

The Perth Metropolitan Region Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



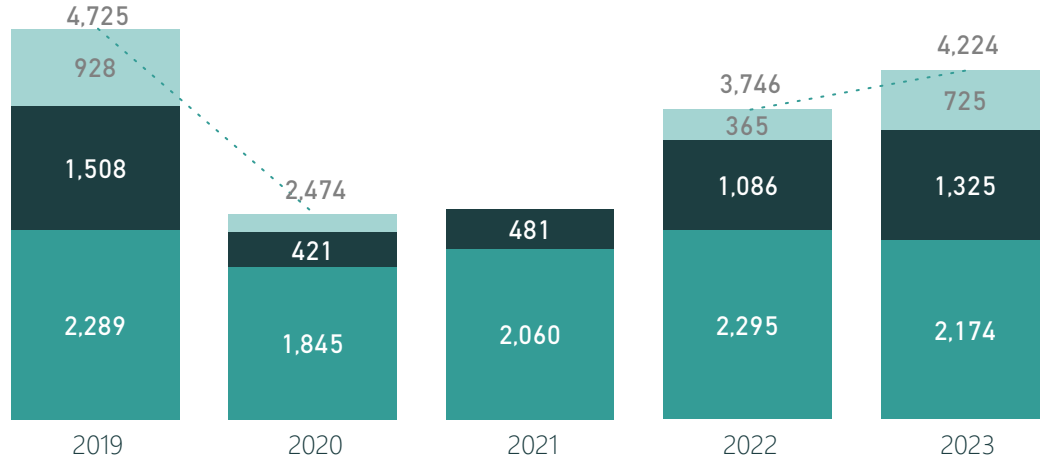
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AUSTRALIA

Overnight Visitor Summary - The Perth Metropolitan Region 2023


The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

Overnight Visitor Trends (000)

● Intrastate ● Interstate ● International Total Overnight Visitors (000)



NOTE: WA international borders largely closed from March 2020 to March 2022 due to COVID-19, therefore international data in relation to 2020, 2021 and 2022, if shown, should be used with caution.

Market	2019	2020	2021	2022	2023
 Visitors (000)	928	208	np	365	725
Interstate	1,508	421	481	1,086	1,325
Intrastate	2,289	1,845	2,060	2,295	2,174
Total	4,725	2,474	np	3,746	4,224
Market	2019	2020	2021	2022	2023
 Nights (000)	18,522	np	np	np	21,068
Interstate	7,057	2,696	3,855	5,769	6,856
Intrastate	6,199	5,200	6,005	5,818	5,894
Total	31,778	np	np	np	33,818

"np" indicates sample size too small to publish





Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
4,224 2023	33,818 2023	\$1,732 2023

Share of Overnight Visitors - change vs. pre-COVID

● International ● Interstate ● Intrastate



Overnight Visitor Metrics - 2023

	 Avg. Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate	2.7 Days	\$1,314	\$485
Interstate	5.2 Days	\$1,673	\$323
International	29.1 Days	\$2,557	\$88
 Total Domestic + International	8.0 Days	\$1,640	\$205

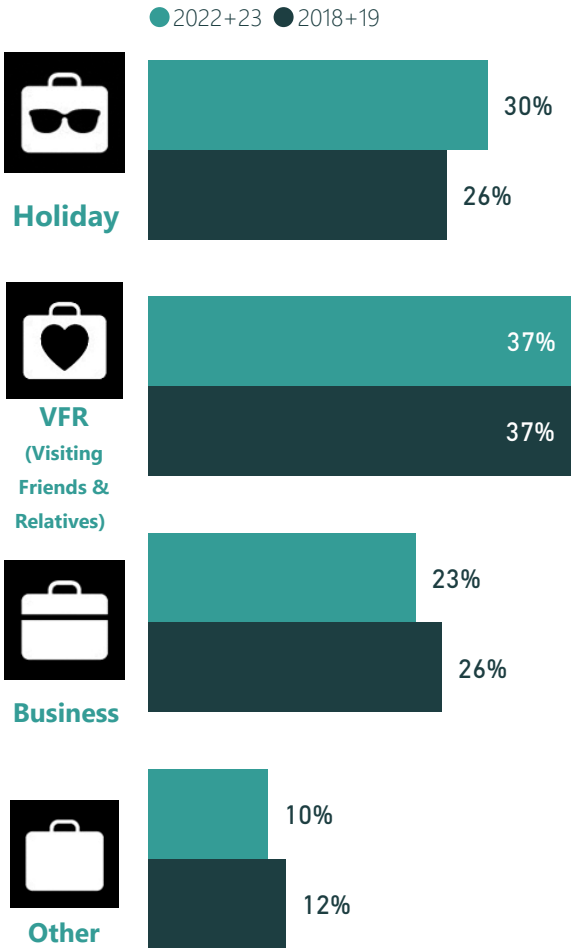
Domestic Overnight Visitor Details - The Perth Metropolitan Region

