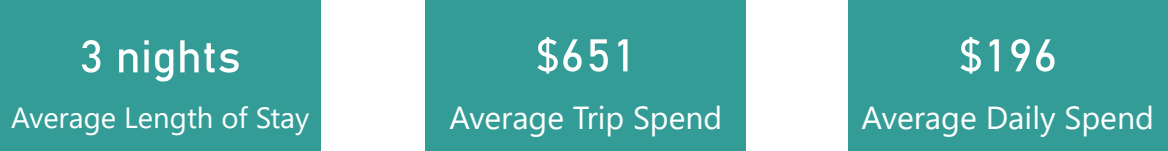


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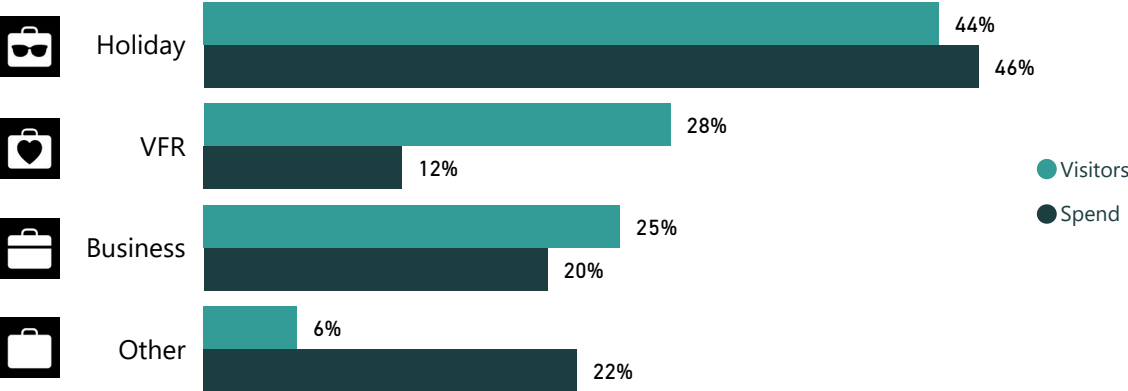
Intrastate Overnight Leisure Visitation to WA 1



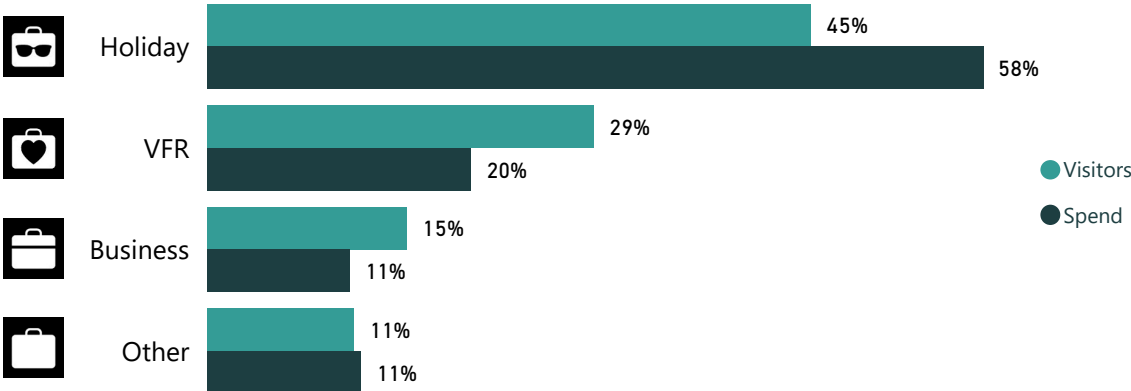
Intrastate Daytrip Leisure Visitation to WA 1



