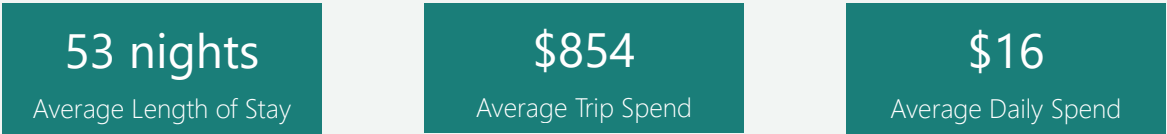


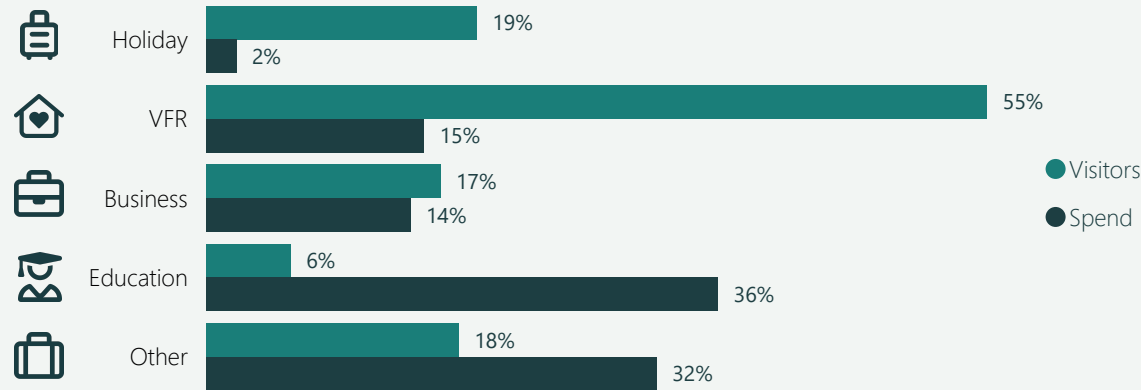
INDIA | MARKET PROFILE 2024

MARKET OVERVIEW

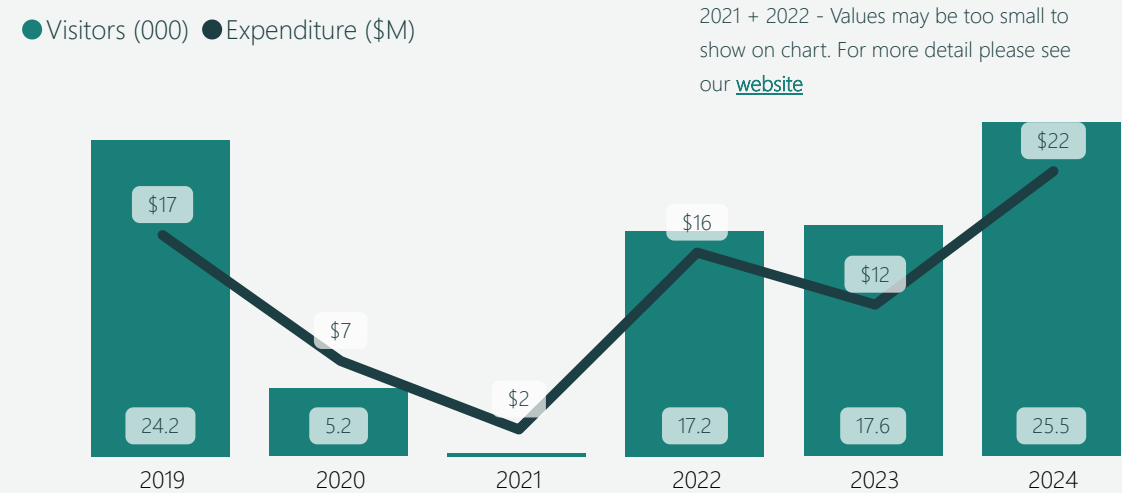
Leisure Visitation to WA ¹



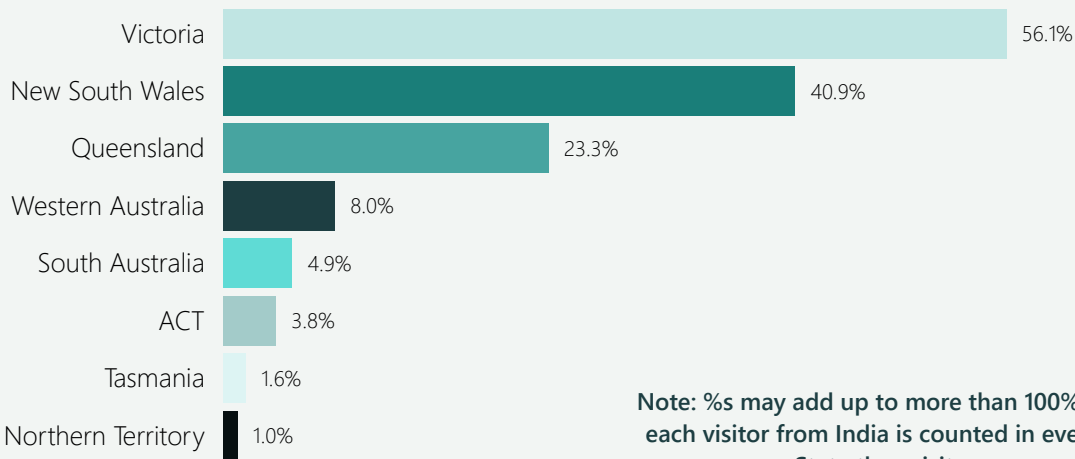
International Visitors and Spend by Purpose (WA) ³



Leisure Visitation and Spend to WA ²

