

DESTINATION
PERTH



Destination Perth - Monthly Report

September 2025

Data Sources

The accommodation data in this report is sourced from various sharing economy platforms in the Destination Perth Region, such as AirBNB, Booking.com, Tripadvisor and Stayz. The accommodation supply from these booking platforms is **7,318 unique listings**, providing an estimated capacity of **30,022 visitors**. Note the capacity excludes some operators who may not advertise on these platforms.

Mobility data is sourced from millions of opt in anonymous devices around Australia who have elected to share their location data via applications.

Disclaimer: Occupancy data in this report has been affected by a recent change in the way active listings are calculated, which may result in variations compared to previous reporting periods. It should also be noted that this report uses data sources different to those used by Tourism Western Australia (TWA), and therefore figures may not be directly comparable with those published by TWA.

While Localis endeavours to ensure the methodologies and data used in this report are best practice and as accurate as possible, it is agreed and understood that the client accepts sole responsibility for how the data is used. Localis accepts no responsibility for any loss incurred as a result of using this data.

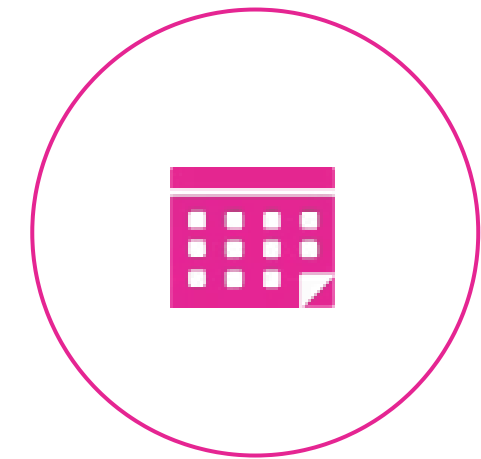
Key Points from September 2025



September 2025, had approximately 310,654 overnight visitors which is a increase of 22% compared to September 2024.



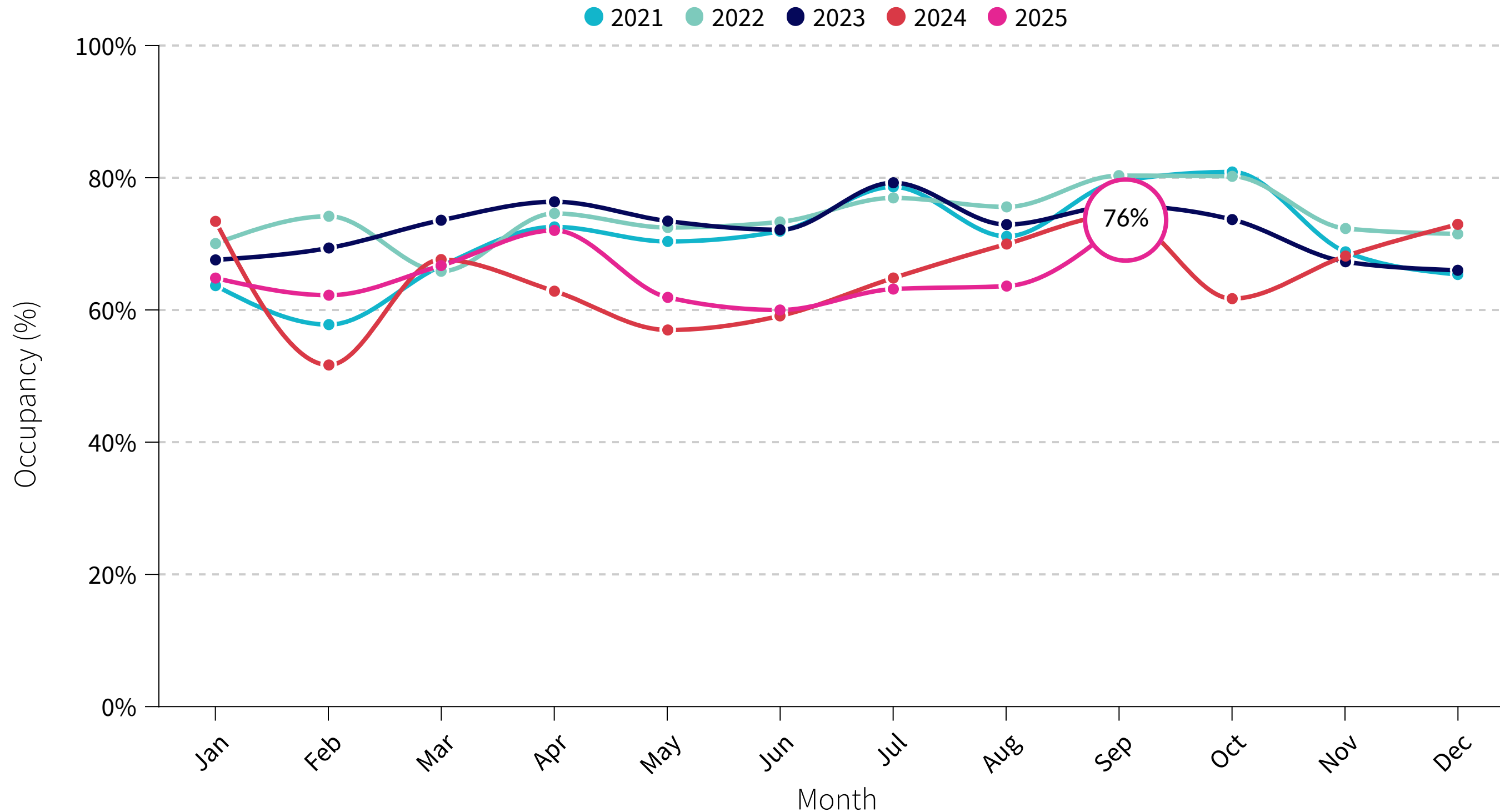
Length of stay in September 2025, was 4.8 days, a 11% decrease when compared to September 2024.



Future occupancy in Destination Perth trails 2024 for the coming month. In November the trend begins to shift upward, overtaking last year with major events like the Ashes, Metallica, and Doja Cat to draw large crowds.

Average Occupancy Rate - Avon Valley

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



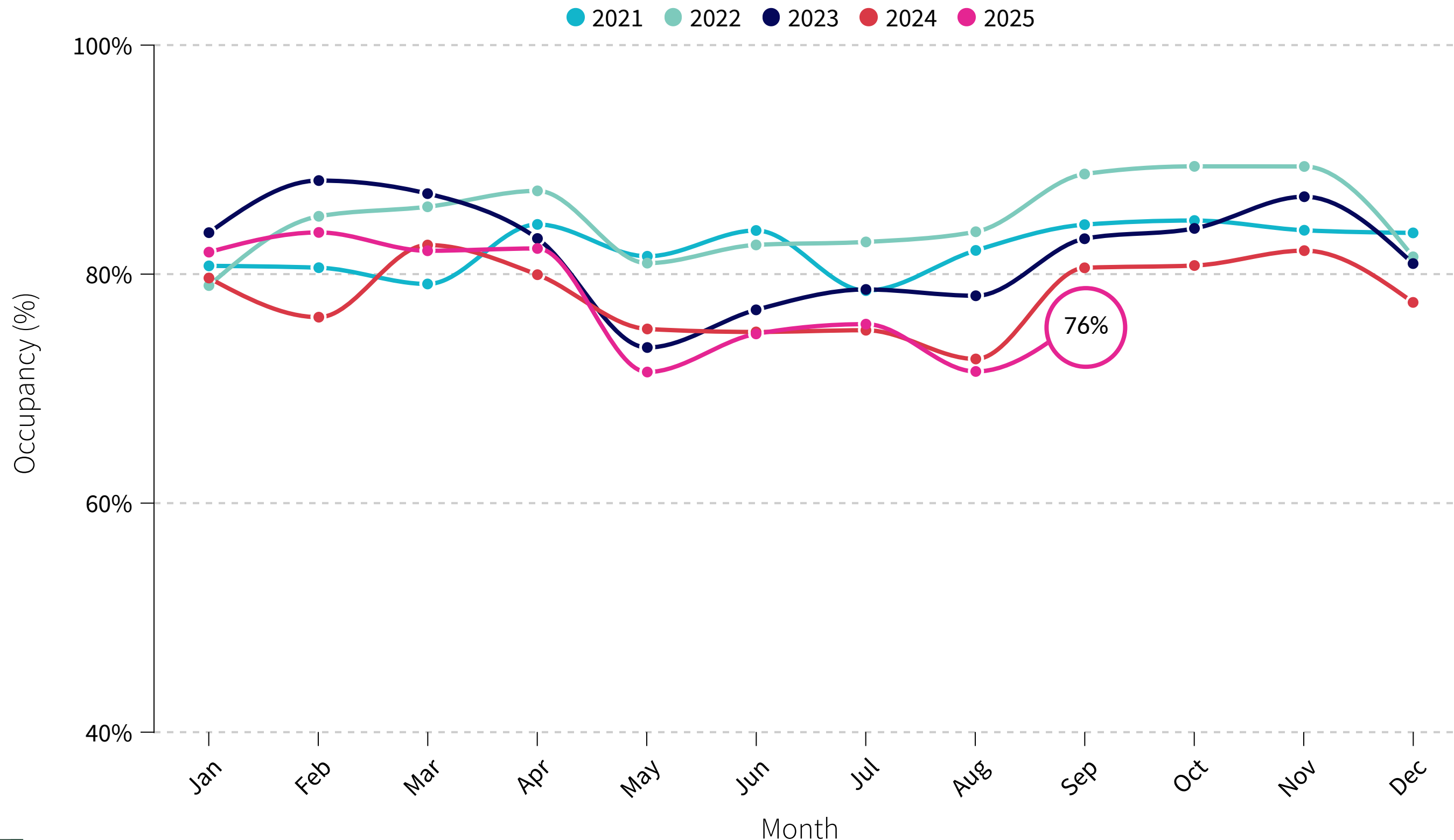
Accommodation Data

INSIGHT

Avon Valley Regions monthly average occupancy for September 2025, was 76%, a 1.5% decrease when compared to September 2024.

