

# The Perth Metropolitan Region Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning  
April 2023



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - The Perth Metropolitan Region

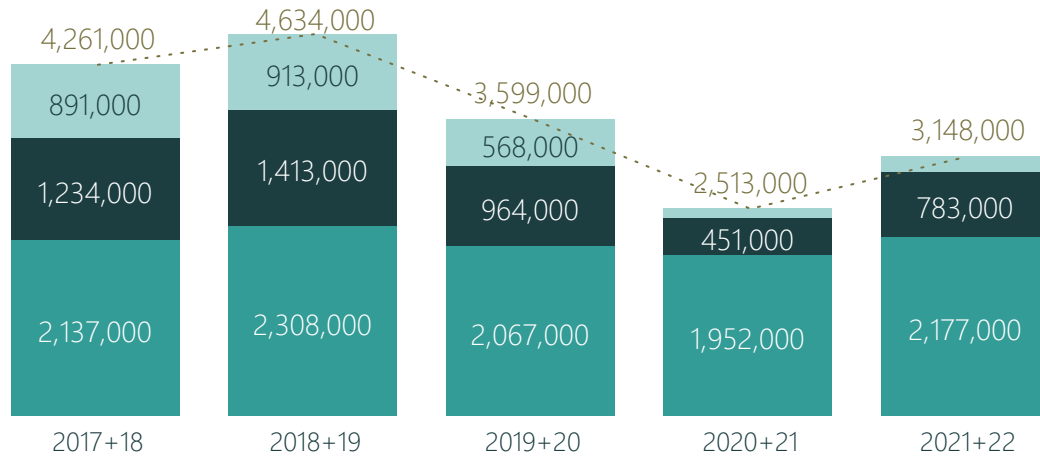
Annual Average - 2021+22

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

<b>Total Visitors</b> <b>3,148,000</b> Annual average 2021+22	<b>Total Visitor Nights</b> <b>15,978,000</b> Annual average 2021+22	<b>Total Spend (\$ Million)</b> <b>\$4,549</b> Annual average 2019+20+21+22
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## Overnight Visitor Trends - Annual Average

● Intrastate ● Interstate ● International ..... Total Overnight Visitors



Visitors

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	891,000	913,000	568,000	110,000	188,000
Interstate	1,234,000	1,413,000	964,000	451,000	783,000
Intrastate	2,137,000	2,308,000	2,067,000	1,952,000	2,177,000
<b>Total</b>	<b>4,261,000</b>	<b>4,634,000</b>	<b>3,599,000</b>	<b>2,513,000</b>	<b>3,148,000</b>



Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	19,847,000	18,883,000	11,720,000	2,845,000	5,255,000
Interstate	6,284,000	6,948,000	4,872,000	3,276,000	4,812,000
Intrastate	5,561,000	6,263,000	5,699,000	5,603,000	5,912,000
<b>Total</b>	<b>31,691,000</b>	<b>32,093,000</b>	<b>22,291,000</b>	<b>11,723,000</b>	<b>15,978,000</b>

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

● Intrastate ● Interstate ● International



## Overnight Visitor Metrics - Annual Average 2019+20+21+22



Avg. Trip Length



Average Trip Spend



Average Daily Spend

Intrastate	<b>2.7</b> Days	<b>\$888</b>	<b>\$325</b>
Interstate	<b>5.5</b> Days	<b>\$1,311</b>	<b>\$237</b>
International	<b>22.5</b> Days	<b>\$2,136</b>	<b>\$95</b>
<b>Total</b> Domestic + International	<b>5.7</b> Days	<b>\$1,138</b>	<b>\$201</b>



