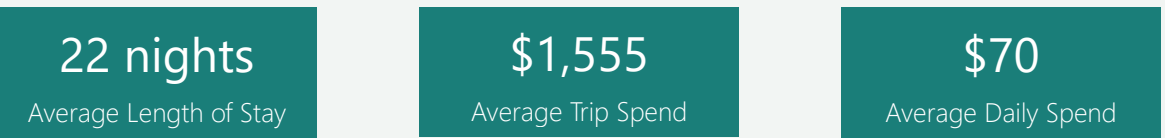


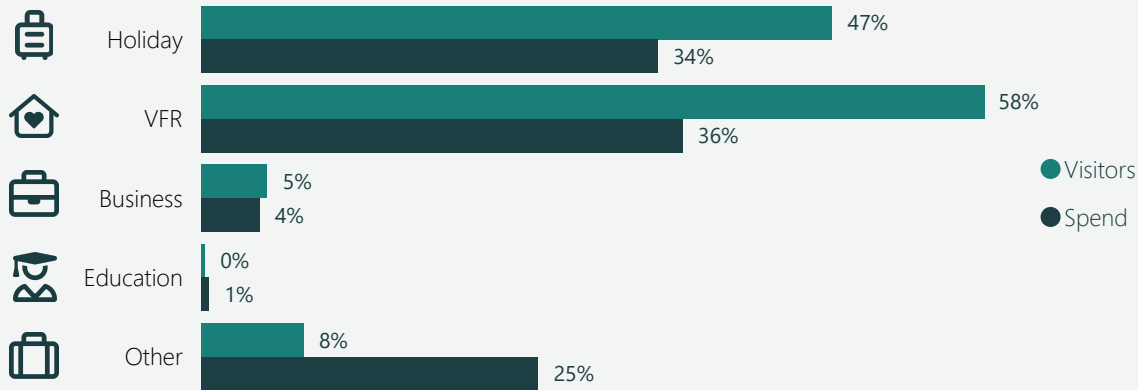
# UNITED KINGDOM | MARKET PROFILE 2024

## MARKET OVERVIEW

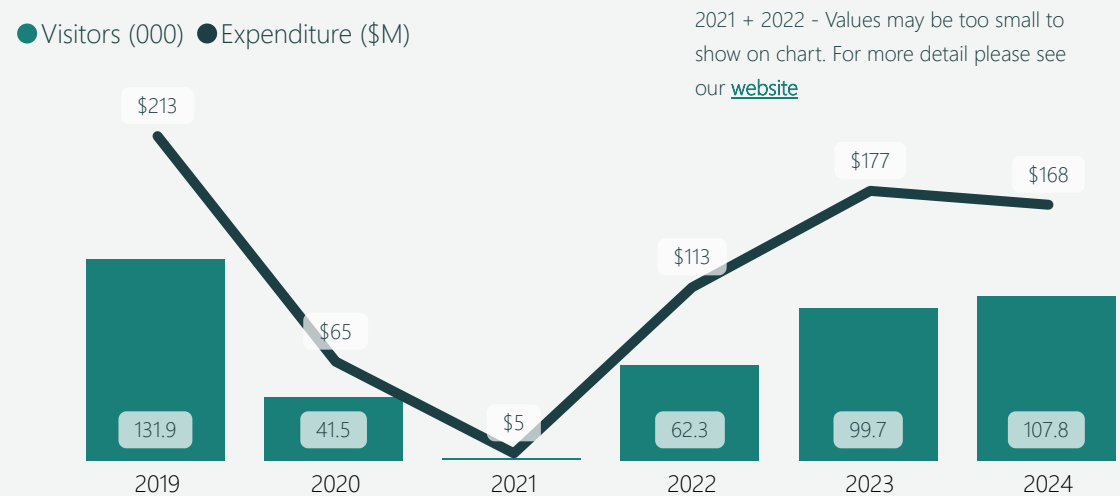
### Leisure Visitation to WA <sup>1</sup>



