

Overnight Visitor Factsheet 2019 - Destination Perth

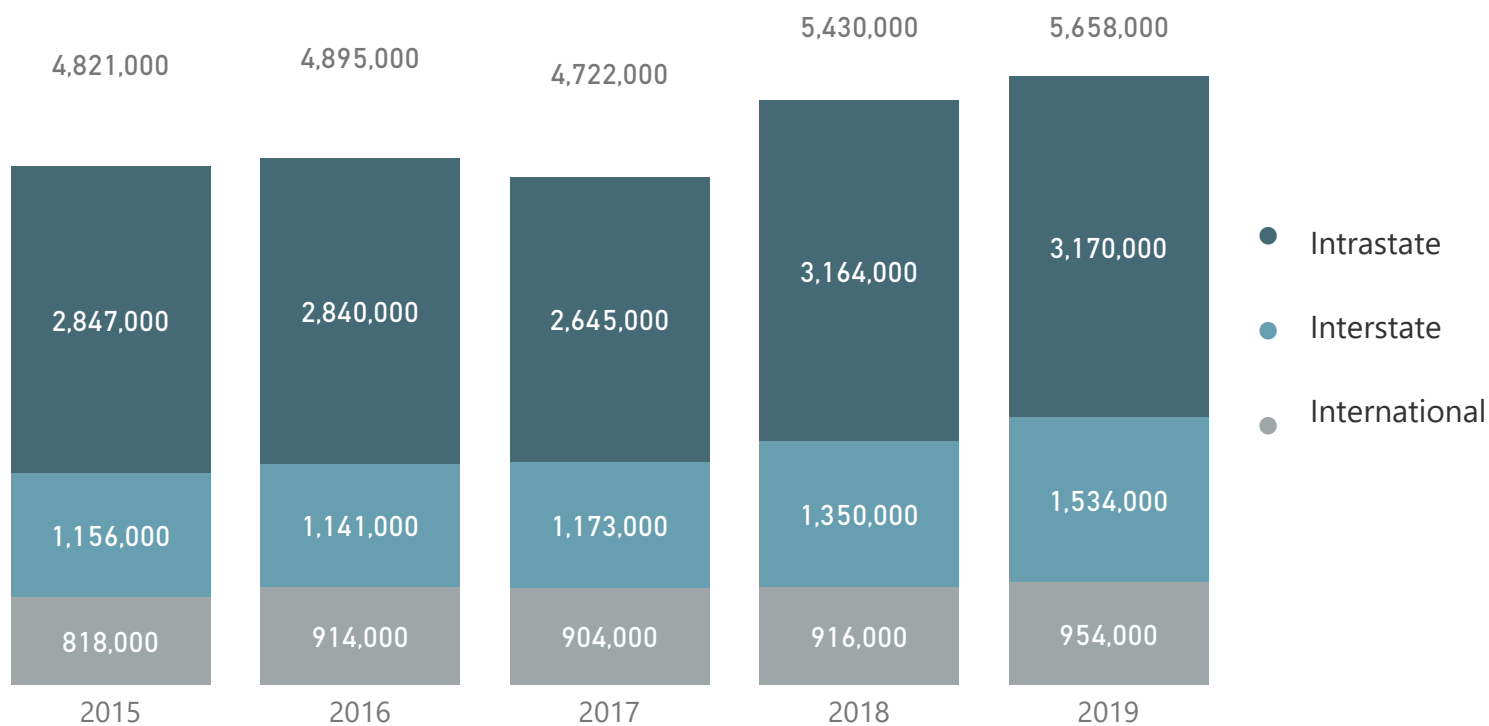
Prepared by Tourism WA Strategy and Research
June 2020



