Leisure Visitation to WA [1]

16 nights	$1,507	$96
Average Length of Stay	Average Trip Spend	Average Daily Spend

International Visitors and Spend by Purpose (WA) [1]

- Holiday: 35% (Visitors), 28% (Spend)
- VFR: 48% (Visitors), 27% (Spend)
- Business: 19% (Visitors), 22% (Spend)
- Education: 2% (Visitors), 17% (Spend)
- Other: 7% (Visitors), 7% (Spend)
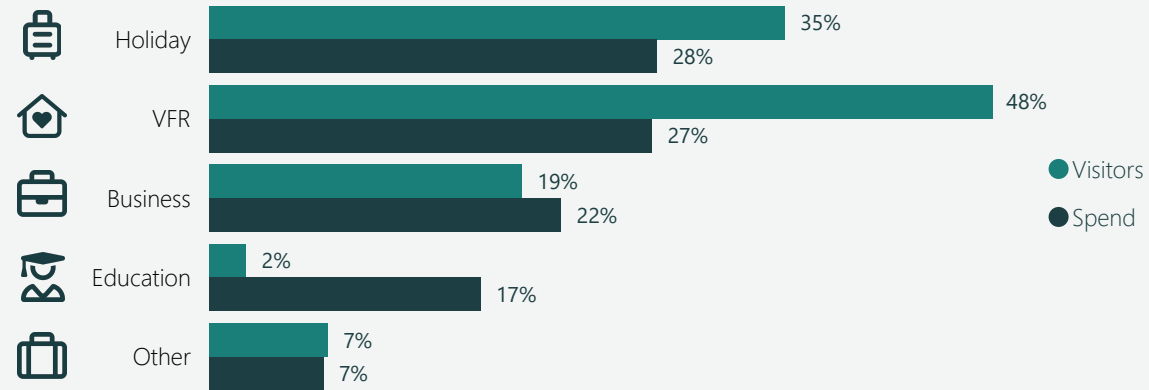
● Visitors
● Spend

Leisure Visitation and Spend to WA [2]

● Visitors (000) ● Expenditure ($M)

2021 + 2022 - Values may be too small to show on chart. For more detail please see our website

Year	Visitors (000)	Expenditure ($M)
2019	42.4	$71
2020	12.5	$17
2021	—	$2
2022	16.3	$30
2023	32.7	$59
2024	36.2	$55
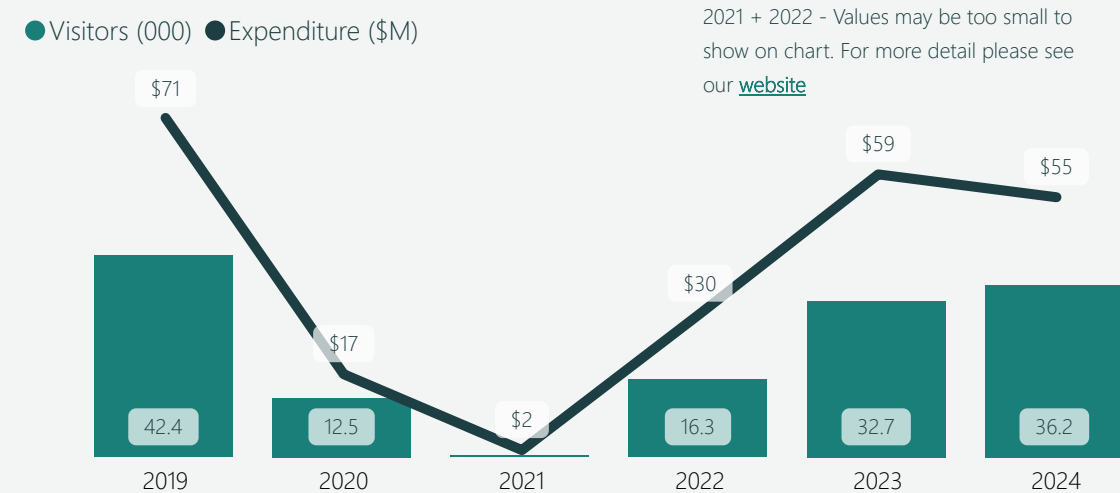
Market Share of International Leisure Visitors to Australia [1]

