

WA TOURISM SNAPSHOT

Visitors & spend in year ending March 2023 (YE Mar 23)

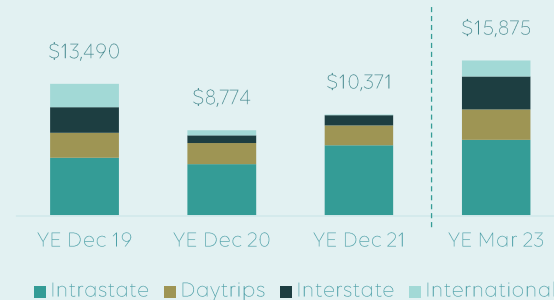
Compared to calendar year 2019 as a pre-COVID benchmark



Visitors spent \$15.9 billion in WA, \$2.4 billion or 18% ahead of pre-COVID levels

In YE Mar 23, 11.7 million overnight (domestic and international) visitors came to or travelled within WA and 22.0 million daytrips were taken within the State. Together, these visitors spent \$15.9 billion in the State, \$7.3 billion (46%) of which was spent in regional WA. Visitor spend is \$2.4 billion or 18% ahead of pre-COVID, ahead of the national growth of 14%.

Spend (\$ millions)



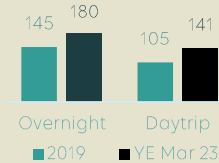
Market	WA Visitors		WA Spend			Australia Spend % Change vs. 2019 (%)
	YE Mar 23 (million)	Change vs. 2019 (%)	YE Mar 23 (billion)	Change vs. 2019 (billion)	% Change vs. 2019 (%)	
Intrastate overnight	9.5	+3%	\$7.8	+\$1.8	+31%	+35%
Interstate overnight	1.7	-11%	\$3.3	+\$0.7	+28%	+33%
Domestic overnight	11.1	+1%	\$11.1	+\$2.6	+30%	+34%
Domestic daytrip	22.0	-9%	\$3.1	+\$0.6	+22%	+21%
International	0.6	-41%	\$1.6	-\$0.7	-31%	-42%
Total	33.7	-7%	\$15.9	+\$2.4	+18%	+14%

Total Spend in WA by 12-month period (\$ billions)

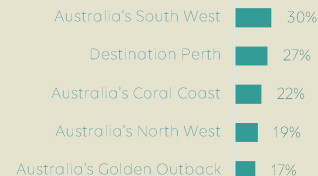


Spend growth driven by increase in average daily spend

WA's spend growth was driven by an increase in average daily spend of +\$35 or 24% from overnight and +\$37 or 35% from daytrip visitors.



Regional spend growth vs. pre-COVID



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](#)



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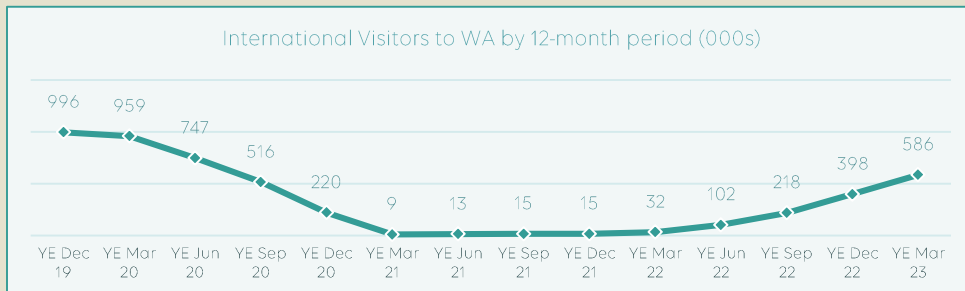
International visitors & spend in YE Mar 23

Compared to calendar year 2019 as a pre-COVID benchmark



International visitors continue to rise

WA welcomed 586,000 international visitors, a decline of (-) 41% vs. pre-COVID. This is slightly ahead of the national decline of (-) 47%. International visitors spent \$1.6 billion in WA which is (-) 42% behind 2019.



Singapore, UK, USA & NZ and India account for half of international visitors to WA

UK was WA's top international market for visitors with 104,000 visitors, a decline of (-) 27% compared to pre-COVID. Singapore and New Zealand followed, with declines of (-) 31% and (-) 32% respectively. Together with USA and India, these top 5 markets accounted for half (50%) of all international visitors to WA.

Italy saw the strongest recovery, with visitor numbers (+) 9% ahead of pre-COVID levels, increasing Italy's rank to 9th from 13th pre-COVID.

China, Hong Kong, Japan and Malaysia have seen the slowest recovery, tracking around (-) 80% vs. 2019.

