

Destination Perth

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



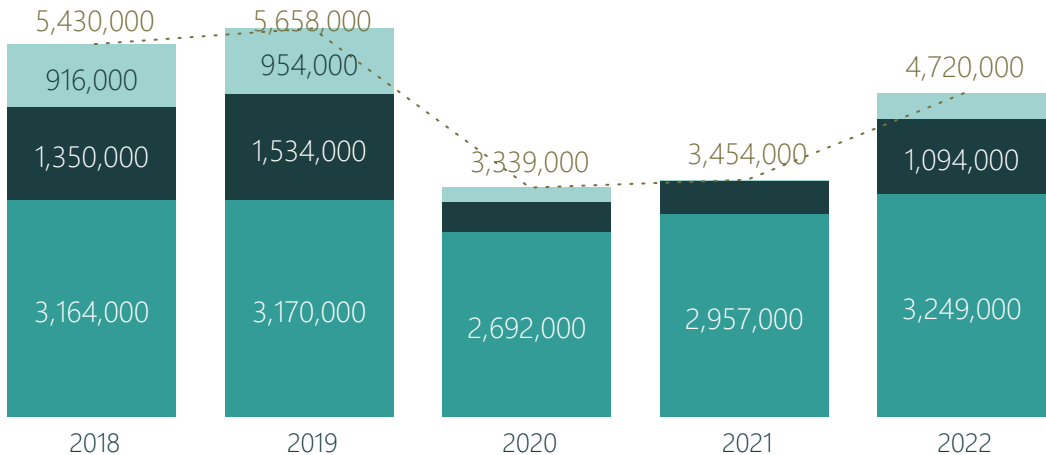
WESTERN
AUSTRALIA

Overnight Visitor Summary 2022 - Destination Perth

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

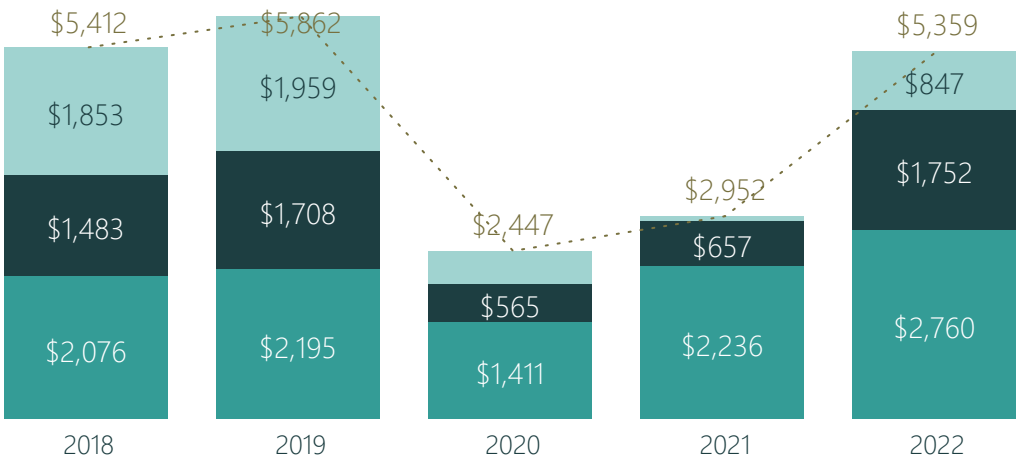
Overnight Visitors

● Intrastate ● Interstate ● International Total Overnight Visitors



Overnight Visitors Spend (\$ millions)

● Intrastate ● Interstate ● International Total Overnight Spend







Overnight Visitors	Total Nights	Total Spend (\$ million)
4,720,000	24,672,000	\$5,359
2022	2022	2022

Share of Overnight Visitors - change vs. pre-COVID

● Intrastate ● Interstate ● International



Overnight Visitor Metrics - 2022

	 Avg. Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate	2.5 Days	\$849	\$344
Interstate	5.4 Days	\$1,601	\$295
International	28.4 Days	\$2,247	\$79
 Total	5.2 Days	\$1,135	\$217