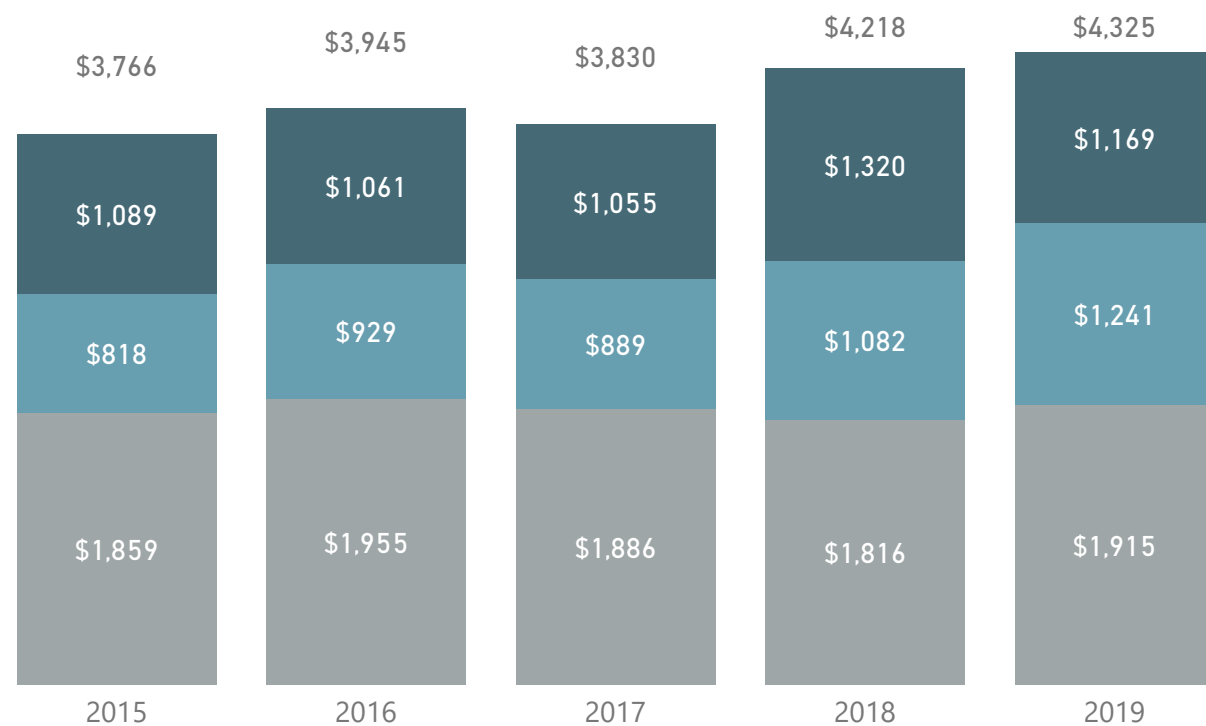
Overnight Visitor Summary 2019 - Destination Perth

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

Overnight Visitors

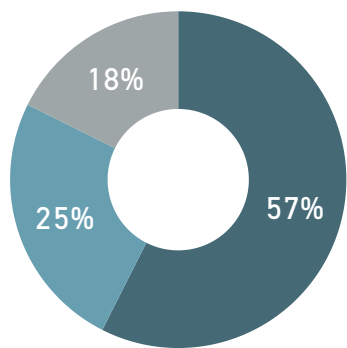


Overnight Visitor Spend (\$ millions)