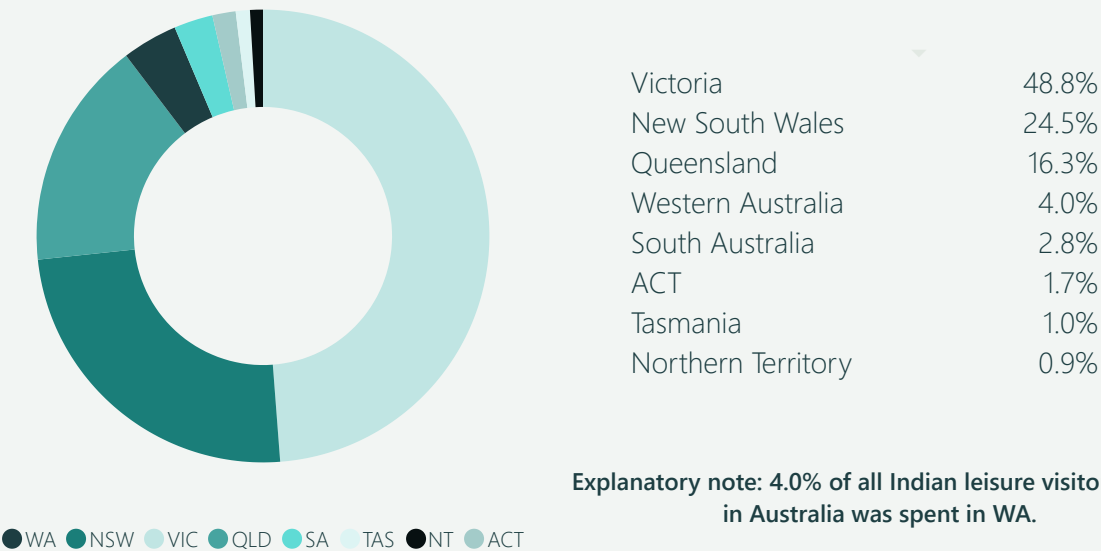


Market Share of International Leisure Visitors to Australia ¹



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

Market Share of International Leisure Visitor Spend in Australia ¹

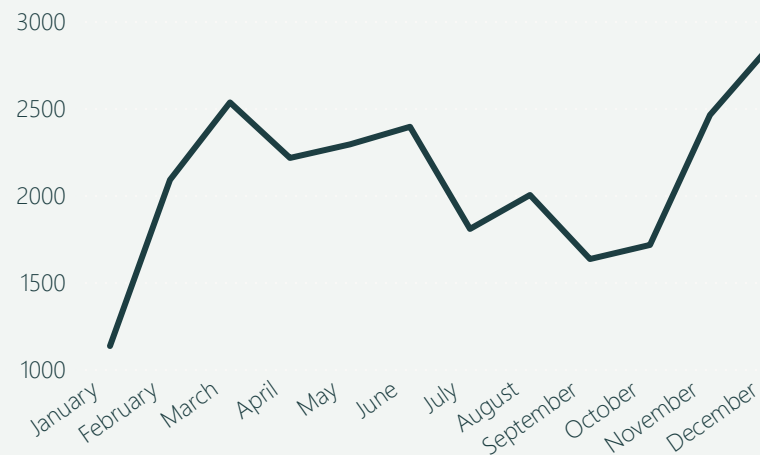


Explanatory note: 4.0% of all Indian leisure visitor spend in Australia was spent in WA.

