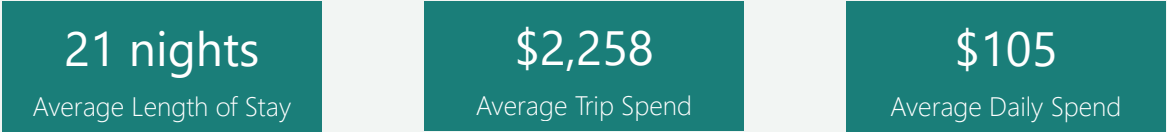


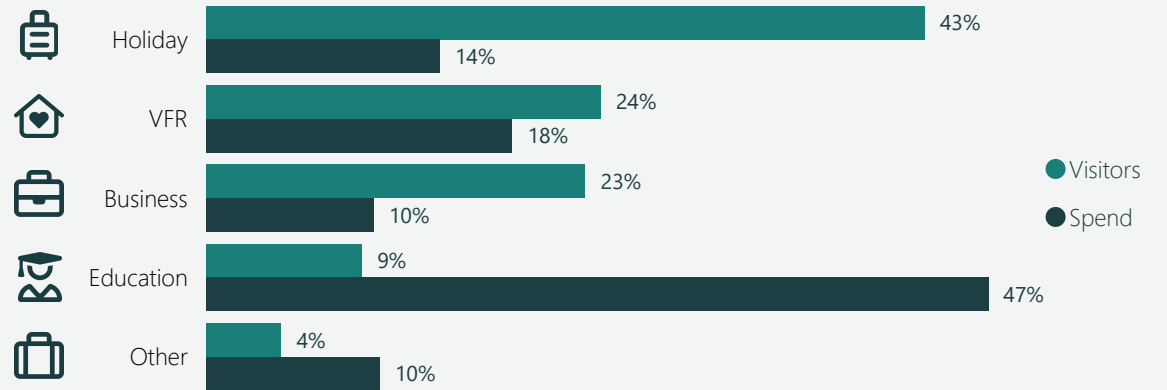
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MARKET OVERVIEW

