



INTERNATIONAL VISITATION – FAST FACTS

YEAR ENDING MARCH 2019

Prepared by Tourism WA - Strategy and Research

June 2019

International Visitation to Western Australia - Year Ending (YE) March 2019 Summary

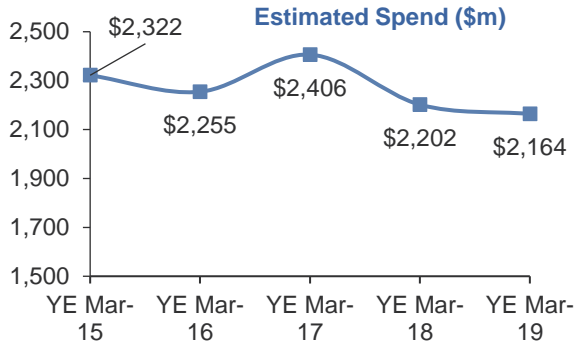
- International visitation to WA saw a small decline in the year ending March 2019, (-) 1.2% to 949,000 visitors, while total nights declined (-) 10.7% to 23.7 million nights.
- The number of holiday visitors reached 493,100 in YE March 2019, the largest number of international holiday visitors WA has ever seen, growing 9.3% compared to the previous year.
- International holiday visitor spend also reached a record high, growing 14.8% compared to the previous year to \$808M, driven by an increase in visitors and average daily spend.
- This growth in visitor spend in WA for holiday purpose could not offset the declines across other purposes. Consequently, international visitor spend in WA declined (-) 1.7% to \$2.16 billion.
- The decline in visitors, nights and spend across VFR, Education and 'Other' is likely impacted by WA's economic conditions, particularly the Working Holiday Makers and 'Other' (primarily employment).
- China remains WA's largest international market by total visitor spend, despite a decline in spend (-) 4.2% to \$273 million.
- WA saw a growth in visitor number from seven markets in which Tourism WA is active: New Zealand (+7.4%), China (+12.4%), Germany (+0.8%), Indonesia (+9.5%), India (+8.8%), Japan (+1.8%) and Switzerland (+0.9%).

International Visitors to Western Australia Market Overview

SPEND

-1.7%

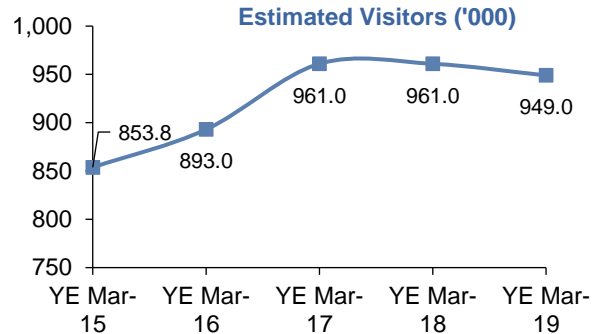
- \$2,164 million in spend
- Average spend per night: \$91
- Average spend per trip: \$2,280
- 7.4% of international spend in Australia



VISITORS

-1.2%

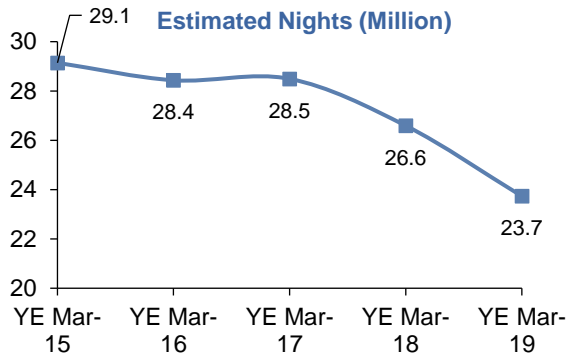
- 949,000 visitors
- 11.1% of international visitors to Australia



VISITOR NIGHTS

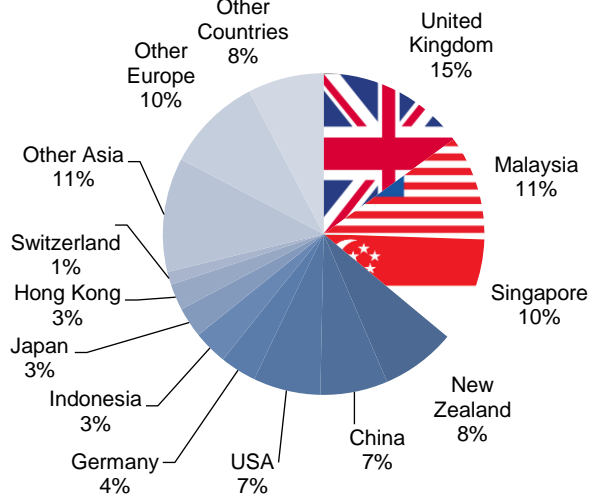
-10.7%

- 23.7 million nights
- Average length of stay: 25 nights
- 8.8% of international nights in Australia