Average Occupancy Rate - Cockburn (Inc Rottnest Island)

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



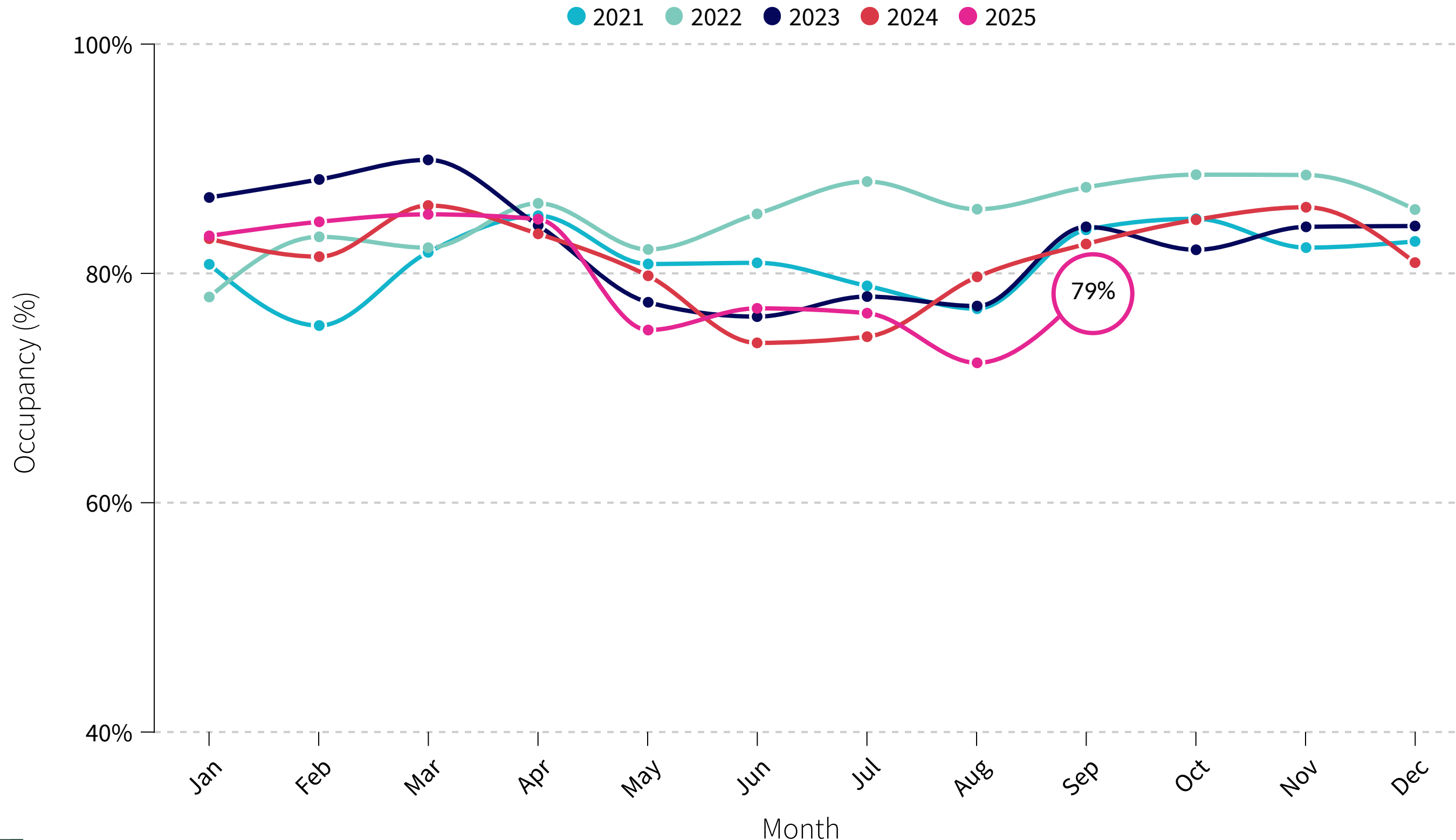
Accommodation Data

INSIGHT

Cockburn Regions monthly average occupancy for September 2025, was 76%, a 4.9% decrease when compared to September 2024.

Average Occupancy Rate - Fremantle

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



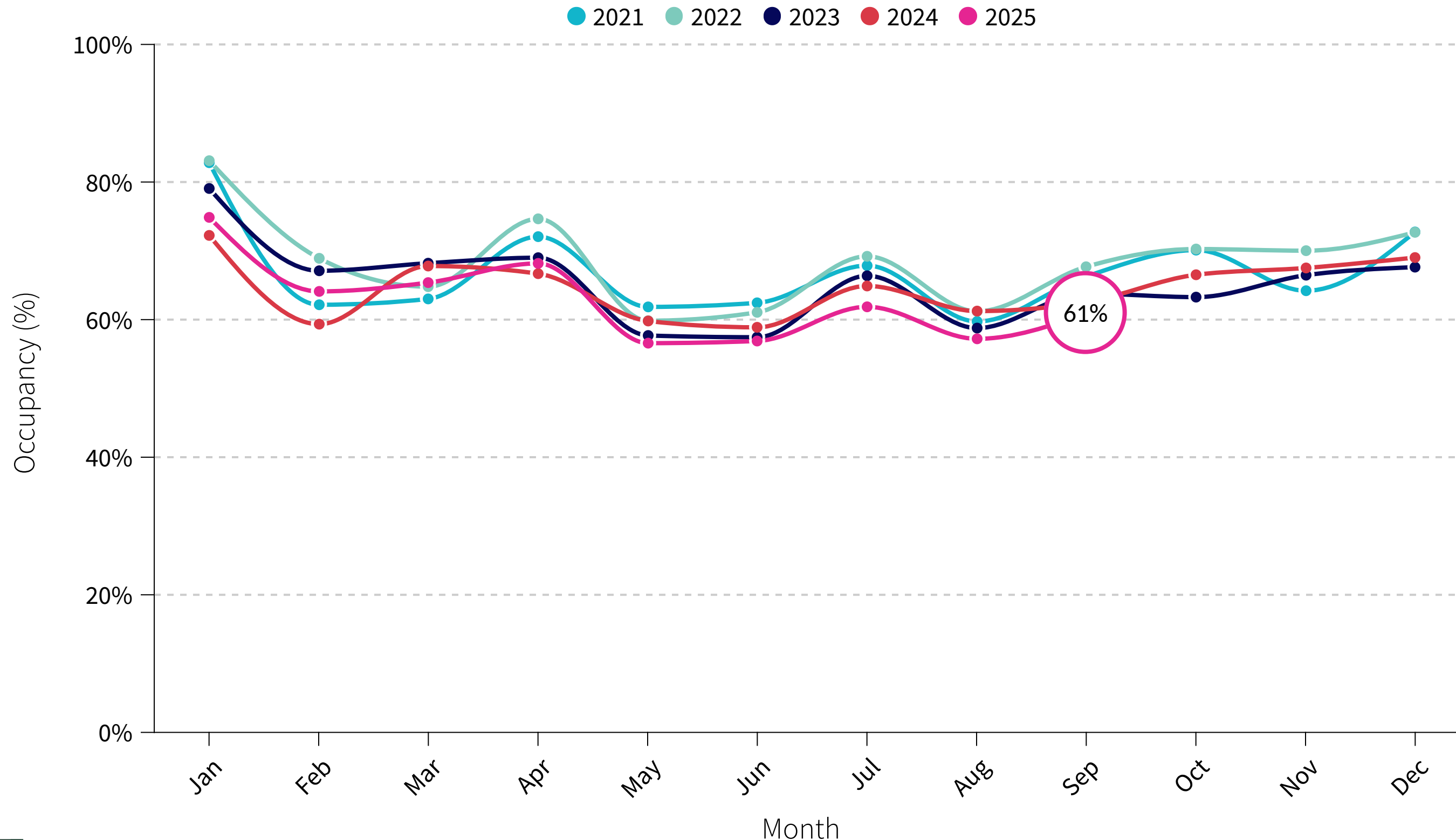
Accommodation Data

INSIGHT

Fremantle Regions monthly average occupancy for September 2025, was 79%, a 4.9% decrease compared to September 2024.