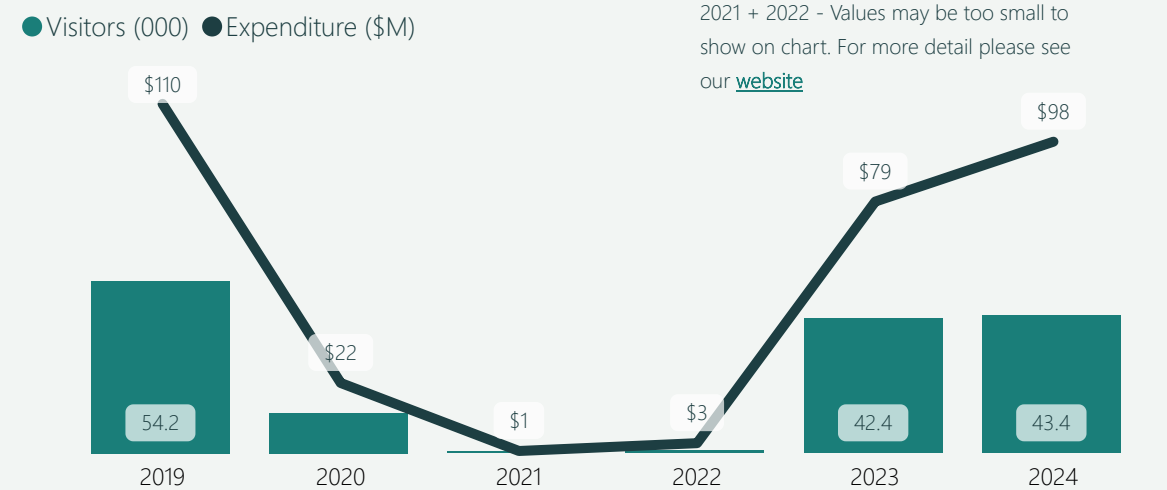
Leisure Visitation to WA ¹



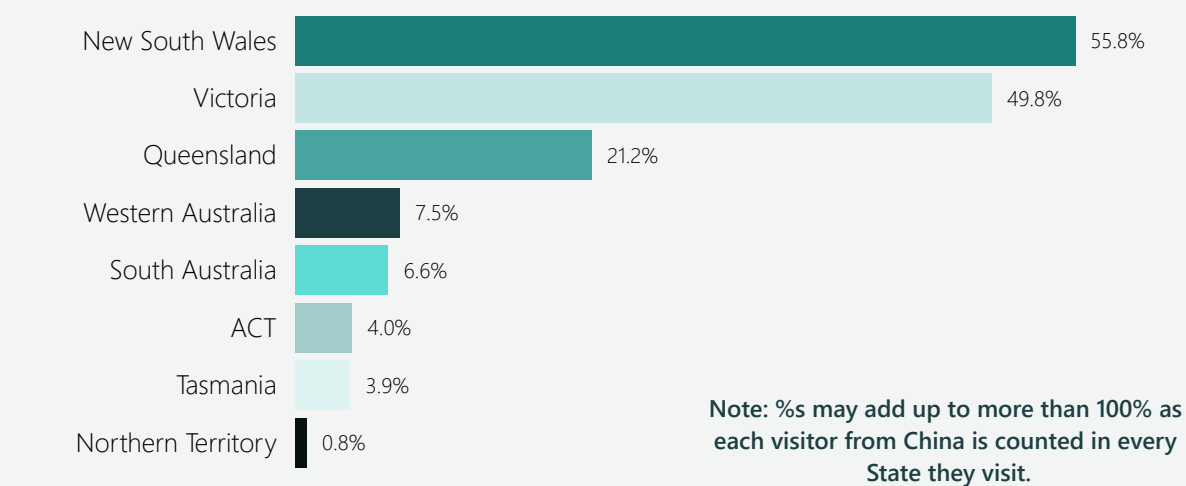
International Visitors and Spend by Purpose (WA) ¹