Total

Domestic + International

# Domestic Overnight Visitor Details - The Perth Metropolitan Region

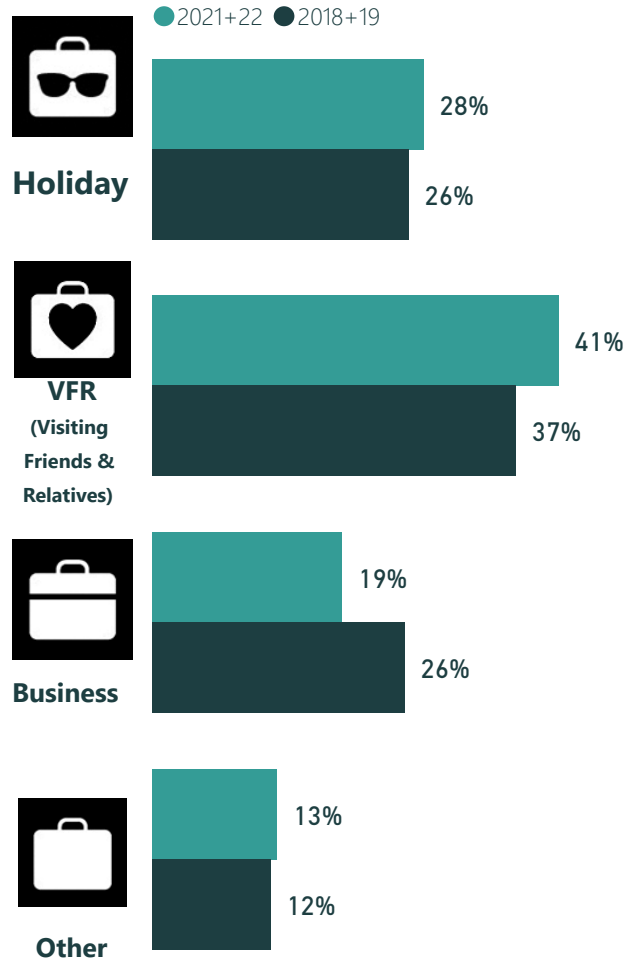
Annual Average - 2021+22 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

**Domestic Visitors**  
**2,961,000**  
 Annual average 2021+22

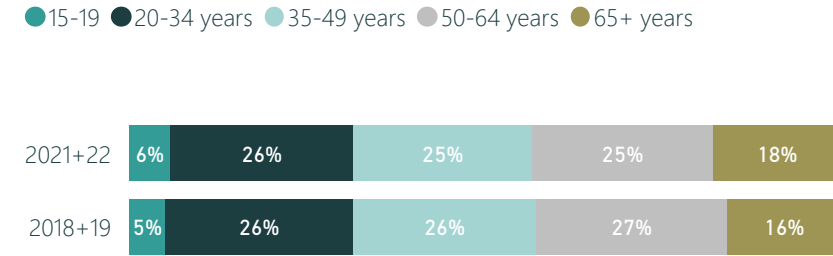
**Domestic Nights**  
**10,724,000**  
 Annual average 2021+22