Average Occupancy Rate - Mandurah

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



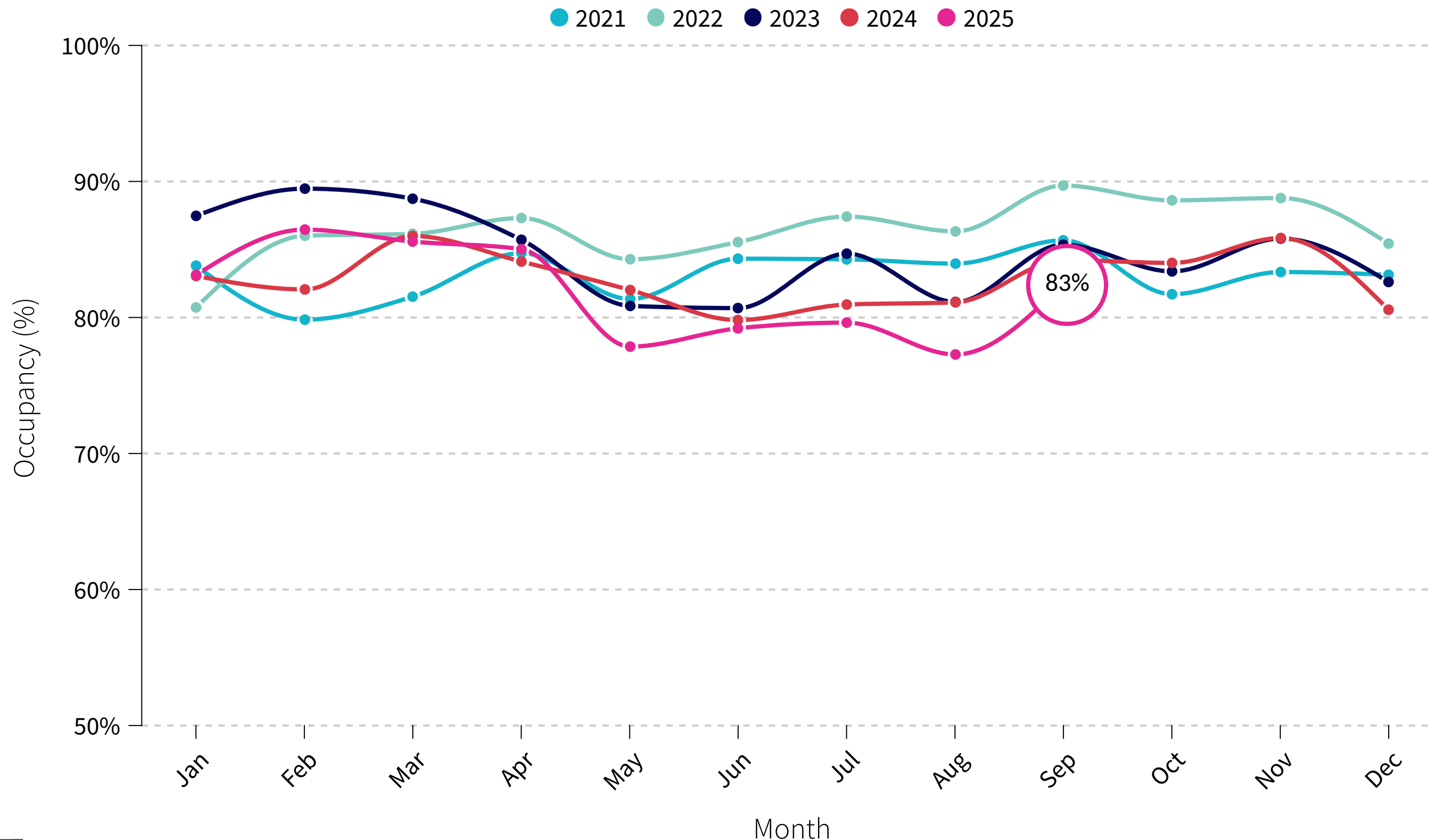
Accommodation Data

INSIGHT

Mandurah Regions monthly average occupancy for September 2025, was 61%, a 2.7% decrease when compared to September 2024.

Average Occupancy Rate - Perth City

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



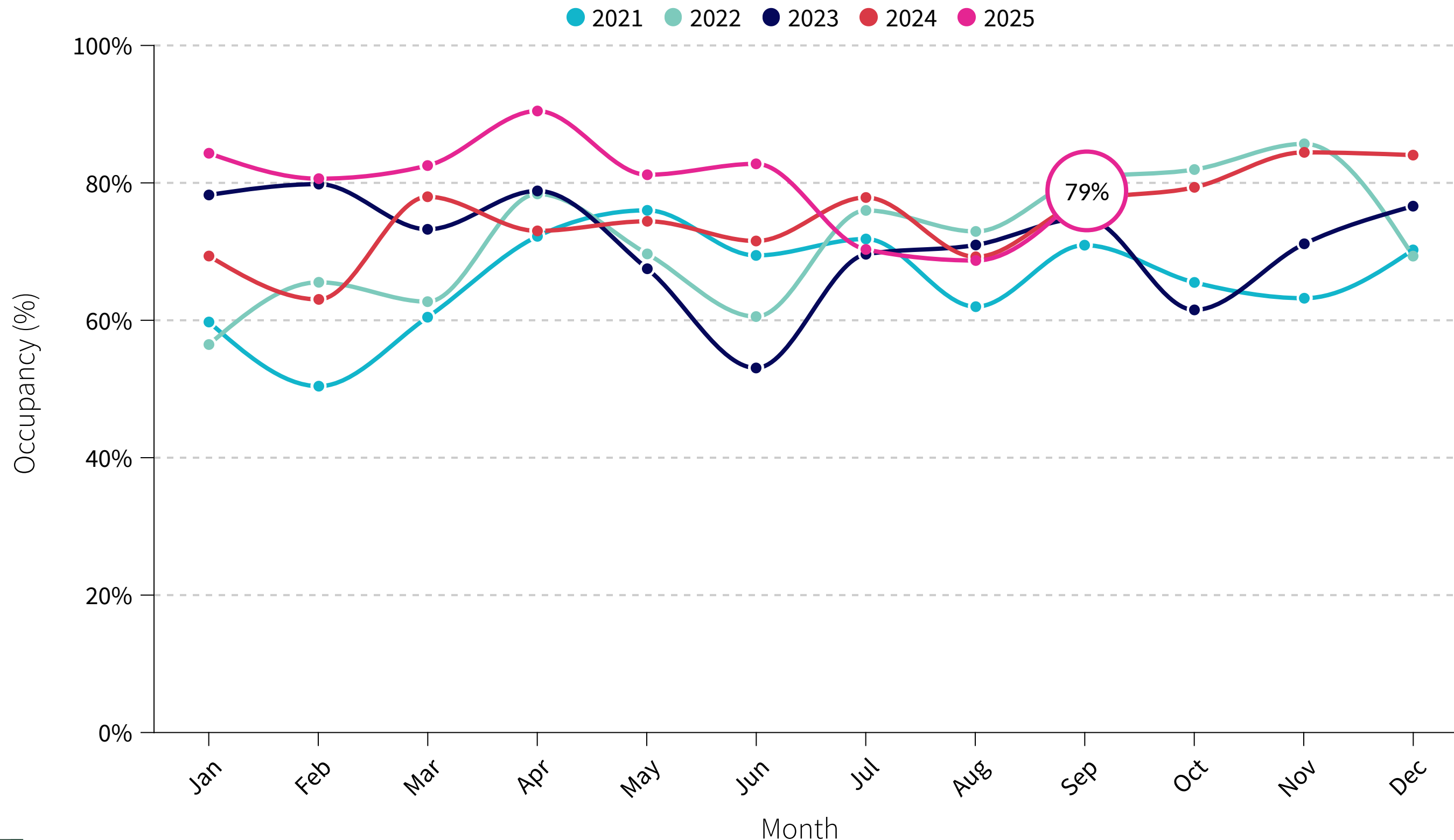
Accommodation Data

INSIGHT

Perth City monthly average occupancy for September 2025, was 83%, a 1% decrease compared to September 2024.

