Destination Perth
Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023
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

<table>
<thead>
<tr>
<th></th>
<th>Intrastate</th>
<th>Interstate</th>
<th>International</th>
<th>Total Overnight Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>3,164,000</td>
<td>3,170,000</td>
<td>2,692,000</td>
<td>4,720,000</td>
</tr>
<tr>
<td>2019</td>
<td>3,150,000</td>
<td>1,534,000</td>
<td>1,094,000</td>
<td>5,778,000</td>
</tr>
<tr>
<td>2020</td>
<td>5,430,000</td>
<td>954,000</td>
<td>3,393,000</td>
<td>11,860,000</td>
</tr>
<tr>
<td>2021</td>
<td>5,658,000</td>
<td>954,000</td>
<td>3,454,000</td>
<td>12,066,000</td>
</tr>
<tr>
<td>2022</td>
<td>1,094,000</td>
<td>1,094,000</td>
<td>3,249,000</td>
<td>5,438,000</td>
</tr>
</tbody>
</table>

Overnight Visitors Spend ($ millions)

<table>
<thead>
<tr>
<th></th>
<th>Intrastate</th>
<th>Interstate</th>
<th>International</th>
<th>Total Overnight Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$1,483</td>
<td>$2,076</td>
<td>$2,156</td>
<td>$5,412</td>
</tr>
<tr>
<td>2019</td>
<td>$1,483</td>
<td>$2,076</td>
<td>$2,156</td>
<td>$5,412</td>
</tr>
<tr>
<td>2020</td>
<td>$1,483</td>
<td>$2,076</td>
<td>$2,156</td>
<td>$5,412</td>
</tr>
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<td>$1,483</td>
<td>$2,076</td>
<td>$2,156</td>
<td>$5,412</td>
</tr>
</tbody>
</table>

Overnight Visitors - change vs. pre-COVID

<table>
<thead>
<tr>
<th></th>
<th>Intrastate</th>
<th>Interstate</th>
<th>International</th>
<th>Total Overnight Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>56%</td>
<td>27%</td>
<td>17%</td>
<td>5,778,000</td>
</tr>
<tr>
<td>2022</td>
<td>69%</td>
<td>23%</td>
<td>8%</td>
<td>11,860,000</td>
</tr>
</tbody>
</table>

Overnight Visitor Metrics - 2022

<table>
<thead>
<tr>
<th></th>
<th>Avg. Trip Length</th>
<th>Average Trip Spend</th>
<th>Average Daily Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrastate</td>
<td>2.5 Days</td>
<td>$849</td>
<td>$344</td>
</tr>
<tr>
<td>Interstate</td>
<td>5.4 Days</td>
<td>$1,601</td>
<td>$295</td>
</tr>
<tr>
<td>International</td>
<td>28.4 Days</td>
<td>$2,247</td>
<td>$79</td>
</tr>
<tr>
<td>Total</td>
<td>5.2 Days</td>
<td>$1,135</td>
<td>$217</td>
</tr>
</tbody>
</table>

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

- **Holiday**
  - 2021+22: 37%
  - 2018+19: 34%

- **VFR (Visiting Friends & Relatives)**
  - 2021+22: 40%
  - 2018+19: 41%

- **Business**
  - 2021+22: 12%
  - 2018+19: 12%

- **Other**
  - 2021+22: 11%
  - 2018+19: 13%

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

Age

- **15-19**
  - 2021+22: 7%
  - 2018+19: 7%

- **20-34 years**
  - 2021+22: 24%
  - 2018+19: 25%

- **35-49 years**
  - 2021+22: 25%
  - 2018+19: 26%

- **50-64 years**
  - 2021+22: 23%
  - 2018+19: 26%

- **65+ years**
  - 2021+22: 19%
  - 2018+19: 20%

Travel Party

- **Travelling alone**
  - 2021+22: 35%
  - 2018+19: 35%

- **Couple**
  - 2021+22: 27%
  - 2018+19: 27%

- **Family**
  - 2021+22: 16%
  - 2018+19: 16%

- **Friends/relatives**
  - 2021+22: 19%
  - 2018+19: 18%

- **Other**
  - 2021+22: 51%
  - 2018+19: 53%

Length of Stay in Region

- **1 night - 3 nights**
  - 2020/21: 82%
  - 2018+19: 82%

- **4 - 7 nights**
  - 2020/21: 13%
  - 2018+19: 15%

- **8 - 14 nights**
  - 2020/21: 13%
  - 2018+19: 15%

- **15 + nights**
  - 2020/21: 13%
  - 2018+19: 15%

Top 3 Home Local Government Area (LGA)

- **Mandurah**
  - 2018+19: 5%
  - 2021+22: 6%

- **Bunbury**
  - 2018+19: 6%
  - 2021+22: 4%

- **Greater Geraldton**
  - 2018+19: 5%
  - 2021+22: 4%

Gender

- **Female**
  - 2021+22: 51%
  - 2018+19: 53%

- **Male**
  - 2021+22: 49%
  - 2018+19: 47%

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**

**Purpose of Travel**
- **Holiday**
  - 2021+22: 26%
  - 2018+19: 23%
- **VFR (Visiting Friends & Relatives)**
  - 2021+22: 36%
  - 2018+19: 27%
- **Business**
  - 2021+22: 37%
  - 2018+19: 47%
- **Other**
  - 2021+22: 5%
  - 2018+19: 4%