2022+23 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

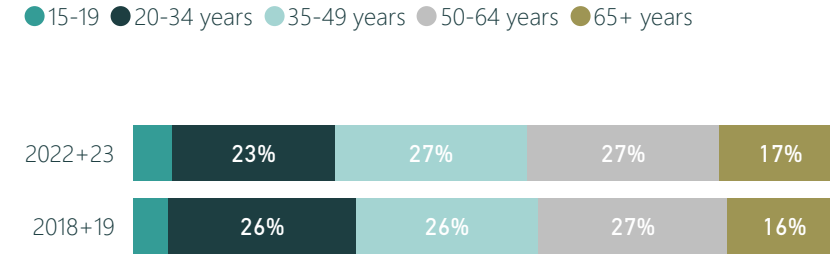
Domestic Visitors (000)	Domestic Nights (000)
3,498	12,749
2023	2023

Purpose of Travel

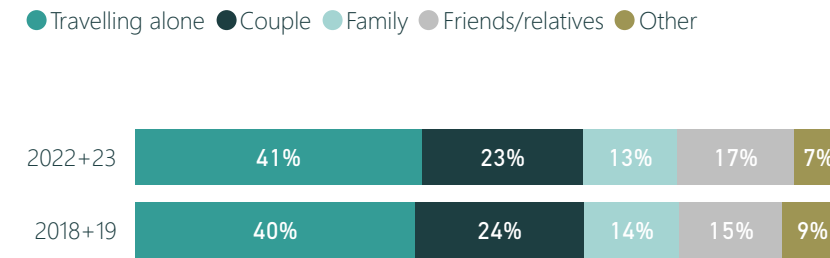


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

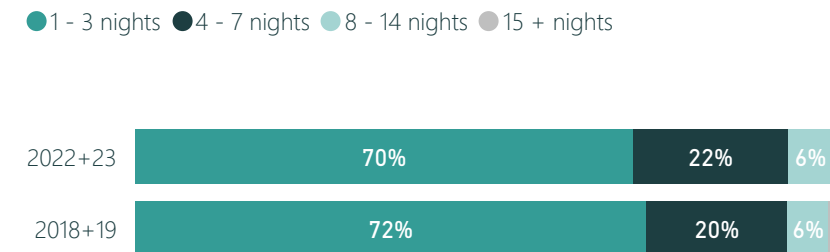
Age



Travel Party



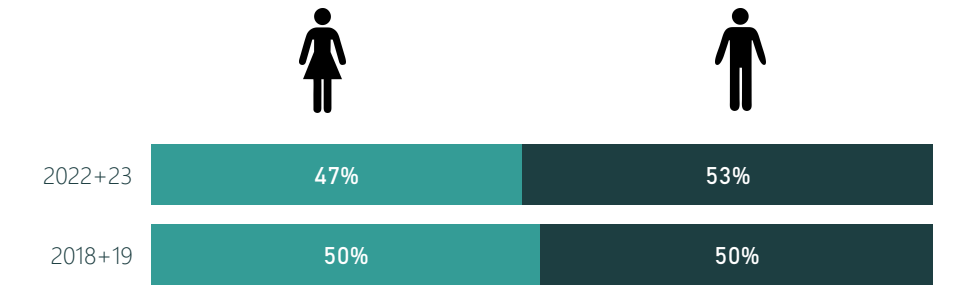
Length of Stay