Domestic + International

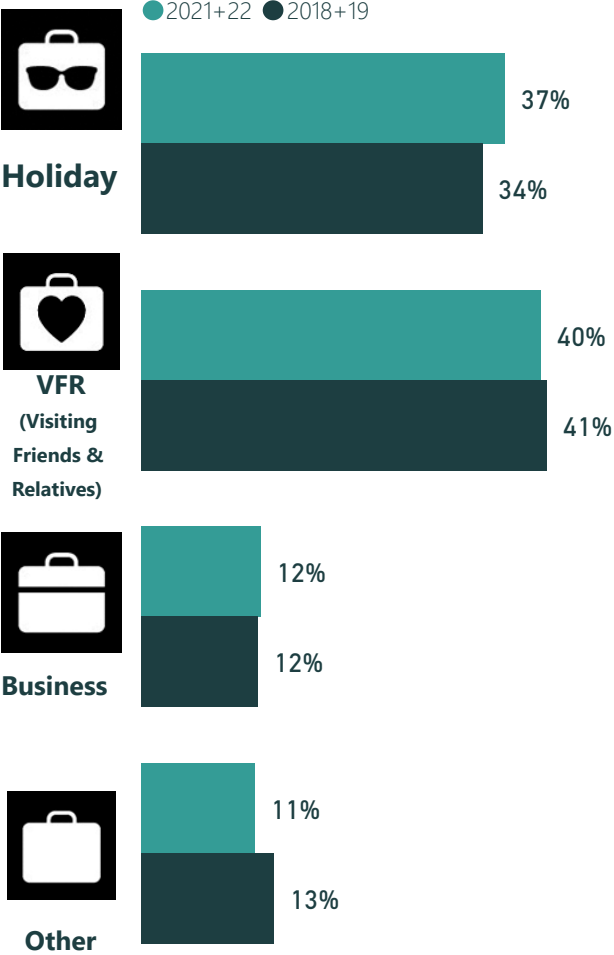
Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

Intrastate Overnight Visitor Details - Destination Perth

Annual Average - 2021+22 vs. 2018+19

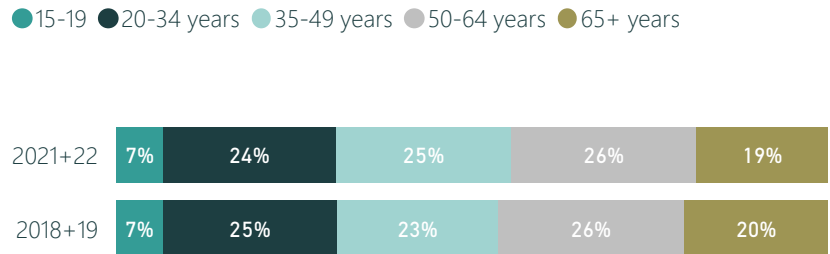
The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Purpose of Travel

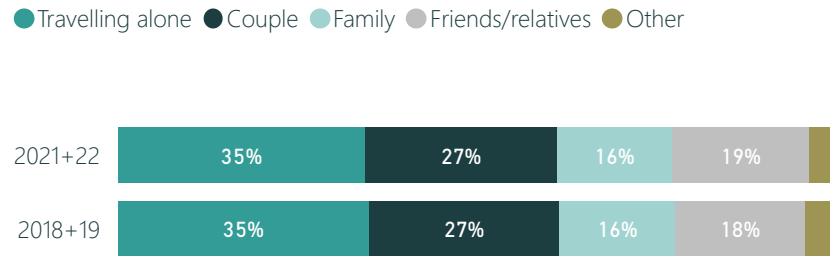


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

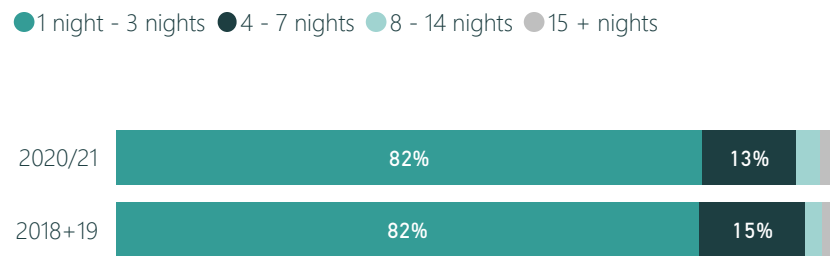
Age



Travel Party



Length of Stay in Region



Intrastate Visitors

3,103,000

Annual Average 2021+22

Intrastate Nights

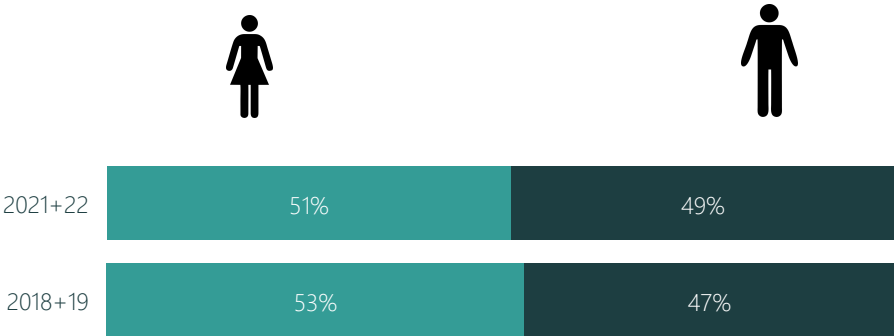
8,166,000

Annual Average 2020+21

Top 3 Home Local Government Area (LGA)



