

The Perth Metropolitan Region Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

Overnight Visitor Summary - The Perth Metropolitan Region 2024

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

Overnight Visitor Trends (000)



NOTE: WA international borders largely closed from March 2020 to March 2022 due to COVID-19, therefore international data in relation to 2020, 2021 and 2022, if shown, should be used with caution.

Market	2019	2020	2021	2022	2023	2024
International	928	208	np	36	728	796
Interstate	1,508	421	481	1,086	1,325	1,374
Intrastate	2,289	1,845	2,060	2,295	2,174	2,215
Total	4,725	2,474	np	3,746	4,227	4,385

Market	2019	2020	2021	2022	2023	2024
International	18,522	np	np	np	21,493	24,751
Interstate	7,057	2,696	3,855	5,769	6,856	6,730
Intrastate	6,199	5,200	6,005	5,818	5,894	5,963
Total	31,778	np	np	np	34,243	37,444

"np" indicates sample size too small to publish

Total Visitors (000)

4,385

2024

Total Visitor Nights (000)

37,444

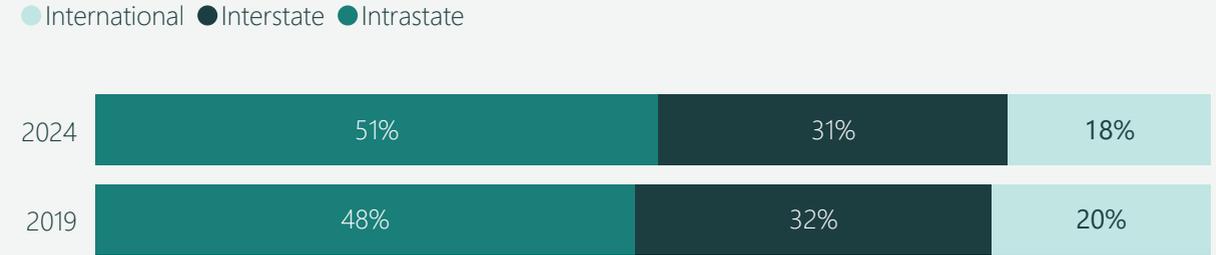
2024

Total Spend (\$ Million)

\$1,820

2024

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics - 2024

	Average Trip Length	Average Trip Spend	Average Daily Spend
Intrastate	2.7 Days	\$1,370	\$509
Interstate	4.9 Days	\$1,474	\$301
International	31.1 Days	\$2,788	\$90
Total Domestic + International	8.5 Days	\$1,660	\$194

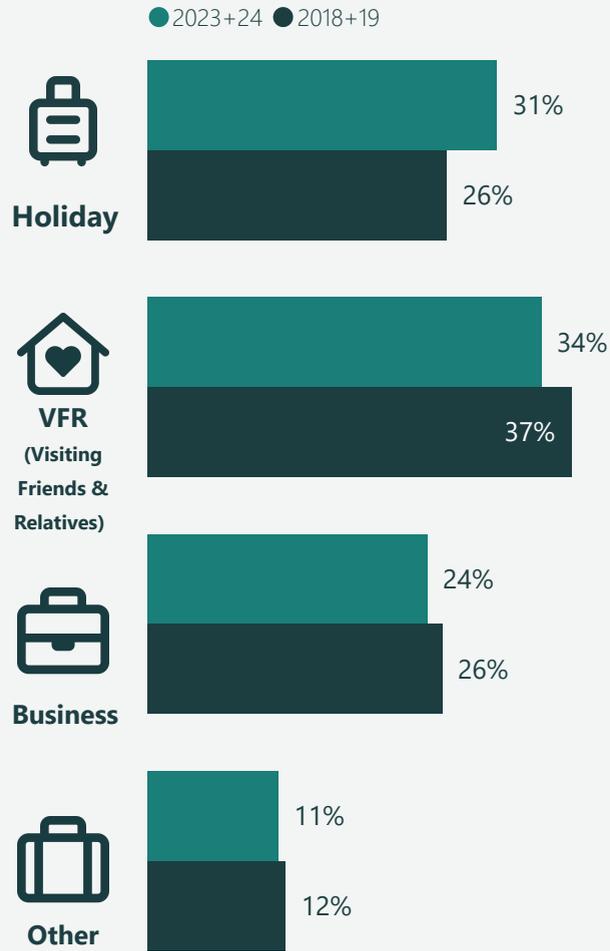
Domestic Overnight Visitor Details - The Perth Metropolitan Region

2018+2019 vs. 2023+2024

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

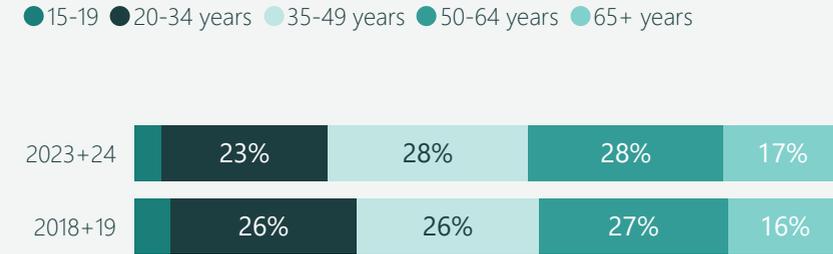
Domestic Visitors (000)	Domestic Nights (000)
3,588	12,693
2024	2024

