

Destination Perth

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024

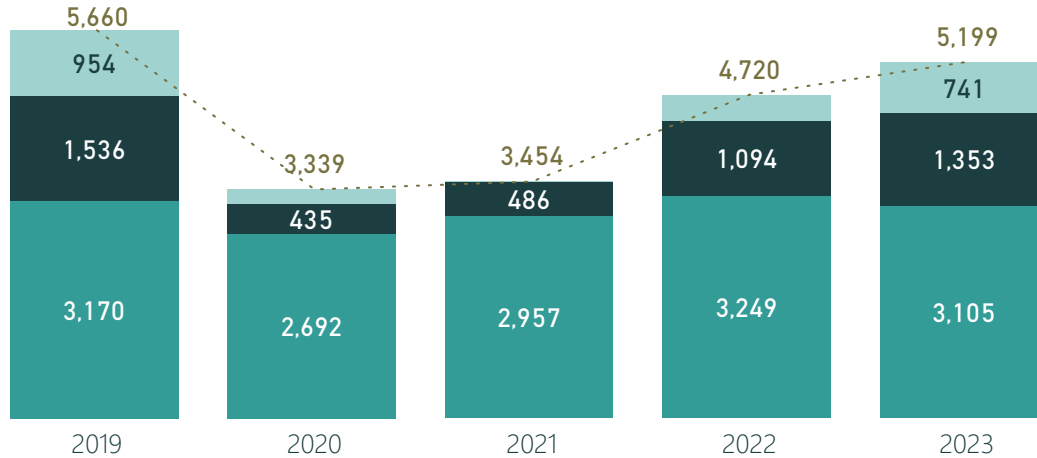


Overnight Visitor Summary 2023 - Destination Perth

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

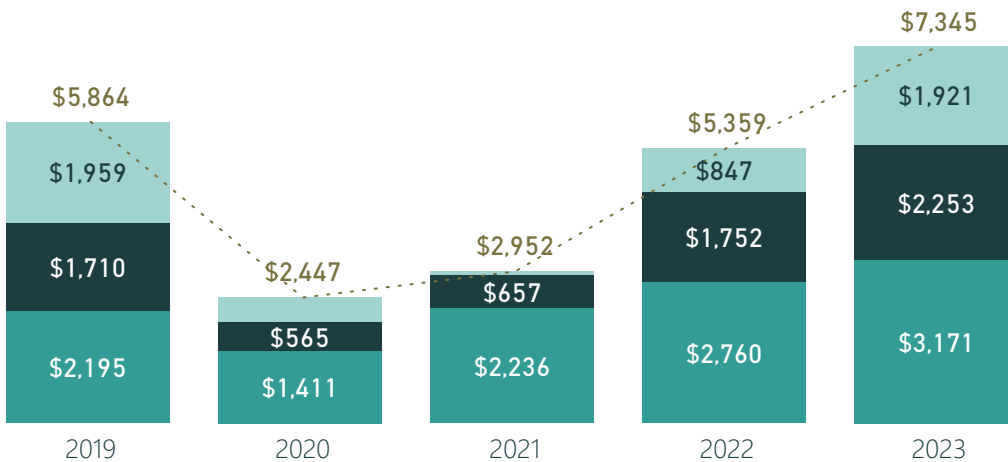
Overnight Visitors (000)

● Intrastate ● Interstate ● International Total Overnight Visitors



Overnight Visitors Spend (\$ millions)

● Intrastate ● Interstate ● International Total Overnight Spend







Overnight Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ million)
5,199	37,284	\$7,345
2023	2023	2023

Share of Overnight Visitors - change vs. pre-COVID

● Intrastate ● Interstate ● International



Overnight Visitor Metrics 2023

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate	2.7 Days	\$1,021	\$382
Interstate	5.3 Days	\$1,665	\$316
International	29.5 Days	\$2,592	\$88
 Total Domestic + International	7.2 Days	\$1,413	\$197

Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

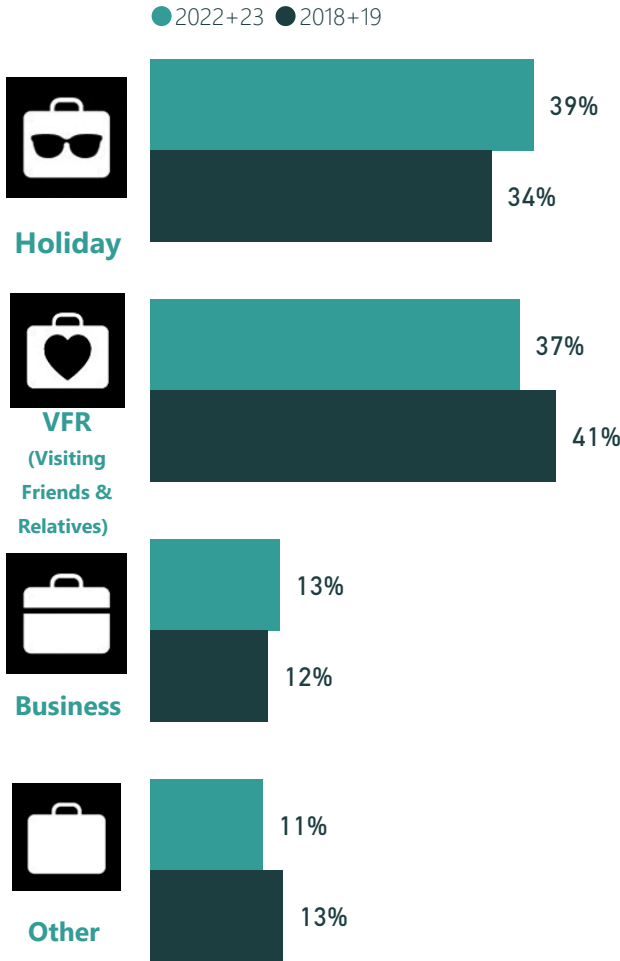
Intrastate Overnight Visitor Details - Destination Perth

2022+23 vs. 2018+19

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

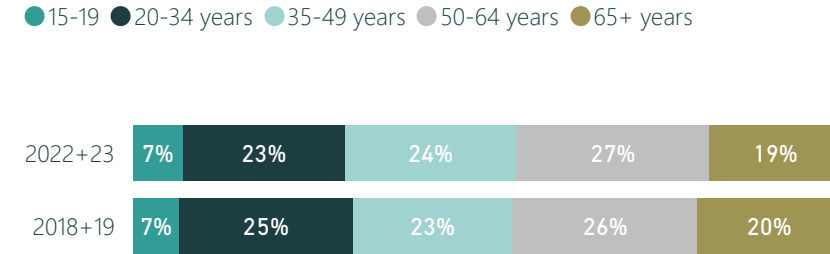
Overnight Visitors (000)	Total Visitor Nights (000)
3,105	8,303
2023	2023

Purpose of Travel

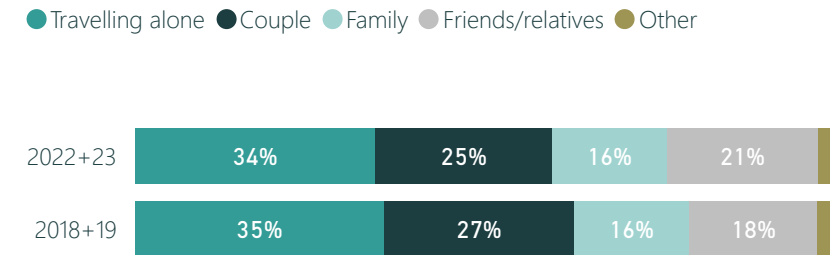


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

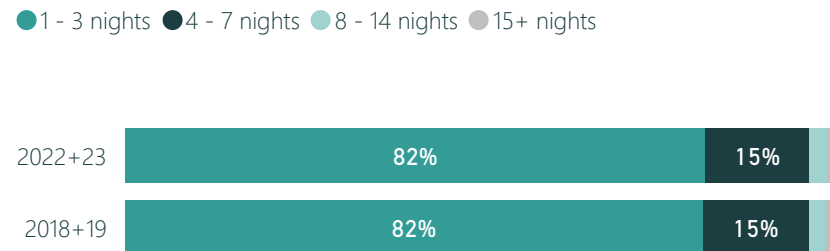
Age



Travel Party



Length of Stay in Region

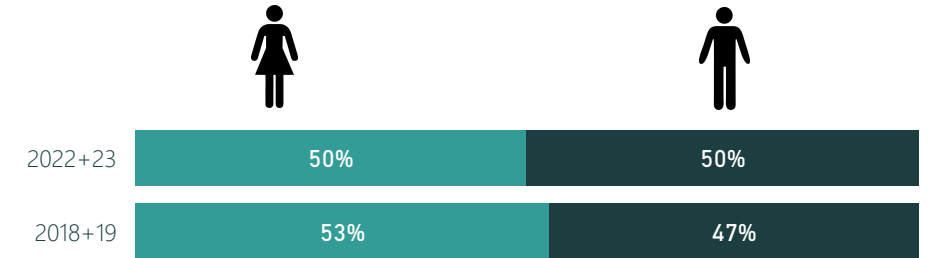


Top 3 Home Local Government Area (LGA)