Gender



Definition

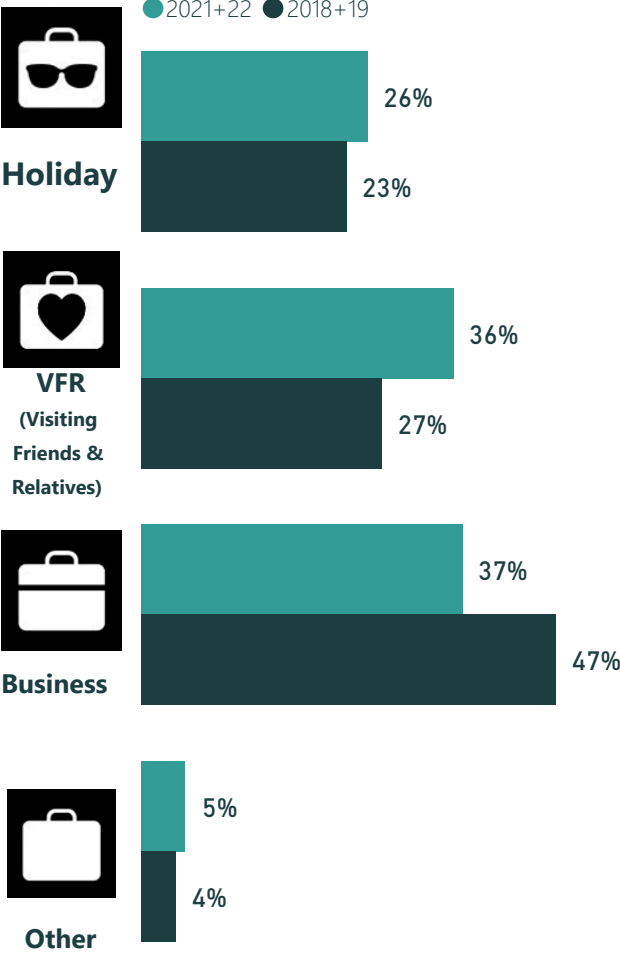
Domestic Visitors (Intrastate): Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Interstate Overnight Visitor Details - Destination Perth

Annual Average - 2021+22 vs. 2018+19

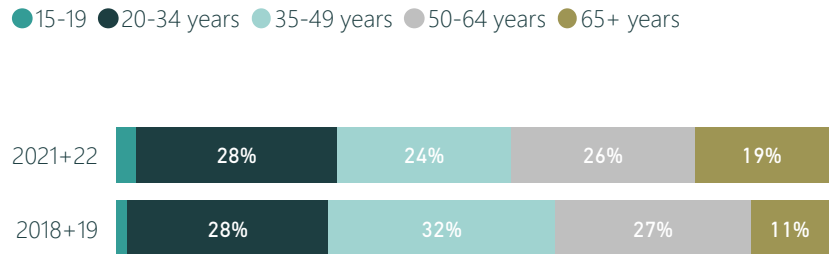
The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Purpose of Travel

