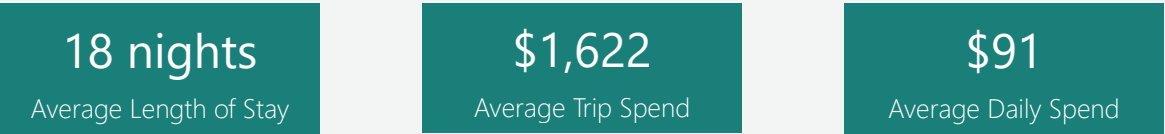


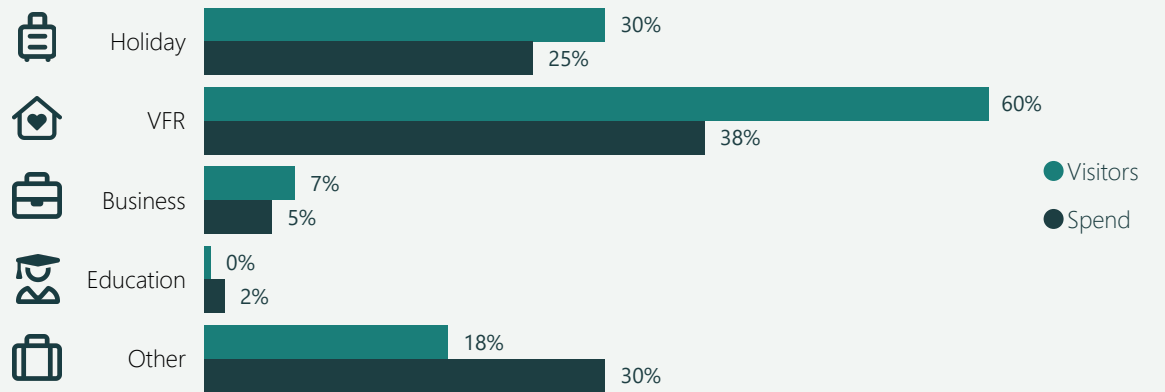
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MARKET OVERVIEW