Average Occupancy Rate - Perth Hills

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



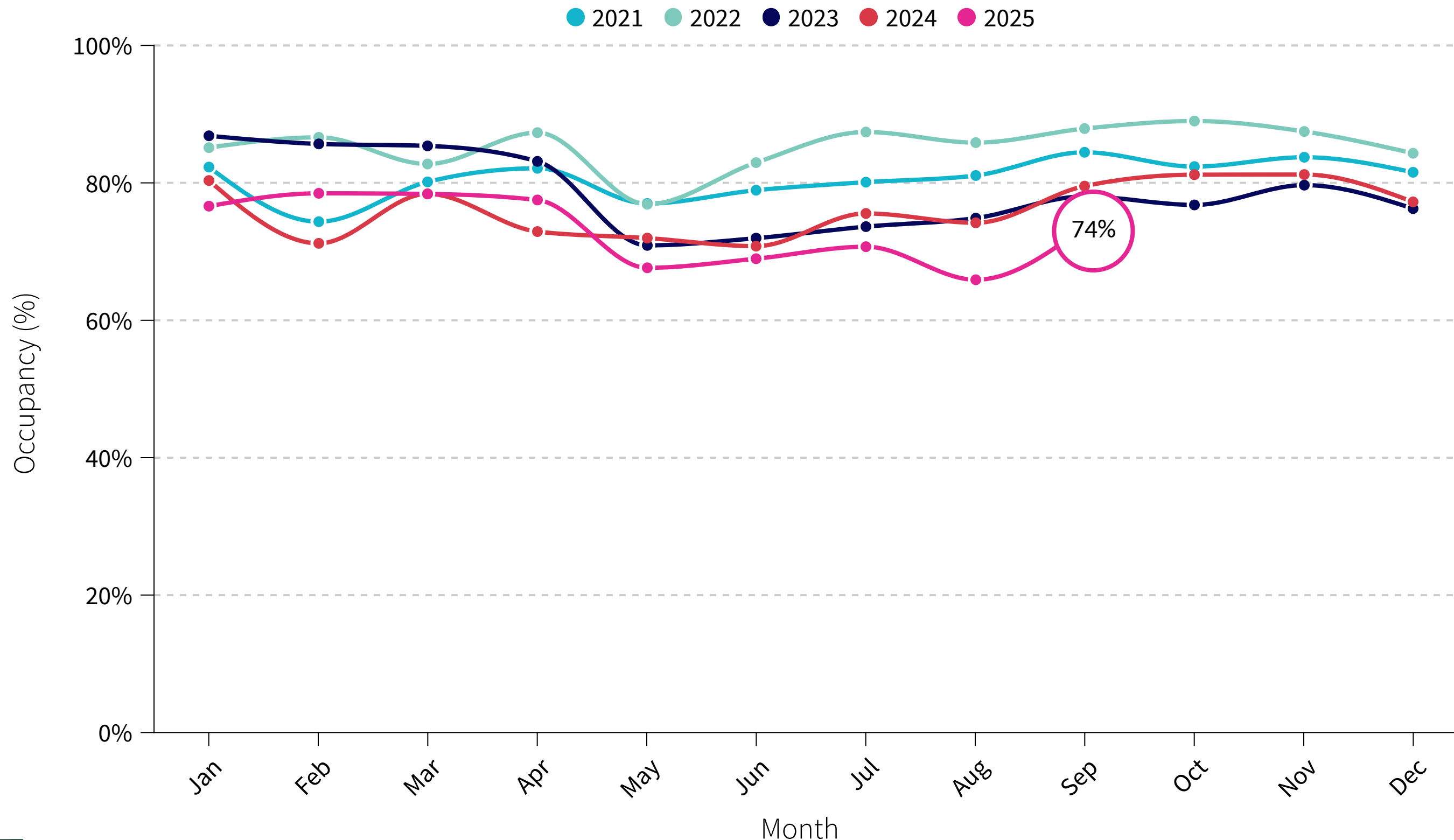
Accommodation Data

INSIGHT

Perth Hills Regions monthly average occupancy for September 2025, was 79%, a 2% increase compared to September 2024.

Average Occupancy Rate - Rockingham

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



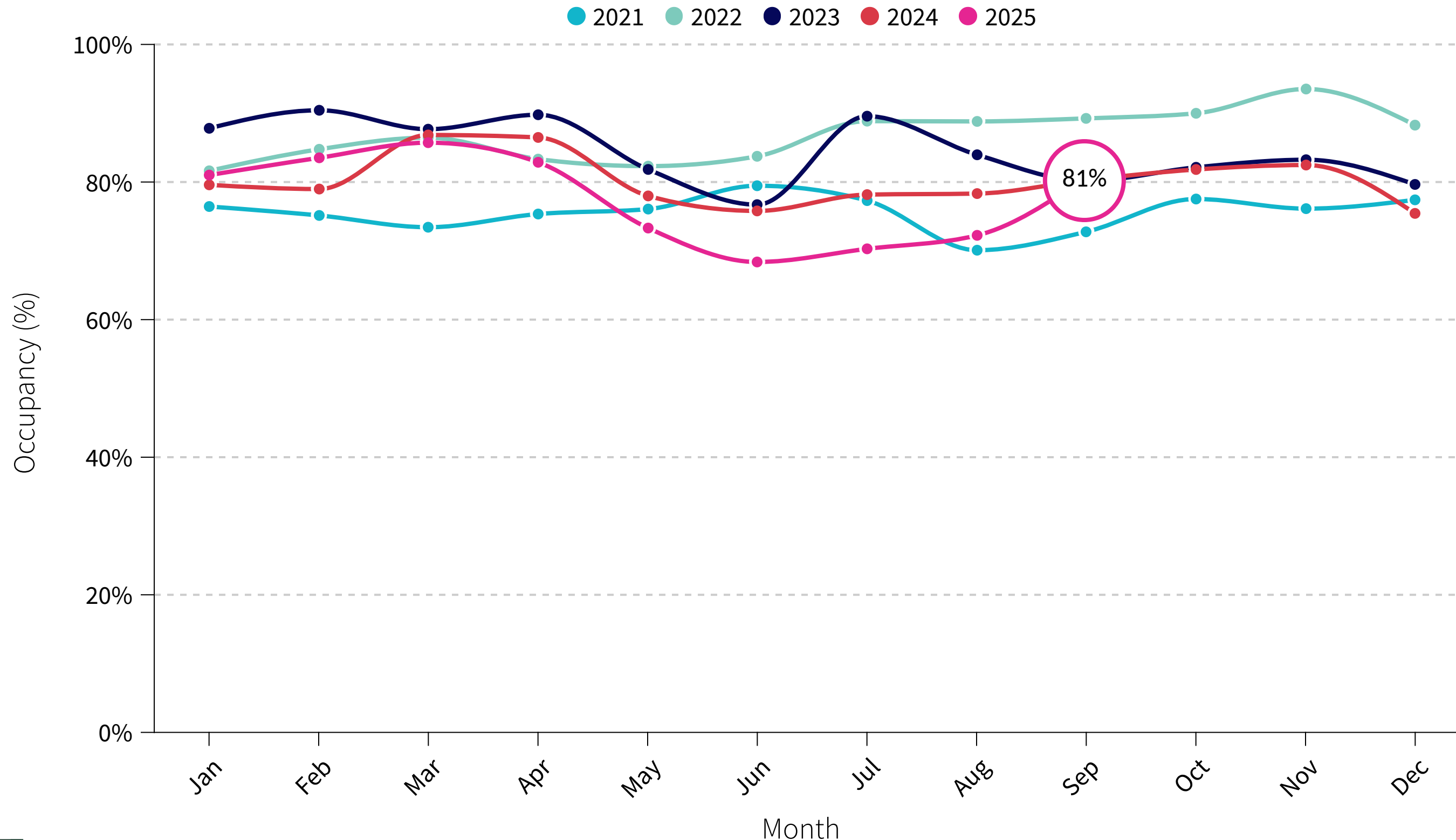
Accommodation Data

INSIGHT

Rockingham Regions monthly average occupancy for September 2025, was 74%, a 6% decrease compared to September 2024.