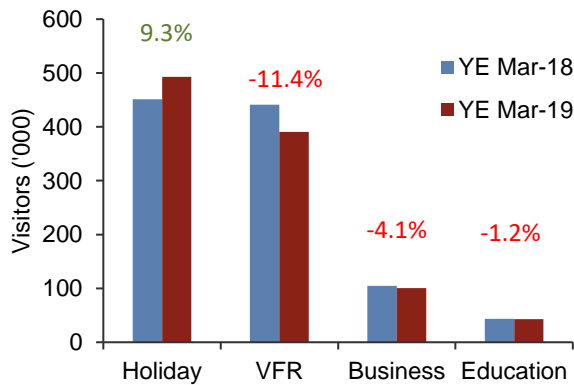


SOURCE MARKETS

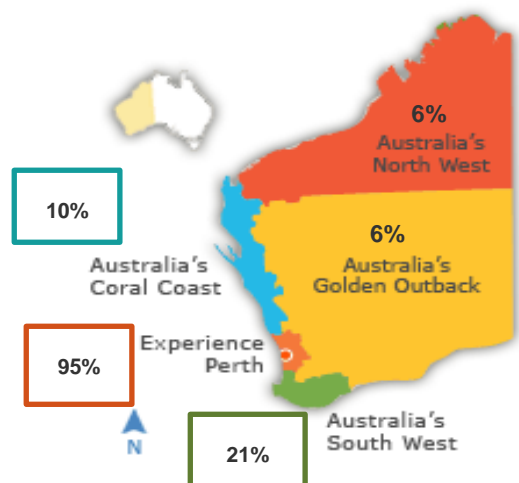
By Visitors



PURPOSE OF VISIT



VISITOR DISPERSAL



**Visitor Spend from the Top 20 International Markets to WA
(Ranked by spend - \$ millions)**

Country of Residence	Western Australia					Australia				
	Rank	YE Mar-18	YE Mar-19	% Change	3 Year AAGR	Rank	YE Mar-18	YE Mar-19	% Change	3 Year AAGR
China	1	285	273	-4.2%	1.1%	1	8,253	9,505	15.2%	16.7%
Singapore	2	218	265	21.6%	5.5%	6	1,031	1,071	3.9%	2.4%
UK	3	264	237	-10.2%	-9.0%	2	1,853	1,790	-3.4%	-1.8%
Malaysia	4	223	196	-12.1%	-5.4%	8	1,028	998	-2.9%	-1.4%
USA	5	158	113	-28.5%	-17.0%	3	1,690	1,750	3.6%	3.3%
Hong Kong	6	78	90	15.4%	0.0%	10	952	892	-6.3%	1.3%
NZ	7	78	88	12.8%	-12.5%	4	1,606	1,560	-2.9%	-3.5%
Germany	8	69	80	15.9%	1.9%	12	681	646	-5.1%	-1.1%
India	9	67	60	-10.4%	-10.6%	5	1,035	1,184	14.4%	18.0%
Japan	10	63	58	-7.9%	-7.0%	7	957	1,019	6.5%	6.5%
Indonesia	11	62	57	-8.1%	-9.1%	13	586	617	5.3%	4.4%
Canada	12	30	52	73.3%	21.9%	15	465	499	7.3%	12.3%
Korea	12	48	52	8.3%	-9.1%	9	1,047	967	-7.6%	-0.7%
Taiwan	14	41	51	24.4%	-6.2%	11	618	733	18.6%	4.9%
France	15	45	46	2.2%	3.4%	14	429	512	19.3%	6.5%
Italy	16	40	43	7.5%	-7.3%	20	315	279	-11.4%	-6.0%
Switzerland	17	33	33	0.0%	4.9%	21	211	220	4.3%	7.0%
Thailand	18	25	31	24.0%	-1.6%	19	390	348	-10.8%	0.7%
Philippines	19	34	30	-11.4%	-1.4%	16	422	406	-3.7%	11.2%
Scandinavia	20	44	30	-31.8%	-11.1%	17	401	388	-3.2%	3.1%