LGA	2018+19	2022+23
Bunbury	6%	4%
Mandurah	5%	5%
Busselton	5%	4%

Gender



Definition

Domestic Visitors (Intrastate): Western 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.

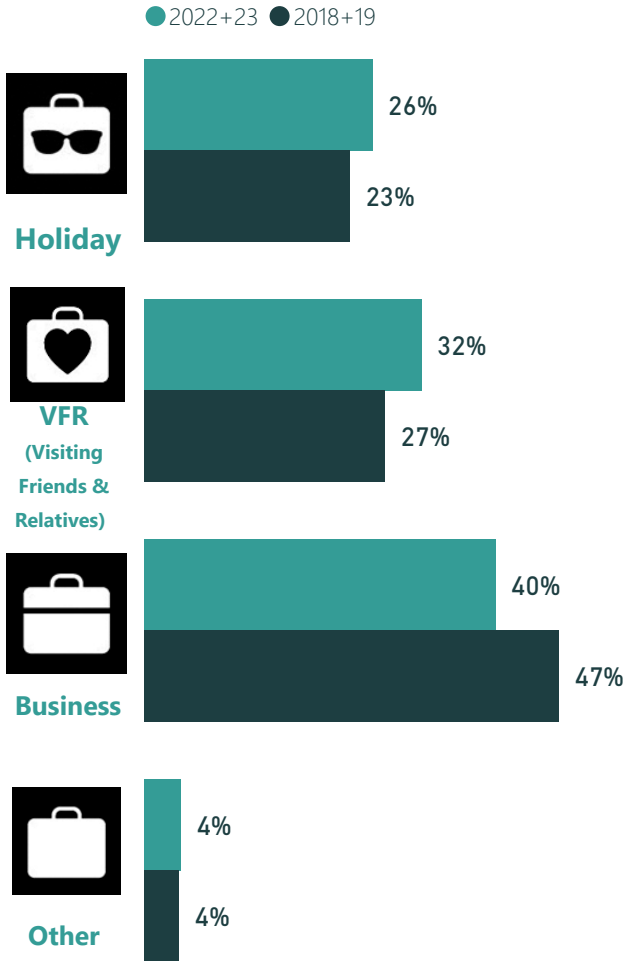
Interstate Overnight Visitor Details - Destination Perth

2022+23 vs. 2018+19

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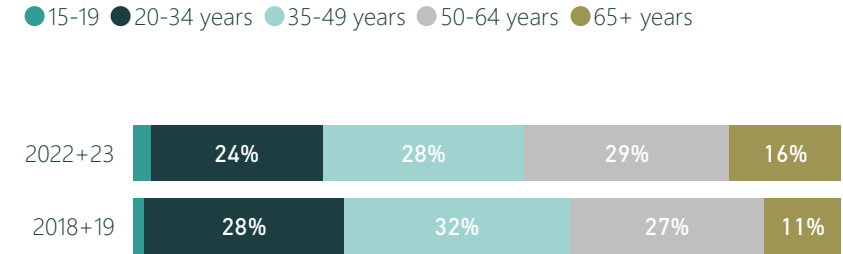