Average Occupancy Rate - Sunset Coast

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



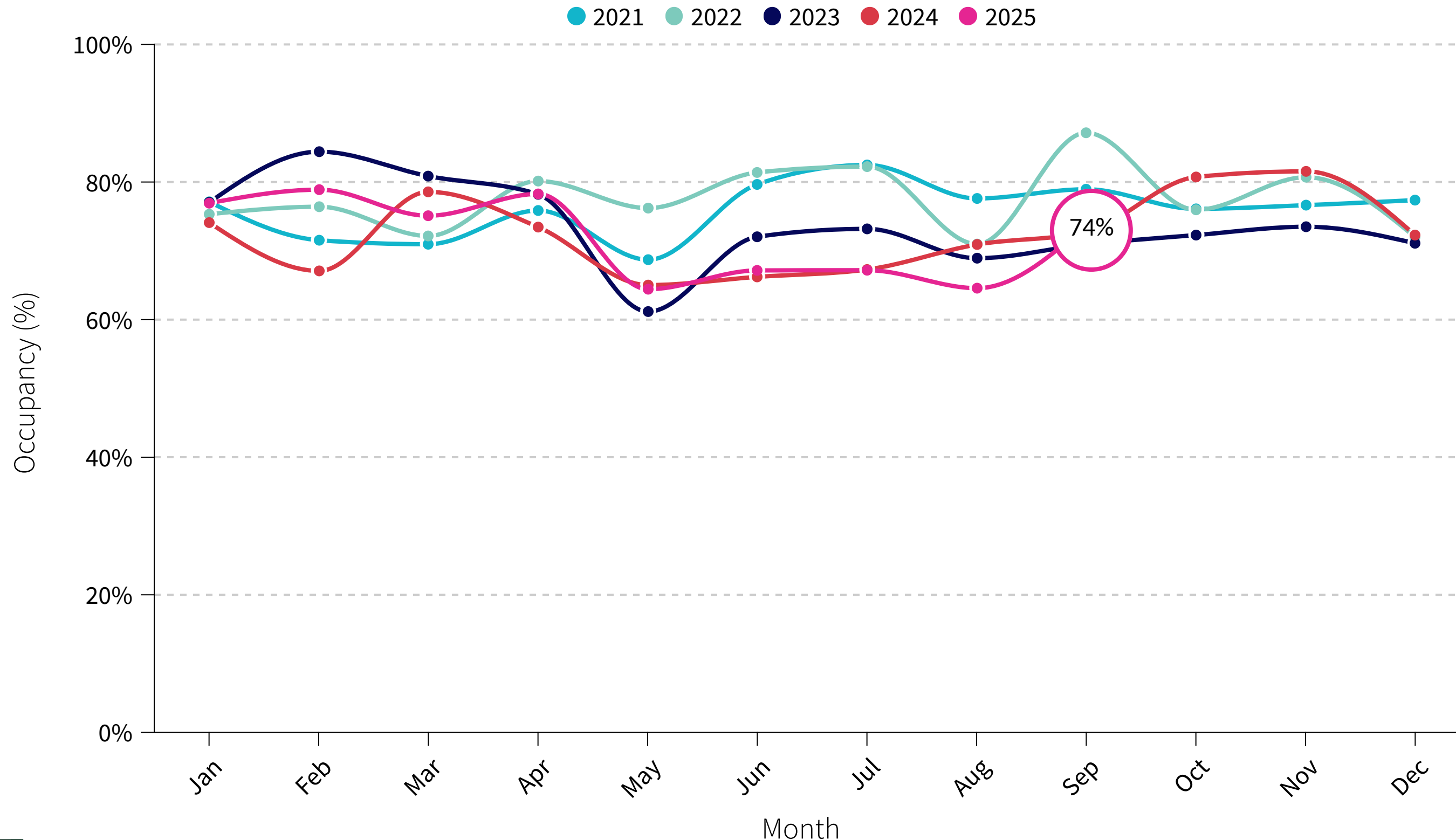
Accommodation Data

INSIGHT

Sunset Coast Regions monthly average occupancy for September 2025, was 81%, a 1% increase compared to September 2024.

Average Occupancy Rate - Swan Valley

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



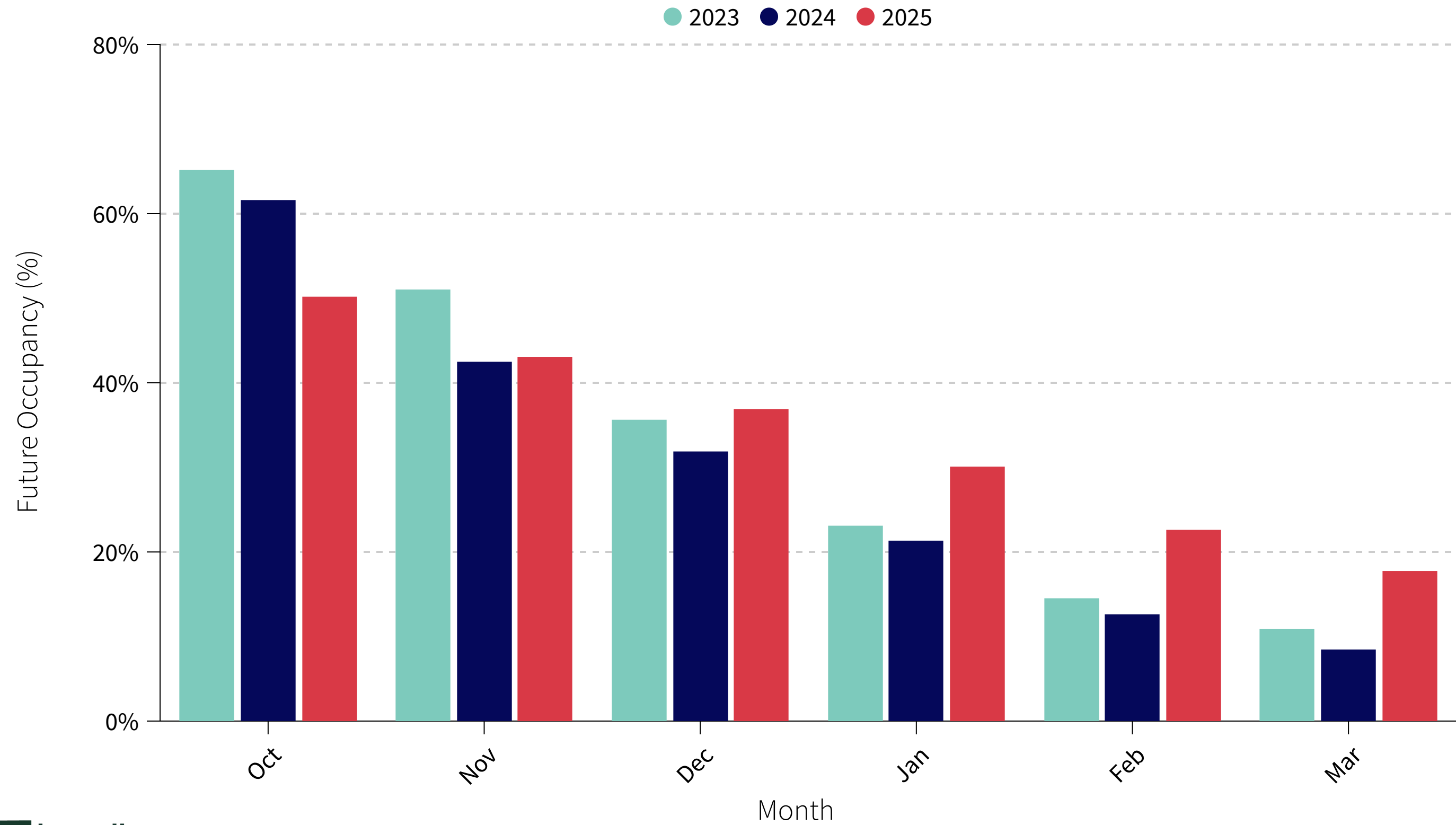
Accommodation Data

INSIGHT

Swan Valley Regions monthly average occupancy for September 2025, was 74%, a 1.3% increase compared to September 2024.

Future Occupancy Rate - Destination Perth

This graph shows monthly future occupancy for the next 6 months. You can also compare this to what the future bookings were for the same month in previous years.