Visitors by Market

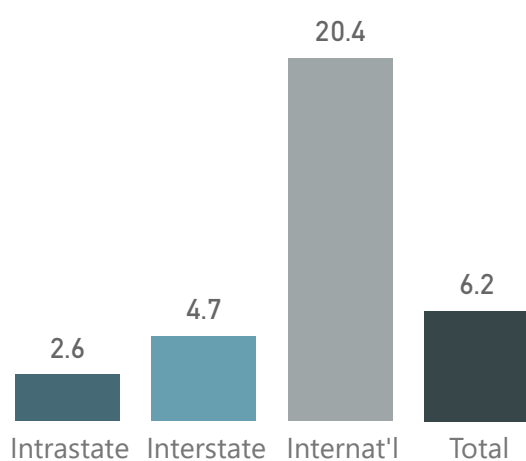
Three Year Average - 2017/18/19



Market ● Intrastate ● Interstate ● International

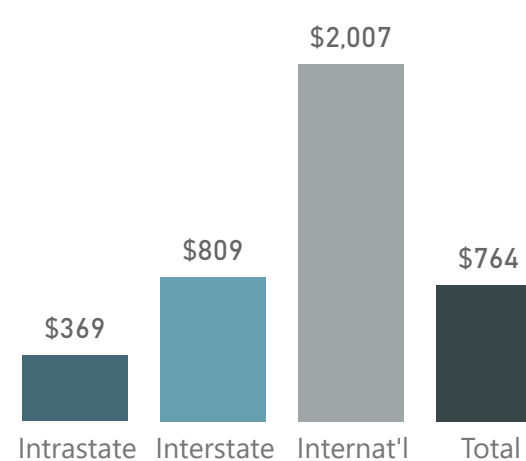
Average length of stay (nights)