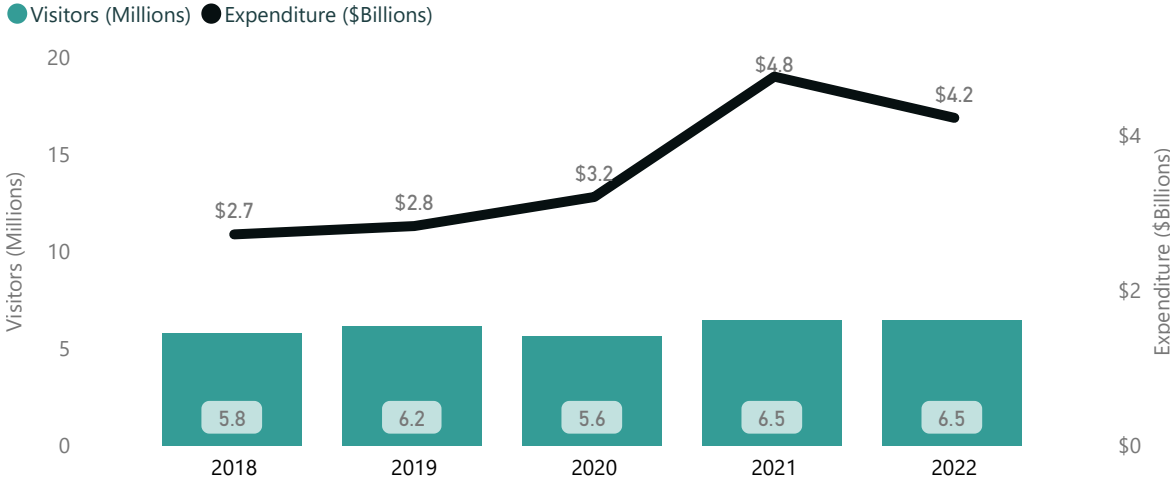
Intrastate Overnight Visitors and Spend by Purpose 1



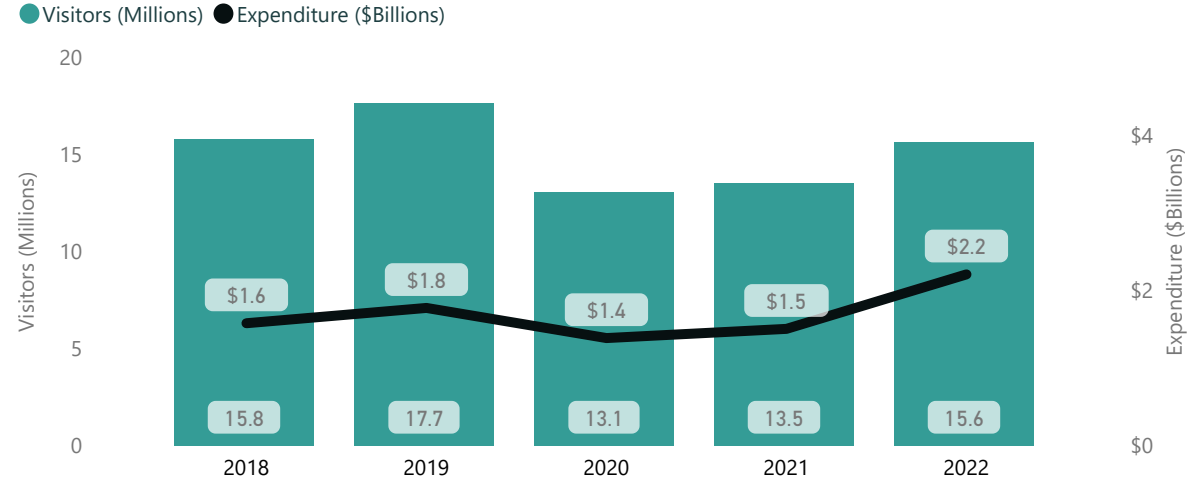
Intrastate Daytrip Visitors and Spend by Purpose 1