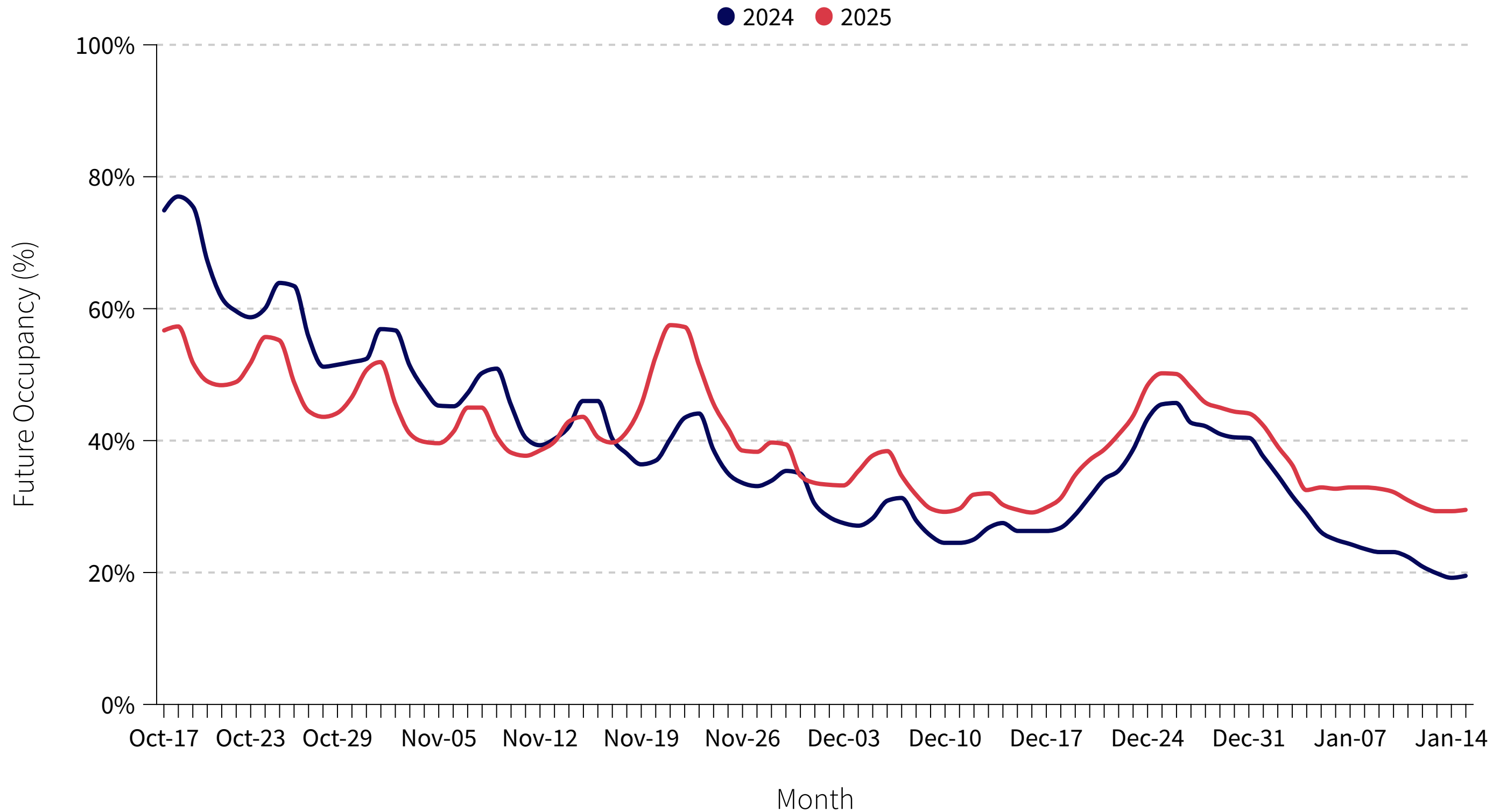
Accommodation Data

INSIGHT

October 2025 future occupancy is projected to be 50% which is a decrease of 18% when compared to October 2024.

Daily Future Occupancy - Destination Perth

The graph below shows daily future occupancy over the next 3 months.



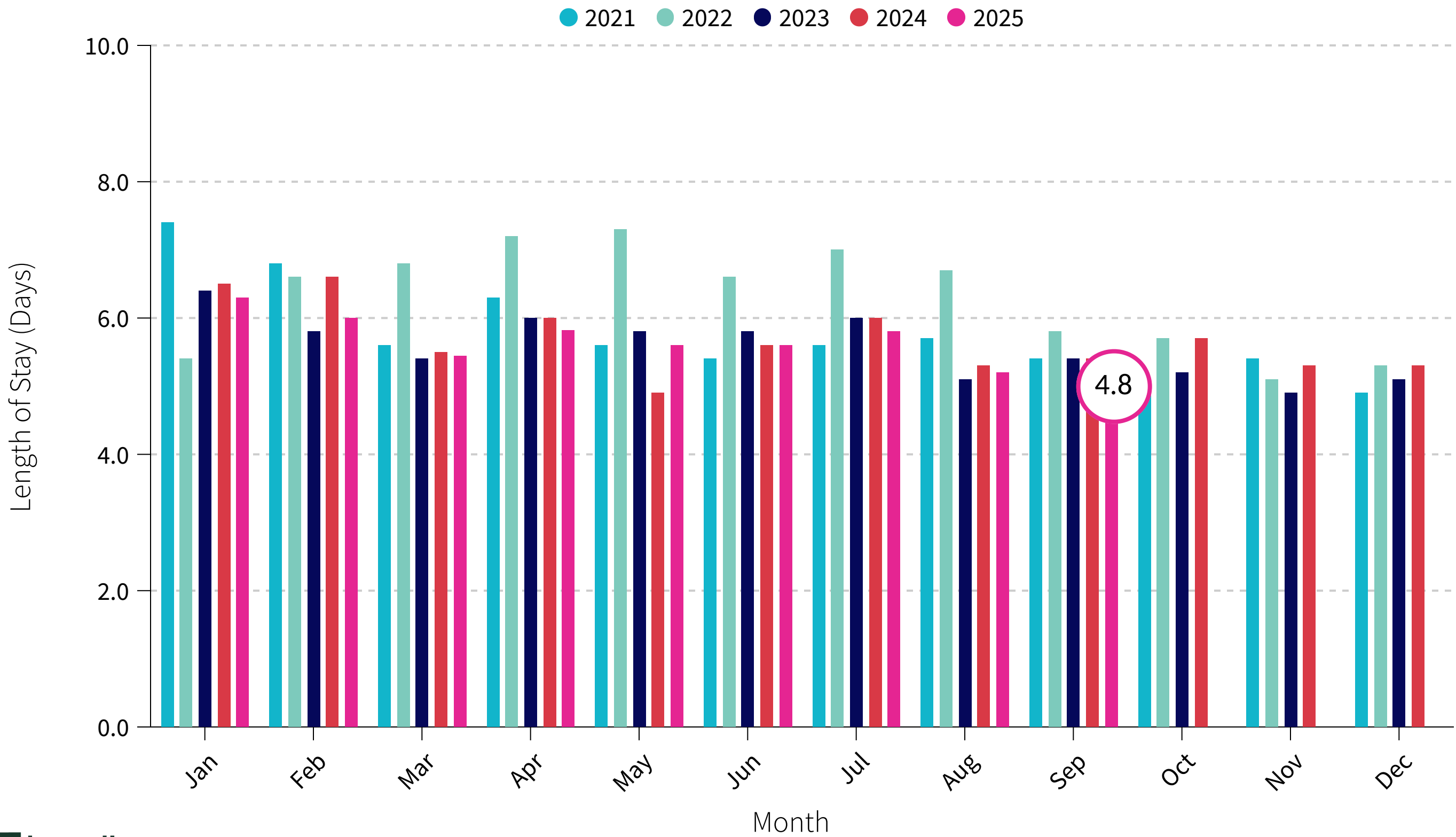
Accommodation Data

INSIGHT

Future occupancy in Destination Perth trails 2024 for the coming month. In November the trend begins to shift upward, overtaking last year with major events like the Ashes, Metallica, and Doja Cat to draw large crowds.

Length of Stay - Destination Perth

Length of stay is the amount of time that was booked at the accommodation.