Three Year Average - 2017/18/19



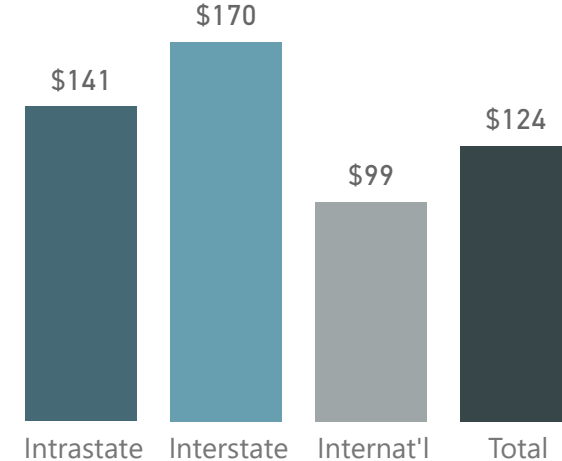
Average trip spend

Three Year Average - 2017/18/19



Average daily spend

Three Year Average - 2017/18/19



Intrastate Overnight Visitor Details - Destination Perth

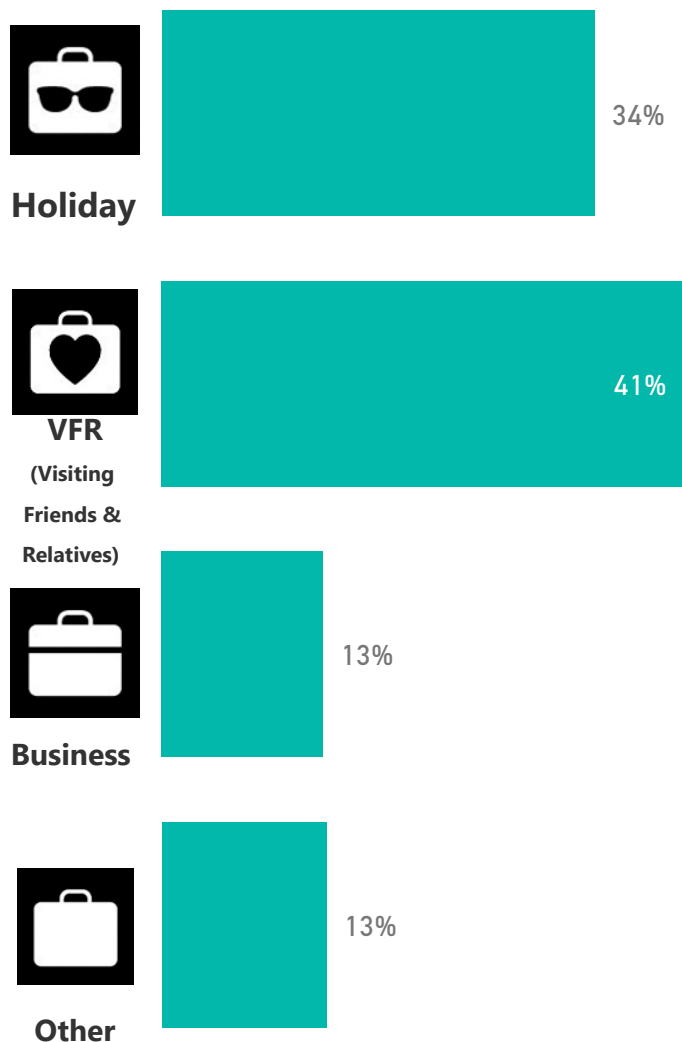
Three Year Average - 2017/18/19

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

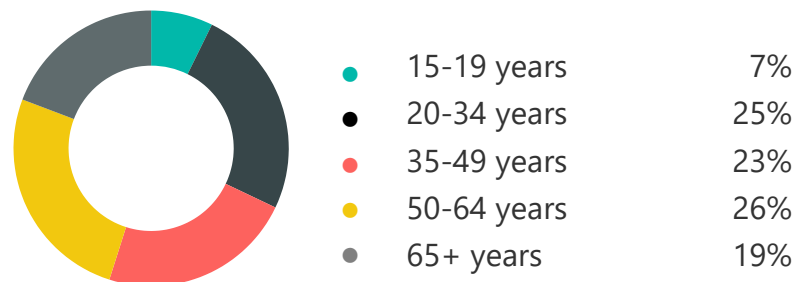
Intrastate Visitors
(Average Annual 2017-19)
2,993,000

Intrastate Spend (Average
Annual 2017-19)
\$1,181M

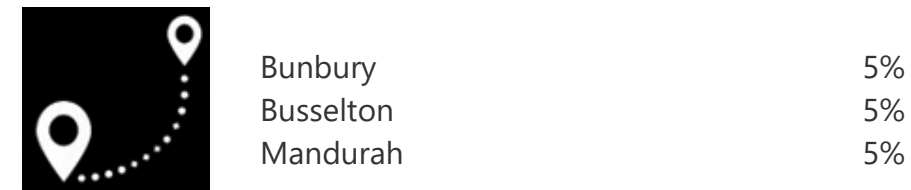
Purpose of Travel



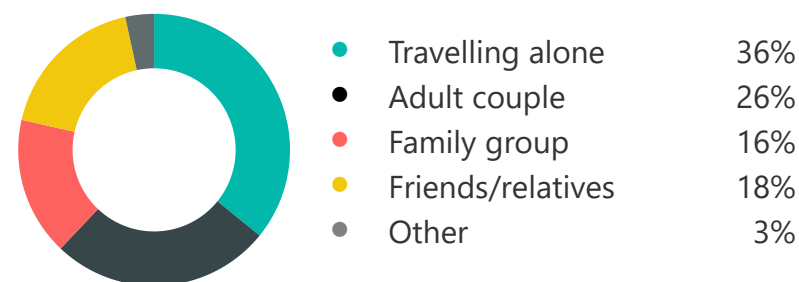
Age



Top 3 Home Local Government Area (LGA)



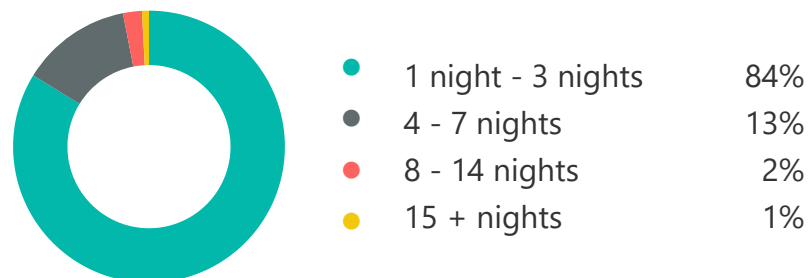
Travel Party



Gender



Length of Stay



Definitions

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.

