

WA TOURISM SNAPSHOT

Visitors & spend in year ending December 2023 (2023)

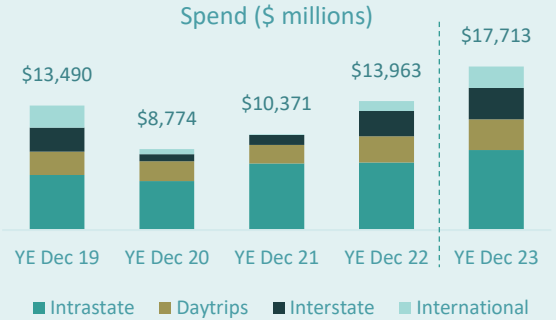
Compared to calendar year 2019 as a benchmark



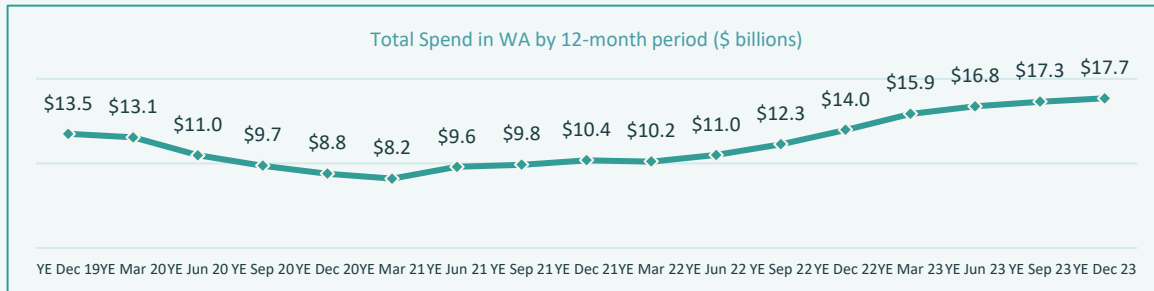
Visitors spent **\$17.7 billion** in WA in 2023, \$4.2 billion or 31% ahead of 2019.

In 2023, 11.9 million overnight (domestic and international) visitors came to or travelled within WA and 21.9 million daytrips were taken within the State. Together, these visitors spent \$17.7 billion in WA, \$8.4 billion (47%) of which was spent in regional WA.

Visitor spend is \$4.2 billion or 28% ahead of 2019, and ahead of the national growth of 23%.

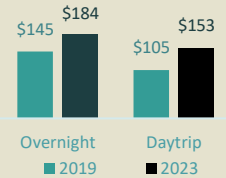


Market	Visitors		Spend			Australia Spend % Change vs. 2019 (%)
	2023 (million)	Change vs. 2019 (%)	2023 (billion)	Change vs. 2019 (billion)	% Change vs. 2019 (%)	
Intrastate overnight	9.4	2%	\$8.7	\$2.7	46%	41%
Interstate overnight	1.7	-9%	\$3.4	\$0.8	31%	29%
Domestic overnight	11.1	0%	\$12.1	\$3.5	41%	35%
Domestic daytrip	21.9	-10%	\$3.3	\$0.8	31%	25%
International	0.8	-21%	\$2.3	-\$0.1	-4%	-11%
Total	33.7	-7%	\$17.7	\$4.2	31.3%	23.0%



Spend growth driven by increase in average daily spend

WA's spend growth was driven by an increase in average daily spend of +\$39 or 27% from overnight and +\$48 or 46% from daytrip visitors.



Regional spend growth vs. pre-COVID

- Australia's Golden Outback 51%
- Australia's South West 44%
- Australia's North West 27%
- Destination Perth 26%
- Australia's Coral Coast 22%

All of WA's regions saw growth in total spend, driven by increased average daily spend.