Intrastate Overnight Leisure Visitation and Spend to WA 1



Intrastate Daytrip Leisure Visitation and Spend in WA 1

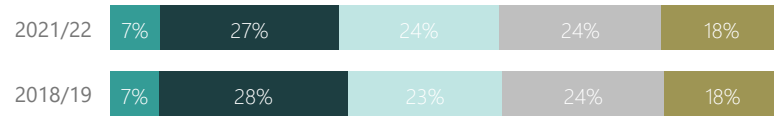


# INTRASTATE | MARKET PROFILE 2022

## LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR - OVERNIGHT

### Age <sup>2</sup>

● 15-19 years ● 20-34 years ● 35-49 years ● 50-64 years ● 65+ years



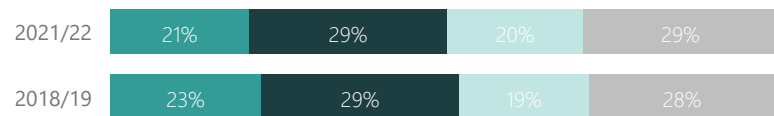
### Gender <sup>2</sup>

● Female ● Male



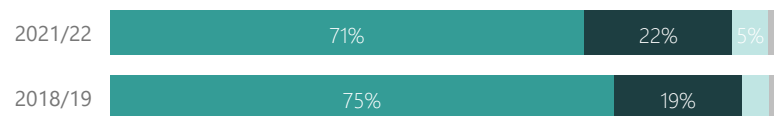
### Travel Party <sup>2</sup>

● Travelling alone ● Adult couple ● Family group ● Friends/relatives ● Other

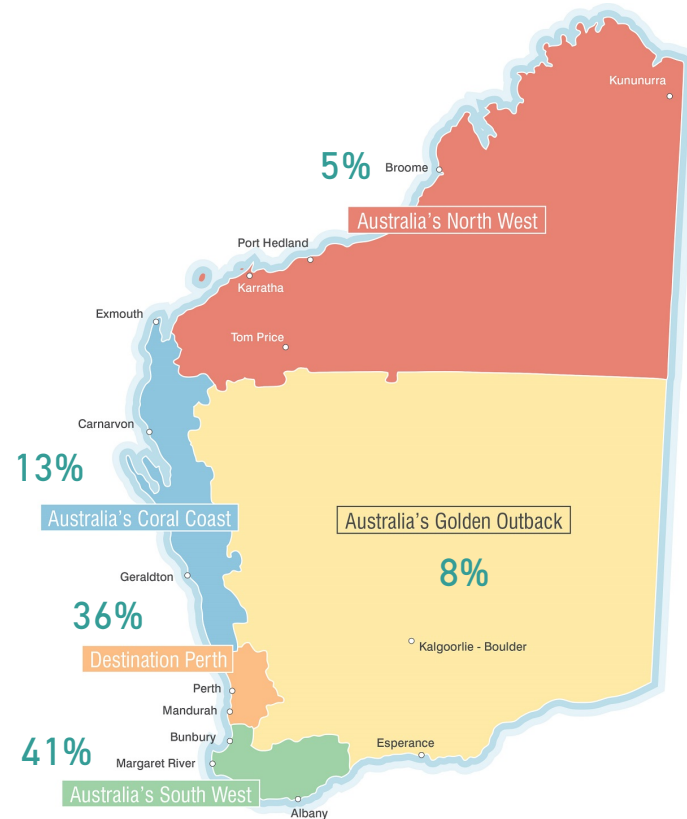


### Length of Trip <sup>2</sup>

● 1-3 nights ● 4-7 nights ● 8-14 nights ● 15+ nights

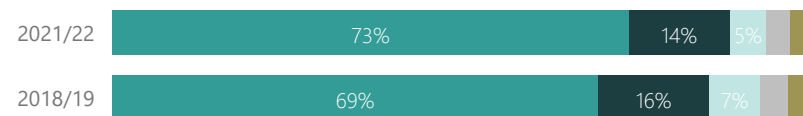


### Regional Dispersal <sup>2</sup>



### Home Region <sup>2</sup>

● DP ● ASW ● AGO ● ANW ● ACC



### Top 5 Leisure Activities <sup>2</sup>

Activity	2018/19	2021/22
Eat out / dine at a restaurant and/or cafe	57%	55%
Visit friends & relatives	51%	35%
Go to the beach	36%	38%
Sightseeing/looking around	31%	24%
Pubs, clubs, discos etc	22%	23%

### Top 3 Accommodation Choices <sup>2</sup>

Accommodation Choice	2018/19	2021/22
Friends or relatives property	46%	41%
Caravan or camping	21%	23%
Hotel/resort/motel or motor Inn	16%	17%

