

# City of Perth

## Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning  
April 2025



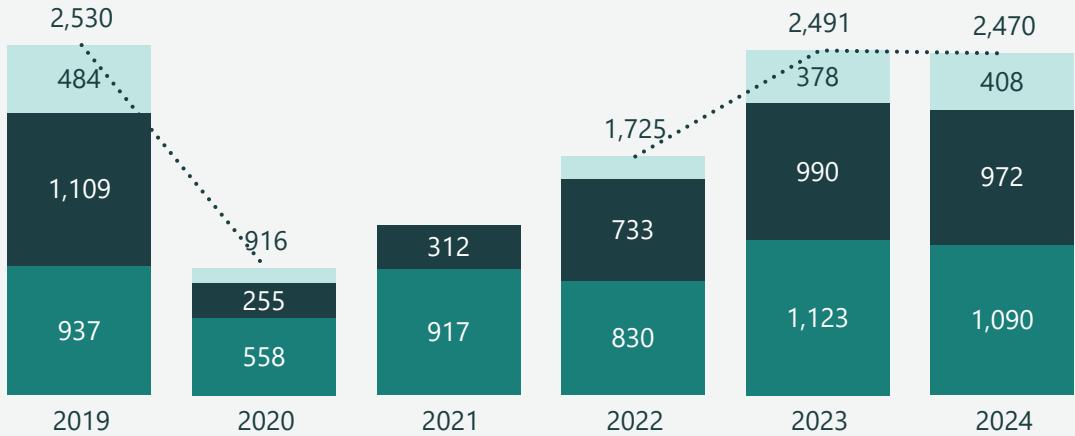
# Overnight Visitor Summary - City of Perth

2024

The data in this factsheet refers to visitors who have spent at least one night in the City of Perth Local Government Area (LGA).

## Overnight Visitor Trends (000)

International Interstate Intrastate Total Overnight Visitors (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.

<div>Visitors (000)</div>	Market	2019	2020	2021	2022	2023	2024
	International	484	103	np	162	378	408
	Interstate	1,109	255	312	733	990	972
	Intrastate	937	558	917	830	1,123	1,090
	Total	2,530	916	np	1,725	2,491	2,470

<div>Nights (000)</div>	Market	2019	2020	2021	2022	2023	2024
	International	5,389	np	np	np	6,535	6,608
	Interstate	4,517	1,147	1,966	3,539	4,472	4,134
	Intrastate	2,458	1,546	2,885	2,156	3,050	2,698
	Total	12,364	np	np	np	14,057	13,440

np = not publishable due to small sample size

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
2,470	13,440	\$2,680
2024	2024	2024

## Share of Overnight Visitors - change vs. pre-COVID

International Interstate Intrastate



## Overnight Visitor Metrics - 2024

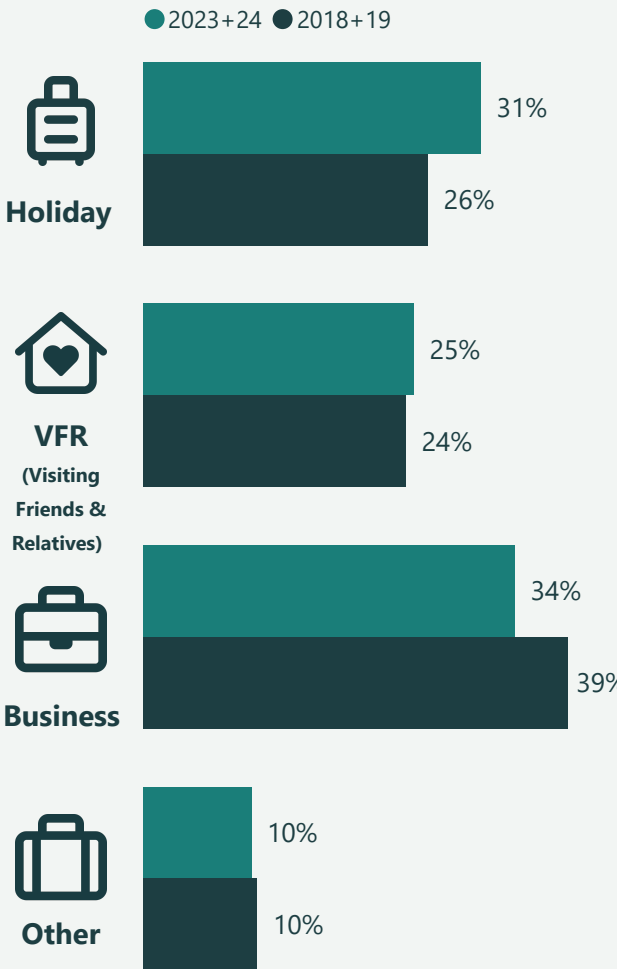
	<div>Average Trip Length</div>	<div>Average Trip Spend</div>	<div>Average Daily Spend</div>
Intrastate	2.5 Days	\$788	\$318
Interstate	4.3 Days	\$954	\$224
International	16.2 Days	\$2,189	\$135
Total Domestic + International	5.4 Days	\$1,085	\$199