Source: Tourism Research Australia, International and National Visitor Surveys. More details can be found in the interactive charts on [Tourism WA Corporate Website](#)



WA TOURISM SNAPSHOT

International visitors & spend in year ending December 2023 (2023)

Compared to calendar year 2019 as a benchmark



International visitors continue to rise, though not yet back to 2019 volume

WA welcomed 785,000 international visitors, equivalent to 79% of the 2019 benchmark. Nationally, Australia received 6.6 million international visitors in 2023, 76% of the 2019 benchmark. International visitors spent \$2.3 billion in WA in 2023, only (-) 4% behind 2019.



Note: WA International Borders opened 3 March 2022



WA's market share of international visitor spend in Australia was 8.2% in 2023, up from 7.6% pre-COVID (2019).

In 2023, WA's top 5 international markets ranked by volume of visitors were consistent with 2019: UK, Singapore, New Zealand, China and Malaysia.

This is the first time since 2019 that China has featured in WA's top 5 international visitor markets, now down just (-) 26% compared to 2019 (vs. -62% down nationally).

New Zealand and Italy were the only international markets to exceed 2019 visitor volume in 2023, while India and Singapore are heading towards a full 'recovery'.

Conversely, Malaysia and Hong Kong remain more than 50% behind 2019 volumes. Hong Kong in particular lags the national rate of recovery.

International Visitors to WA

Tourism WA Key Markets Ranked by Size of Market*

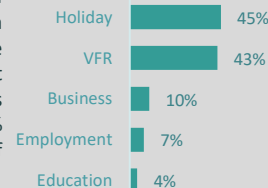
Rank	Market	Visitors 2023 (000s)	Change vs. 2019	AUS Change vs. 2019
1	UK	111	-22%	-17%
2	Singapore	88	-18%	-24%
3	New Zealand	76	1%	-12%
4	China	54	-26%	-62%
5	Malaysia	48	-52%	-53%
6	USA	45	-21%	-20%
7	Indonesia	31	-21%	-8%
8	India	29	-6%	-1%
9	Japan	27	-31%	-41%
10	Germany	24	-29%	-27%
11	Italy	11	0%	-18%
12	Switzerland	11	-27%	-22%
13	Hong Kong	6	-81%	-41%
Rest of World		224	-7%	-7%
Total International		785	-21%	-24%



Vast majority of international visitors to WA visit for a holiday or to Visit Friends and Relatives (VFR). Though a smaller sector, employment visitation has grown strongly.

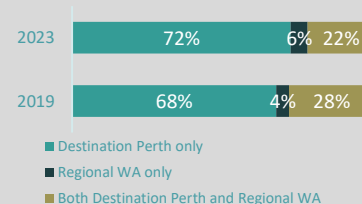
A similar proportion of international visitors to WA were visiting for a holiday (45%) or VFR (43%). Those visiting WA for employment reached 55,000 in 2023. This equates to growth of +96% compared to 2019, well ahead of the national result (+19%).

Purpose of Visit to WA



Adds up to more than 100% as visitors can come to WA for more than one purpose.

Where international visitors stayed



Almost one third (28%) of international visitors to WA spent at least one night in regional WA in 2023. Consistent with 2019, the majority visit Perth only.

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Domestic visitors & spend in year ending December 2023 (2023)

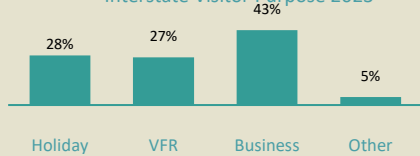
Compared to calendar year 2019 as a benchmark



Interstate visitation still below 2019 level, driven by a slow-to-recover business sector.

WA welcomed 1.7 million interstate visitors in 2023, equivalent to 91% of the 2019 volume. Business remains the most popular reason for visit, though trails 2019 volume by (-) 25%. Holiday visitors account for 28% and are down (-) 4% compared to 2019.