**Age**
- **15-19**
  - 2021+22: 28%
  - 2018+19: 28%
- **20-34 years**
  - 2021+22: 24%
  - 2018+19: 32%
- **35-49 years**
  - 2021+22: 26%
  - 2018+19: 27%
- **50-64 years**
  - 2021+22: 19%
  - 2018+19: 11%

**Travel Party**
- **Travelling alone**
  - 2021+22: 45%
  - 2018+19: 43%
- **Couple**
  - 2021+22: 25%
  - 2018+19: 18%
- **Family**
  - 2021+22: 7%
  - 2018+19: 11%
- **Friends/relatives**
  - 2021+22: 13%
  - 2018+19: 11%
- **Other**
  - 2021+22: 10%
  - 2018+19: 17%

**Length of Stay in Region**
- **1 night - 3 nights**
  - 2020/21: 36%
  - 2018+19: 52%
- **4 - 7 nights**
  - 2020/21: 36%
  - 2018+19: 32%
- **8 - 14 nights**
  - 2020/21: 15%
  - 2018+19: 13%
- **15+ nights**
  - 2020/21: 13%
  - 2018+19: 13%

**Top 3 Home State/Territory**
- New South Wales: 31%
- Queensland: 16%
- Victoria: 34%

**Gender**
- **2021+22**
  - Female: 58%
  - Male: 42%
- **2018+19**
  - Female: 55%
  - Male: 45%

**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

Purpose of Travel

- **Holiday**: 46%
- **VFR (Visiting Friends & Relatives)**: 41%
- **Business**: 10%
- **Other**: 10%

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

Age

- 15-19: 30%
- 20-34 years: 25%
- 35-49 years: 28%
- 50-64 years: 14%

Purpose of Travel: Holiday

2018+19

- 15-19: 30%
- 20-34 years: 25%
- 35-49 years: 28%
- 50-64 years: 14%

Travel Party

- Travelling alone: 49%
- Couple: 24%
- Family: 14%
- Friends/relatives: 10%
- Other: 10%

Length of Stay in Region

- 1 night - 3 nights: 20%
- 4 - 7 nights: 35%
- 8 - 14 nights: 19%
- 15 + nights: 27%

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.

Top 3 International Markets

- **Home Country**
  - United Kingdom: 2018+19
  - Malaysia: 15%
  - Singapore: 11%

Gender

- Female: 54%
- Male: 46%

International Visitors: 935,000

Annual Average 2018+19

International Nights: 19,594,000

Annual Average 2018+19
# 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

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>2018+19</th>
<th>2021+22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends or relatives property</td>
<td>57%</td>
<td>47%</td>
</tr>
<tr>
<td>Hotel/resort/motel or motor Inn</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>Rented house/apartment/flat or unit</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

## Top 3 accommodation (% of nights) - Interstate

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>2018+19</th>
<th>2021+22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends or relatives property</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Hotel/resort/motel or motor Inn</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Rented house/apartment/flat or unit</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

## Top 3 accommodation (% of nights) - International

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>2018+19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends or relatives property</td>
<td>45%</td>
</tr>
<tr>
<td>Rented house/apartment/flat or unit</td>
<td>27%</td>
</tr>
<tr>
<td>Hotel/resort/motel or motor Inn</td>
<td>9%</td>
</tr>
</tbody>
</table>

## Top 3 activities - Intrastate

<table>
<thead>
<tr>
<th>Activity</th>
<th>2018+19</th>
<th>2021+22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out / dine at a restaurant and/or cafe</td>
<td>54%</td>
<td>49%</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>57%</td>
<td>41%</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
<td>22%</td>
<td>21%</td>
</tr>
</tbody>
</table>

## Top 3 activities - Interstate

<table>
<thead>
<tr>
<th>Activity</th>
<th>2018+19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out / dine at a restaurant and/or cafe</td>
<td>78%</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>38%</td>
</tr>
<tr>
<td>Sightseeing/looking around</td>
<td>28%</td>
</tr>
</tbody>
</table>

## Top 3 activities - International*

<table>
<thead>
<tr>
<th>Activity</th>
<th>2018+19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out / dine at a restaurant and/or cafe</td>
<td>93%</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
<td>81%</td>
</tr>
<tr>
<td>Sightseeing/looking around</td>
<td>74%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>LGA Visited</th>
<th>2018+19</th>
<th>2021+22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perth</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Mandurah</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Murray</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>LGA Visited</th>
<th>2018+19</th>
<th>2021+22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perth</td>
<td>70%</td>
<td>66%</td>
</tr>
<tr>
<td>Fremantle</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Stirling</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>LGA Visited</th>
<th>2018+19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perth</td>
<td>49%</td>
</tr>
<tr>
<td>Fremantle</td>
<td>8%</td>
</tr>
<tr>
<td>Stirling</td>
<td>6%</td>
</tr>
</tbody>
</table>
Power BI Desktop

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.

Visitor Factsheet - Further Information

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

Important Note

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Definitions

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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.

Sample Size and Confidence Intervals

<table>
<thead>
<tr>
<th>Year</th>
<th>Market</th>
<th>2018+19</th>
<th>2021+22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sample size</td>
<td>95% Confidence Interval Visitors (%)</td>
<td>95% Confidence Interval Nights (%)</td>
</tr>
<tr>
<td></td>
<td>Intrastate</td>
<td>3,091</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Interstate</td>
<td>1,149</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Domestic</td>
<td>4,240</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>International</td>
<td>11,003</td>
<td>2%</td>
</tr>
</tbody>
</table>

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%.

Source

Tourism Research Australia, National and International Visitor Surveys, 2022