Purpose of Travel

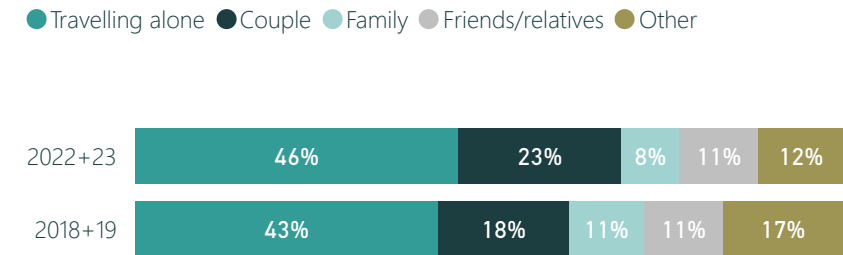


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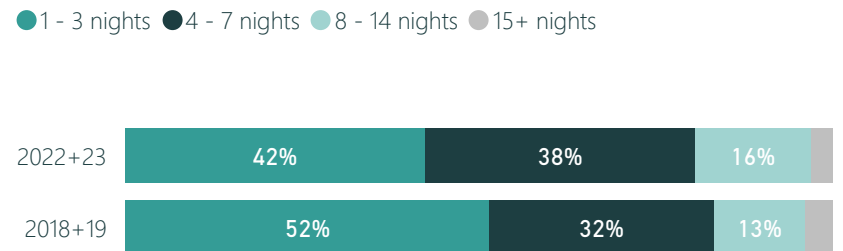
Age



Travel Party



Length of Stay in Region



Top 3 Home State/Territory



	2018+19	2022+23
Victoria	34%	31%
New South Wales	31%	29%
Queensland	16%	21%

Gender



Definition

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.

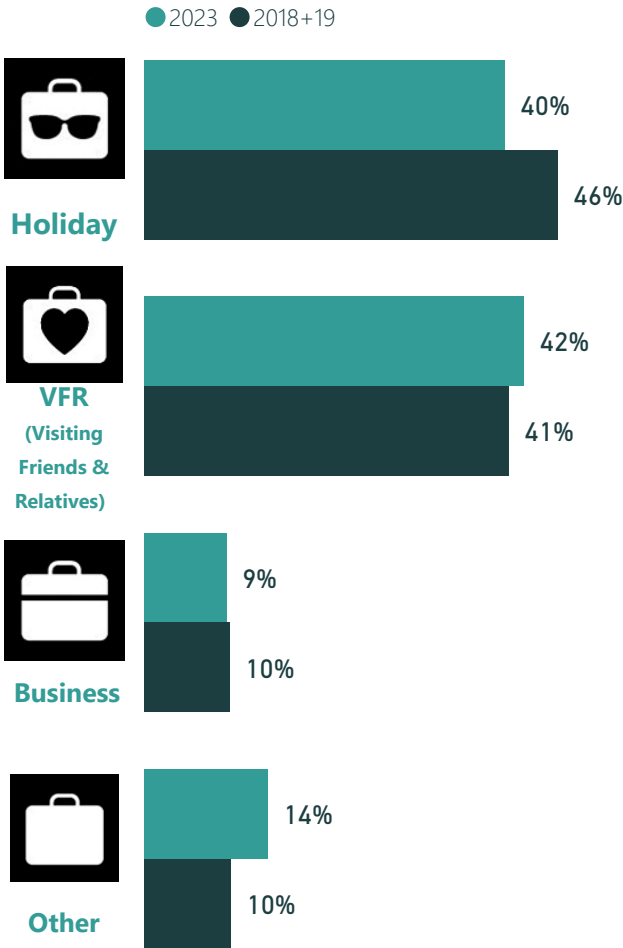
International Overnight Visitor Details - Destination Perth

2023 vs. 2018+19

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

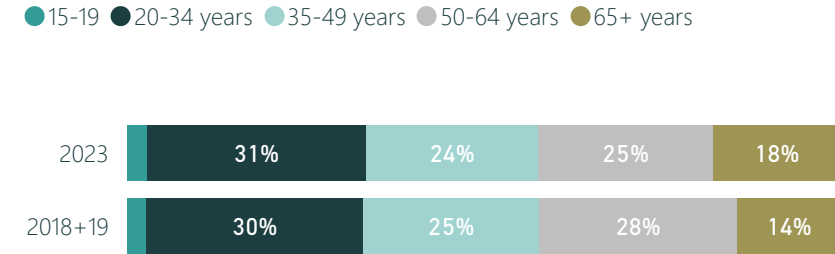
Overnight Visitors (000)	Total Visitor Nights (000)
741	21,845
2023	2023