## Purpose of Travel

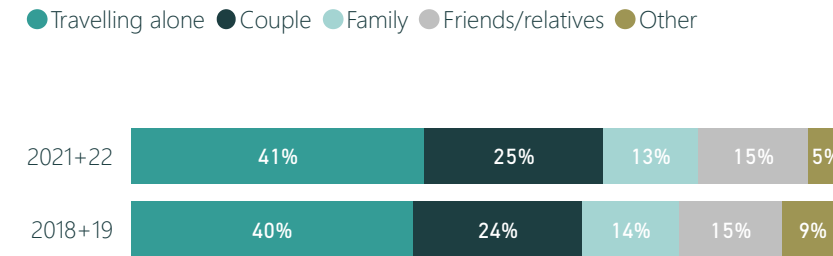


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

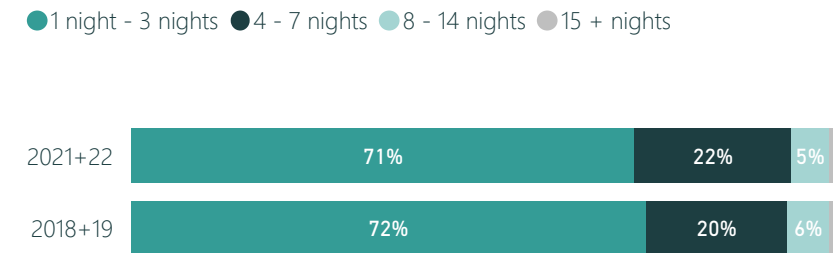
## Age



## Travel Party



## Length of Stay

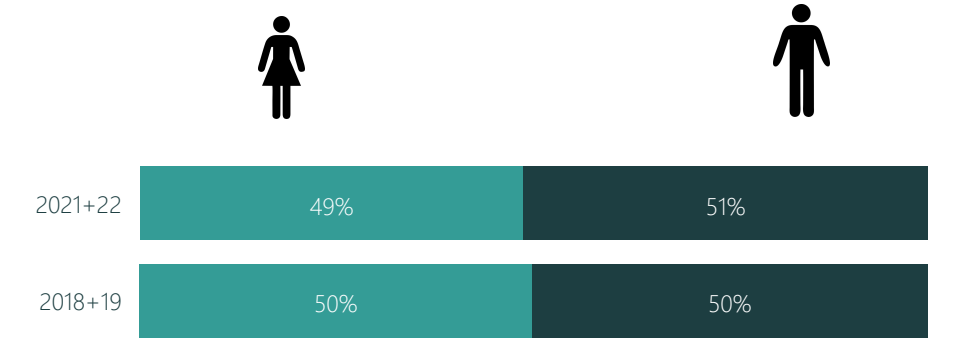


## Top 3 accommodation (% of nights)

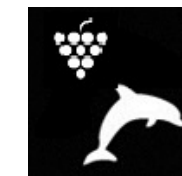


Accommodation	2018+19	2021+22
Friends or relatives property	51%	47%
Hotel/resort/motel or motor Inn	28%	28%
Rented house/apartment/flat or unit	8%	8%

## Gender



## Top 3 activities



Activity	2018+19	2021+22
Eat out / dine at a restaurant and/or cafe	65%	59%
Visit friends & relatives	52%	42%
Go shopping for pleasure	23%	23%

# International Overnight Visitor Details - The Perth Metropolitan Region

Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

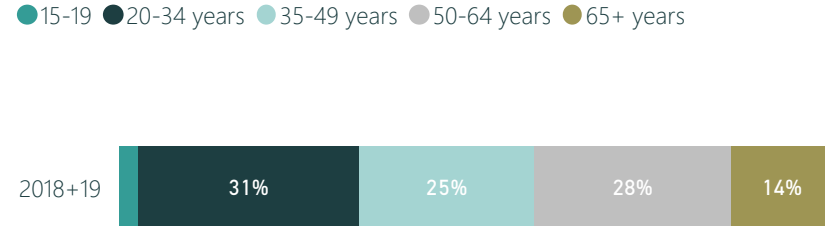
<b>International Visitors</b>	<b>International Nights</b>
<b>913,000</b>	<b>18,883,000</b>
Annual average 2018+19	Annual average 2018+19