Purpose of Travel

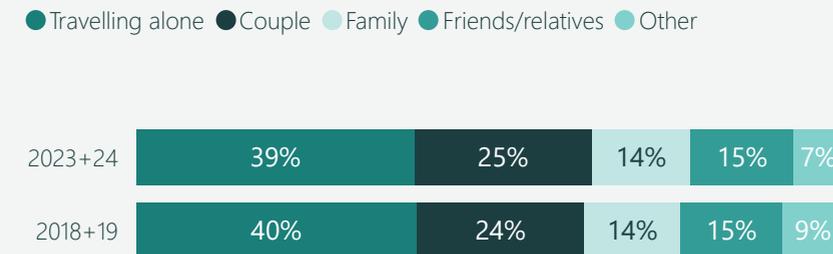


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

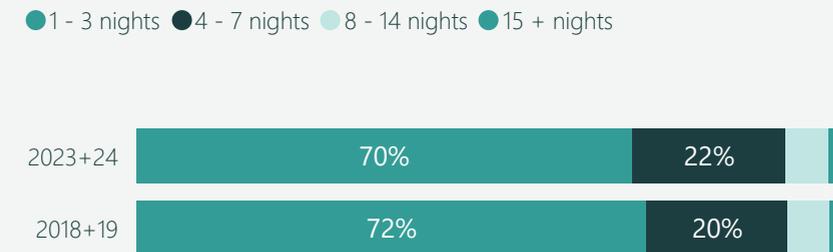
Age



Travel Party



Length of Stay



Top 3 accommodation (% of nights)

	2018+19	2023+24
Friends or relatives property	51%	45%
Hotel/resort/motel or motor Inn	28%	36%
Rented house/apartment/flat or unit	8%	6%

Gender



Top 3 activities

	2018+19	2023+24
Eat out / dine at a restaurant and/or cafe	65%	65%
Visit friends & relatives	52%	43%
Go shopping for pleasure	23%	22%

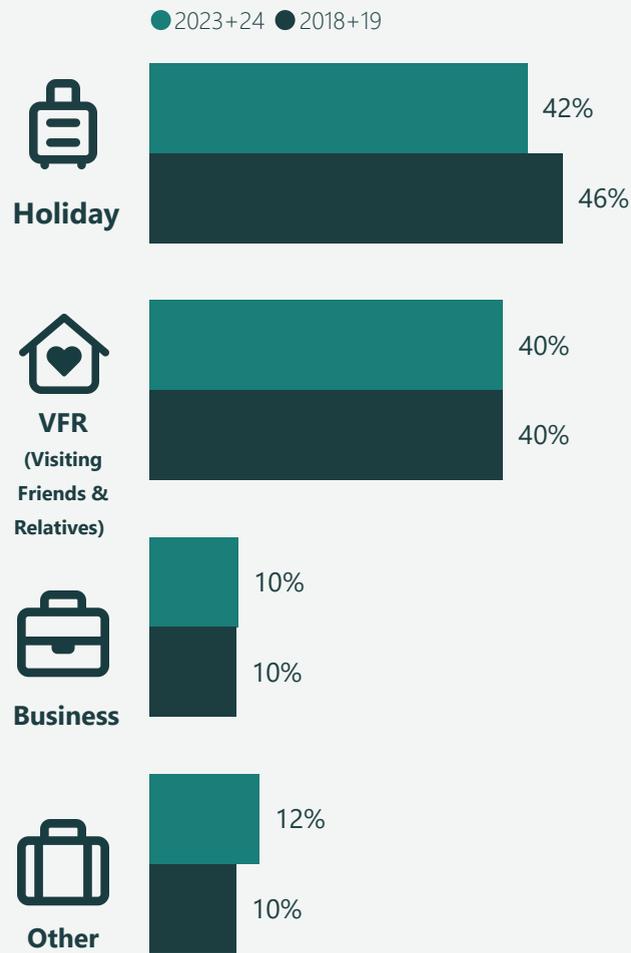
International Overnight Visitor Details - The Perth Metropolitan Region

2018+2019 vs. 2023+2024

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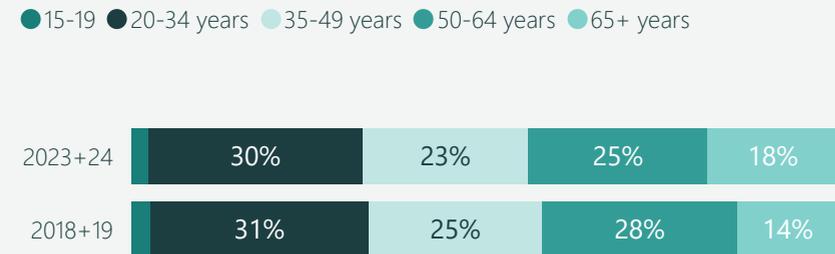
International Visitors (000)	International Nights (000)
796	24,751
2024	2024