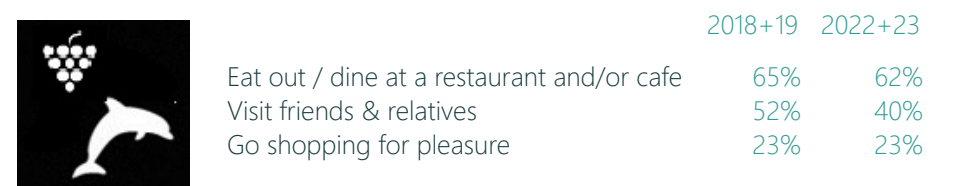
Top 3 accommodation (% of nights)



Gender



Top 3 activities



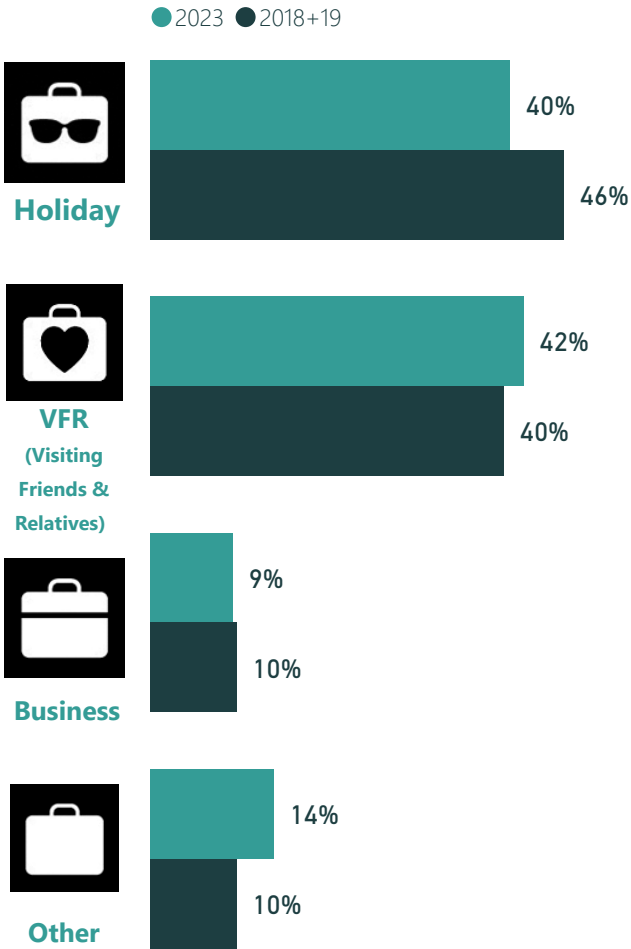
International Overnight Visitor Details - The Perth Metropolitan Region

2023 vs 2018+19

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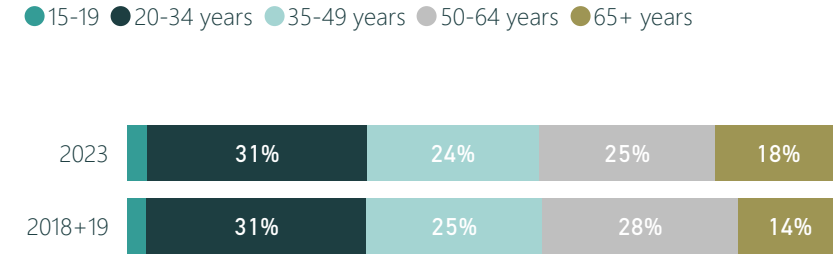
International Visitors (000)	International Nights (000)
725 2023	21,068 2023