# Domestic Overnight Visitor Details - City of Perth

2023+24 vs. 2018+19

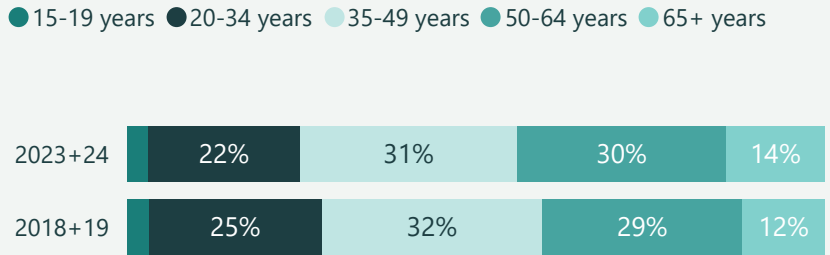
The data in this factsheet refers to visitors who have spent at least one night in the City of Perth Local Government Area (LGA).

## Purpose of Travel

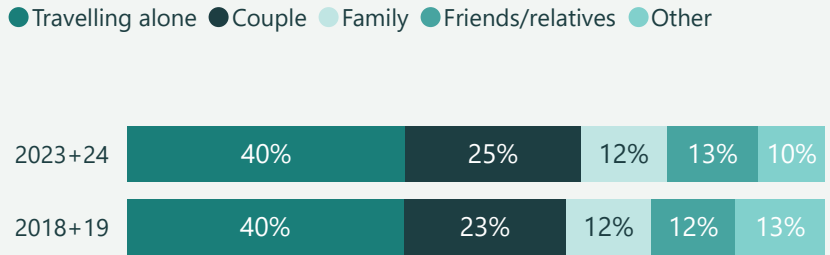


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

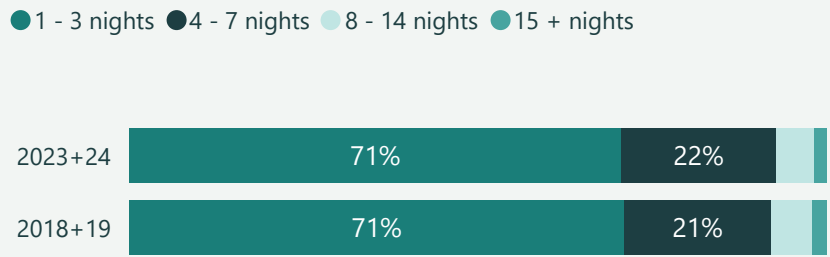
## Age



## Travel Party



## Length of Stay



Domestic Visitors (000)

2,062

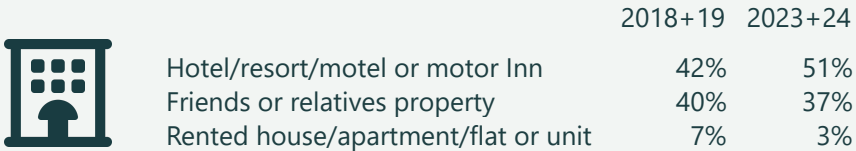
2024

Domestic Nights (000)