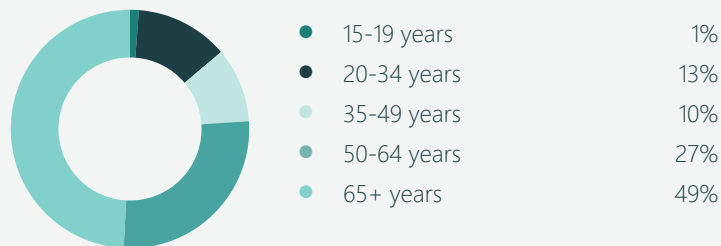
INDIA | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

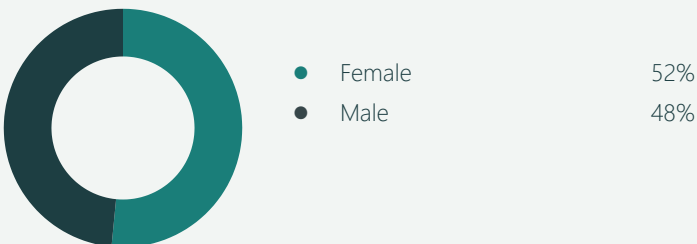
Seasonality - Short-term Leisure Visitor Arrivals to WA ⁴



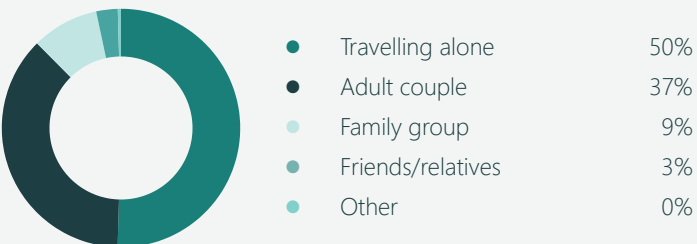
Age ³



Gender ³



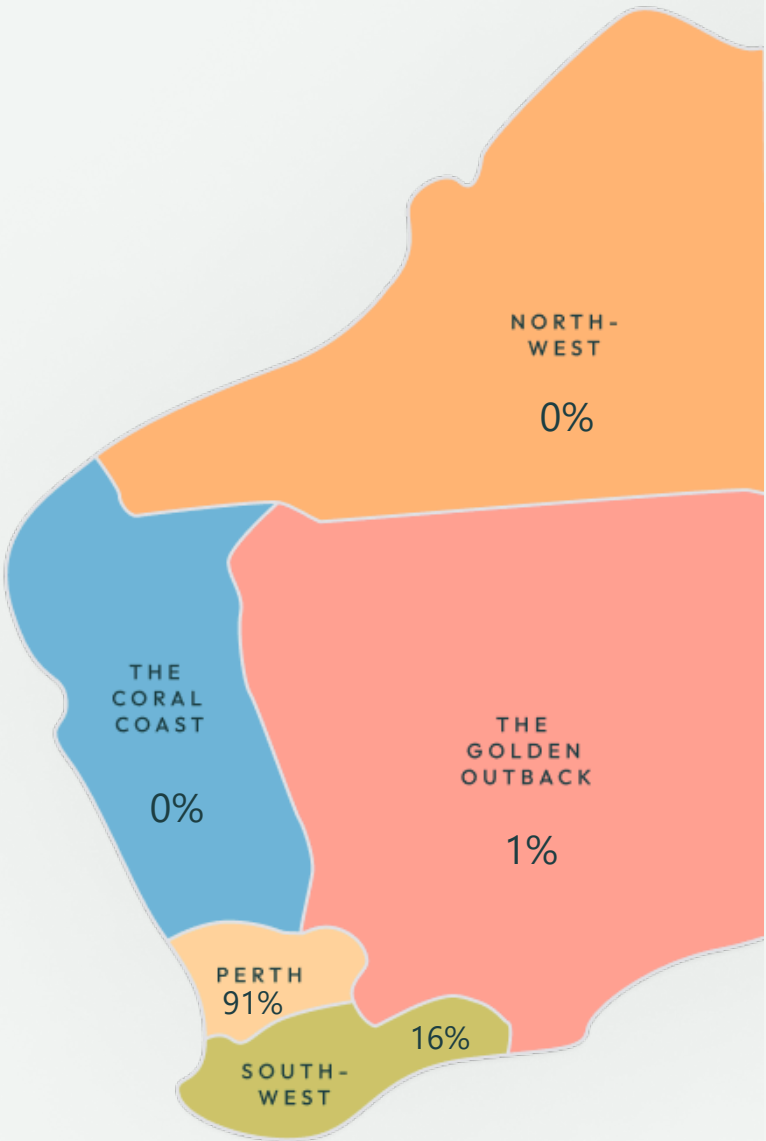
Travel Party ³



Length of Trip ³



Regional Dispersal ³



INDIA | MARKET PROFILE

TRIP PROFILE (TWO YEAR AVERAGE - 2023/24)

Top 5 Activities for Leisure Visitors to WA ³

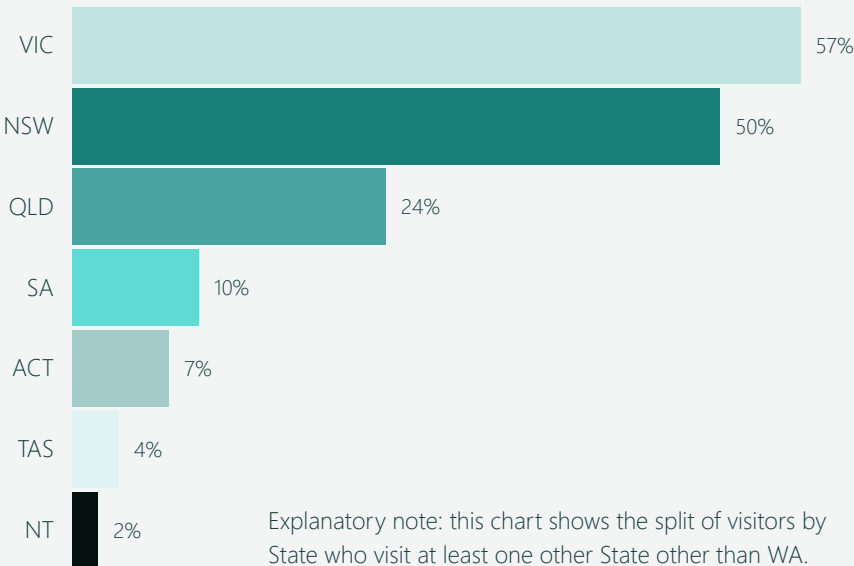
①	Eat out / dine at a restaurant and/or cafe	95%
②	Go shopping for pleasure	90%