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

Interstate Overnight Visitor Details - Destination Perth

Three Year Average - 2017/18/19

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

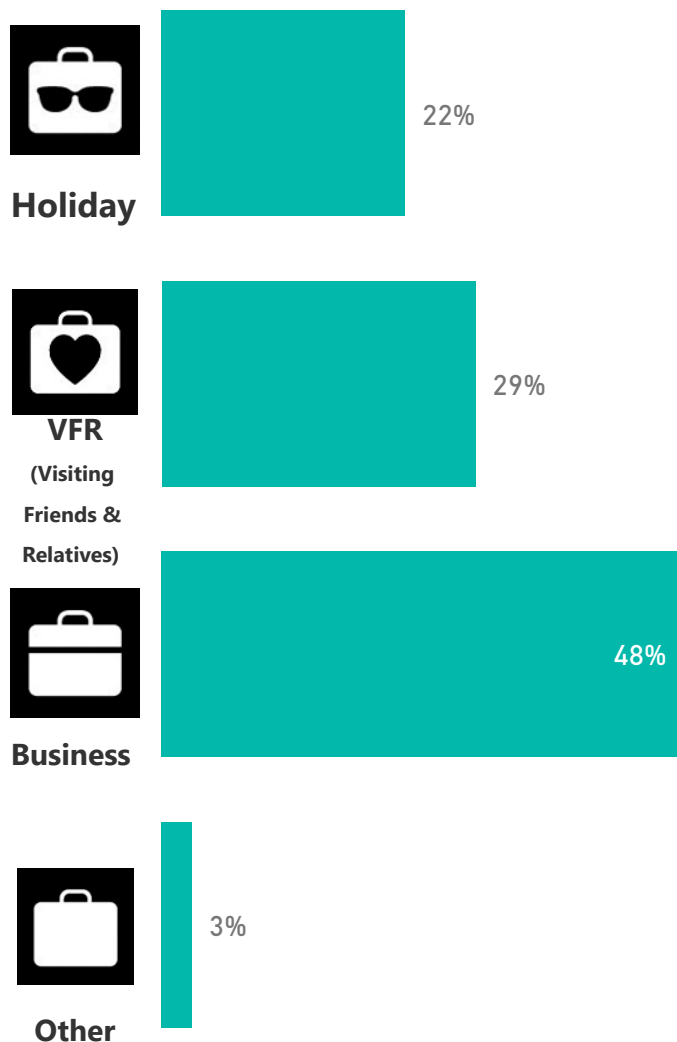
Interstate Visitors
(Average Annual 2017-19)

1,353,000

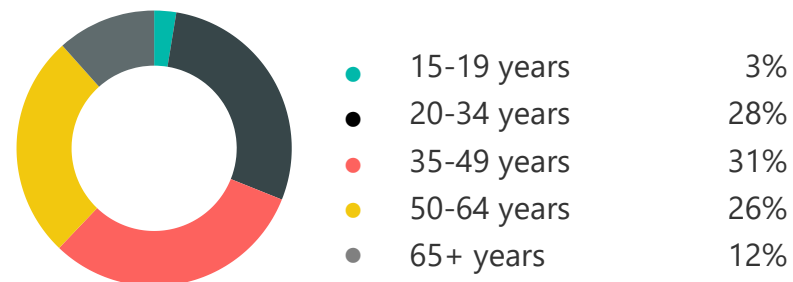
Interstate Spend (Average
Annual 2017-19)

