



INTERNATIONAL VISITATION – FAST FACTS

YEAR ENDING MARCH 2020

Prepared by Tourism WA - Strategy and Research

July 2020

International Visitation to Western Australia - Year Ending (YE) March 2020 Summary

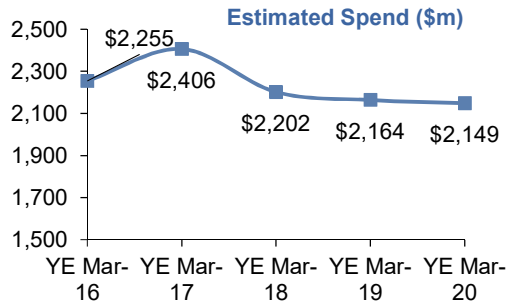
- International visitation to WA saw a growth in the year ending March 2020, (+) 1.1% to 959,300 visitors, whilst the number of holiday visitors grew (+) 3.6% to reach 510,800.
- Average length of stay grew marginally year on year, leading to a growth in international visitor nights (+) 2.5% to 24.3 billion nights.
- Despite a growth in international visitors and nights, international visitor spend contracted (-) 0.7% to \$2.1 billion. This is mainly due to a decline in average daily spend and a decline from business and education visitors who spend more.
- China remains WA's largest international market by total visitor spend, with a strong growth (+) 18.7% to \$324 million.
- WA saw a growth in visitor numbers from eight markets in which Tourism WA is active: Singapore (+0.6%), New Zealand (+1.4%), China (+6.3%), Indonesia (+11.8%), Japan (38.8%), Hong Kong (+19.0%), India (+6.4%) and Switzerland (+20.7%).

International Visitors to Western Australia Market Overview

SPEND

-0.7%

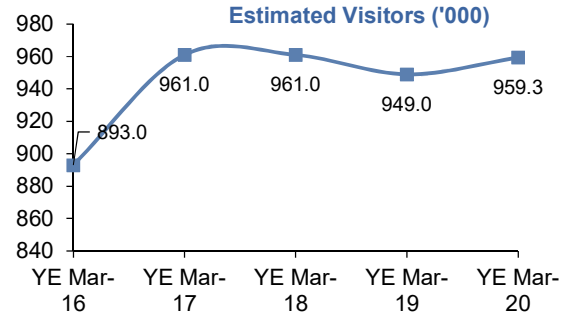
- \$2,149 million in spend
- Average spend per night: \$88
- Average spend per trip: \$2,240
- 7.8% of international spend in Australia



VISITORS

+1.1%

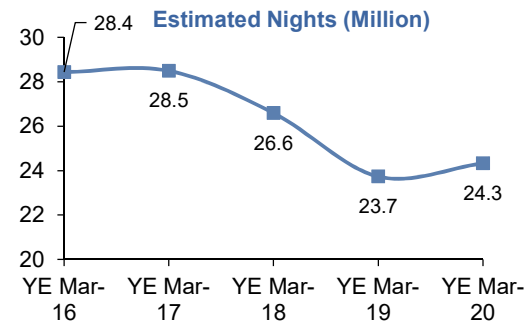
- 959,300 visitors
- 11.9% of international visitors to Australia



VISITOR NIGHTS

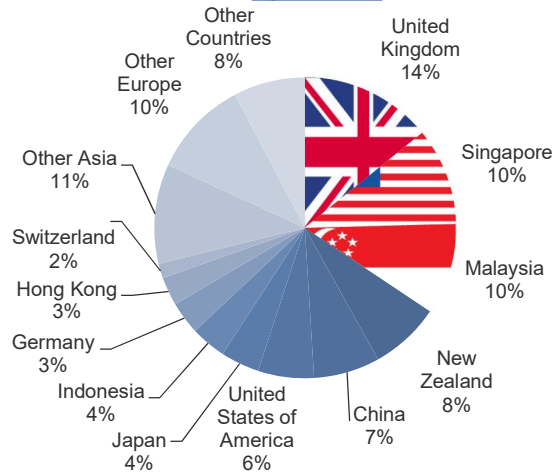
+2.5%

- 24.3 million nights
- Average length of stay: 25 nights
- 9.5% of international nights in Australia