③	Go to the beach	86%
④	Sightseeing/looking around	81%
⑤	Visit national parks / state parks	68%

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

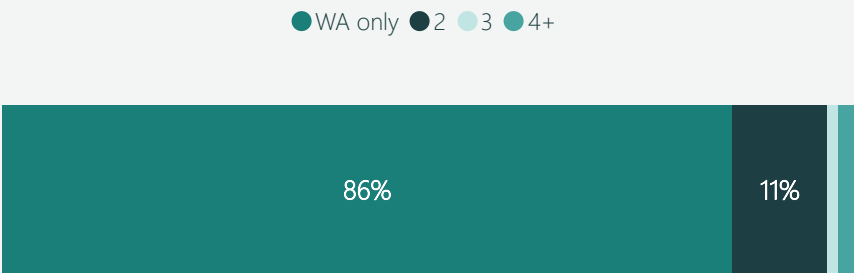
Top 3 Accommodation Choices for Leisure Visitors to WA ³

①	Friends or relatives property	76%
②	Hotel/resort/motel or motor Inn	27%
③	Other commercial accommodation	5%

Other States Visited ³



Number of States Visited ³



Group Tour v Free Independent Travellers (FIT) ³

91% of Indian leisure visitors to WA are free independent travellers. 96% of Indian 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

