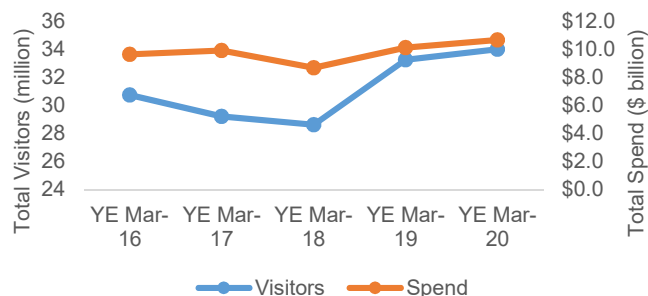
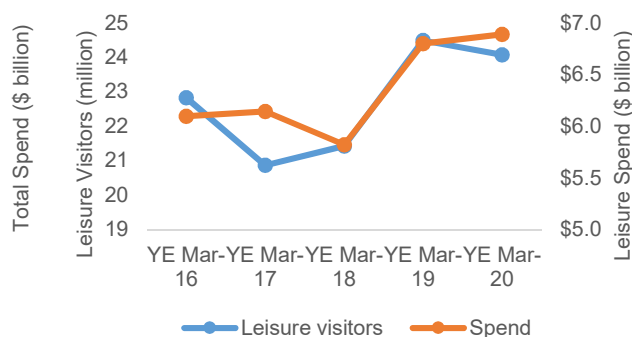


# Western Australian Tourism Industry Scorecard – Year Ending March 2020

## Total Visitors and Spend in WA



## Leisure Visitors and Spend in WA



## Changes to National Visitor Survey Methodology

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use caution when comparing results from 2019 onwards with previous time periods.

For further information, see [NVS Methodology](#).

## Total Demand YE Mar 2020

Daytrips	Visitors	% Change	\$m	% Change
	22,352,300	0.7%	\$2,277	6.5%

Intrastate	Visitors	% Change	\$m	% Change
	8,919,300	5.4%	\$4,250	3.6%

Interstate	Visitors	% Change	\$m	% Change
	1,808,600	5.8%	\$2,016	16.4%

International	Visitors	% Change	\$m	% Change
<b>Total</b>	<b>959,300</b>	<b>1.1%</b>	<b>\$2,149</b>	<b>-0.7%</b>
UK	135,600	-4.6%	\$215	-9.3%
Singapore	100,100	0.6%	\$213	-19.6%
Malaysia	93,800	-6.5%	\$173	-11.7%
NZ	72,300	1.4%	\$103	17.0%
China	68,400	6.3%	\$324	18.7%
USA	57,500	-10.5%	\$104	-8.0%
Japan	40,300	38.8%	\$60	3.4%
Indonesia	36,600	11.8%	\$71	24.6%
Germany	33,400	-3.9%	\$84	5.0%
India	32,500	6.4%	\$70	16.7%
Hong Kong	29,700	19.0%	\$68	-24.4%
Switzerland	14,900	20.7%	\$46	39.4%

## Leisure (Holiday + VFR) YE Mar 2020

Daytrips	Visitors	% Change	\$m	% Change
	16,437,900	-3.0%	\$1,621	-0.5%

Intrastate	Visitors	% Change	\$m	% Change
	5,958,200	0.6%	\$2,738	-2.3%

Interstate	Visitors	% Change	\$m	% Change
	881,200	4.3%	\$1,257	17.9%

International	Visitors	% Change	\$m	% Change
<b>Total</b>	<b>804,300</b>	<b>2.7%</b>	<b>\$1,275</b>	<b>-2.1%</b>
UK	124,800	-4.5%	\$182	-11.7%
Singapore	85,500	1.7%	\$131	-13.2%
Malaysia	82,900	-7.9%	\$113	-9.6%
NZ	57,600	4.3%	\$72	20.0%
China	52,800	16.3%	\$100	17.6%
USA	42,100	-12.1%	\$57	-28.8%
Indonesia	32,000	17.2%	\$37	23.3%
Japan	32,000	33.2%	\$36	20.0%
Germany	30,400	-5.8%	\$76	11.8%
Hong Kong	26,600	33.0%	\$42	-27.6%
India	23,700	2.6%	\$21	23.5%
Switzerland	13,900	21.2%	\$40	33.3%

## Supply

Aviation	YE Mar 2020	% Change from YE Mar 2019
Perth Airport total O&D traffic		
International		
Total pax	4.3 million	-0.9%
Domestic		
Total pax	10.3 million	2.1%

Accommodation	YE Mar 2020	% Change from YE Mar 2019
Occupancy	72.29%	-2.1%
ADR	\$171.26	-0.8%
RevPAR	\$123.81	-3.0%

Room Pipeline	Perth CBD	Perth Metro
Completed since 2012	3,196	1152
Committed/construction	1,157	464

Sources: A) Aviation: Perth Airport Statistics. B) Accommodation: STR. Sample of 52 hotels. Perth CBD & Metro Hotel Development Pipeline figures as at March 2020. C) Demand: Tourism Research Australia, International and National Visitor Surveys, Year Ending March 2020. Notes: A) % changes shown are against previous year. B) Only active international markets are shown. C) Leisure refers to travel for holidays and/or to visit friends and relatives.