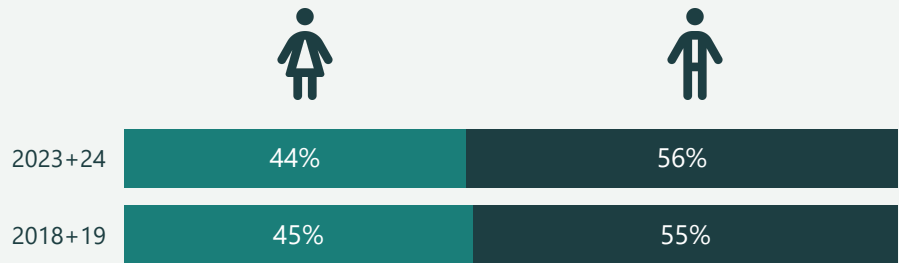
6,832

2024

## Top 3 accommodation (% of nights)



## Gender



## Definitions

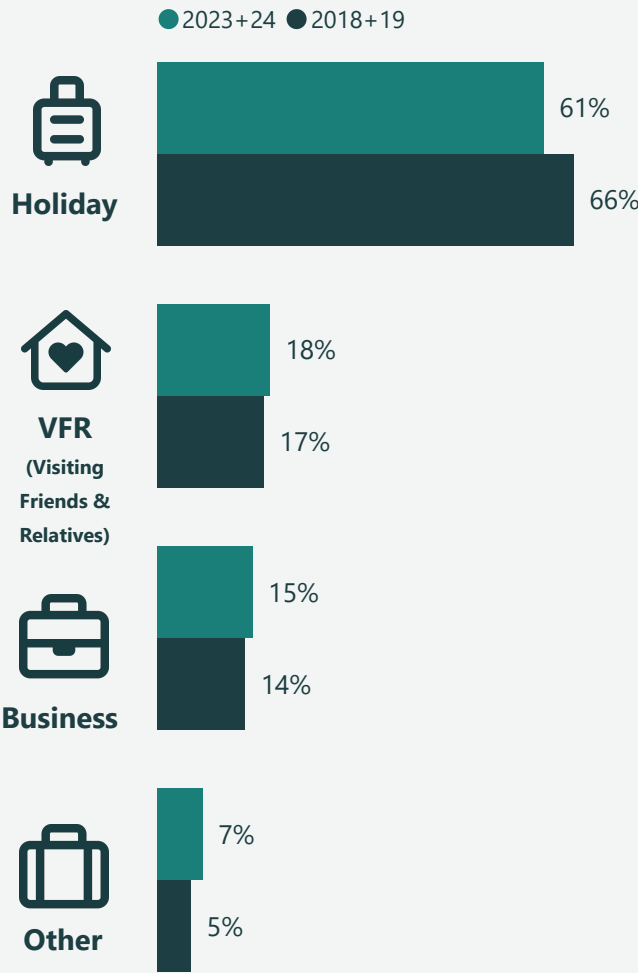
**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

# International Overnight Visitor Details - City of Perth

2023+24 vs. 2018+19

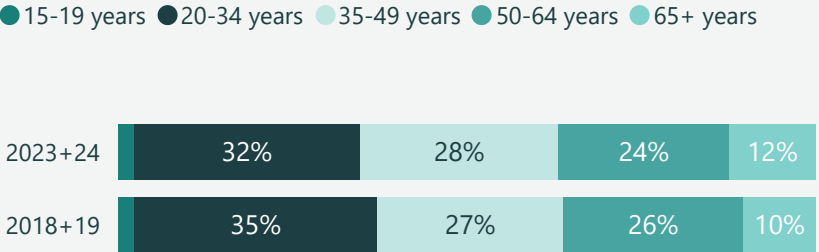
The data in this factsheet refers to visitors who have spent at least one night in the City of Perth Local Government Area (LGA).

