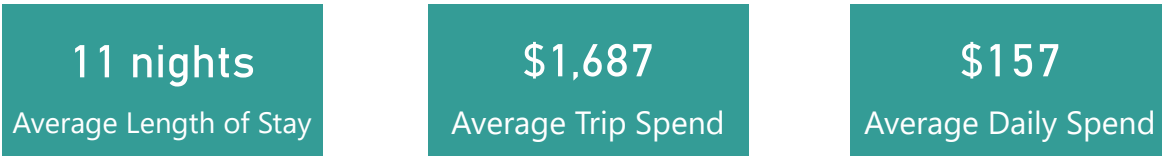
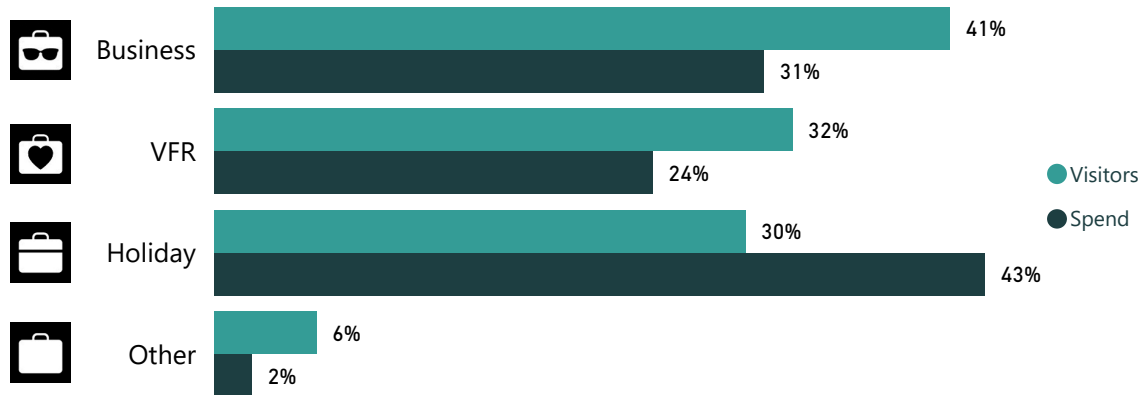


# INTERSTATE | MARKET PROFILE 2022

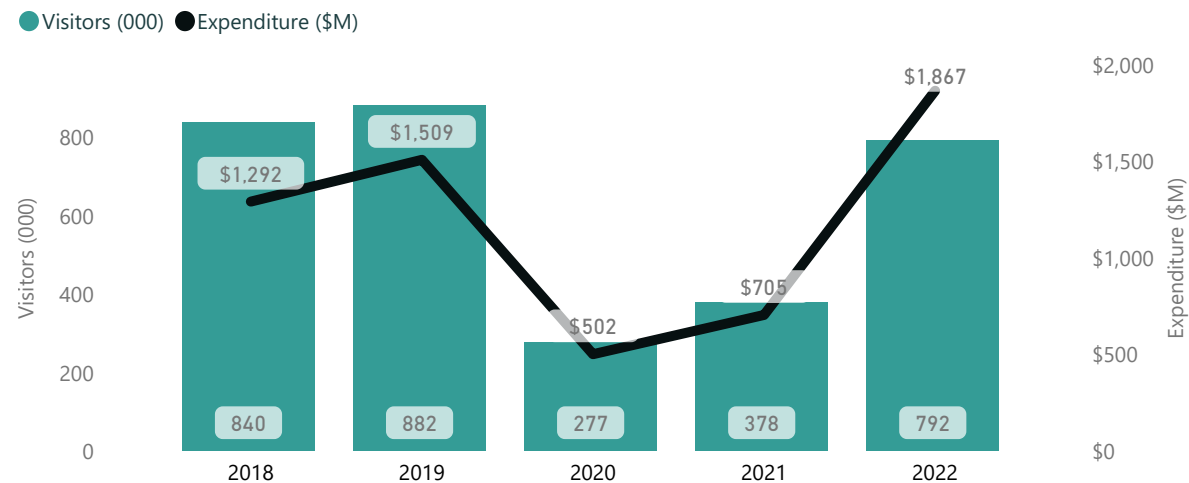
## Interstate Leisure Visitation to WA 1