Purpose of Travel

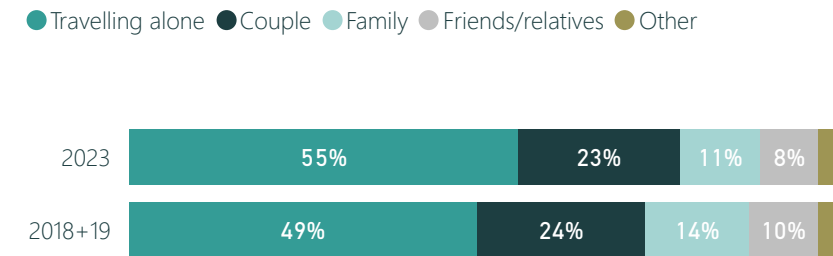


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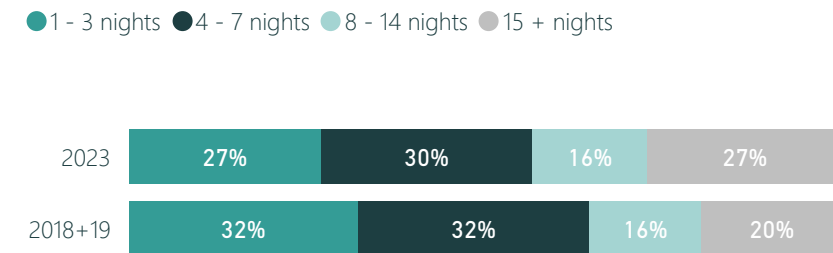
Age



Travel Party



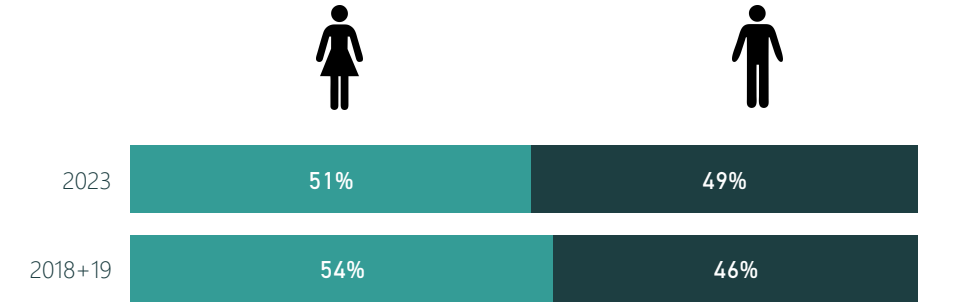
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Friends or relatives property	44%	42%
Rented house/apartment/flat or unit	28%	33%
Hotel/resort/motel or motor Inn	9%	12%

Gender



Top 3 activities*

*International visitors may have undertaken the activity in the region or elsewhere in Australia

Activity	2018+19	2023
Eat out / dine at a restaurant and/or cafe	93%	96%
Go shopping for pleasure	81%	86%
Sightseeing/looking around	74%	81%

The data in this factsheet refers to visitors who have spent at least one night in The Perth Metropolitan Region

Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

Data has been provided for Interstate and Intrastate (sample size permitting) or Domestic, as well as International (see below) by year.

The demographics and trip details for domestic visitors show comparisons between 2022+23 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, only 2018+19 and 2023 has been provided for international visitors.

It is recommended by Tourism WA that the visitation statistics in this fact sheet are used in conjunction with other information sources that you have access to. This might include population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

Methodology and definition changes are made to both the IVS and the NVS from time to time. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see [NVS Methodology](#) or [IVS Methodology](#) on Tourism Research Australia's website and the [Changing Visitor Spend](#) factsheet on Tourism WA's website.

Sample Size

Market	2019	2020	2021	2022	2023
Intrastate	975	683	809	864	557
Interstate	603	165	212	349	336
Domestic	1,578	848	1,021	1,213	893
International	5,379	6,523	8,745	57,120	3,299

Note: Data has not been provided where the Sample Size is less than 40

Definitions

Domestic Visitors (Intrastate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

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

Source

Tourism Research Australia, International and National Visitor Surveys, 2023. Local Government Areas included to make up Perth Metropolitan Region: City of Armadale, Town of Bassendean, City of Bayswater, City of Belmont, Town of Cambridge, City of Canning, Town of Claremont, City of Cockburn, Town of Cottesloe, Town of East Fremantle, City of Fremantle, City of Gosnells, City of Joondalup, City of Kalamunda, City of Kwinana, City of Melville, Town of Mosman Park, Shire of Mundaring, City of Nedlands, Shire of Peppermint Grove, City of Perth, City of Rockingham, City of South Perth, City of Stirling, City of Subiaco, City of Swan, Town of Victoria Park, City of Vincent, City of Wanneroo