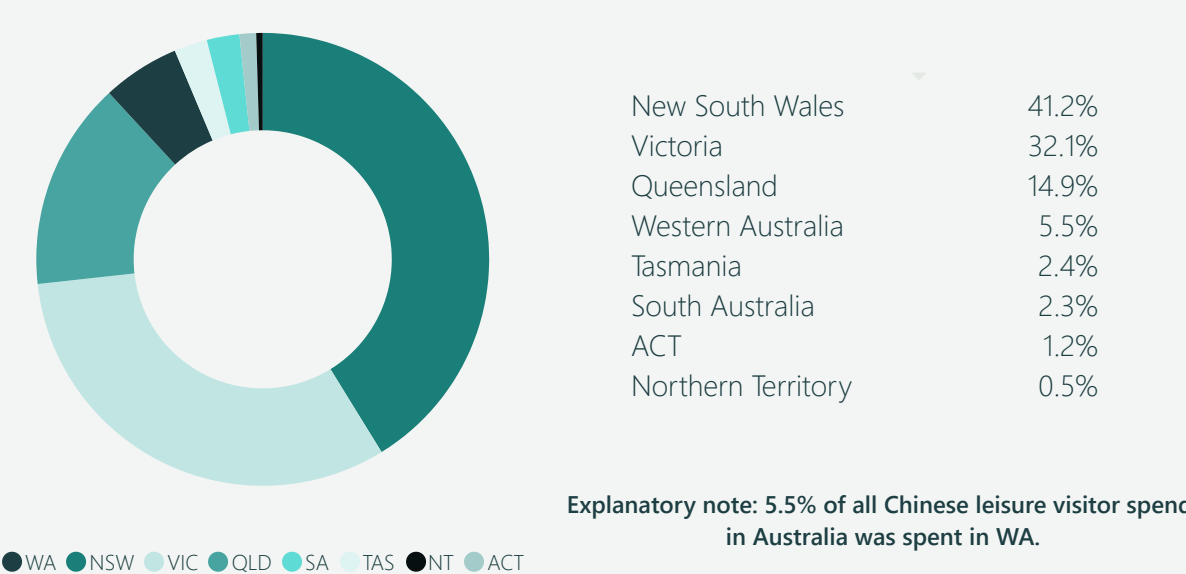
Leisure Visitation and Spend to WA ²



Market Share of International Leisure Visitors to Australia ¹



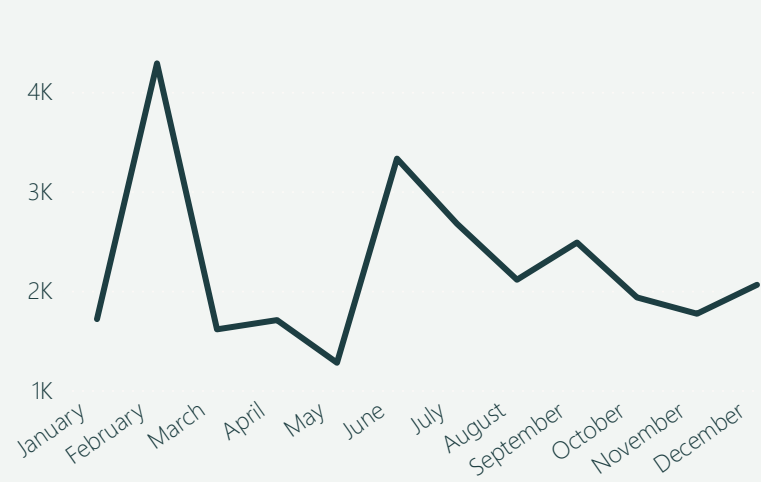
Market Share of International Leisure Visitor Spend in Australia ¹



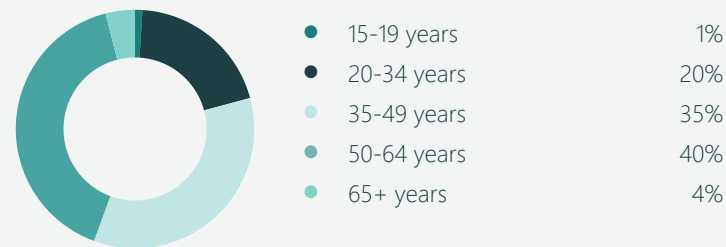
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TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

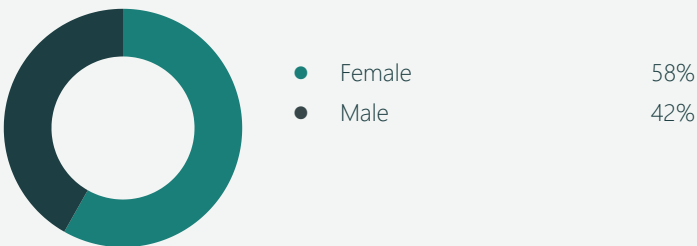
Seasonality - Short-term Leisure Visitor Arrivals to WA ⁴