## Purpose of Travel

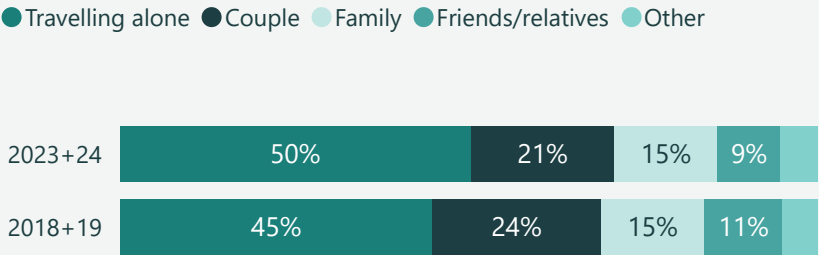


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

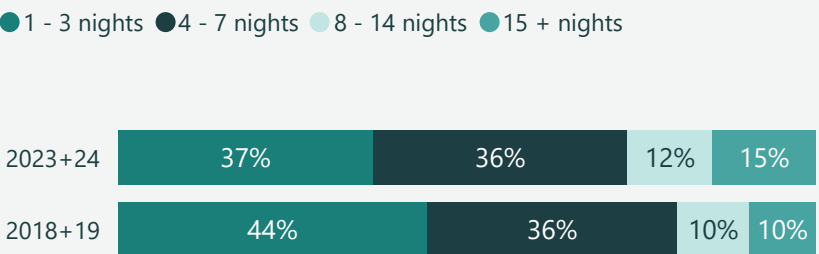
## Age



## Travel Party



## Length of Stay



International Visitors (000)

408

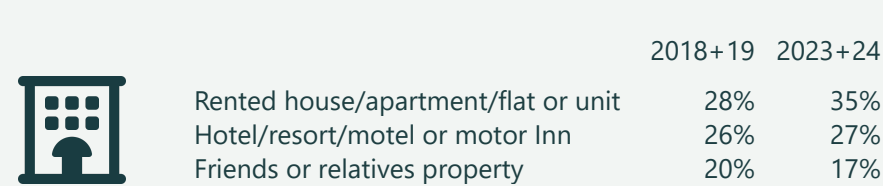
2024

International Nights (000)

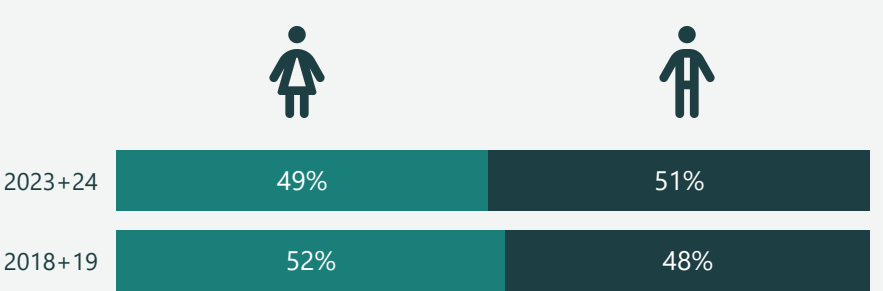
6,608

2024

## Top 3 accommodation (% of nights)



## Gender



## Definitions

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

# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the City of Perth Local Government Area (LGA).

## 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.

Number of international visitors cannot be provided for 2021 as this was not available at LGA level and has been provided for other years where sample size permits.

The demographics and trip details show comparisons between 2023+24 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, these years have been excluded for international visitors.

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 [NVS Methodology](#) or [IVS Methodology](#) on Tourism Research Australia's website and the [Changing Visitor Spend](#) factsheet on Tourism WA's website.

## Sample Size

Market	2019	2020	2021	2022	2023	2024
Intrastate	427	226	368	375	281	326
Interstate	448	99	138	239	245	178
Domestic	875	325	506	614	526	504
International	2,633	640	4	16,164	1,675	1,717

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

## Definitions

**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

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

## Source

Tourism Research Australia, National and International Visitor Surveys, 2024