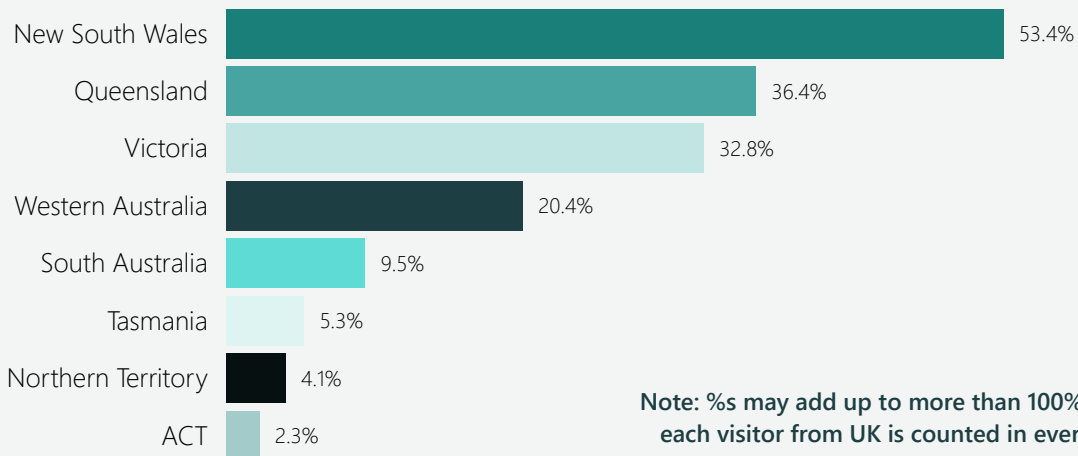
### International Visitors and Spend by Purpose (WA) <sup>1</sup>



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

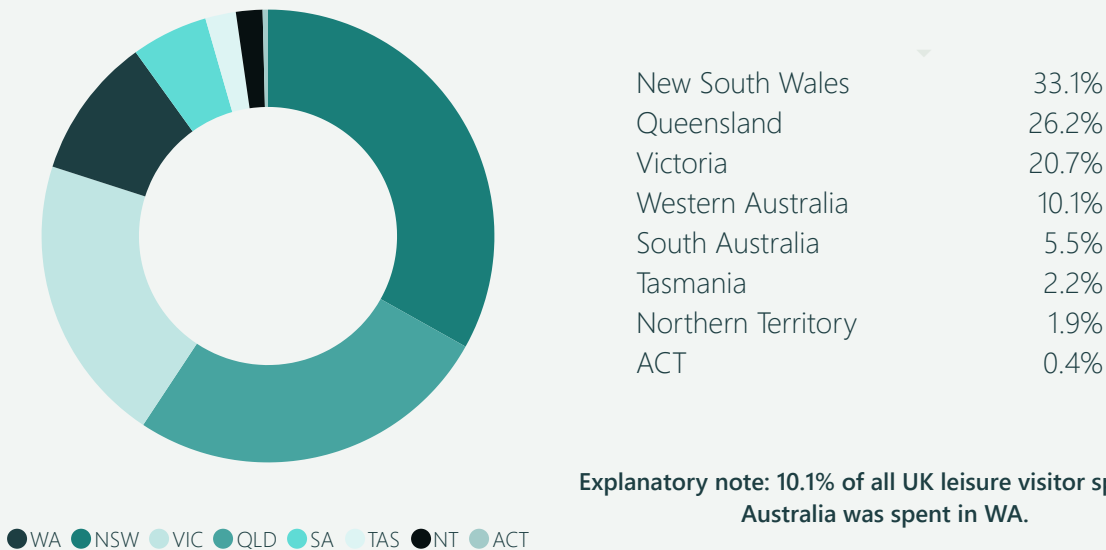


### Market Share of International Leisure Visitors to Australia <sup>1</sup>



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

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

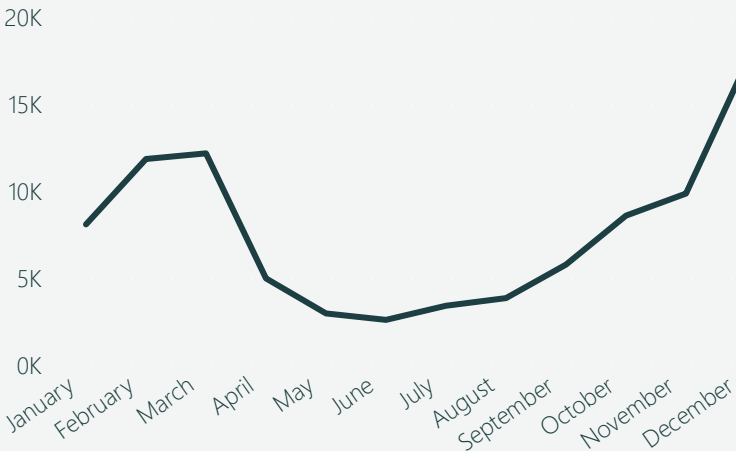


Explanatory note: 10.1% of all UK leisure visitor spend in Australia was spent in WA.