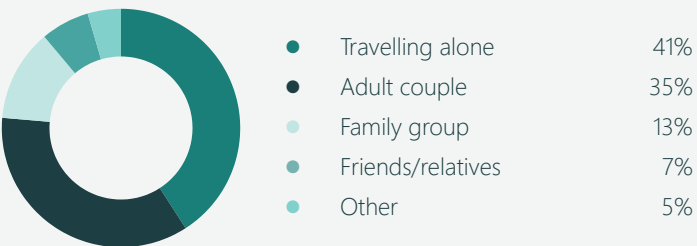
Age ³



Gender ³



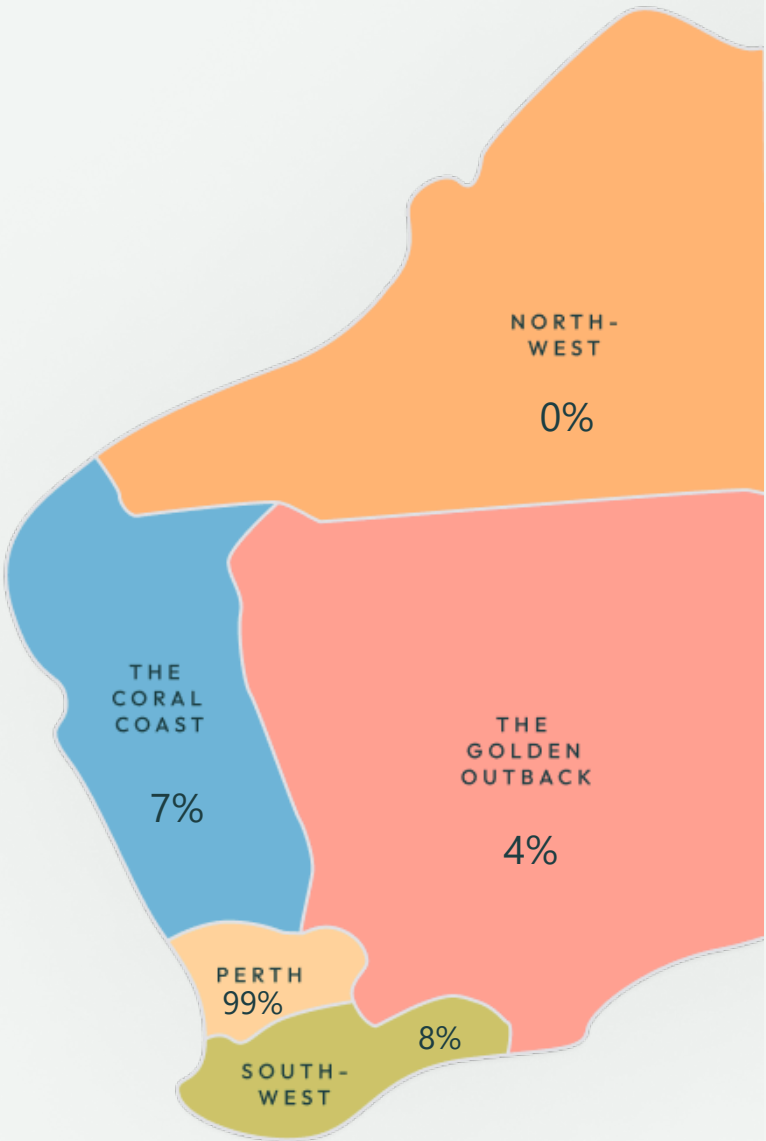
Travel Party ³



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

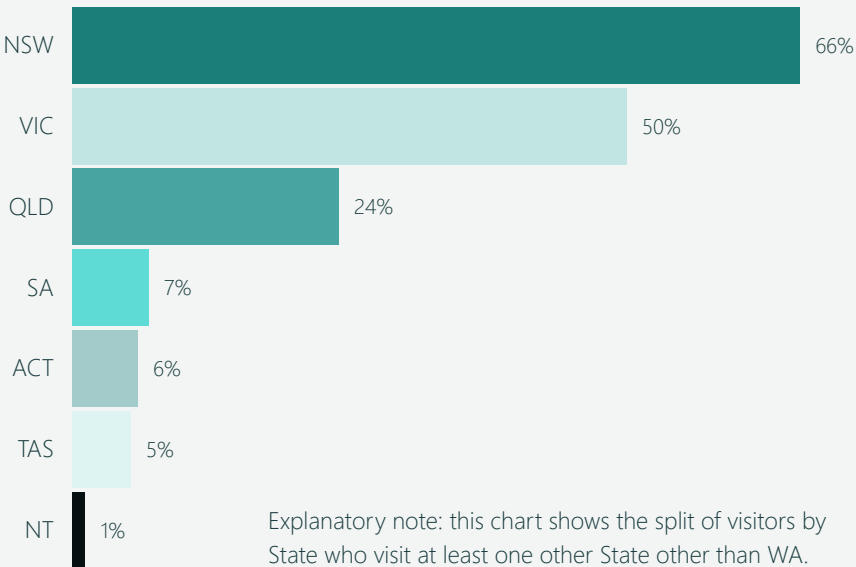
①	Go shopping for pleasure	99%
②	Eat out / dine at a restaurant and/or cafe	97%
③	Sightseeing/looking around	89%
④	Go to the beach	88%
⑤	Visit national parks / state parks	86%

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

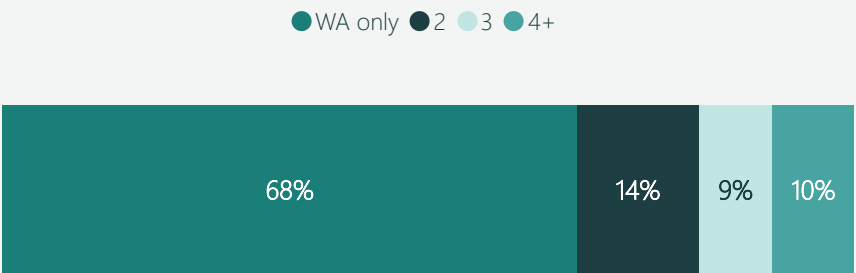
Top 3 Accommodation Choices for Leisure Visitors to WA ³

①	Hotel/resort/motel or motor Inn	60%
②	Friends or relatives property	32%
③	Other commercial accommodation	12%

Other States Visited ³



Number of States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

78% of Chinese leisure visitors to WA are free independent travellers. Chinese leisure visitors to the rest of Australia are much less likely to be on a group tour as 93% are free independent travellers.