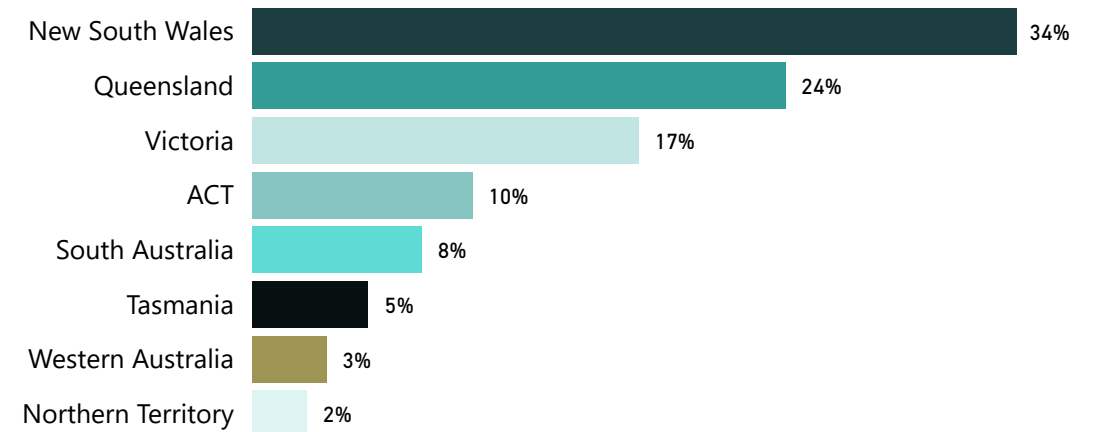
## Interstate Visitors and Spend by Purpose 1



## Interstate Leisure Visitation and Spend to WA 2



## Market Share of Interstate Leisure Visitors to WA 1



## Market Share of Interstate Leisure Visitor Spend to WA 1

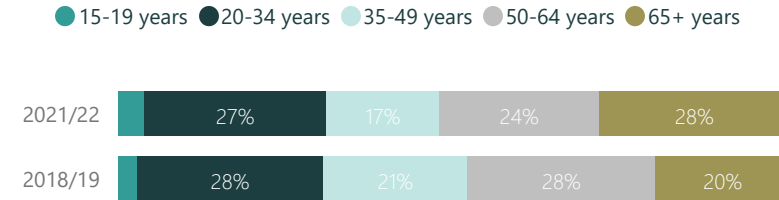


Explanatory note: 31% of all Interstate Leisure Visitor Spend in Australia was spent in Queensland. (Excludes WA residents)