\$1,070M

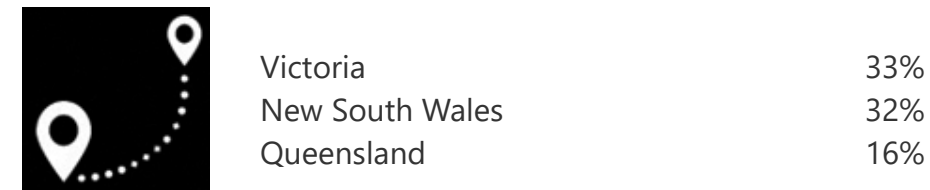
Purpose of Travel



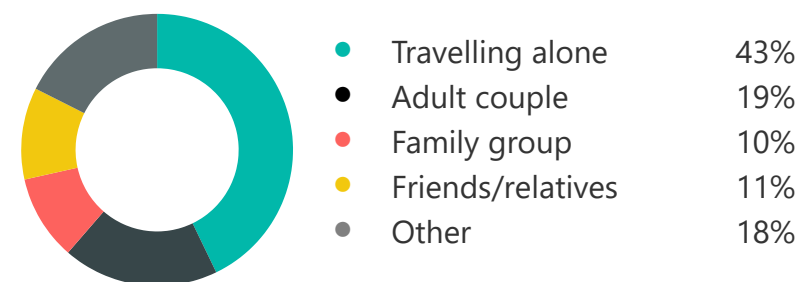
Age



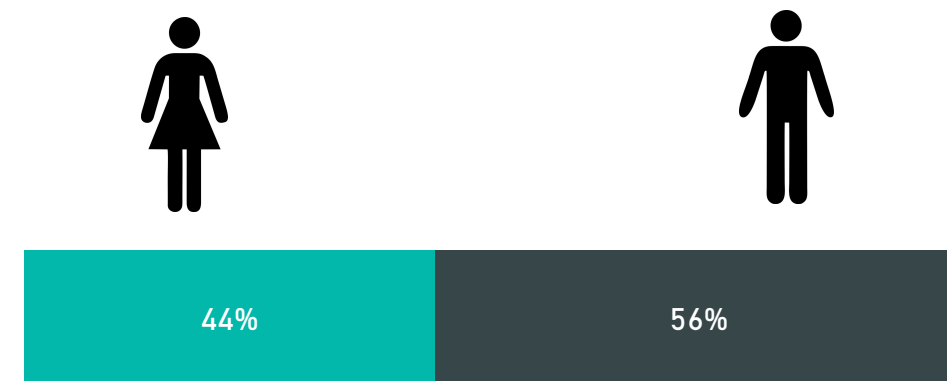
Top 3 Home State/Territory



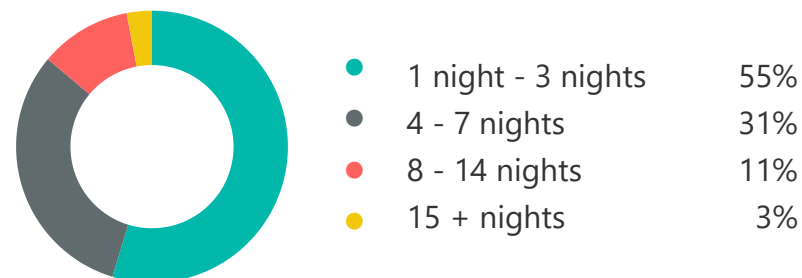
Travel Party



Gender



Length of Stay



Definitions

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