- New South Wales: 67.6%
- Queensland: 34.1%
- Victoria: 30.3%
- Tasmania: 7.5%
- South Australia: 7.4%
- Western Australia: 6.8%
- Northern Territory: 5.0%
- ACT: 3.4%
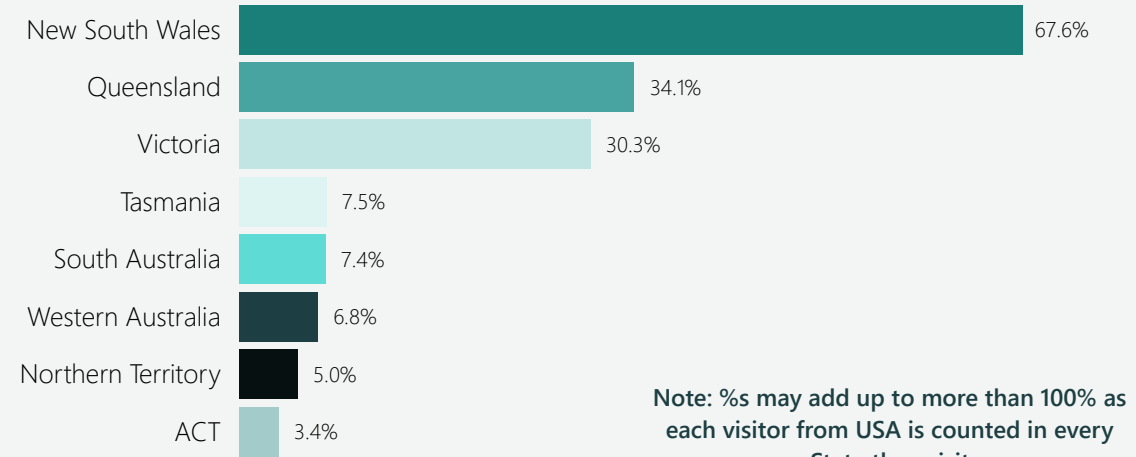
Note: %s may add up to more than 100% as each visitor from USA is counted in every State they visit.

Market Share of International Leisure Visitor Spend in Australia [1]

New South Wales	42.2%
Queensland	24.0%
Victoria	17.4%
Tasmania	4.2%
South Australia	3.8%
Western Australia	3.8%
Northern Territory	3.6%
ACT	1.1%

● WA ● NSW ● VIC ● QLD ● SA ● TAS ● NT ● ACT

Explanatory note: 3.8% of all US leisure visitor spend in Australia was spent in WA.
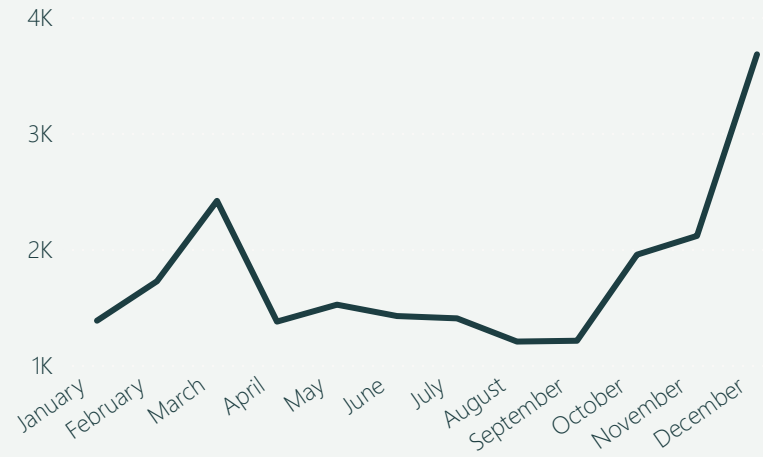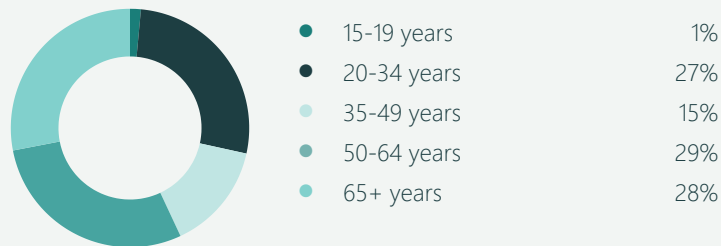
UNITED STATES OF AMERICA | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