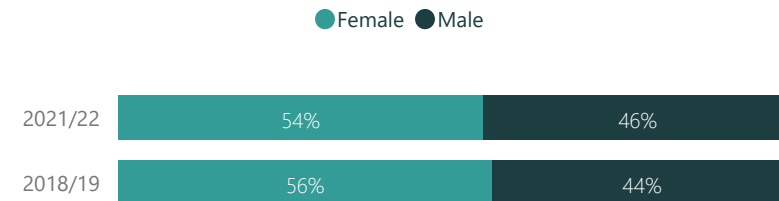
# INTERSTATE | MARKET PROFILE 2022

## LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR

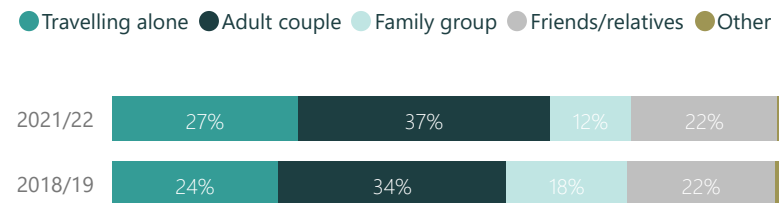
### Age <sup>3</sup>



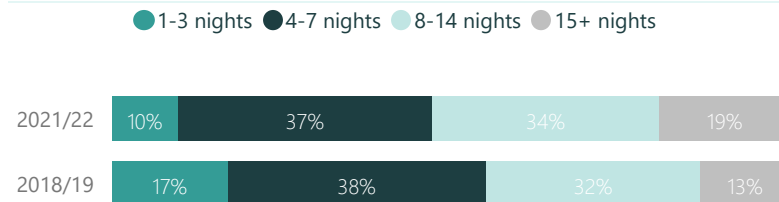
### Gender <sup>3</sup>



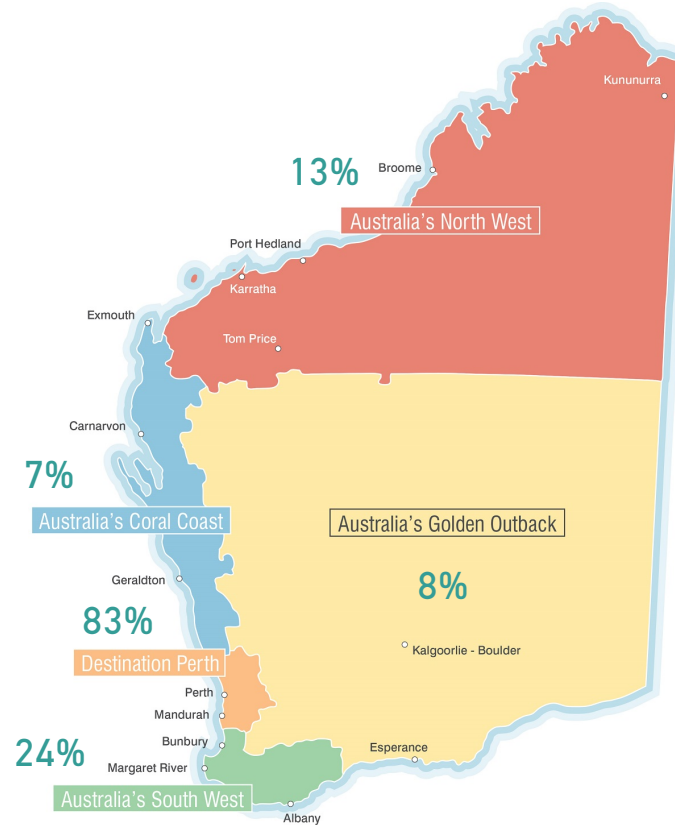
### Travel Party <sup>3</sup>



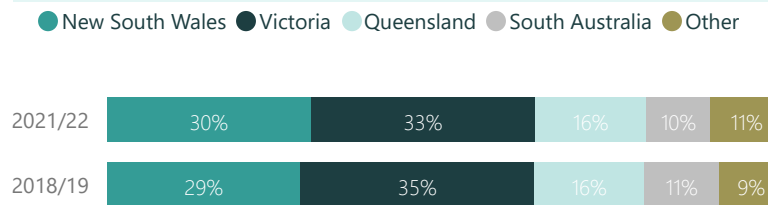
### Length of Trip <sup>3</sup>



### Regional Dispersal <sup>1</sup>



### Home State <sup>3</sup>



### Top 5 Leisure Activities <sup>3</sup>

Activity	2018/19	2021/22
Eat out / dine at a restaurant and/or cafe	86%	83%
Visit friends & relatives	62%	50%
Go to the beach	56%	47%
Sightseeing/looking around	47%	40%
Go shopping for pleasure	34%	35%

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

Accommodation Choice	2018/19	2021/22
Friends or relatives property	50%	48%
Hotel/resort/motel or motor Inn	37%	38%
Rented house/apartment/flat or unit	16%	13%

### Top LGAs Visited <sup>3</sup>











LGA	2018/19	2021/22
Perth	47%	47%
Augusta-Margaret River	14%	11%
Broome	9%	11%
Fremantle	9%	9%
Busselton	7%	8%

# INTERSTATE | MARKET PROFILE 2022

## MOTIVATIONS AND ASSOCIATIONS











### WHAT TRAVELLERS ARE LOOKING FOR IN A HOLIDAY DESTINATION GENERALLY <sup>4</sup>

Interstate Leisure Travellers

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







### WHAT TRAVELLERS ASSOCIATE WITH WA <sup>4</sup>

Interstate Leisure Travellers

-  Easy to plan and book
-  Beaches and coastal experiences
-  Aboriginal experiences
-  Unspoilt nature and local wildlife
-  Premium accommodation options
-  Great food and / or local produce
-  Truly unique places and experiences
-  Great wineries, breweries and / or distilleries
-  Active adventures and experiences
-  Not crowded with other tourists

### TOP MOTIVATIONS TO VISIT WA <sup>5</sup>

Interstate Travellers

-  Beaches/coastal scenery
-  Unique natural sights
-  New place or bucket list
-  To visit a friend or relative
-  Pristine natural environments
-  Good food,wine and local cuisine

# INTERSTATE | MARKET PROFILE 2022

## TRIGGERS, BARRIERS, PLANNING AND BOOKING

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

Interstate Leisure Travellers



To visit a friend or relative



I have been there before and wanted to return



I've always wanted to visit WA



To tick an experience off my bucket list



A good package deal (flights, accommodation, tours)

### INTERSTATE BARRIERS TO VISITING WA <sup>4</sup>

Interstate Leisure Travellers



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

### TOP INFLUENTIAL SOURCES FOR LEISURE BREAKS <sup>6</sup>

Australian Travellers



Been there before



General internet search



Online hotel booking site



Talking to friends/family who have been there before



Online flights booking site

### 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, 3 year average, (YE Dec 2020/21/22)
2. Tourism Research Australia, National Visitor Survey, YE Dec 2022)
3. Tourism Research Australia, National Visitor Survey, 2 year averages - YE Dec 2018/19 compared to YE Dec 2021/22
4. Painted Dog on behalf of Tourism WA, Brand Tracking Aug/Sep 2022
5. Visitor Experiences and Expectations Research (VEER), 2019-20
6. Consumer Demand Project, Tourism Australia, 2020

Published by Tourism WA, April 2023  
For more information, please contact:  
[research@westernaustralia.com](mailto:research@westernaustralia.com)