66% of Indian leisure visitors to WA are on a return visit to Australia

Travel Packages ³

3% of Indian leisure visitors to WA arrived on a travel package

INDIA | MARKET PROFILE

IMPORTANCE FACTORS, DESTINATION CONSIDERATIONS AND ASSOCIATIONS

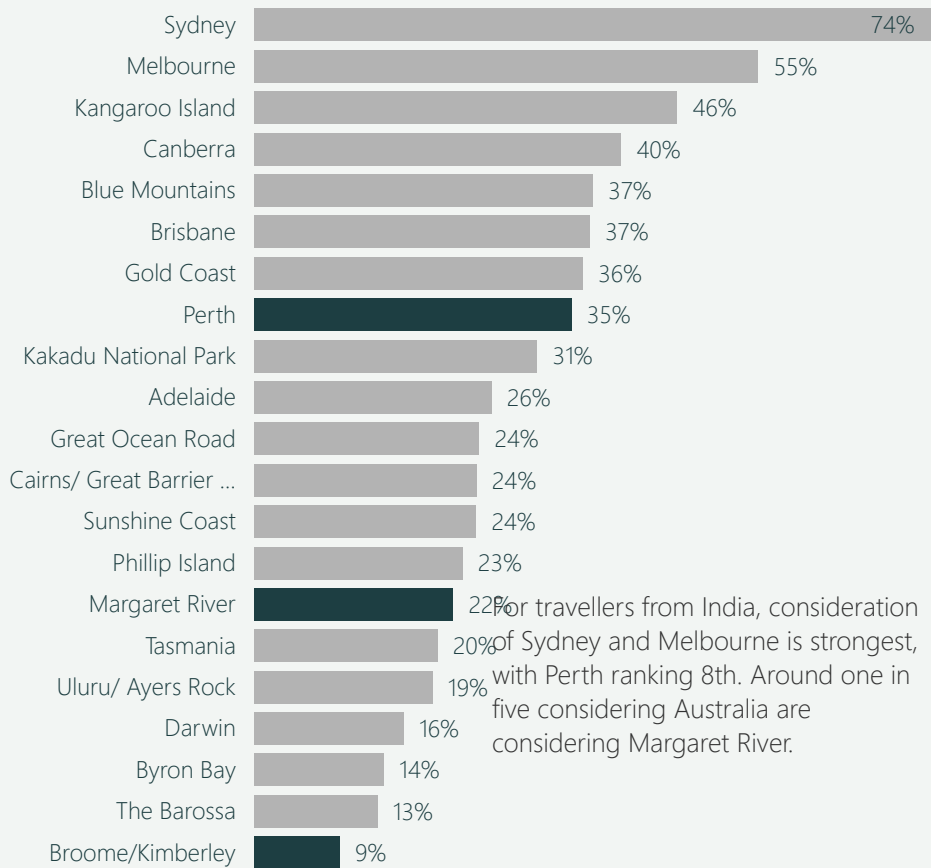
Out of region (OOR) travellers



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 travellers from India, consideration of Sydney and Melbourne is strongest, with Perth ranking 8th. Around one in five considering Australia are considering Margaret River.

Which factors are most important when choosing a destination ⁵

- 1 A safe and secure destination
- 2 A family friendly destination
- 3 A romantic destination
- 4 Value for money
- 5 Beautiful natural environments e.g. mountains, rivers, forests
- 6 Appealing climate or weather

Indian travellers are looking for a safe and secure destinations that are family friendly. They place more importance than the average traveller on destinations that offer beautiful natural environments.

What OOR travellers associate with destinations ⁵

	Sydney	Melbourne	Brisbane	Perth	Margaret River	Broome/Kimberley region
A family friendly destination	42%	37%	24%	25%	17%	14%
A vibrant city lifestyle	49%	44%	25%	26%	13%	12%
Beautiful natural environments, including mountains, rivers, forests, beaches, and coastlines	28%	22%	17%	19%	24%	15%
Different and interesting local wildlife	24%	20%	16%	17%	16%	15%
Good food, wine/beverages, local cuisine and produce	42%	38%	21%	27%	16%	14%
Interesting events and festivals	41%	34%	22%	24%	16%	13%
Value for money	38%	33%	21%	23%	17%	16%

Indian travellers have similar associations of Perth and Brisbane. Perth's strongest association is good food, wine, and local produce. Margaret River performs well in terms of beautiful natural environments.

INDIA | MARKET PROFILE

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.

Published by Tourism WA, April 2025

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