

EXPLORING INBOUND TOURISM

FACT SHEET



CABLE BEACH, BROOME

Inbound tourism makes an important contribution to Western Australia's economy. In 2019 (pre-COVID-19) the State attracted 995,700 international visitors who spent more than \$2.3 billion.

Before deciding to enter the inbound tourism market, it is important to:

- **Understand how it works**
- **Know who traditionally visits WA**
- **Ensure your product is 'export ready'**

What is inbound tourism

Inbound tourism refers to international visitors entering Australia. It is also known as 'export' tourism as international visitors are paying for the product and tourism experiences using foreign currency, even though they are enjoying them in Western Australia.

Why is it good for my business

While the domestic market is WA's largest source of visitors, entering the inbound tourism market has many advantages. For example, targeting a range of international markets can help you spread the risk in case there are any changes in the domestic or single international market. In addition, inbound tourism will help you attract more visitors, widen your customer base and help with visitor flow over high and low seasons.

REWARDING

Meeting a mix of customers from a variety of cultures can be very rewarding.

EARLY BOOKINGS

Longer booking lead times from most international markets enables better planning.

BETTER YIELD AND HIGHER SPEND

International visitors on average spend more, stay longer and have more discretionary spending power. In 2019, international visitors to WA spent four times more than domestic overnight visitors.

DIVERSIFIED TRAVEL PATTERNS

International visitors tend to travel at different times, which helps complement your shoulder and off seasons.

MITIGATING RISK

By diversifying your markets, it will help spread the risk and reduce the impact of any changes in the domestic or single international market.

ADDITIONAL DISTRIBUTION CHANNELS

New global networks will provide access to millions of potential customers for your product.





GANTHEAUME POINT, BROOME

How does Tourism WA invest in international marketing

Tourism WA is responsible for promoting Western Australia's destinations and tourism experiences to attract more visitors to the State.

We promote Western Australia in 11 key international markets of the United Kingdom, Germany, the United States of America, New Zealand, Japan, China, Hong Kong, Singapore, Malaysia, Indonesia and India.

We work with a range of stakeholders including Tourism Australia, Australia's tourism industry

providers, airline partners, key distribution agents and media to strengthen awareness of Western Australia internationally and to encourage more people to visit the State.

To achieve this, we undertake marketing activities including consumer advertising, digital and social marketing, cooperative marketing campaigns, trade training and education as well as participation in trade shows around the world.

Read more about our international marketing activities at tourism.wa.gov.au.