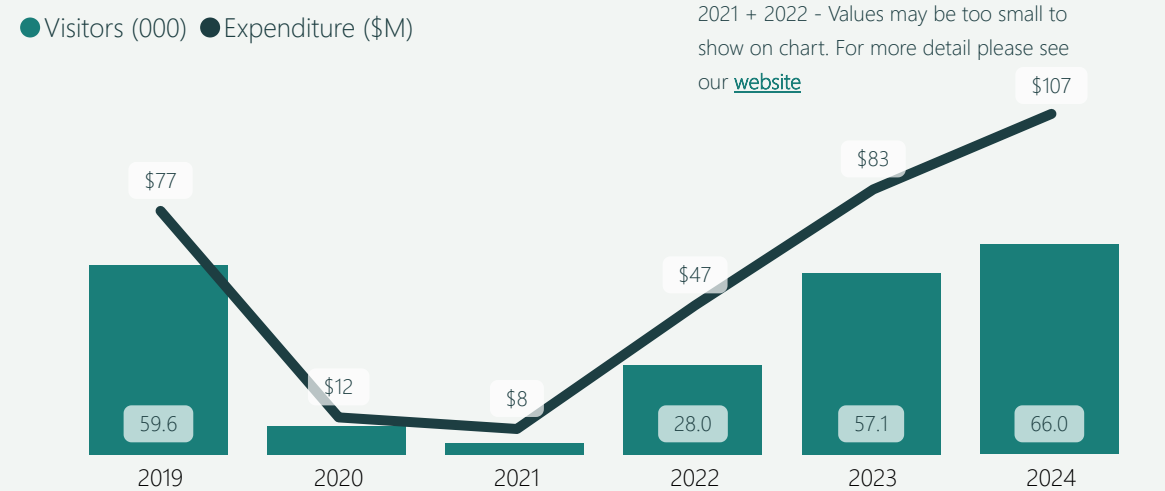
Leisure Visitation to WA ¹



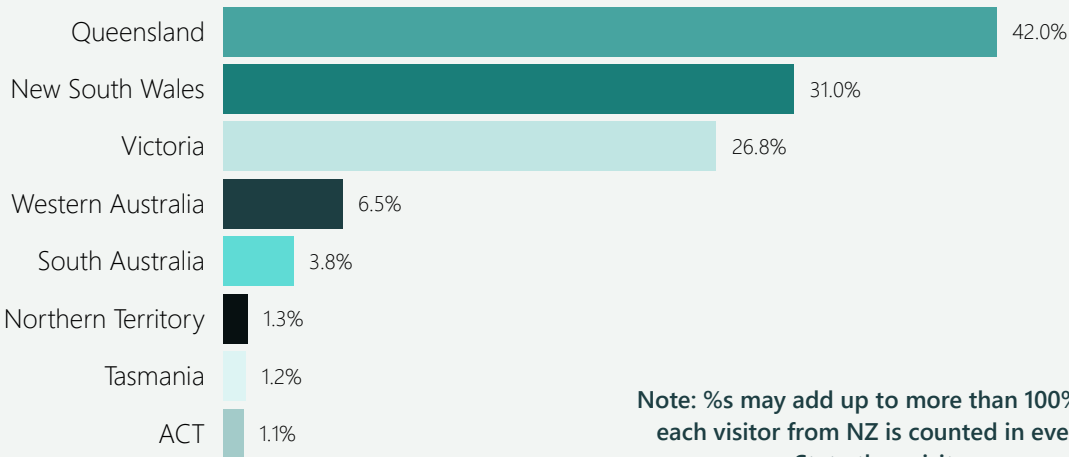
International Visitors and Spend by Purpose (WA) ¹