# UNITED KINGDOM | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

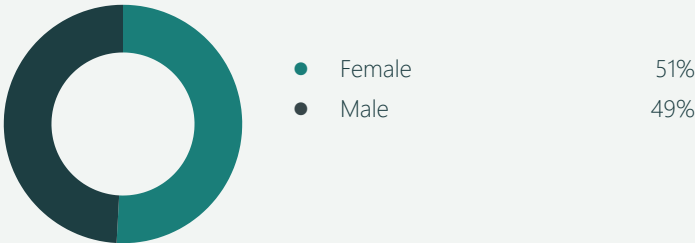
## Seasonality - Short-term Leisure Visitor Arrivals to WA <sup>4</sup>



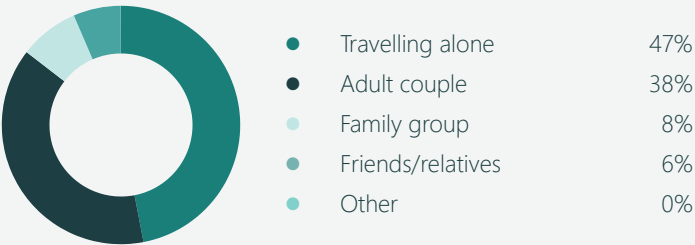
## Age <sup>3</sup>



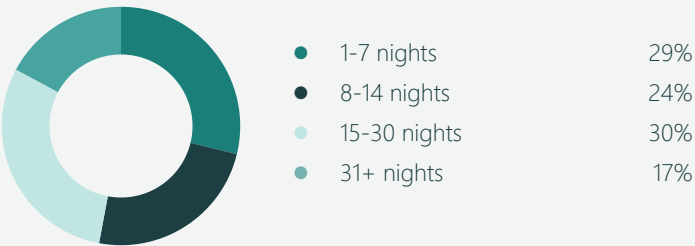
## Gender <sup>3</sup>



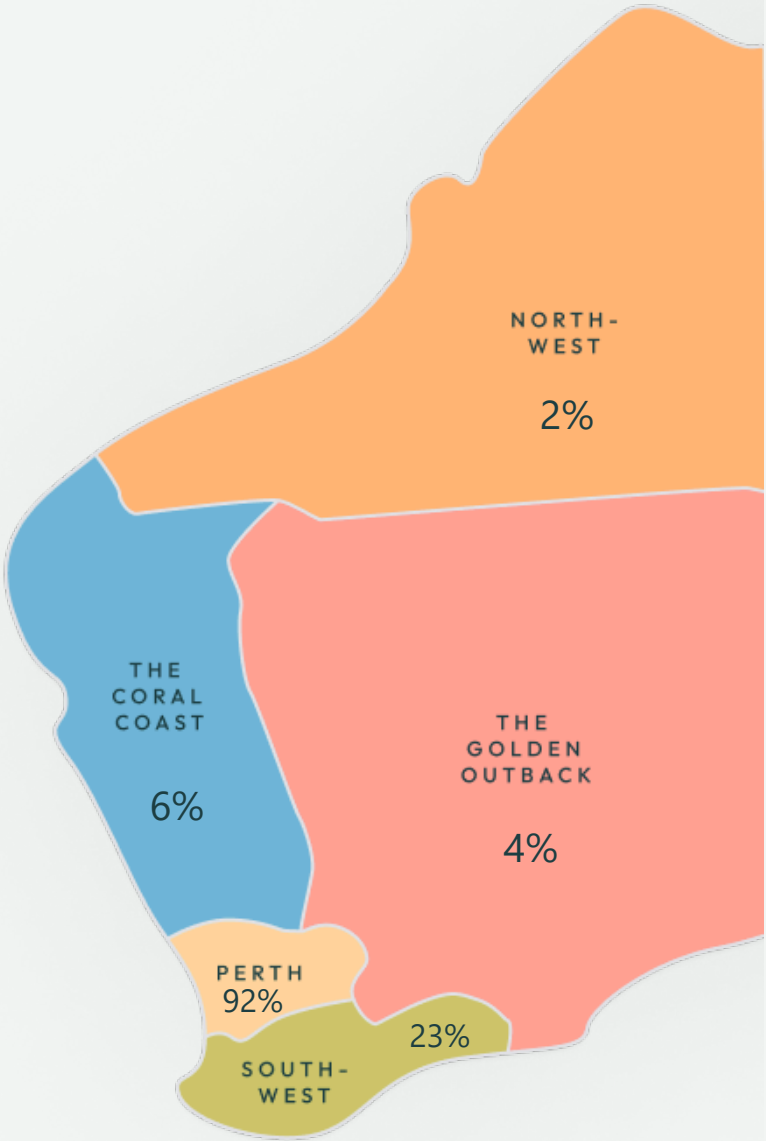
## Travel Party <sup>3</sup>



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



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



# UNITED KINGDOM | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

## Top 5 Activities for Leisure Visitors to WA <sup>3</sup>

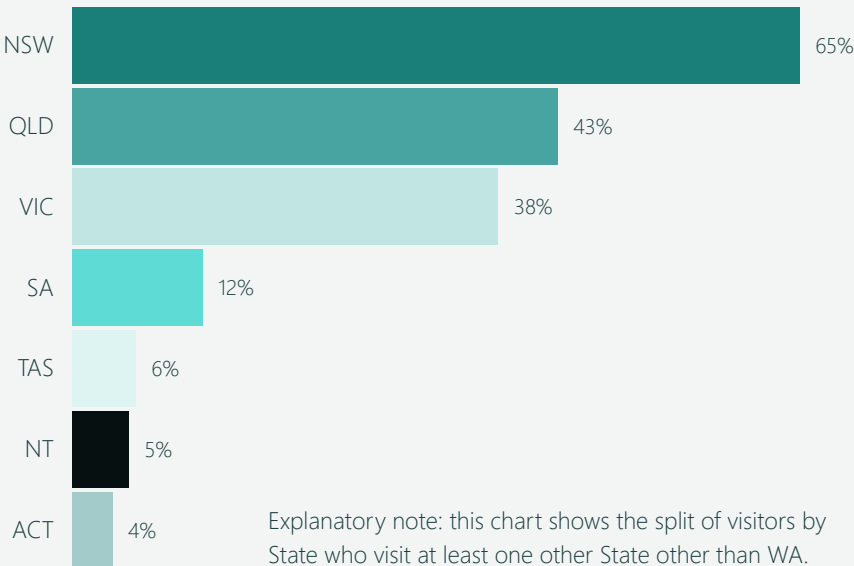
①	Eat out / dine at a restaurant and/or cafe	96%
②	Sightseeing/looking around	91%
③	Go shopping for pleasure	89%
④	Go to the beach	86%
⑤	Visit national parks / state parks	78%

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

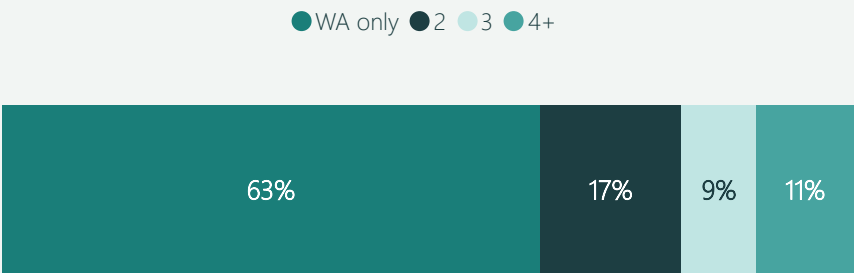
## Top 3 Accommodation Choices for Leisure Visitors to WA <sup>3</sup>

①	Friends or relatives property	65%
②	Hotel/resort/motel or motor Inn	38%
③	Other commercial accommodation	16%

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



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



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

97% of UK leisure visitors to WA are free independent travellers. 98% of UK 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>