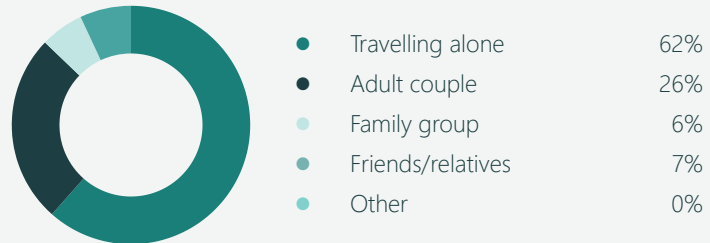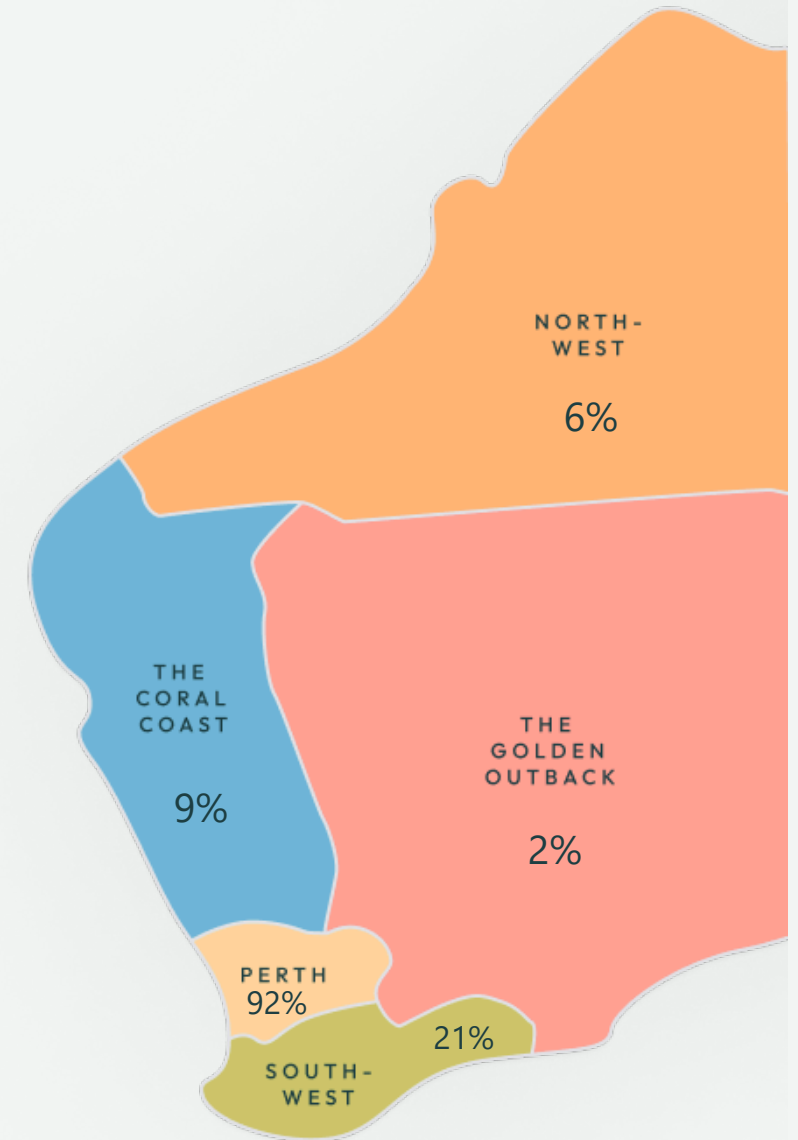## Seasonality - Short-term Leisure Visitor Arrivals to WA [4]