International Visitors to WA

Tourism WA Key Markets Ranked by Size of Market

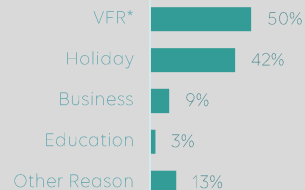
Rank	Market	Visitors YE Mar 23 (000s)	Change vs. 2019	AUS Change vs. 2019
1	UK	104	-27%	-24%
2	Singapore	74	-31%	-30%
3	New Zealand	51	-32%	-36%
4	USA	34	-40%	-41%
5	India	29	-6%	-10%
6	Malaysia	24	-76%	-69%
7	Germany	23	-32%	-41%
8	Indonesia	17	-56%	-44%
9	Italy	12	+9%	-37%
10	China	11	-85%	-89%
11	Switzerland	10	-33%	-42%
12	Japan	9	-77%	-72%
13	Hong Kong	5	-84%	-72%
	Rest of World	183	-24%	-35%
	Total International	586	-41%	-47%



Visiting friends and relatives (VFR) is driving international visitation to WA

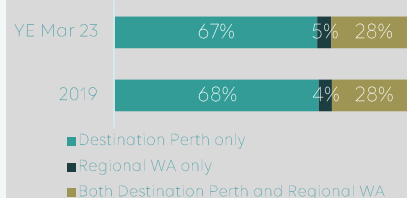
Half of visitors to WA were visiting friends and relatives (VFR). Encouragingly two in five (42%) came for a holiday, in line with the National average.

Proportion of Trips



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

Where international visitors went



One third (33%) of visitors spent one or more nights in Regional WA, similar to pre-COVID (32%).

Note WA International Borders opened 3 March 2022

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Domestic visitors & spend in YE Mar 23

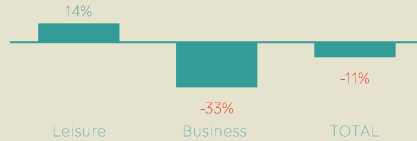
Compared to calendar year 2019 as a pre-COVID benchmark



Growth in interstate leisure* visitors ahead of the national average

WA welcomed 1.0 million interstate leisure visitors, (+) 14% compared to pre-COVID, well ahead of the national average growth of (+) 1%.

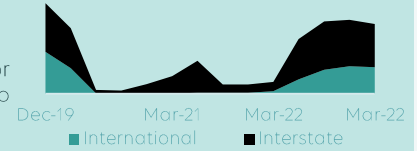
Interstate Visitor Purpose



WA residents remain reticent to travel outside of WA

WA residents took (-) 16% fewer interstate and (-) 40% fewer international trips compared to pre-COVID.

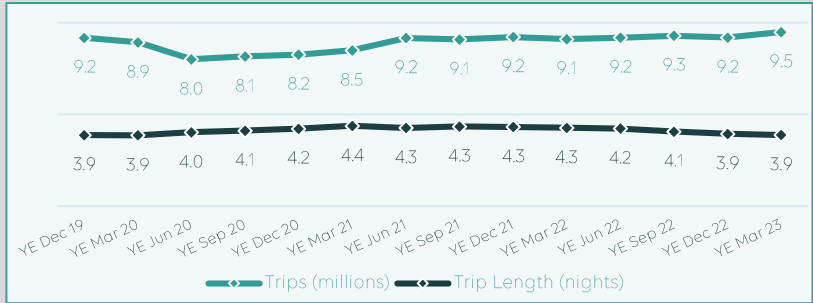
WA Resident Trips Out-of-State Trips



They were less likely to take interstate or international trips when compared to the national average (-9 per cent and -33 per cent respectively).



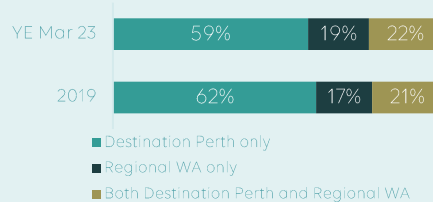
WA residents continue to travel in the state, but taking shorter trips than they were throughout the pandemic



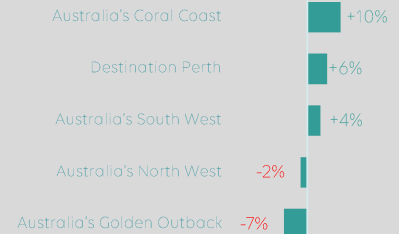
Interstate visitors are seeing more of WA but business trips slow to return

The shortfall in total interstate visitors was driven by a (-) 33% reduction in business related visitors. Two in five (41%) visitors spent one or more nights in Regional WA, ahead of pre-COVID (38%).

Where interstate visitors went



Where WA residents went



WA residents took even more intrastate trips than they did in 2021 when the borders were closed. However trip length has shortened, back in line with pre-COVID.

They were more likely to visit Australia's Coral Coast or Destination Perth than they were pre-COVID, but less likely to visit Australia's Golden Outback

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).

More details can be found in the interactive charts on [Tourism WA Corporate Website](#)