Interstate Visitor Purpose 2023

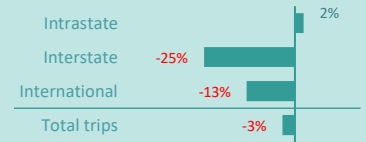


Outbound travel from WA still lagging 2019 levels.

WA residents took (-) 25% fewer interstate and (-) 13% fewer international trips compared to 2019. However, travel within WA remains strong, with intrastate trips +2% on 2019.

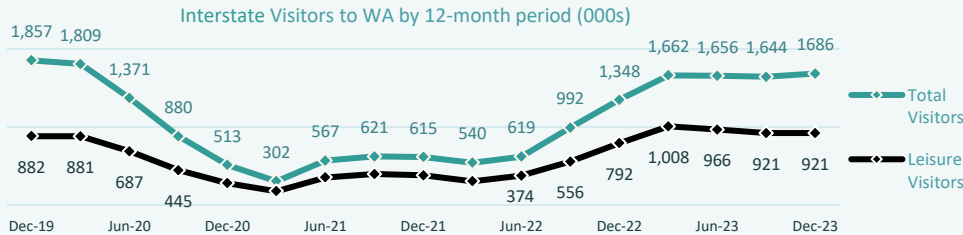
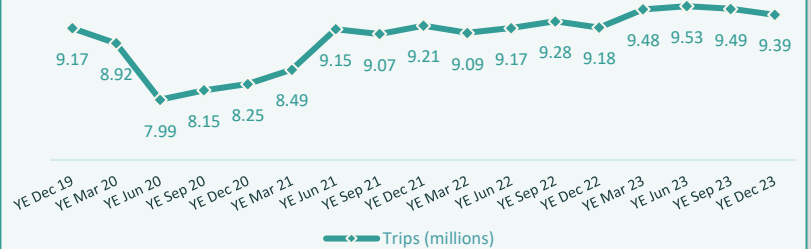
Total outbound travel from Australia (Australians travelling overseas) continues to rise, but remains down (-) 9% on 2019 levels.

WA Resident Travel



Intrastate travel softens for the second consecutive release.

WA Resident Trips in WA by 12-month period (millions)

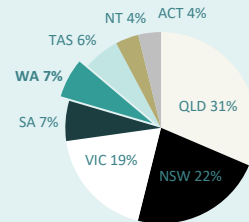


Interstate leisure visitation to WA plateaus.

Interstate leisure visitor volume surged after the WA borders re-opened, but has past the pent-up-demand peak and has now plateaued. Nationally, interstate leisure travel is softening, coinciding with the increasing recovery of outbound (overseas) leisure travel.

WA's market share of interstate leisure spend in 2023 was 6.6%, down from 6.7% last release but ahead of 2019 (6.5%).

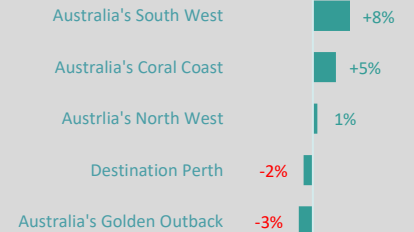
Market Share of Interstate Leisure Spend^:



Compared to 2019, WA residents are taking 8% more trips to Australia's South West, and 5% more trips to Australia's Coral Coast. Intrastate visitation to the other regions is relatively similar to 2019 volume.

The average length of intrastate trips is 4.0 nights (compared to 3.9 in 2019), and average spend per night is well up (\$228, vs. \$168 in 2019).

Where WA residents went (vs. 2019)



Source: Tourism Research Australia, International and National Visitor Surveys. Department of Home Affairs, Overseas Arrivals and Departures.
 ^Leisure is holiday and/or Visiting Friends or Relatives (VFR). ^Market Share of spend on interstate trips taken by residents of all States/Territories excluding WA residents.
 More details can be found in the interactive charts on [Tourism WA Corporate Website](https://www.tourism.wa.gov.au/Corporate-Website)