Age [3]

15-19 years	1%
20-34 years	27%
35-49 years	15%
50-64 years	29%
65+ years	28%

Gender [3]

Female	48%
Male	52%

Travel Party [3]

Travelling alone	62%
Adult couple	26%
Family group	6%
Friends/relatives	7%
Other	0%

Length of Trip [3]

1-7 nights	33%
8-14 nights	28%
15-30 nights	28%
31+ nights	12%
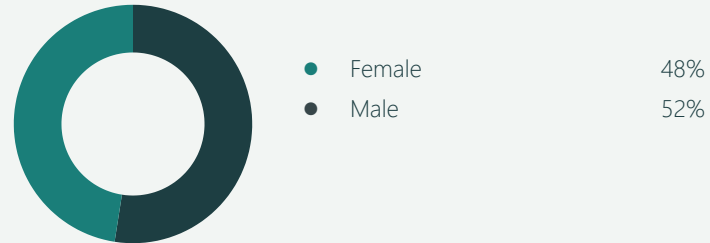
Regional Dispersal [3]

NORTH-WEST 6%

THE CORAL COAST 9%

THE GOLDEN OUTBACK 2%

PERTH 92%

SOUTH-WEST 21%

Top 5 Activities for Leisure Visitors to WA [3]

		%
①	Eat out / dine at a restaurant and/or cafe	94%
②	Sightseeing/looking around	89%
③	Go to the beach	85%
④	Go shopping for pleasure	77%
⑤	Visit national parks / state parks	69%

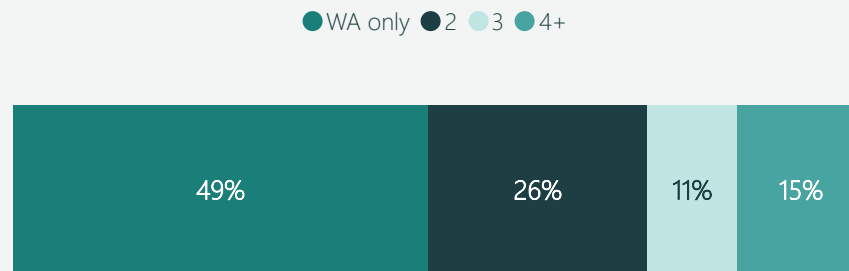*NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.*

Other States Visited [3]

State	%
NSW	74%
QLD	36%
VIC	34%
TAS	8%
SA	7%
NT	5%
ACT	4%

Explanatory note: this chart shows the split of visitors by State who visit at least one other State other than WA.

Group Tour v Free Independent Travellers (FIT) [3]

93% of US leisure visitors to WA are free independent travellers. 94% of US 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 [3]

56% of US leisure visitors to WA are on a return visit to Australia

Top 3 Accommodation Choices for Leisure Visitors to WA [3]

		%
①	Friends or relatives property	58%
②	Hotel/resort/motel or motor Inn	38%
③	Other commercial accommodation	18%

Number of States Visited [3]

● WA only ● 2 ● 3 ● 4+

WA only	2	3	4+
49%	26%	11%	15%

Travel Packages [3]