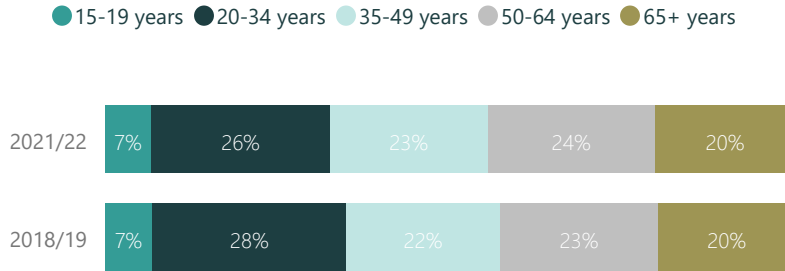
### Top LGAs Visited <sup>2</sup>

LGA	2018/19	2021/22
Busselton	12%	13%
Perth	9%	9%
Augusta-Margaret River	7%	9%
Mandurah	6%	5%
Albany	5%	5%

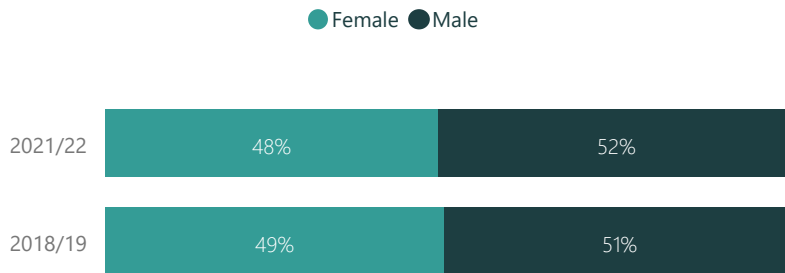
# INTRASTATE | MARKET PROFILE 2022

## LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR - DAYTRIP

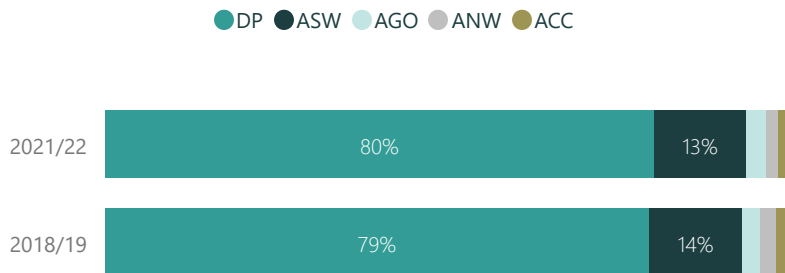
### Age <sup>2</sup>



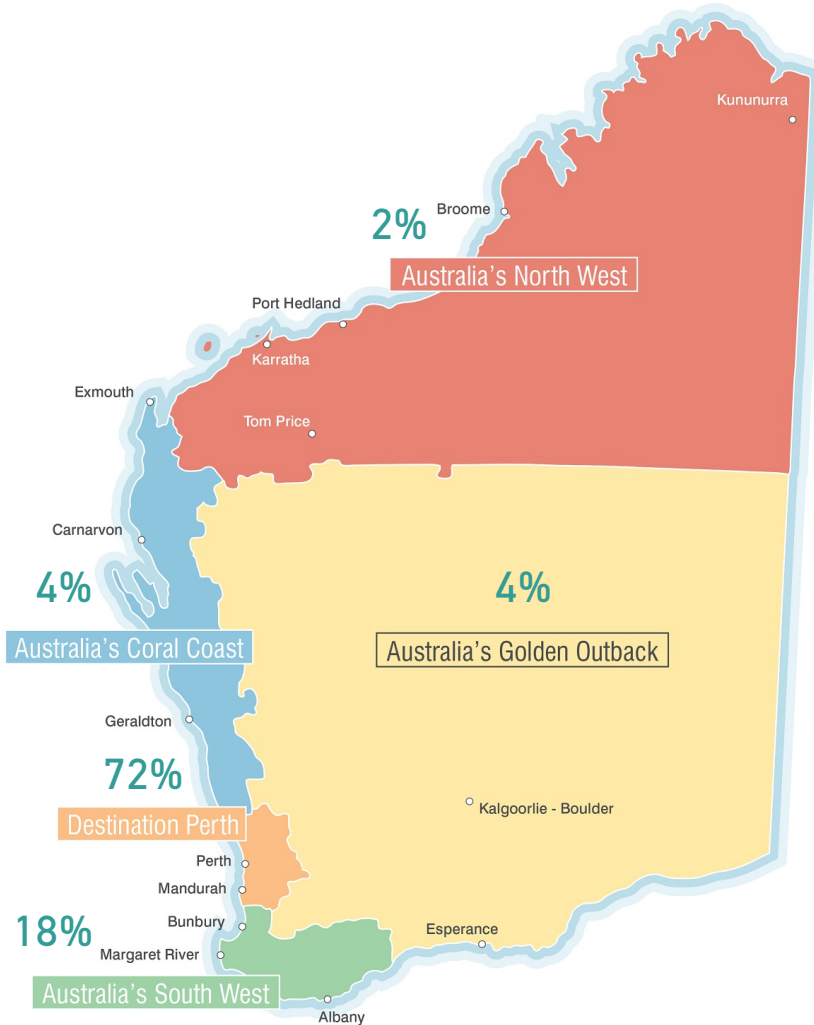
### Gender <sup>2</sup>



### Home Region <sup>2</sup>



### Regional Dispersal <sup>2</sup>



**Daytrip<sup>1</sup>** - Daytrip visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel.

### Top 5 Leisure Activities <sup>2</sup>

	2018/19	2021/22
Eat out / dine at a restaurant and/or cafe	48%	40%
Visit friends & relatives	40%	34%
Sightseeing/looking around	20%	16%
Go shopping for pleasure	16%	16%
Go to the beach	17%	15%

### Top LGAs Visited <sup>2</sup>











	2018/19	2021/22
Mandurah	10%	9%
Perth	9%	8%
Swan	5%	7%
Joondalup	5%	4%
Rockingham	4%	4%

# INTRASTATE | MARKET PROFILE 2022

## MOTIVATIONS AND BARRIERS




### WHAT TRAVELLERS ARE LOOKING FOR IN A HOLIDAY DESTINATION GENERALLY <sup>3</sup>

#### Intrastate Leisure Travellers

-  Good value for money
-  A place where I can relax and unwind
-  Great food and beverage offerings
-  Beaches and coastal experiences
-  Easy to get to, and around
-  Friendly and welcoming people/service
-  Truly unique places and experiences
-  Not crowded with other tourists
-  Easy to plan and book