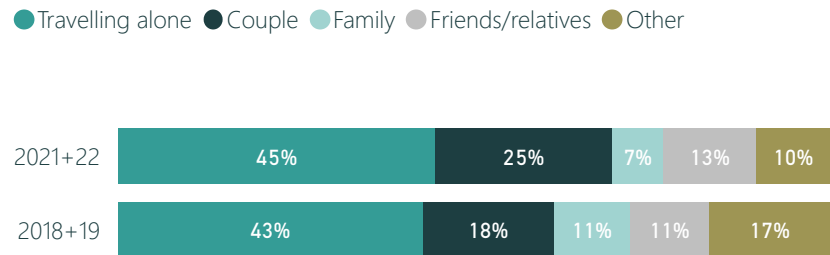


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

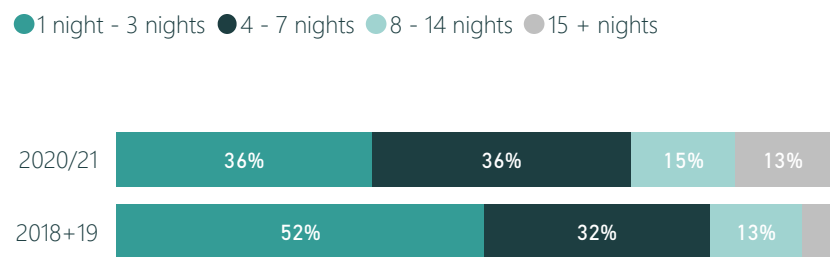
Age



Travel Party



Length of Stay in Region



Interstate Visitors

790,000

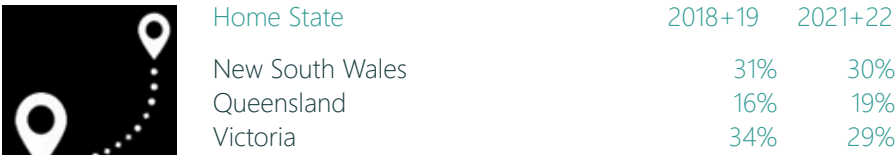
Annual Average 2021+22

Interstate Nights

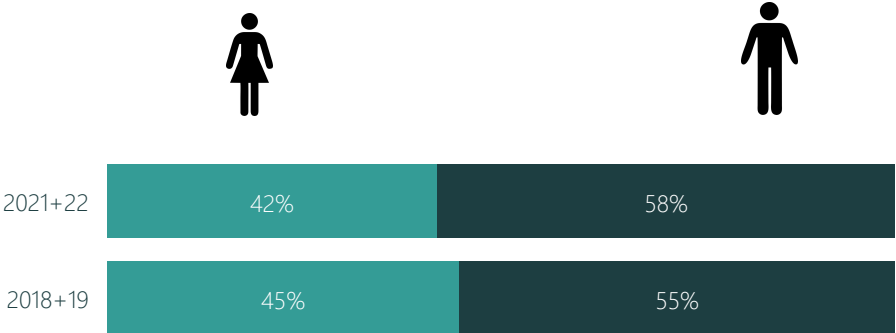
4,973,000

Annual Average 2020+21

Top 3 Home State/Territory



Gender



Definition

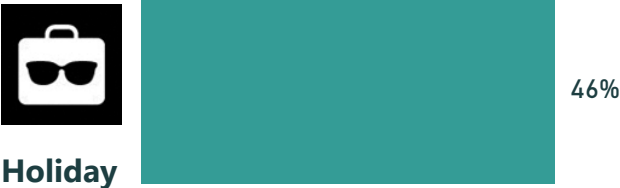
Domestic Visitors (Intrastate): Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

International Overnight Visitor Details - Destination Perth

Annual Average - 2018+19

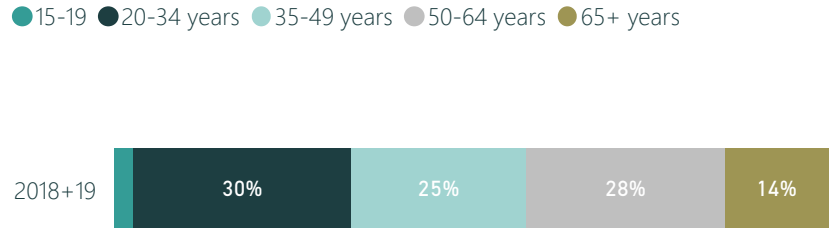
The data in this factsheet refers to visitors who have spent at least one night in Destination Perth