# Western Australian Tourism Industry Scorecard – by Purpose of Visit

## Domestic Holiday YE Mar 2020

Daytrips	Visitors	% Change	\$m	% Change
	10,159,600	-6.8%	\$1,202	-3.5%

Intrastate	Visitors	% Change	\$m	% Change
	3,495,100	-2.5%	\$2,070	-6.9%

Interstate	Visitors	% Change	\$m	% Change
	466,500	6.0%	\$878	18.8%

## Domestic VFR YE Mar 2020

Daytrips	Visitors	% Change	\$m	% Change
	6,278,200	3.8%	\$419	9.1%

Intrastate	Visitors	% Change	\$m	% Change
	2,494,100	4.9%	\$668	15.6%

Interstate	Visitors	% Change	\$m	% Change
	448,800	0.0%	\$379	15.9%

## Domestic Business YE Mar 2020

Daytrips	Visitors	% Change	\$m	% Change
	3,027,700	17.8%	\$208	6.1%

Intrastate	Visitors	% Change	\$m	% Change
	2,463,300	23.5%	\$1,299	37.5%

Interstate	Visitors	% Change	\$m	% Change
	904,500	6.7%	\$722	13.7%

## International

YE Mar-20

Holiday	Visitors	% Change	\$m	% Change
Total	510,800	3.6%	\$803	0.2%
UK	68,000	-6.2%	\$80	-14.9%
Singapore	62,200	2.1%	\$96	6.7%
Malaysia	59,900	-10.0%	\$65	-21.7%
China	39,200	7.1%	\$66	1.5%
Germany	28,400	-0.8%	\$70	14.8%
NZ	26,000	16.5%	\$28	3.7%
Japan	25,600	34.5%	\$30	15.4%
USA	23,000	-20.4%	\$32	-30.4%
Indonesia	21,500	25.5%	\$23	21.1%
Hong Kong	17,900	25.9%	\$31	-36.7%
Switzerland	12,700	23.8%	\$37	42.3%
India	6,400	-5.5%	\$4	100.0%

Business	Visitors	% Change	\$m	% Change
Total	88,900	-11.6%	\$134	-18.3%
USA	12,500	-19.3%	\$22	29.4%
NZ	10,300	-3.0%	\$11	0.0%
Singapore	9,500	-20.5%	\$14	-36.4%
UK	7,100	-20.7%	\$11	-35.3%
China	6,400	-21.5%	\$7	-41.7%
Japan	5,500	117.7%	\$10	100.0%
Malaysia	4,700	-0.4%	\$6	0.0%
India	3,300	1.6%	\$7	16.7%
Germany	np	np	np	np
Indonesia	1,900	-32.4%	\$2	-33.3%
Hong Kong	np	np	np	np
Switzerland	np	np	np	np

VFR	Visitors	% Change	\$m	% Change
Total	407,100	4.2%	\$472	-6.0%
UK	88,000	-1.9%	\$102	-8.9%
NZ	42,500	6.8%	\$44	33.3%
Malaysia	29,000	-6.2%	\$48	14.3%
Singapore	28,500	5.0%	\$35	-42.6%
USA	25,000	-6.6%	\$25	-26.5%
India	20,200	4.0%	\$17	13.3%
China	15,700	56.3%	\$34	70.0%
Indonesia	12,500	4.5%	\$14	27.3%
Hong Kong	10,300	51.7%	\$11	22.2%
Japan	8,000	29.8%	\$6	50.0%
Germany	6,700	-14.6%	\$6	-14.3%
Switzerland	2,700	30.0%	\$3	-25.0%

Education	Visitors	% Change	\$m	% Change
Total	40,300	-6.6%	\$570	6.3%
China	8,800	-14.2%	\$206	21.2%
Singapore	4,400	13.4%	\$63	-25.0%
Malaysia	3,200	-24.1%	\$33	-32.7%
USA	2,600	58.7%	\$24	166.7%
Japan	2,000	-16.2%	\$13	-23.5%
India	1,700	0.3%	\$27	0.0%
Indonesia	1,300	-13.8%	\$22	4.8%
Hong Kong	1,200	32.1%	\$22	29.4%
NZ	np	np	np	np
UK	np	np	np	np
Switzerland	np	np	np	np
Germany	np	np	np	np

Sources: Sources: A) Tourism Research Australia, International and National Visitor Surveys, Year Ending March 2020. Notes: A) % changes shown are against previous year. B) Only active international markets are shown. C) VFR stands for Visiting Friends and Relatives D) Orange font highlights a small sample (n<40) and should be considered with caution. E) np (not publishable) is for estimates with a sample size too small to publish reliably.