-  Unspoilt nature and local wildlife






### INTRASTATE BARRIERS TO TAKING A LEISURE TRIP IN WA <sup>3</sup>

#### Intrastate Leisure Travellers

-  There are other places I'd rather visit first
-  I live in WA and prefer to holiday elsewhere
-  I've already been and done everything I want to in WA

### TOP TRIGGERS TO VISIT WA <sup>3</sup>

#### Intrastate Leisure Travellers

-  To get away with family/friends
-  I want/wanted to explore more of WA
-  I want/wanted to return to somewhere I've been before
-  To visit a friend or relative
-  To make the most of better weather

### TOP MOTIVATIONS TO VISIT WA <sup>4</sup>

#### Intrastate Holiday Visitors

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

# INTRASTATE | MARKET PROFILE 2022

## NOTES & REFERENCES

### Notes

'Intrastate Visitors' - Residents of Western Australia 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).

'Intrastate Daytrip' - Daytrip visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Intra-regional daytrips are included, e.g. a Perth resident visiting Mandurah is an intra-regional daytrip within Destination Perth.

### References

1. Tourism Research Australia, National Visitor Survey, YE December 2022
2. Tourism Research Australia, National Visitor Survey, 2-year averages YE December 2017/18 and YE December 21/22
3. Painted Dog on behalf of Tourism WA, Brand Tracking, August/September 2022
4. Visitor Experiences and Expectations Research (VEER), 2021-22

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