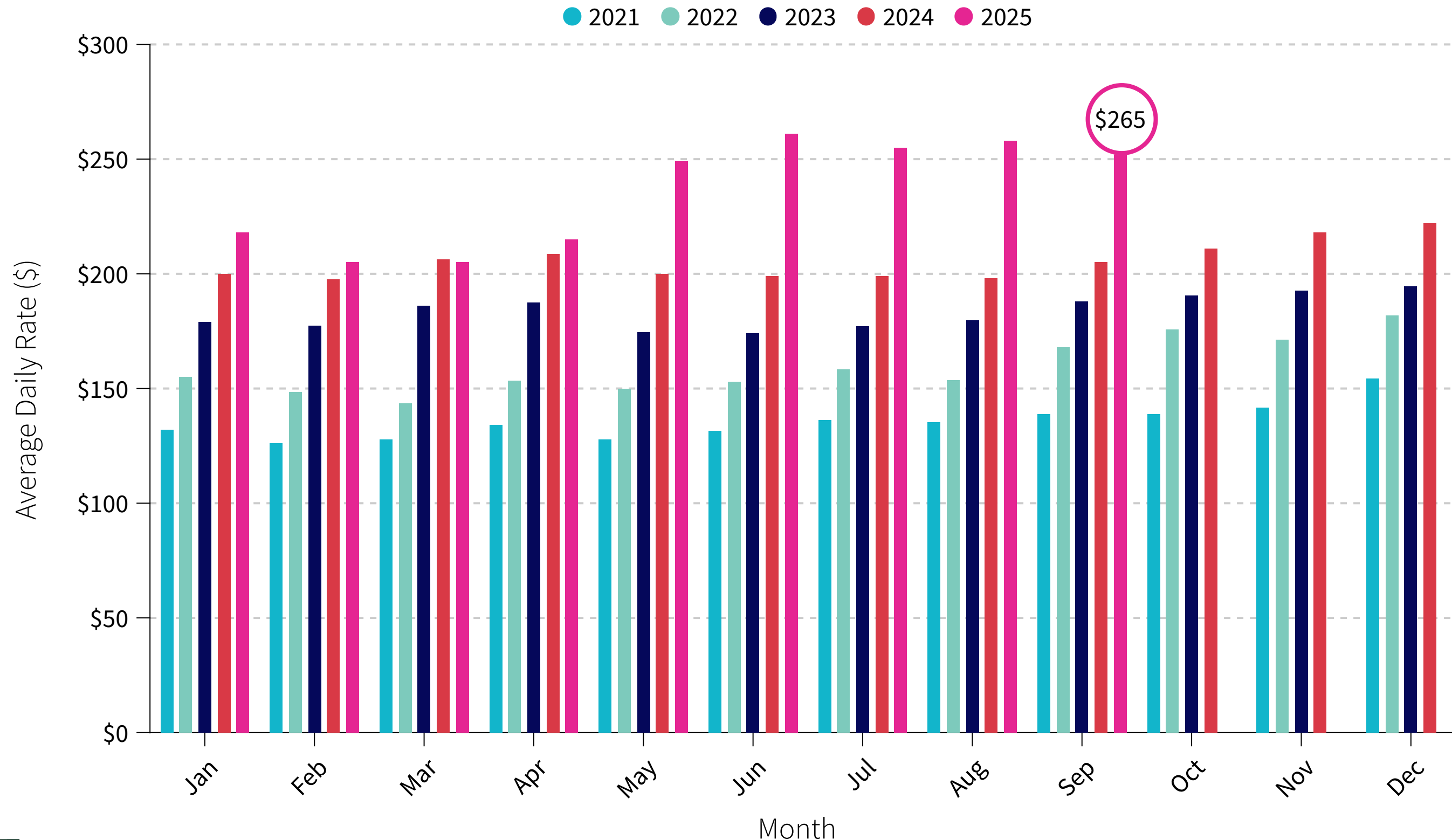
Accommodation Data

INSIGHT

Length of stay in September 2025, was 4.8 days, a 11% decrease when compared to September 2024.

Average Daily Rate - Destination Perth

The average daily rate (ADR) measures the average rental revenue earned for an occupied room per day.



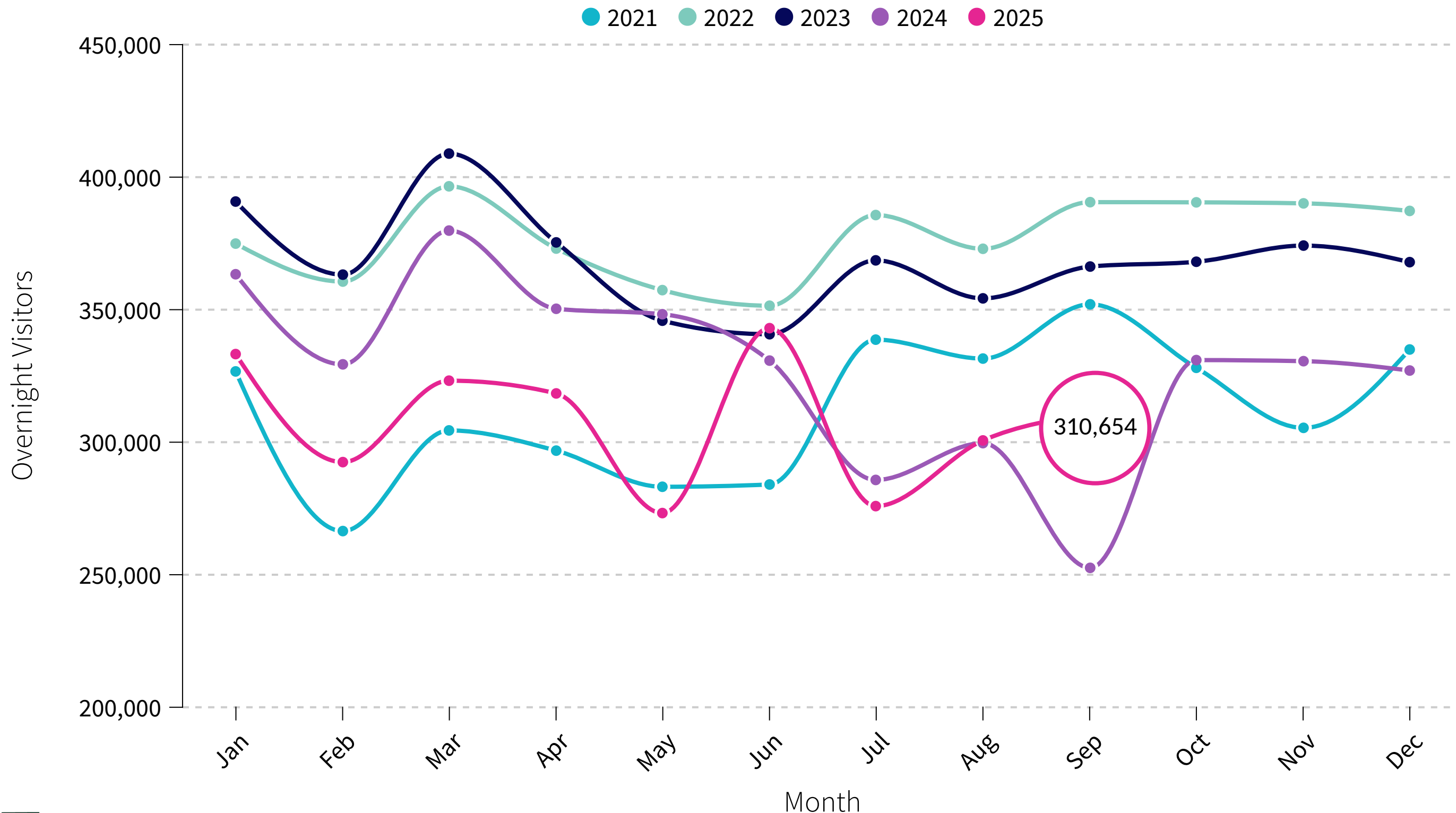
Accommodation Data

INSIGHT

Average daily rate for September 2025, was \$265, a 30% increase compared to September 2024.

Estimated Overnight Visitation - Destination Perth

The below chart shows the total estimated overnight visitation to Destination Perth Region. This methodology uses a combination of mobility data, occupancy data and Tourism Research Australia data