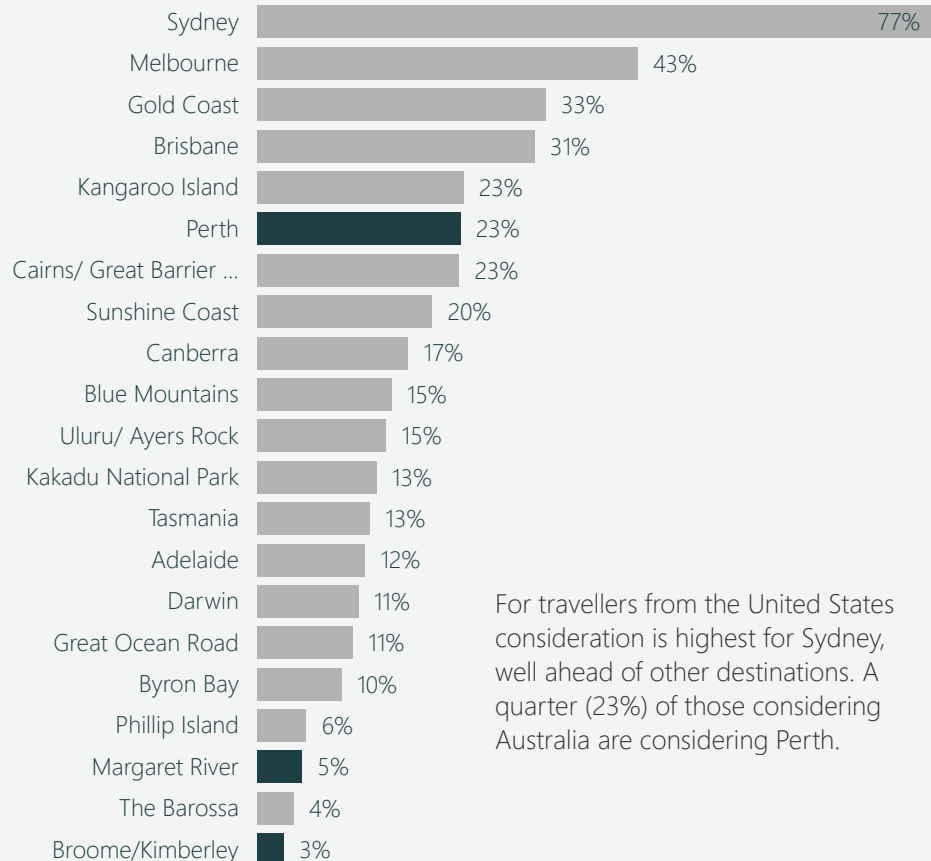6% of US leisure visitors to WA arrived on a travel package

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 [5]

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

Destination	%
Sydney	77%
Melbourne	43%
Gold Coast	33%
Brisbane	31%
Kangaroo Island	23%
Perth	23%
Cairns/ Great Barrier ...	23%
Sunshine Coast	20%
Canberra	17%
Blue Mountains	15%
Uluru/ Ayers Rock	15%
Kakadu National Park	13%
Tasmania	13%
Adelaide	12%
Darwin	11%
Great Ocean Road	11%
Byron Bay	10%
Phillip Island	6%
Margaret River	5%
The Barossa	4%
Broome/Kimberley	3%

For travellers from the United States consideration is highest for Sydney, well ahead of other destinations. A quarter (23%) of those considering Australia are considering Perth.

Which factors are most important when choosing a destination [5]

1. A safe and secure destination
2. Easy to get to (time & effort)
3. A romantic destination
4. A family friendly destination
5. Appealing climate or weather
6. Value for money

United States travellers are more likely than the average traveller to be seeking 'romantic' destinations; those that offer beautiful scenary, good cuisine, and privacy (uncrowded).

What OOR travellers associate with destinations [5]

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	45%	31%	16%	14%	10%	8%
A vibrant city lifestyle	56%	39%	20%	16%	5%	6%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	25%	18%	13%	14%	15%	10%
Different and interesting local wildlife	20%	16%	11%	11%	12%	10%
Good food, wine/beverages, local cuisine and produce	46%	35%	20%	18%	8%	7%
Interesting events and festivals	46%	34%	19%	16%	7%	7%
Value for money	32%	21%	11%	15%	7%	5%

USA travellers have strong perceptions of Sydney; it tops the list of associations for all attributes. Perth is most strongly associated with offering good food/wine and local produce.

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.

Published by Tourism WA, April 2025
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