72% of UK leisure visitors to WA are on a return visit to Australia

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

11% of UK leisure visitors to WA arrived on a travel package

# UNITED KINGDOM | MARKET PROFILE

## IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

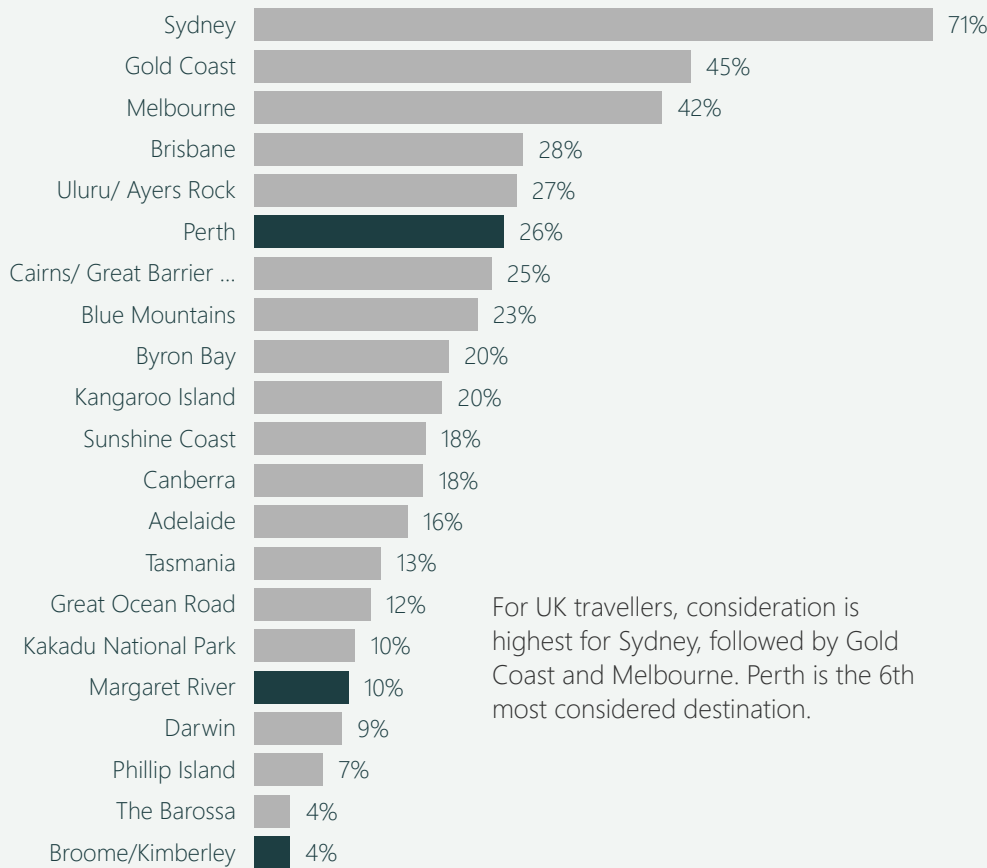
### Out of region (OOR) travellers



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 UK travellers, consideration is highest for Sydney, followed by Gold Coast and Melbourne. Perth is the 6th most considered destination.

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

- 1 Appealing climate or weather
- 2 Easy to get to (time & effort)
- 3 A safe and secure destination
- 4 A family friendly destination
- 5 Value for money
- 6 A good range of accommodation options

Appealing climate/weather is the number one driver of destination choice for UK travellers, and they place more emphasis on this than the average traveller does. UK travellers seek destinations that are safe and family friendly, but also easy to get to (time and effort), which could be a barrier to visiting Western Australia.

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

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	44%	35%	23%	26%	8%	9%
A vibrant city lifestyle	66%	46%	30%	30%	4%	4%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	18%	13%	12%	13%	23%	11%
Different and interesting local wildlife	13%	12%	9%	11%	10%	11%
Good food, wine/beverages, local cuisine and produce	48%	34%	23%	23%	9%	8%
Interesting events and festivals	45%	31%	19%	20%	6%	7%
Value for money	26%	21%	15%	16%	7%	7%

Of the destinations listed, United Kingdom travellers associate Margaret River most strongly with beautiful natural environments, while Sydney and Melbourne lead remaining categories. Perth is above or in line with Brisbane in all categories.

# UNITED KINGDOM | MARKET PROFILE

## NOTES & REFERENCES

### Notes

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

### References

1. Tourism Research Australia – International Visitor Survey, YE Dec 24
2. Tourism Research Australia – International Visitor Survey, YE Dec 19/20/21/22/23/24
3. Tourism Research Australia – International Visitor Survey, 2 yr average, YE Dec 23/24
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 24
5. Tourism Australia – Consumer Demand Project, October - December 2024.

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