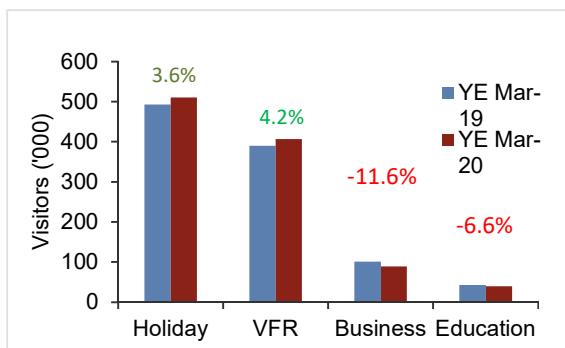


SOURCE MARKETS

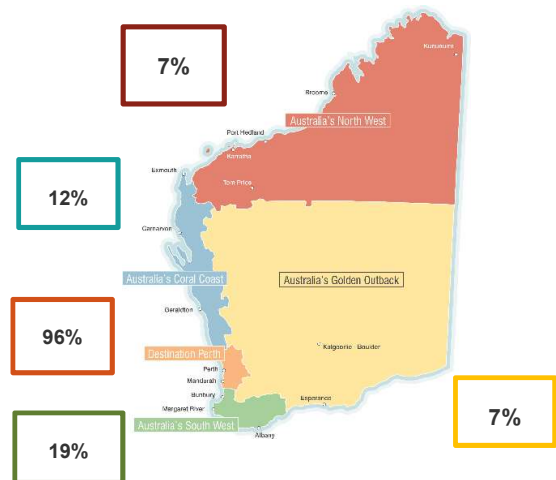
By Visitors



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-19	YE Mar-20	% Change	3 Year AAGR	Rank	YE Mar-19	YE Mar-20	% Change	3 Year AAGR
China	1	273	324	18.7%	6.6%	1	9,505	8,232	-13.4%	-0.1%
UK	2	237	215	-9.3%	-9.8%	4	1,790	1,518	-15.2%	-9.5%
Singapore	3	265	213	-19.6%	-1.2%	7	1,071	984	-8.1%	-2.3%
Malaysia	4	196	173	-11.7%	-11.9%	10	998	872	-12.6%	-7.9%
USA	5	113	104	-8.0%	-18.9%	2	1,750	1,658	-5.3%	-1.0%
NZ	6	88	103	17.0%	14.9%	3	1,560	1,527	-2.1%	-2.5%
Germany	7	80	84	5.0%	10.3%	13	646	605	-6.3%	-5.7%
Indonesia	8	57	71	24.6%	7.0%	12	617	647	4.9%	5.1%
India	9	60	70	16.7%	2.2%	5	1,184	1,227	3.6%	8.9%
Hong Kong	10	90	68	-24.4%	-6.6%	8	892	955	7.1%	0.2%
Japan	11	58	60	3.4%	-2.4%	6	1,019	1,003	-1.6%	2.4%
France	12	46	54	17.4%	9.5%	17	512	446	-12.9%	2.0%
Canada	13	52	48	-7.7%	26.5%	15	499	467	-6.4%	0.2%
Switzerland	14	33	46	39.4%	18.1%	25	220	169	-23.2%	-10.5%
Taiwan	15	51	39	-23.5%	-2.5%	11	733	651	-11.2%	2.6%
Korea	16	52	38	-26.9%	-11.0%	9	967	913	-5.6%	-6.6%
Philippines	17	30	37	22.3%	4.1%	16	406	463	14.0%	4.8%
Ireland	18	25	36	45.7%	12.1%	22	171	209	22.1%	6.8%
Scandinavia	19	30	36	20.0%	-9.5%	19	388	310	-20.1%	-12.1%
South Africa	20	25	30	21.7%	5.2%	26	120	134	10.9%	-0.1%

