

# WA TOURISM SNAPSHOT

## Visitors & spend in year ending September 2023 (YE Sep-23)

Compared to calendar year  
2019 as a pre-COVID benchmark

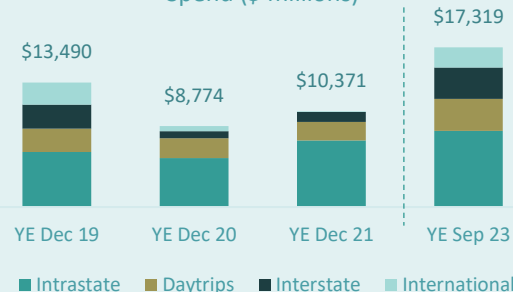


**Visitors spent \$17.3 billion in WA, \$3.8 billion or 28% ahead of pre-COVID level**

In YE Sep-23, 11.1 million overnight (domestic and international) visitors came to or travelled within WA and 22.9 million daytrips were taken within the State. Together, these visitors spent \$17.3 billion in the State, \$8.1 billion (47%) of which was spent in regional WA.

Visitor spend is \$3.8 billion or 28% ahead of pre-COVID, ahead of the national growth of 21%.

Spend (\$ millions)



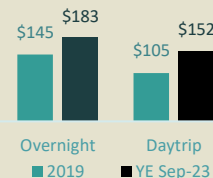
Market	Visitors		Spend			Australia Spend % Change vs. 2019 (%)
	YE Sep-23 (million)	Change vs. 2019 (%)	YE Sep-23 (billion)	Change vs. 2019 (billion)	% Change vs. 2019 (%)	
Intrastate overnight	9.5	3%	\$8.2	\$2.3	39%	39%
Interstate overnight	1.6	-11%	\$3.4	\$0.8	30%	30%
<b>Domestic overnight</b>	<b>11.1</b>	<b>1%</b>	<b>\$11.6</b>	<b>\$3.1</b>	<b>36%</b>	<b>35%</b>
Domestic daytrip	22.9	-6%	\$3.5	\$0.9	37%	28%
International	0.7	-26%	\$2.2	-\$0.2	-8%	-18%
<b>Total</b>	<b>34.7</b>	<b>-4%</b>	<b>\$17.3</b>	<b>\$3.8</b>	<b>28%</b>	<b>21%</b>

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 +\$37 or 26% from overnight and +\$47 or 45% 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](#)



YE Dec 19 YE Mar 20 YE Jun 20 YE Sep 20 YE Dec 20 YE Mar 21 YE Jun 21 YE Sep 21 YE Dec 21 YE Mar 22 YE Jun 22 YE Sep 22 YE Dec 22 YE Mar 23 YE Jun 23 YE Sep 23

# WA TOURISM SNAPSHOT

## International visitors & spend in year ending September 2023 (YE Sep-23)

Compared to calendar year 2019 as a pre-COVID benchmark



**International visitors continue to rise**

WA welcomed 740,000 international visitors, a decline of (-) 26% vs. pre-COVID. This is ahead of the national decline of (-) 30%. International visitors spent \$2.2 billion in WA, which is (-) 8% behind 2019.



Note: WA International Borders opened 3 March 2022



**WA's market share of international visitor spend in Australia was 8.6% in YE Sep-23, up from 7.6% pre-COVID (2019).**

UK was WA's top international market with 111,000 visitors, a decline of (-) 22% compared to pre-COVID.

Italy is the only market to exceed pre-COVID visitation levels, with 14,000 visitors to WA in YE Sep-23, up (+) 27% on 2019. This demonstrates the positive impact of the direct flight between Rome and Perth.

After Italy, the fastest recovering markets by number of visitors have been NZ (-3%), India (-13%), and Switzerland (-13%).

Recovery from China is starting to pick up pace, with 33,000 Chinese visitors to WA in YE Sep-23, down (-) 55% from 2019.

### International Visitors to WA

Tourism WA Key Markets Ranked by Size of Market

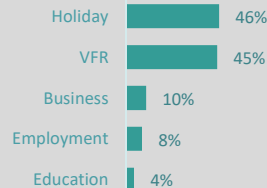
Rank	Market	Visitors YE Sep-23 (000s)	Change vs. 2019	AUS Change vs. 2019
1	UK	111	-22%	-18%
2	Singapore	86	-20%	-25%
3	New Zealand	73	-3%	-17%
4	Malaysia	46	-54%	-56%
5	USA	41	-28%	-25%
6	China	33	-55%	-71%
7	India	27	-13%	-3%
8	Indonesia	26	-33%	-14%
9	Germany	25	-26%	-32%
10	Japan	21	-46%	-51%
11	Italy	14	27%	-23%
12	Switzerland	13	-13%	-30%
13	Hong Kong	4	-88%	-50%
Rest of World		219	-10%	-14%
<b>Total International</b>		<b>740</b>	<b>-26%</b>	<b>-30%</b>



**Consistent with pre-COVID, most international visitors to WA are visiting for a holiday or to Visit Friends and Relatives (VFR).**

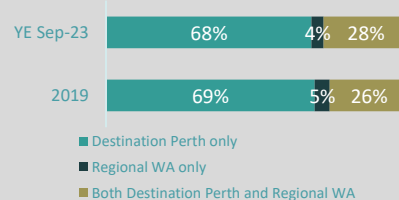
A similar proportion of international visitors to WA were visiting for a holiday (46%) or VFR (45%). One in ten were visiting for business. This is consistent with the national trend.