Leisure Visitation and Spend to WA ²

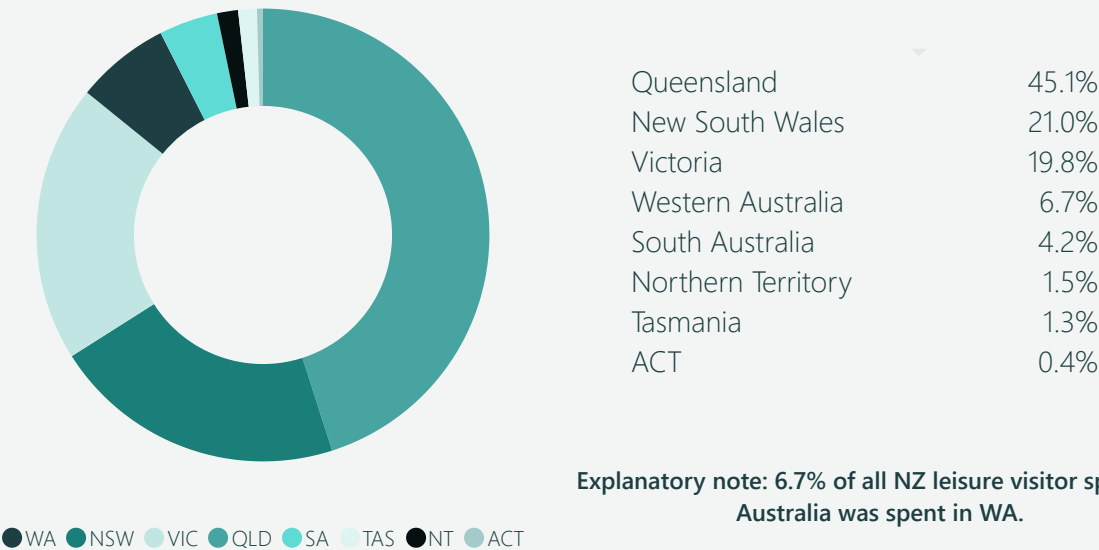


Market Share of International Leisure Visitors to Australia ¹



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

Market Share of International Leisure Visitor Spend in Australia ¹

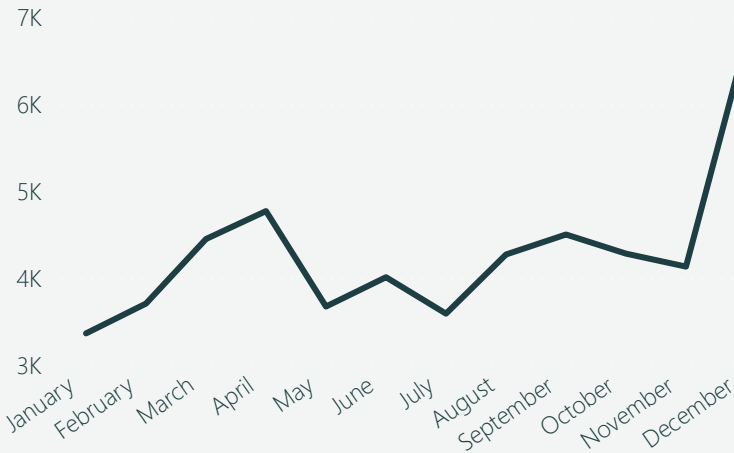


Explanatory note: 6.7% of all NZ leisure visitor spend in Australia was spent in WA.

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TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

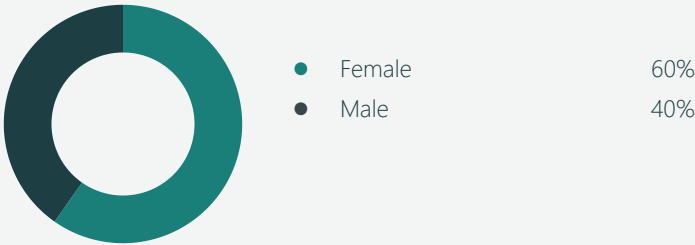
Seasonality - Short-term Leisure Visitor Arrivals to WA ⁴