Repeat Visitors ³

69% of Chinese leisure visitors to WA are on a return visit to Australia

Travel Packages ³

10% of Chinese leisure visitors to WA arrived on a travel package

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IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

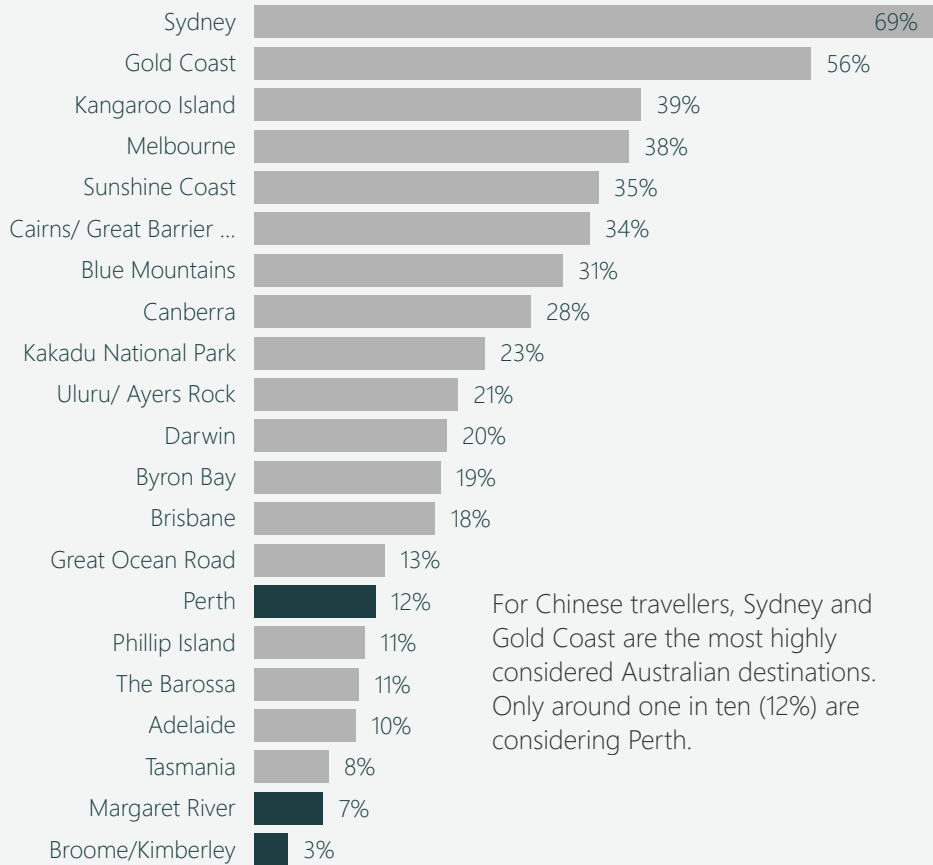
Out of region (OOR) travellers



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 Chinese travellers, Sydney and Gold Coast are the most highly considered Australian destinations. Only around one in ten (12%) are considering Perth.

Which factors are most important when choosing a destination ⁵

- 1 A family friendly destination
- 2 A safe and secure destination
- 3 A romantic destination
- 4 Easy to get to (time & effort)
- 5 Friendly and open citizens, local hospitality
- 6 Appealing climate or weather

Travellers from China seek family friendly, safe destinations. They are more likely than the average traveller to prioritise 'romantic' destinations and welcoming places with friendly and open citizens / local hospitality.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	35%	23%	11%	14%	10%	10%
A vibrant city lifestyle	42%	32%	13%	13%	11%	12%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	19%	15%	12%	13%	16%	13%
Different and interesting local wildlife	16%	15%	11%	11%	9%	12%
Good food, wine/beverages, local cuisine and produce	34%	27%	13%	14%	13%	12%
Interesting events and festivals	30%	24%	12%	13%	10%	13%
Value for money	27%	22%	12%	12%	12%	11%

Chinese travellers associate Sydney most strongly with a vibrant city lifestyle and being family friendly . Perth is perceived similarly to Brisbane. Broome/Kimberley and Margaret River are both most highly associated with beautiful natural environments.

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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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For more information, please contact: research@westernaustralia.com