#### 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 (31%) of international visitors to WA spent at least one night in regional WA.

# WA TOURISM SNAPSHOT

## Domestic visitors & spend in year ending September (YE Sep-23)

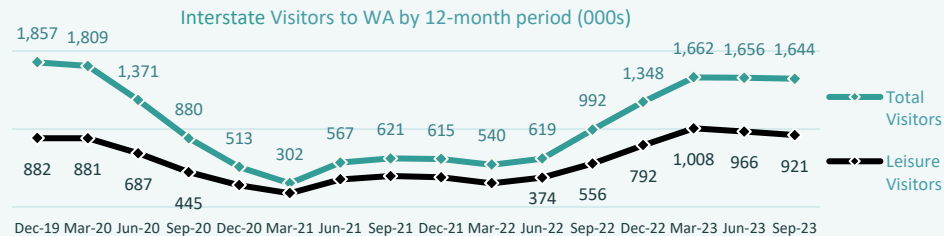
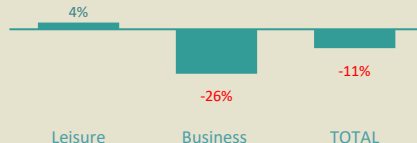
Compared to calendar year  
2019 as a pre-COVID benchmark



Interstate visitation lags pre-COVID levels,  
driven by a slow return of business travel.

WA welcomed 921,000 interstate leisure\* visitors, +4% compared to pre-COVID. However, the number of interstate business visitors to WA remains down (-) 26%.

Interstate Visitor Purpose

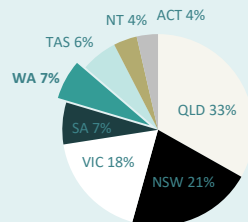


### Interstate visitation seems to be past the 'pent-up demand' peak

There was a surge in interstate visitation to WA after the borders re-opened. However, interstate visitation to WA has not yet fully recovered to 2019 levels, and has declined since last quarter's release.

WA's market share of interstate leisure spend was 6.7%, down from 6.9% last release but ahead of pre-COVID (6.5%).

Market Share of Interstate Leisure Spend<sup>^</sup>:

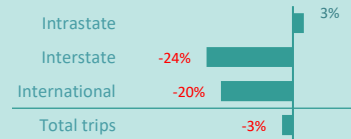


Outbound travel from WA still lagging pre-COVID levels.

WA residents took (-) 24% fewer interstate and (-) 20% fewer international trips compared to pre-COVID. However, travel within their own state remains strong, with intrastate trips +3% on pre-COVID.

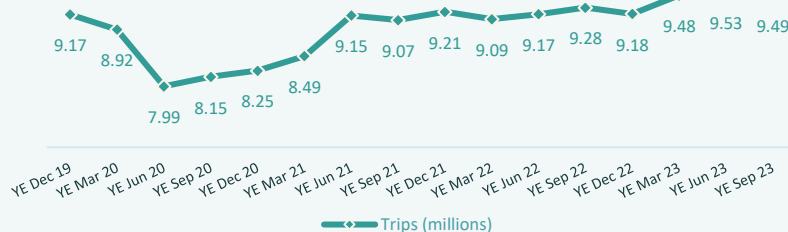
Total outbound travel from Australia (Australians travelling overseas) is down (-) 15%.

WA Resident Travel



Intrastate travel remains ahead of pre-COVID, though now starting to plateau.

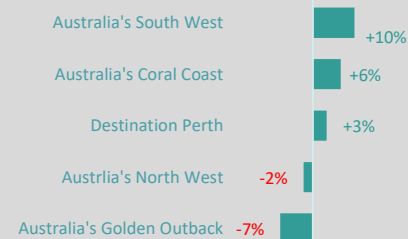
WA Resident Trips in WA by 12-month period (millions)



Compared to pre-COVID, WA residents are taking 10% more trips to Australia's South West, and 6% more trips to Australia's Coral Coast. However, intrastate travel to Australia's North West and Australia's Golden Outback lags pre-COVID levels.

The average length of intrastate trip has returned to pre-COVID norm of 3.9 nights, though average spend per night is well up (\$223, vs. \$168 pre-COVID).

Where WA residents went (vs. pre-COVID)



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). <sup>^</sup>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.tourismwa.com.au/corporate-website)