## Purpose of Travel

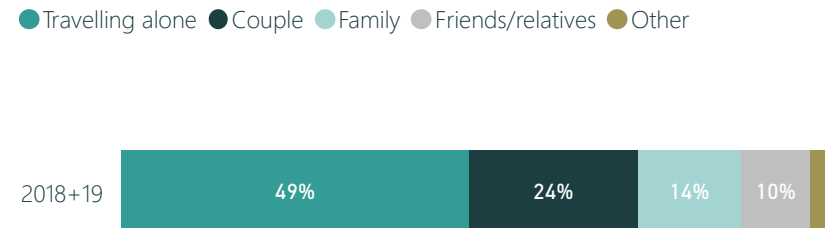


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

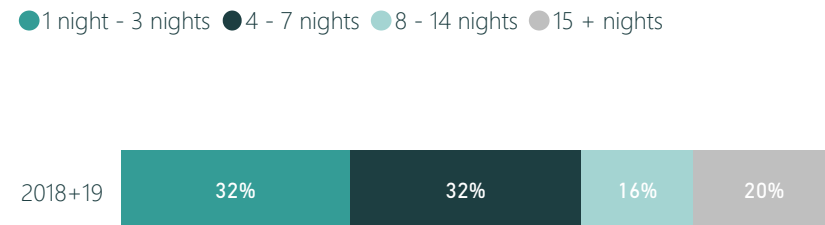
## Age



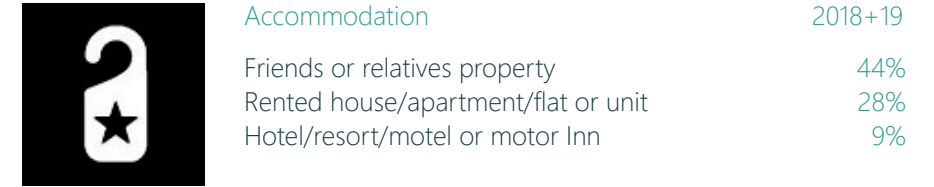
## Travel Party



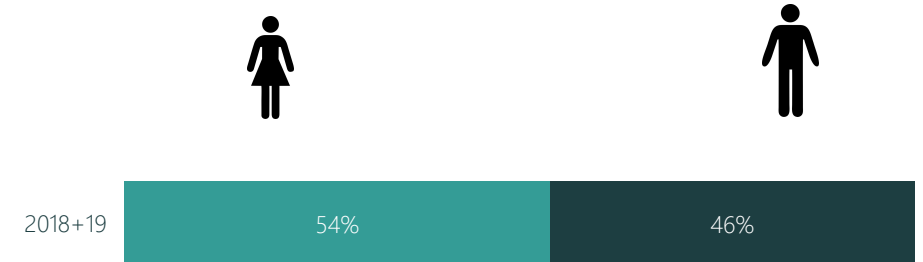
## Length of Stay



## Top 3 accommodation (% of nights)



## Gender



## Top 3 activities\*

\*International visitors may have undertaken the activity in the region or elsewhere in Australia



# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region



## Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

To increase the sample size and hence improve the reliability of the data, visitor and nights estimates in this document are based on an average of two calendar years. Spend estimates are based on an average of four calendar years as per TRA guidelines.

The demographics and trip details for domestic visitors show comparisons between 2021+22 (current) and 2018+19 (pre-COVID). Due to the small number of international visitors to WA since 2019, only 2018+19 has been provided for international visitors. It is hoped that in future revisions of this factsheet, it will be possible to compare international visitor demographics and trip details with pre-COVID.

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 and Confidence Intervals

Year Market	2018+19			2021+22		
	Sample size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)	Sample size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
Intrastate	2,341	5%	9%	1,673	5%	9%
Interstate	1,122	6%	9%	561	9%	11%
Domestic	3,463	4%	6%	2,234	5%	7%
International	10,787	2%	5%			

Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50%.

## Definitions

**Domestic Visitors (Intrastate):** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

**Domestic Visitors (Interstate):** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

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

## Source

Tourism Research Australia, International and National Visitor Surveys, 2022. Local Government Areas included to make up Perth Metropolitan Region: City of Armadale, Town of Bassendean, City of Bayswater, City of Belmont, Town of Cambridge, City of Canning, Town of Claremont, City of Cockburn, Town of Cottesloe, Town of East Fremantle, City of Fremantle, City of Gosnells, City of Joondalup, City of Kalamunda, City of Kwinana, City of Melville, Town of Mosman Park, Shire of Mundaring, City of Nedlands, Shire of Peppermint Grove, City of Perth, City of Rockingham, City of South Perth, City of Stirling, City of Subiaco, City of Swan, Town of Victoria Park, City of Vincent, City of Wanneroo