*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	YE	%	3 Year	Rank	YE	YE	%	3
		Mar-19	Mar-20	Change	AAGR		Mar-19	Mar-20	Change	Year
UK	1	142,100	135,600	-4.6%	-3.9%	4	673,000	637,400	-5.3%	-4.6%
Singapore	2	99,500	100,100	0.6%	-1.2%	6	393,200	387,600	-1.4%	0.6%
Malaysia	3	100,200	93,800	-6.5%	-6.9%	8	349,800	318,600	-8.9%	-5.2%
NZ	4	71,300	72,300	1.4%	4.4%	1	1,262,300	1,241,500	-1.6%	0.0%
China	5	64,400	68,400	6.3%	9.3%	2	1,329,100	1,081,100	-18.7%	-8.6%
USA	6	64,300	57,500	-10.5%	-16.7%	3	750,400	713,800	-4.9%	-2.6%
Japan	7	29,000	40,300	38.8%	18.9%	5	437,500	425,300	-2.8%	2.7%
Indonesia	8	32,700	36,600	11.8%	10.6%	11	186,800	190,000	1.8%	3.8%
Germany	9	34,700	33,400	-3.9%	-1.6%	12	198,600	183,300	-7.7%	-4.6%
India	10	30,500	32,500	6.4%	7.6%	7	342,700	368,200	7.4%	11.0%
Hong Kong	11	25,000	29,700	19.0%	3.1%	9	271,500	268,900	-0.9%	-1.2%
Canada	12	20,600	22,300	8.1%	9.2%	13	175,600	164,900	-6.1%	0.5%
France	13	19,500	22,100	13.1%	5.4%	16	137,200	129,900	-5.3%	2.0%
South Africa	14	18,400	18,200	-0.8%	5.9%	23	56,000	55,600	-0.7%	1.2%
Switzerland	15	12,400	14,900	20.7%	10.4%	25	53,600	47,000	-12.3%	-5.9%
Scandinavia	16	11,500	14,600	27.4%	-6.4%	18	105,800	96,500	-8.8%	-5.5%
Philippines	17	13,700	13,900	1.6%	2.8%	15	136,600	140,900	3.1%	7.6%
Ireland	18	13,400	12,600	-5.5%	-4.5%	21	60,800	61,200	0.7%	5.8%
Italy	19	12,600	12,200	-3.7%	-0.7%	20	74,900	68,100	-9.0%	-3.0%
Thailand	20	12,000	10,800	-10.1%	-6.1%	19	92,400	89,600	-3.0%	-0.7%

*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-18	Mar-19	Mar-20
1	China	3.5%	2.9%	3.9%
2	UK	14.2%	13.2%	14.2%
3	Singapore	21.1%	24.7%	21.6%
4	Malaysia	21.7%	19.6%	19.8%
5	USA	9.3%	6.5%	6.3%
6	NZ	4.9%	5.6%	6.7%
7	Germany	10.1%	12.4%	13.9%
8	Indonesia	10.6%	9.2%	11.0%
9	India	6.5%	5.1%	5.7%
10	Hong Kong	8.2%	10.1%	7.1%
	Total	8.0%	7.4%	7.9%

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

Rank	Country	YE	YE	YE
		Mar-18	Mar-19	Mar-20
1	UK	21.0%	21.1%	21.3%
2	Singapore	26.7%	25.3%	25.8%
3	Malaysia	30.5%	28.7%	29.4%
4	NZ	5.3%	5.6%	5.8%
5	China	4.4%	4.8%	6.3%
6	USA	11.0%	8.6%	8.1%
7	Japan	7.1%	6.6%	9.5%
8	Indonesia	16.9%	17.5%	19.3%
9	Germany	17.1%	17.5%	18.2%
10	India	9.4%	8.9%	8.8%
	Total	11.6%	11.1%	11.9%

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) Mar 2020 estimates:

- Spend \pm 5.6%, Visitors \pm 3.4%

Sample Sizes for Western Australia for the YE Mar 2020 estimates:

- Spend n= 5,679, Visitors n= 5,646

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.