Purpose of Travel

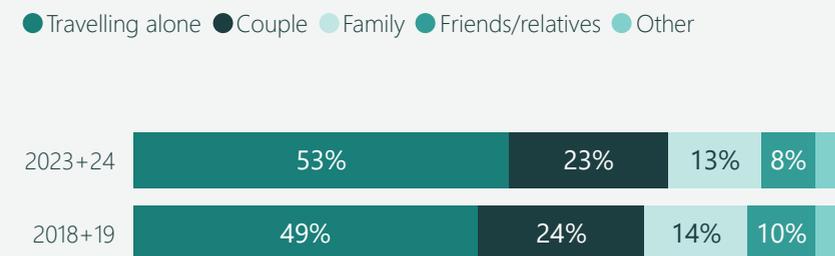


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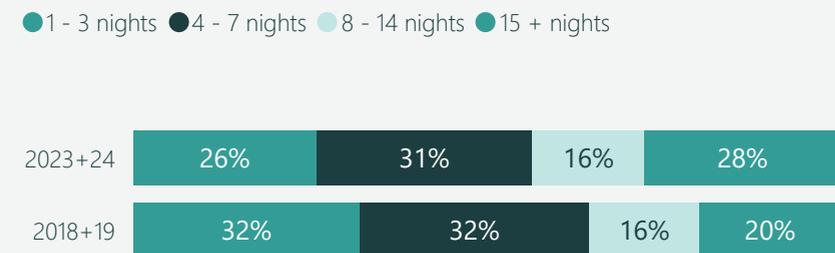
Age



Travel Party



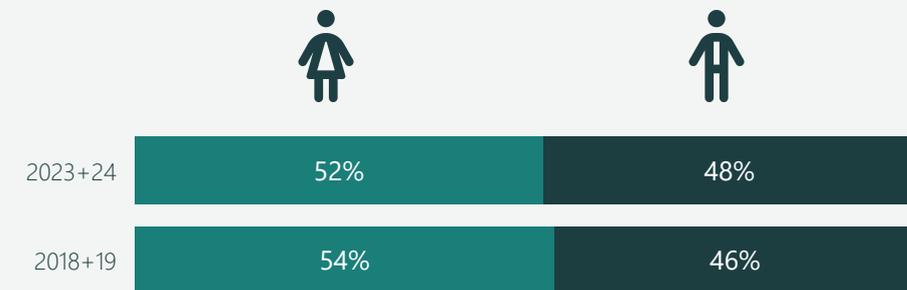
Length of Stay



Top 3 accommodation (% of nights)

	2018+19	2023+24
Friends or relatives property	44%	39%
Rented house/apartment/flat or unit	28%	35%
Hotel/resort/motel or motor Inn	9%	12%

Gender



Top 3 activities*

*International visitors may have undertaken the activity in the region or elsewhere in Australia

	2018+19	2023+24
Eat out / dine at a restaurant and/or cafe	93%	96%
Go shopping for pleasure	81%	87%
Sightseeing/looking around	74%	84%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

Data has been provided for Interstate and Intrastate (sample size permitting) or Domestic, as well as International (see below) by year.

The demographics and trip details show comparisons between 2023+2024 (current) and 2018+2019 (pre-COVID). Two-year averages are used to increase the sample size and therefore the reliability of the data.

It is recommended by Tourism WA that the visitation statistics in this fact sheet are used in conjunction with other information sources that you have access to. This might include population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

Methodology and definition changes are made to both the IVS and the NVS from time to time. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see Tourism Research Australia's website tra.gov.au.

Sample Size

Market	2019	2020	2021	2022	2023	2024
Intrastate	975	683	809	864	557	611
Interstate	603	165	212	349	336	263
Domestic	1,578	848	1,021	1,213	893	874
International	5,379	6,523	8,745	57,120	3,299	3,550

Note: Data has not been provided where the Sample Size is less than 40

Definitions

Domestic Visitors (Intrastate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Visitors: International visitors aged 15 years and over who spent at least one night in the Region and are staying in Australia for 12 months or less.

Source

Tourism Research Australia, International and National Visitor Surveys, 2024. Local Government Areas included to make up Perth Metropolitan Region: City of Armadale, Town of Bassendean, City of Bayswater, City of Belmont, Town of Cambridge, City of Canning, Town of Claremont, City of Cockburn, Town of Cottesloe, Town of East Fremantle, City of Fremantle, City of Gosnells, City of Joondalup, City of Kalamunda, City of Kwinana, City of Melville, Town of Mosman Park, Shire of Mundaring, City of Nedlands, Shire of Peppermint Grove, City of Perth, City of Rockingham, City of South Perth, City of Stirling, City of Subiaco, City of Swan, Town of Victoria Park, City of Vincent, City of Wanneroo