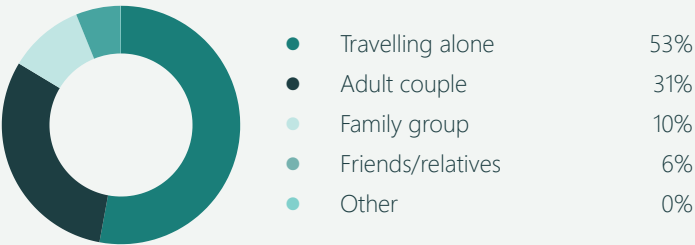
Age ³



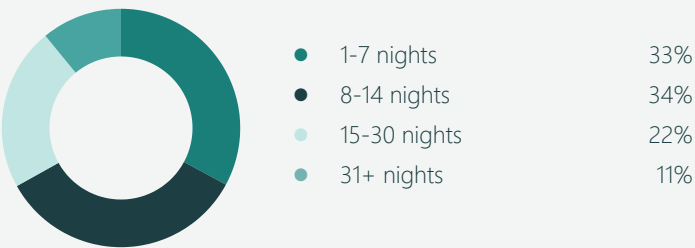
Gender ³



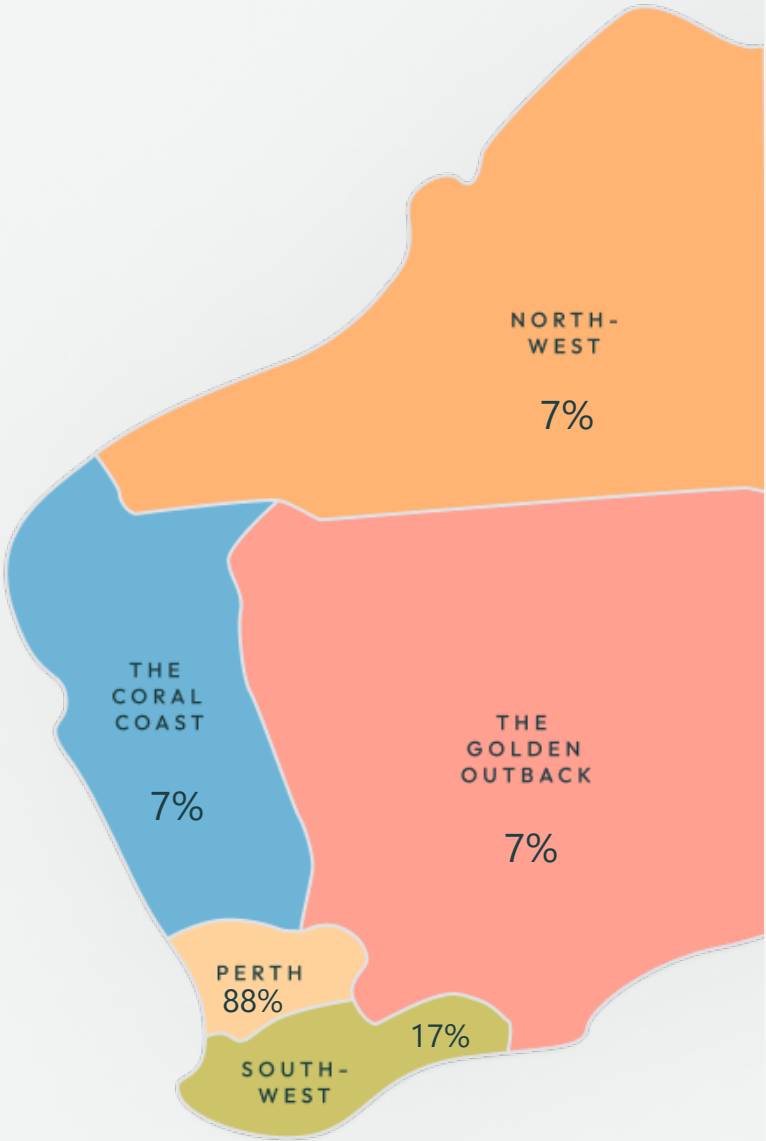
Travel Party ³



Length of Trip ³



Regional Dispersal ³



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TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

Top 5 Activities for Leisure Visitors to WA ³

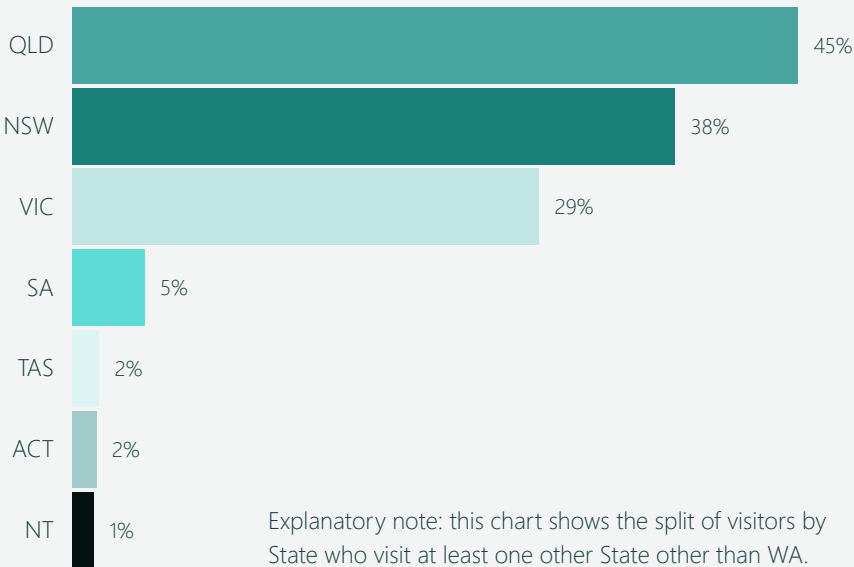
①	Eat out / dine at a restaurant and/or cafe	93%
②	Go shopping for pleasure	80%
③	Sightseeing/looking around	73%
④	Go to the beach	68%
⑤	Visit national parks / state parks	50%

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

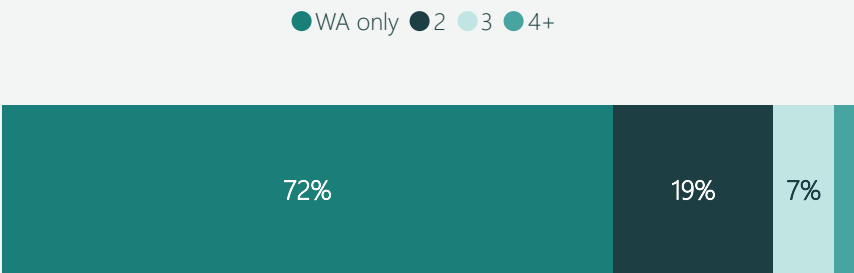
Top 3 Accommodation Choices for Leisure Visitors to WA ³

①	Friends or relatives property	71%
②	Hotel/resort/motel or motor Inn	33%
③	Other commercial accommodation	13%