Purpose of Travel

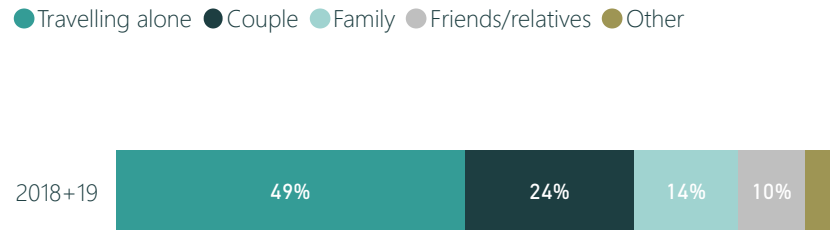


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

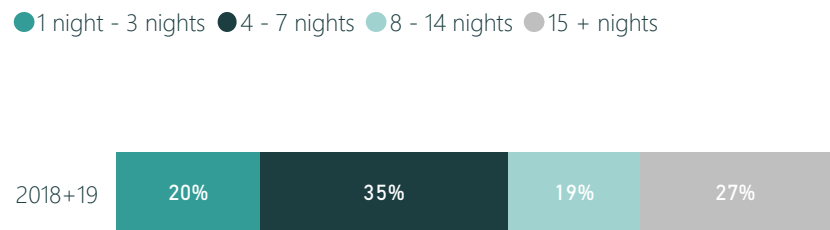
Age



Travel Party



Length of Stay in Region



International Visitors

935,000

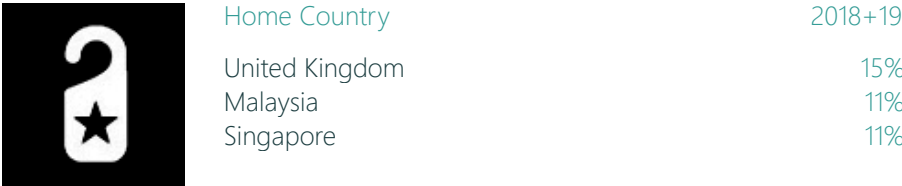
Annual Average 2018+19

International Nights

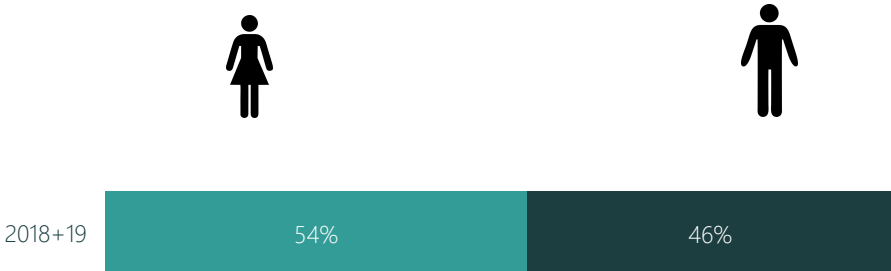
19,594,000

Annual Average 2018+19

Top 3 International Markets



Gender



Definition

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.

Overnight Visitor Details - Destination Perth

Annual Average - 2021+22 vs. 2018+19

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

Top 3 accommodation (% of nights) - Intrastate



Accommodation	2018+19	2021+22
Friends or relatives property	57%	47%
Hotel/resort/motel or motor Inn	14%	19%
Rented house/apartment/flat or unit	8%	7%

Top 3 accommodation (% of nights) - Interstate



Accommodation	2018+19
Friends or relatives property	43%
Hotel/resort/motel or motor Inn	37%
Rented house/apartment/flat or unit	8%

Top 3 accommodation (% of nights) - International



Accommodation	2018+19
Friends or relatives property	45%
Rented house/apartment/flat or unit	27%
Hotel/resort/motel or motor Inn	9%

Top 3 activities - Intrastate



Activity	2018+19	2021+22
Eat out / dine at a restaurant and/or cafe	54%	49%
Visit friends & relatives	57%	41%
Go shopping for pleasure	22%	21%

Top 3 activities - Interstate



Activity	2018+19
Eat out / dine at a restaurant and/or cafe	78%
Visit friends & relatives	38%
Sightseeing/looking around	28%

Top 3 activities - International*

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



Activity	2018+19
Eat out / dine at a restaurant and/or cafe	93%
Go shopping for pleasure	81%
Sightseeing/looking around	74%

Top 3 Local Government Areas (LGA's) visited - Intrastate



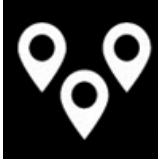
LGA Visited	2018+19	2021+22
Perth	28%	28%
Mandurah	12%	12%
Murray	4%	5%

Top 3 Local Government Areas (LGA's) visited - Interstate



LGA Visited	2018+19	2021+22
Perth	70%	66%
Fremantle	7%	8%
Stirling	4%	5%

Top 3 Local Government Areas (LGA's) - International



LGA Visited	2018+19
Perth	49%
Fremantle	8%
Stirling	6%

Visitor Factsheet - Further Information

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



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.

The demographics and trip details for intrastate visitors show comparisons between 2021+22 (current) and 2018+19 (pre-COVID). Due to the reduced number of international and interstate visitors to WA since 2019, only 2018+19 can be provided for these markets. It is hoped that in future revisions of this factsheet, it will be possible to compare international and interstate 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	3,091	4%	8%	2,300	4%	8%
Interstate	1,149	6%	9%	568	9%	10%
Domestic	4,240	4%	6%	2,868	4%	6%
International	11,003	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%.

Definititions

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, National and International Visitor Surveys, 2022