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

International Overnight Visitor Details - Destination Perth

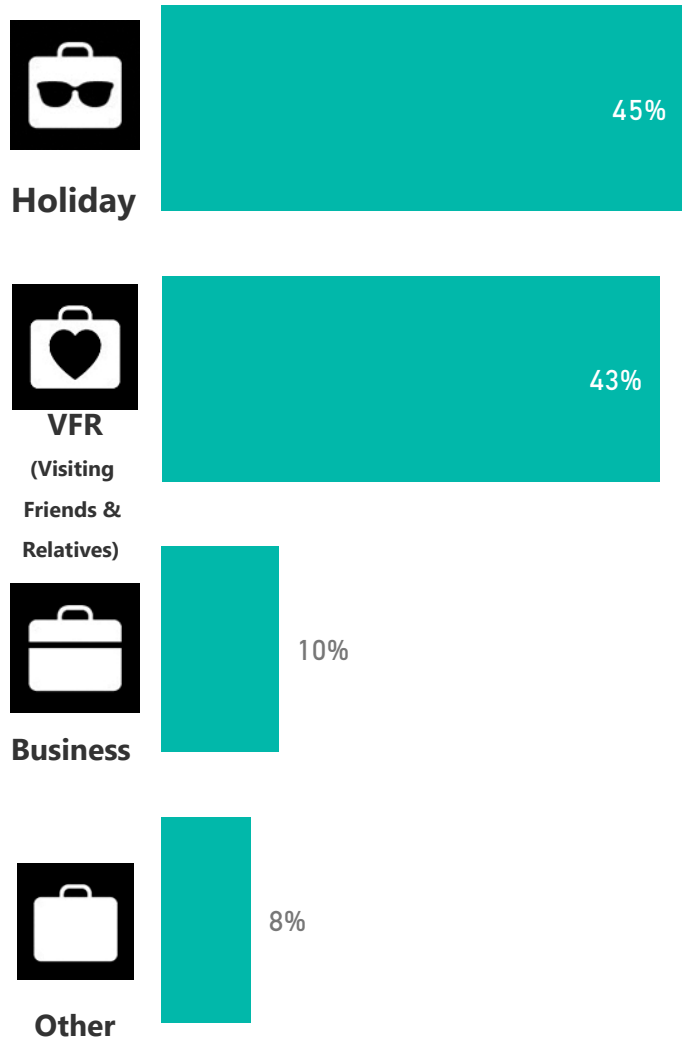
Three Year Average - 2017/18/19

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

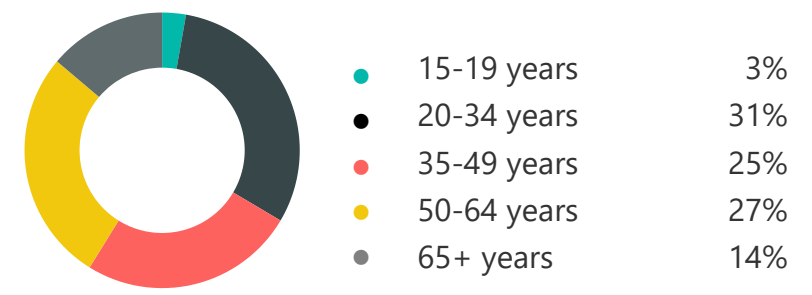
International Visitors
(Average Annual 2017-19)
925,000