Purpose of Travel

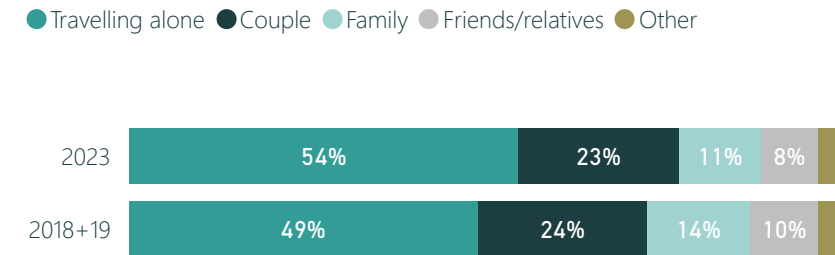


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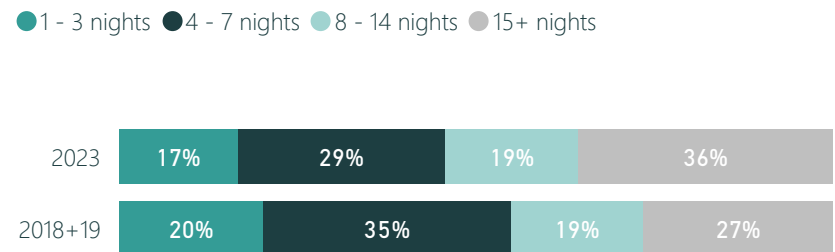
Age



Travel Party



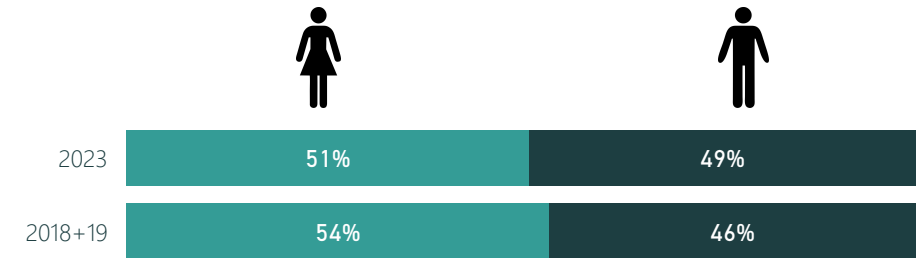
Length of Stay in Region



Top 3 Home Country

Home Country	2018+19	2023
United Kingdom	15%	14%
Singapore	11%	12%
Malaysia	11%	6%

Gender



Definition

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.

Overnight Visitor Details - Destination Perth


2022+23 (2023 international) vs. 2018+19

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

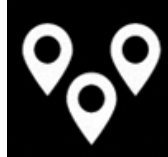
Top 3 accommodation (% of nights) - Intrastate

	2018+19	2022+23
 Friends or relatives property	57%	42%
Hotel/resort/motel or motor Inn	14%	22%
Rented house/apartment/flat or unit	8%	6%

Top 3 activities - Intrastate

	2018+19	2022+23
 Eat out / dine at a restaurant and/or cafe	54%	49%
Visit friends & relatives	56%	40%
Go shopping for pleasure	22%	20%


Top 3 Local Government Areas (LGA's) visited - Intrastate

	2018+19	2022+23
 Perth	29%	31%
Mandurah	12%	12%
Murray	4%	5%

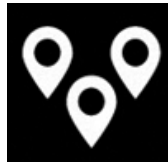
Top 3 accommodation (% of nights) - Interstate

	2018+19	2022+23
 Friends or relatives property	43%	43%
Hotel/resort/motel or motor Inn	37%	43%
Rented house/apartment/flat or unit	8%	8%


Top 3 activities - Interstate

	2018+19	2022+23
 Eat out / dine at a restaurant and/or cafe	78%	79%
Visit friends & relatives	38%	35%
Go to the beach	26%	29%


Top 3 Local Government Areas (LGA's) visited - Interstate

	2018+19	2022+23
 Perth	70%	70%
Fremantle	7%	10%
Stirling	4%	3%

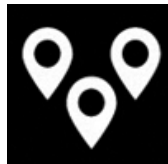
Top 3 accommodation (% of nights) - International

	2018+19	2023
 Friends or relatives property	45%	43%
Rented house/apartment/flat or unit	27%	32%
Hotel/resort/motel or motor Inn	9%	12%

Top 3 activities - International*

	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%

Top 3 Local Government Areas (LGA's) - International

	2018+19	2023
 Perth	50%	51%
Fremantle	8%	7%
Stirling	6%	6%

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

Visitor Factsheet - Further Information

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



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 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	1,333	993	1,147	1,153	789
Interstate	614	170	215	353	344
Domestic	1,947	1,163	1,362	1,506	1,133
International	5,493	6,552	8,746	58,353	3,364

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, National and International Visitor Surveys, 2023