Other States Visited ³



Number of States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

96% of NZ leisure visitors to WA are free independent travellers. 98% of NZ 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

93% of NZ leisure visitors to WA are on a return visit to Australia

Travel Packages ³

17% of NZ leisure visitors to WA arrived on a travel package

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IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

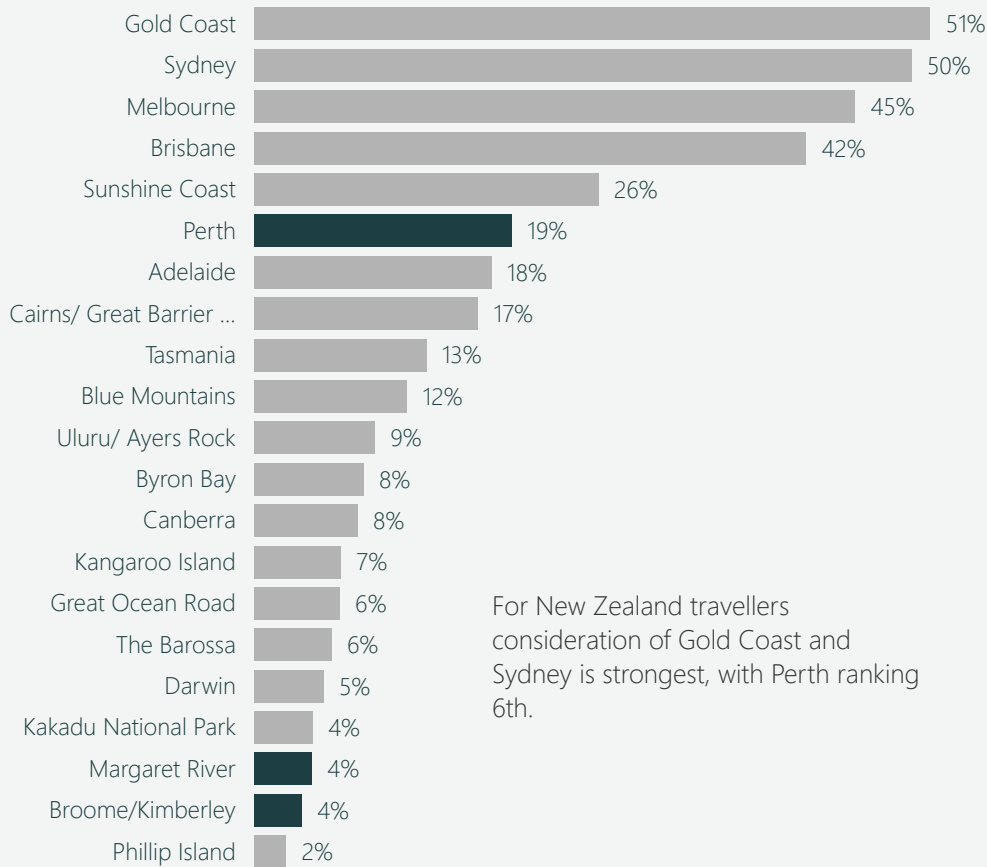
Out of region (OOR) travellers



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 ⁵

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



For New Zealand travellers consideration of Gold Coast and Sydney is strongest, with Perth ranking 6th.

Which factors are most important when choosing a destination ⁵

- 1 A safe and secure destination
- 2 Appealing climate or weather
- 3 Value for money
- 4 A family friendly destination
- 5 Easy to obtain an entry visa
- 6 A good range of accommodation options

New Zealand travellers seek destinations that are safe and secure and offer an appealing climate / weather.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	40%	39%	38%	22%	6%	7%
A vibrant city lifestyle	68%	62%	41%	26%	2%	2%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	21%	14%	15%	14%	26%	18%
Different and interesting local wildlife	13%	11%	13%	9%	10%	14%
Good food, wine/beverages, local cuisine and produce	44%	49%	28%	20%	15%	8%
Interesting events and festivals	53%	49%	29%	15%	4%	4%
Value for money	21%	23%	20%	10%	4%	4%

New Zealand travellers associate Margaret River most strongly with beautiful natural environments, while Sydney and Melbourne are strongly associated with a vibrant city lifestyle and interesting events/festivals.

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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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