

DESTINATION PERTH

DESTINATION PERTH INSIGHTS HUB FAQ

Who is Localis?

Localis is an innovative organisation dedicated to transforming the data landscape for government authorities, DMOs (Destination Marketing Organisations), and operators. With a strong focus on advanced technologies and cutting-edge data solutions, Localis aims to reshape the way these entities operate.

Where does the data come from?

By using a combination of 1st, 2nd and 3rd party data, Localis is able to reveal incredibly deep and granular insights into your target audience, your destination, and your competitors quickly and cost effectively.

What are the key features?

The Perth Insights Hub brings together multiple data sources to provide a comprehensive view of tourism performance and visitor activity across the Destination Perth region.

- **Regional and local filters** - filter all available data by tourism region or Local Government Area (LGA) for a more targeted analysis relevant to your business or location.
- **Visitation data** - understand where visitors to the Perth region are travelling from, identify strong and emerging markets, and use these insights to inform marketing campaigns and partnerships.
- **Accommodation data** - view detailed monthly accommodation insights, including average daily rate (ADR), booking and reservation window trends and historical occupancy data dating back to 2019.
- **Future occupancy** - access forward-looking occupancy data to help forecast demand, monitor key event and holiday periods, and plan pricing or promotional strategies.
- **Flight search data** - explore traveller interest in flying to Perth through search and trend data, highlighting when and where demand peaks occur and how they may influence visitation.

How often is the data updated?



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Data updates vary from providers, the core datasets are updated as follows:

- Accommodation demand: Weekly
- Accommodation supply: 16-18 days after most recent complete month
- Mobility data: Fortnightly
- Flight data: Weekly
- Spend: 3-4 weeks after most recent complete month

Does the spend/purchase data have an “origination” of spend?

Yes, the Transaction Data that Localis provides breaks down to an SA3 which is roughly 30,000 and 100,00 people.

Does that include international origination of spend?

International Data is not currently included in the Insights Hub, however if there is a demand for the data we can add the data in the coming months.

Who has access to the Insight Hub?

For the 2025/26 FY access to the Perth Insights Hub is provided in line with Destination Perth's current membership inclusions:

- **Partner, Associate, Platinum and Gold Members** – full access at no additional cost
- **Silver Members** – No access, must upgrade to Gold or Platinum Membership to have access to the platform.

Is more data available?

For more data above what is included a Professional Membership with Localis is available at an additional cost – please contact the team at team@localis.co for more information on how to access this and pay directly with Localis.

How do I access the platform?

Partner, Associate, Platinum and Gold Members can follow the onboarding procedure to sign up to the platform. If you have created a login previously, and the forgot password action does not work, please contact team@localis.co for assistance.