*AAGR: Average Annual Growth Rate

**Visitors of the Top 20 International Markets to WA
(Ranked by visitors)**

Country of Residence	Western Australia					Australia				
	Rank	YE Mar-18	YE Mar-19	% Change	3 Year AAGR	Rank	YE Mar-18	YE Mar-19	% Change	3 Year AAGR
UK	1	146,800	142,100	-3.2%	-3.2%	4	700,400	673,000	-3.9%	-0.1%
Malaysia	2	108,200	100,200	-7.3%	-4.8%	7	354,900	349,800	-1.4%	0.0%
Singapore	3	102,500	99,500	-2.9%	-0.4%	6	383,200	393,200	2.6%	2.6%
NZ	4	66,400	71,300	7.4%	-2.7%	2	1,240,800	1,262,300	1.7%	1.5%
China	5	57,300	64,400	12.4%	10.4%	1	1,295,500	1,329,100	2.6%	7.5%
USA	6	82,900	64,300	-22.4%	13.6%	3	752,900	750,400	-0.3%	4.2%
Germany	7	34,500	34,700	0.8%	-2.9%	11	201,300	198,600	-1.4%	0.4%
Indonesia	8	29,900	32,700	9.5%	4.2%	12	176,400	186,800	5.9%	6.0%
India	9	28,000	30,500	8.8%	8.3%	8	299,000	342,700	14.6%	16.0%
Japan	10	28,500	29,000	1.8%	4.2%	5	402,900	437,500	8.6%	5.4%
Hong Kong	11	28,000	25,000	-10.7%	7.0%	9	275,300	271,500	-1.4%	11.3%
Canada	12	18,700	20,600	10.3%	2.1%	14	163,300	175,600	7.5%	8.0%
France	13	19,900	19,500	-1.9%	7.6%	15	124,900	137,200	9.9%	5.8%
South Africa	14	16,200	18,400	13.1%	15.7%	24	54,300	56,000	3.0%	3.1%
Korea	15	10,300	15,500	50.3%	-0.1%	10	277,600	263,100	-5.2%	0.2%
Philippines	16	13,100	13,700	4.1%	10.8%	16	121,800	136,600	12.2%	12.8%
Ireland	17	13,800	13,400	-3.4%	17.0%	21	54,700	60,800	11.1%	7.4%
Taiwan	18	11,200	13,100	16.9%	5.9%	13	174,700	185,300	6.1%	9.4%
Italy	19	12,300	12,600	2.4%	-7.4%	20	72,400	74,900	3.4%	-0.2%
Switzerland	20	12,300	12,400	0.9%	4.5%	25	53,100	53,600	0.8%	2.6%

*AAGR: Average Annual Growth Rate

**WA's Market Share of Visitor Spend in Australia
(Ranked by most recent overall spend estimates)**

Rank	Country	YE	YE	YE
		Mar-17	Mar-18	Mar-19
1	China	3.8%	3.5%	2.9%
2	Singapore	23.3%	21.1%	24.7%
3	UK	15.4%	14.2%	13.2%
4	Malaysia	21.3%	21.7%	19.6%
5	USA	10.0%	9.3%	6.5%
6	Hong Kong	10.3%	8.2%	10.1%
7	NZ	6.9%	4.9%	5.6%
8	Germany	11.6%	10.1%	12.4%
9	India	8.8%	6.5%	5.1%
10	Japan	7.5%	6.6%	5.7%

**WA's Market Share of Visitors in Australia
(Ranked by most recent overall visitor estimates)**

Rank	Country	YE	YE	YE
		Mar-17	Mar-18	Mar-19
1	UK	22.5%	21.0%	21.1%
2	Malaysia	31.6%	30.5%	28.7%
3	Singapore	26.8%	26.7%	25.3%
4	NZ	6.1%	5.3%	5.6%
5	China	4.6%	4.4%	4.8%
6	USA	12.4%	11.0%	8.6%
7	Germany	18.7%	17.1%	17.5%
8	Indonesia	18.2%	16.9%	17.5%
9	India	10.2%	9.4%	8.9%
10	Japan	6.8%	7.1%	6.6%

CONFIDENCE INTERVALS AND SAMPLE SIZES

Note that estimates in this document are based on survey data and need to be considered within these Confidence Intervals (CI) for Western Australia Year Ending (YE) March 2019 estimates:

- Spend \pm 5.4%, Visitors \pm 3.4%

Sample Sizes for Western Australia for the YE March 2019 estimates:

- Spend n= 5,915, Visitors n= 5,855

SOURCE

The source of the data in this factsheet is Tourism Research Australia's (TRA) International Visitor Surveys (IVS). For more information on the methodology of these surveys, see the [TRA website](#).

DEFINITIONS

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