International Spend
(Average Annual 2017-19)
\$1,872M

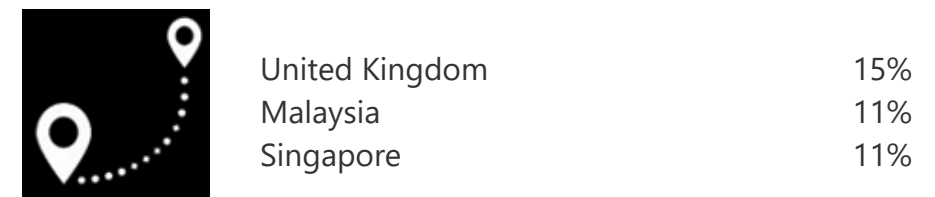
Purpose of Travel



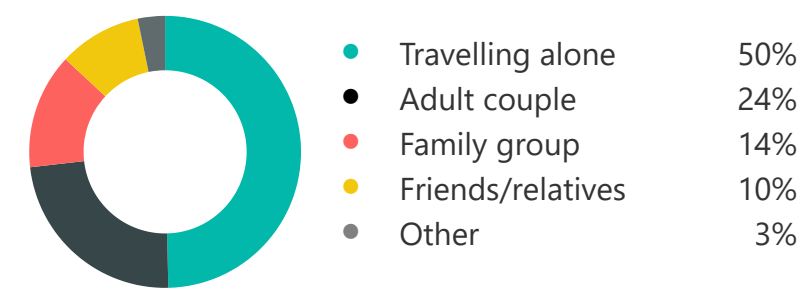
Age



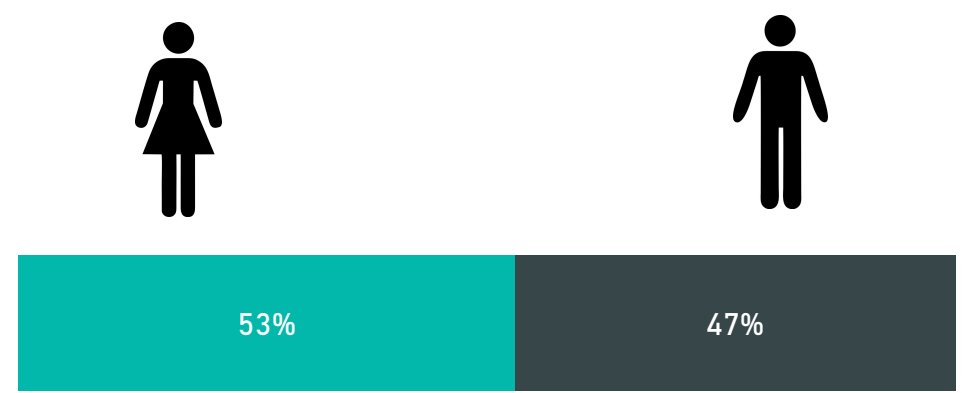
Top 3 International Markets



Travel Party



Gender



Length of Stay



Definitions

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.


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

Travel behaviours of visitors to Destination Perth


Three Year Average - 2017/18/19

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


Top 3 accommodation (% of nights) - Intrastate

	Friends or relatives property	55%
	Hotel/resort/motel or motor Inn	15%
	Rented house/apartment/flat or unit	7%


Top 3 accommodation (% of nights) - Interstate

	Friends or relatives property	45%
	Hotel/resort/motel or motor Inn	38%
	Rented house/apartment/flat or unit	8%


Top 3 accommodation (% of nights) - International

	Friends or relatives property	45%
	Rented house/apartment/flat or unit	29%
	Hotel/resort/motel or motor Inn	8%

Top 3 leisure activities during trip - Intrastate


	Visit friends & relatives	57%
	Eat out at a restaurant / cafe	54%
	Go shopping for pleasure	22%

Top 3 leisure activities during trip - Interstate


	Eat out at a restaurant / cafe	77%
	Visit friends & relatives	39%
	Sightseeing/looking around	28%

Top 3 leisure activities during trip - International*

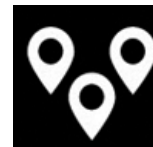
*International visitors may have undertaken the activity in the region or elsewhere in Australia

	Eat out at a restaurant / cafe	93%
	Go shopping for pleasure	79%
	Sightseeing/looking around	73%


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

	Perth	27%
	Mandurah	12%
	Murray	4%

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

	Perth	67%
	Fremantle	8%
	Stirling	4%

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

	Perth	49%
	Fremantle	7%
	Stirling	6%

Visitor Factsheet - Further Information



Important Note

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

To increase the sample size and hence improve the reliability of the data, estimates in this document are based on an average of the past three calendar years (2017, 2018 and 2019).

Interstate estimates are based on smaller sample sizes than either the intrastate or international measures, and can fluctuate significantly.

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.

Since 2018, changes have been made to both the IVS and the NVS. 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.

Sample

Market	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
International	16,586	2.0%	4.3%
Intrastate	4,628	3.7%	6.8%
Interstate	1,625	5.4%	7.2%

Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50% (highlighted in red)

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, 2019