA are on a return visit to Australia whilst the proportion for the rest of Australia is 90%.

## Top 3 Accommodation Choices for Leisure Visitors to WA <sup>3</sup>

|                                   | WA  | Rest of Aus |
|-----------------------------------|-----|-------------|
|                                   | %   | %           |
| ① Friends or relatives property   | 72% | 53%         |
| ② Hotel/resort/motel or motor Inn | 34% | 46%         |
| ③ Other commercial accommodation  | 12% | 15%         |

## Number of States Visited <sup>3</sup>



## Travel Packages <sup>3</sup>

12% of NZ leisure visitors to WA arrived on a travel package and the percentage this type of visitor makes up in the rest of Australia is 5%.

\*Note: Activity may have taken in place in WA or elsewhere in Australia during the trip.

# NEW ZEALAND | MARKET PROFILE

## IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

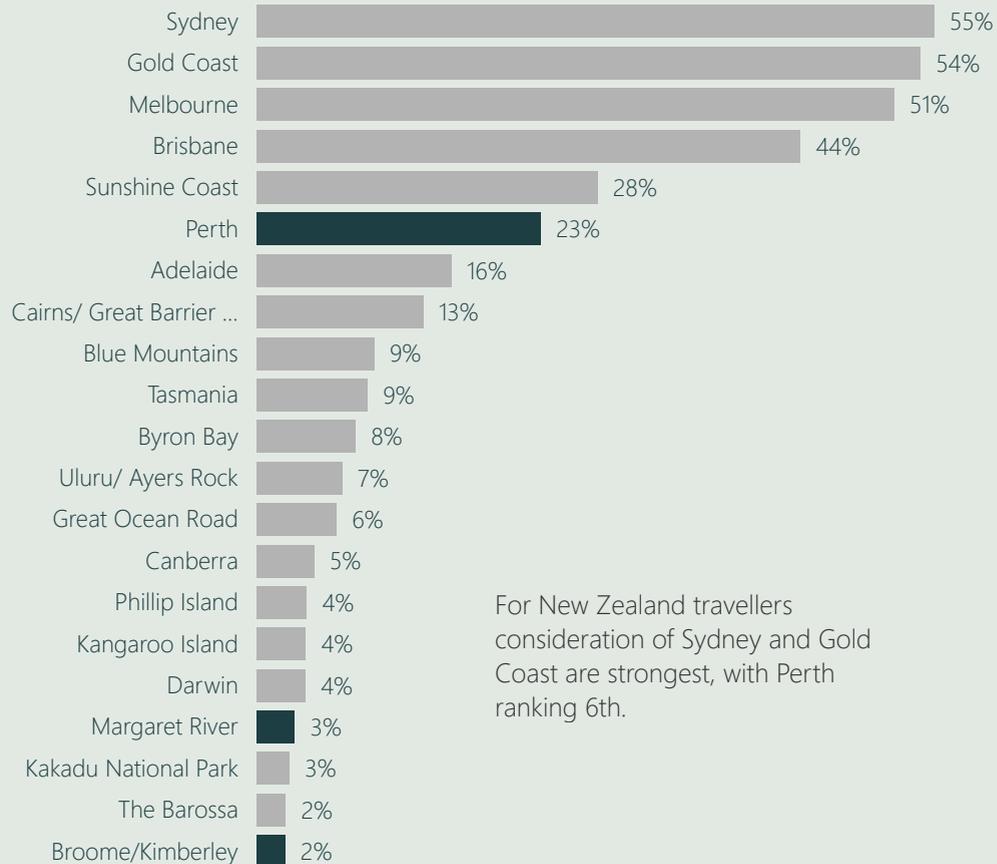
### Out of region (OOR) travellers



Travelled outside of their region within the last 5 years for leisure and/or intend to travel outside of their region for leisure within the next 2 years

### Consideration of Australian Destinations <sup>5</sup>

(those considering a trip to Australia in the next 4 years)



For New Zealand travellers consideration of Sydney and Gold Coast are strongest, with Perth ranking 6th.

### Which factors are most important when choosing a destination <sup>5</sup>

- ① A safe and secure destination
- ② A family friendly destination
- ③ Appealing climate or weather
- ④ Value for money
- ⑤ Easy to obtain an entry visa
- ⑥ World class beaches & coastlines

New Zealand travellers seek destinations that are safe and secure, family-friendly and offer an appealing climate/weather.

### What OOR travellers associate with destinations <sup>5</sup>

|  | Sydney | Melbourne | Brisbane | Perth | Margaret River | Broome/Kimberley region |
|--|--------|-----------|----------|-------|----------------|-------------------------|
| A family friendly destination                        | 39%    | 39%       | 38%      | 23%   | 7%             | 5%                      |
| A vibrant city lifestyle                             | 70%    | 63%       | 39%      | 21%   | 2%             | 1%                      |
| Beautiful natural environments                       | 17%    | 15%       | 15%      | 15%   | 20%            | 16%                     |
| Different and interesting local wildlife             | 13%    | 10%       | 13%      | 12%   | 9%             | 12%                     |
| Good food, wine/beverages, local cuisine and produce | 44%    | 50%       | 29%      | 22%   | 13%            | 6%                      |
| Interesting events and festivals                     | 55%    | 52%       | 30%      | 16%   | 4%             | 3%                      |
| Value for money                                      | 21%    | 25%       | 21%      | 13%   | 3%             | 3%                      |

Of the destinations listed, New Zealand travellers associate Margaret River most strongly with beautiful natural environments. Sydney and Melbourne are strongly associated with a vibrant city lifestyle and interesting events/festivals.

# NEW ZEALAND | MARKET PROFILE

## DEFINITIONS & SOURCES

### Definitions

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

### Sources

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1. Tourism Research Australia – International Visitor Survey, YE Dec 25
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24/25
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 24/25
4. Australian Bureau of Statistics via Tourism Research Australia – Visitor Arrivals and Departures (State of Stay: WA, Category of Traveller: Short Term Visitor Arrival, Main purpose of trip: Leisure, Country (TRA benchmarks)), YE Dec 25
5. Tourism Australia – Consumer Demand Project, October - December 2025.

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