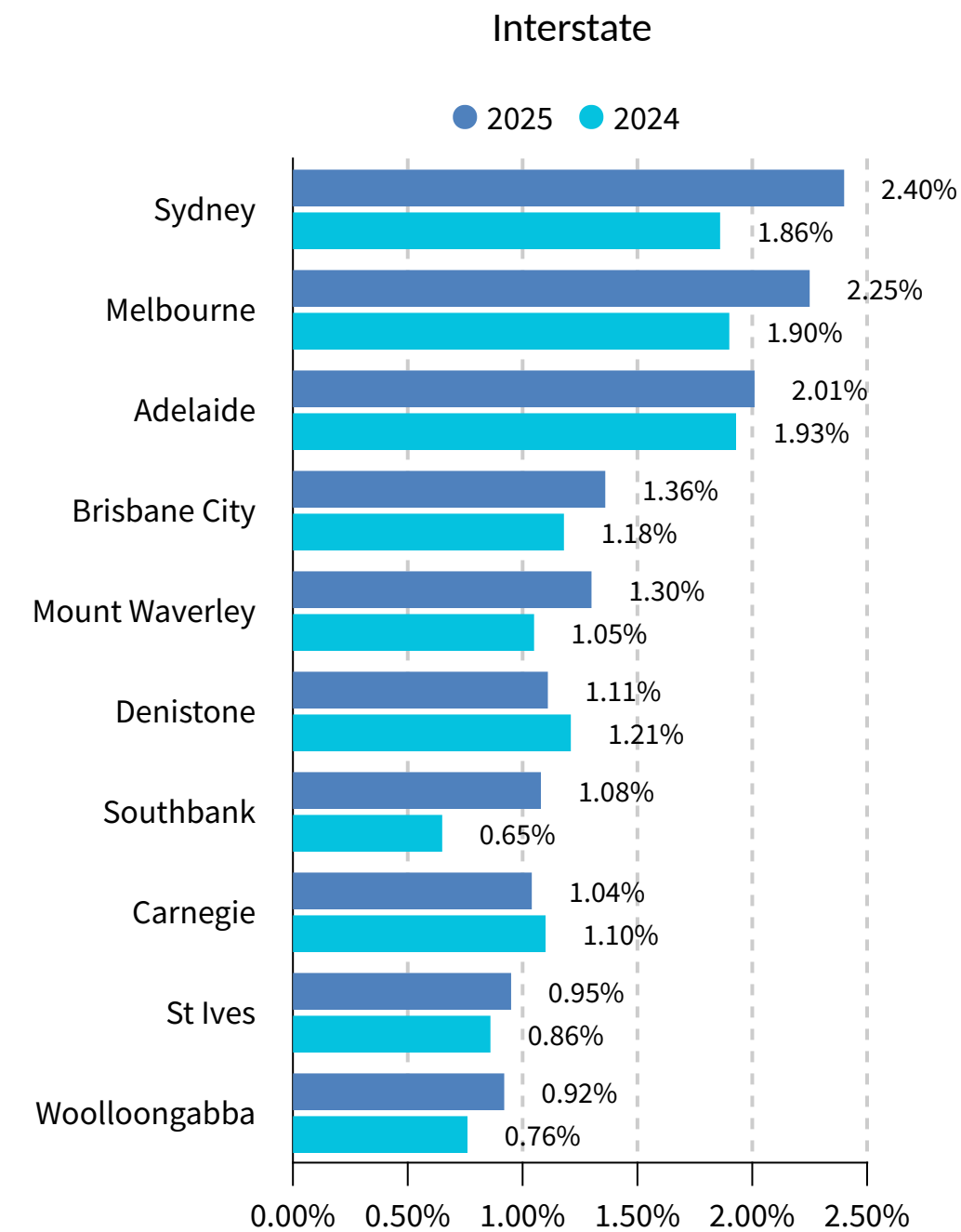
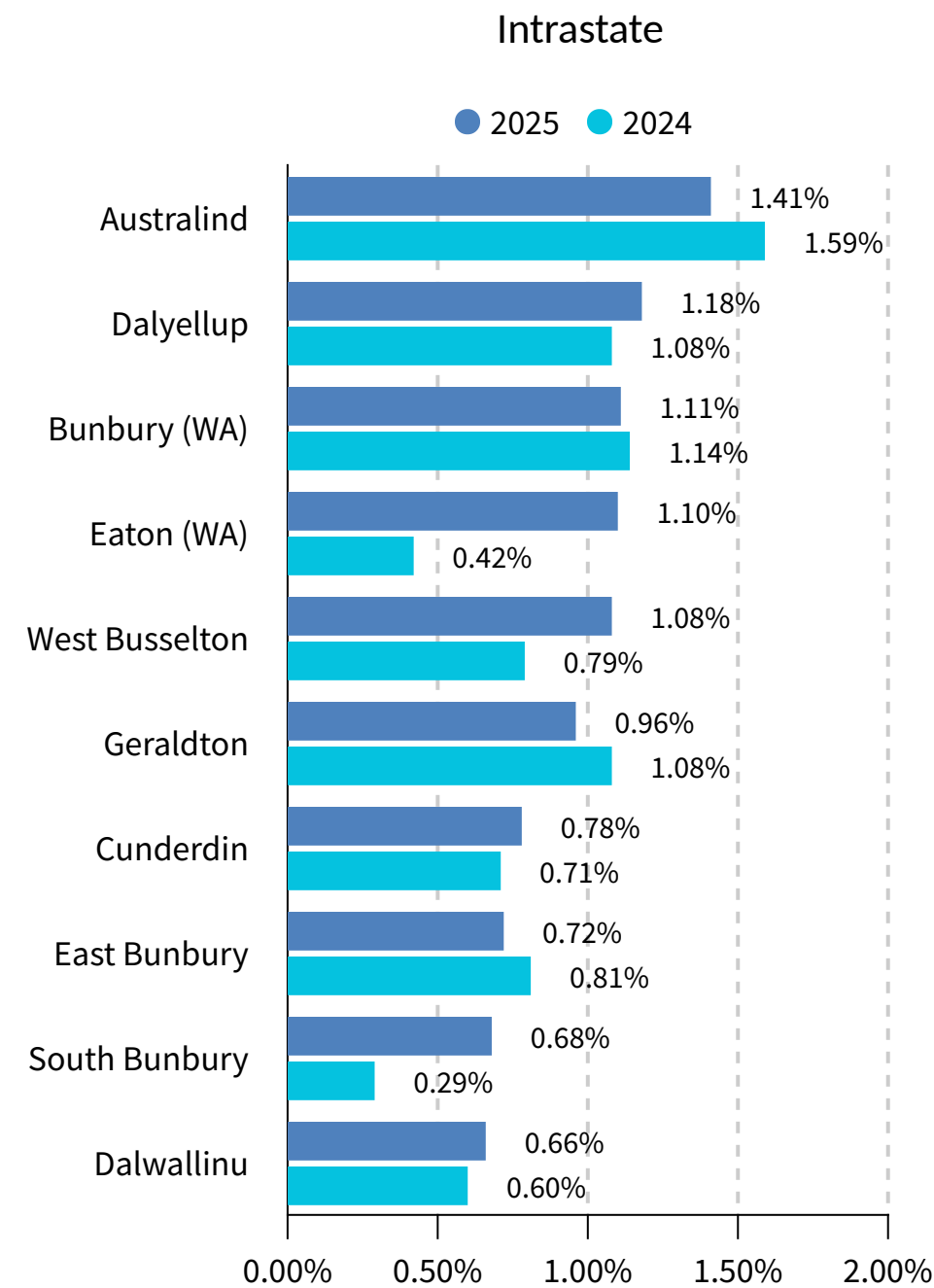
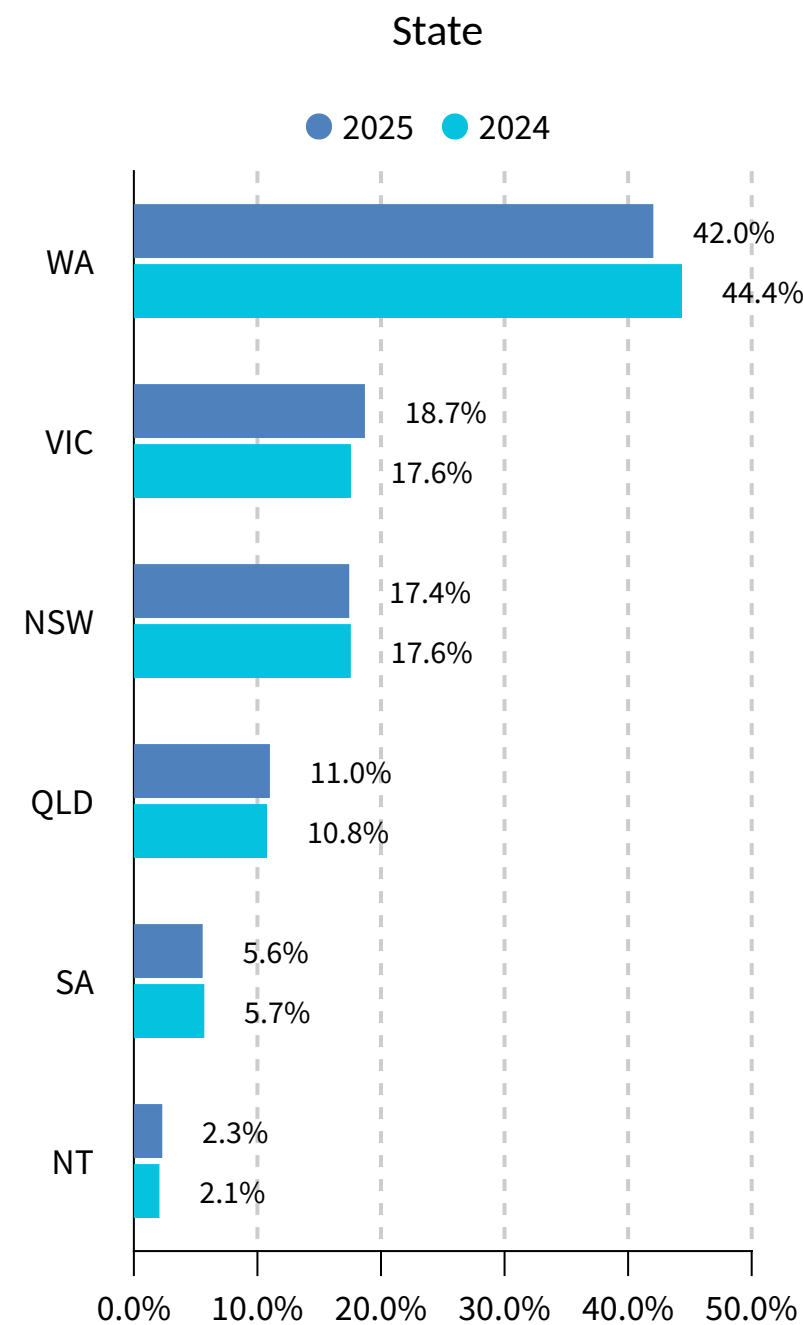
Accommodation Data, TRA and Mobility Data

INSIGHT

September 2025, had approximately 310,654 overnight visitors which is a increase of 22% compared to September 2024.

Inter + Intrastate Source Markets - Destination Perth

This section compares visitation to Destination Perth by state, city, Western Australian suburbs (excluding locals of LGA's in Destination Perth Region) and interstate suburbs for the most recently completed month versus the same month last year.



Mobility Data INSIGHT

September 2024 vs September 2025

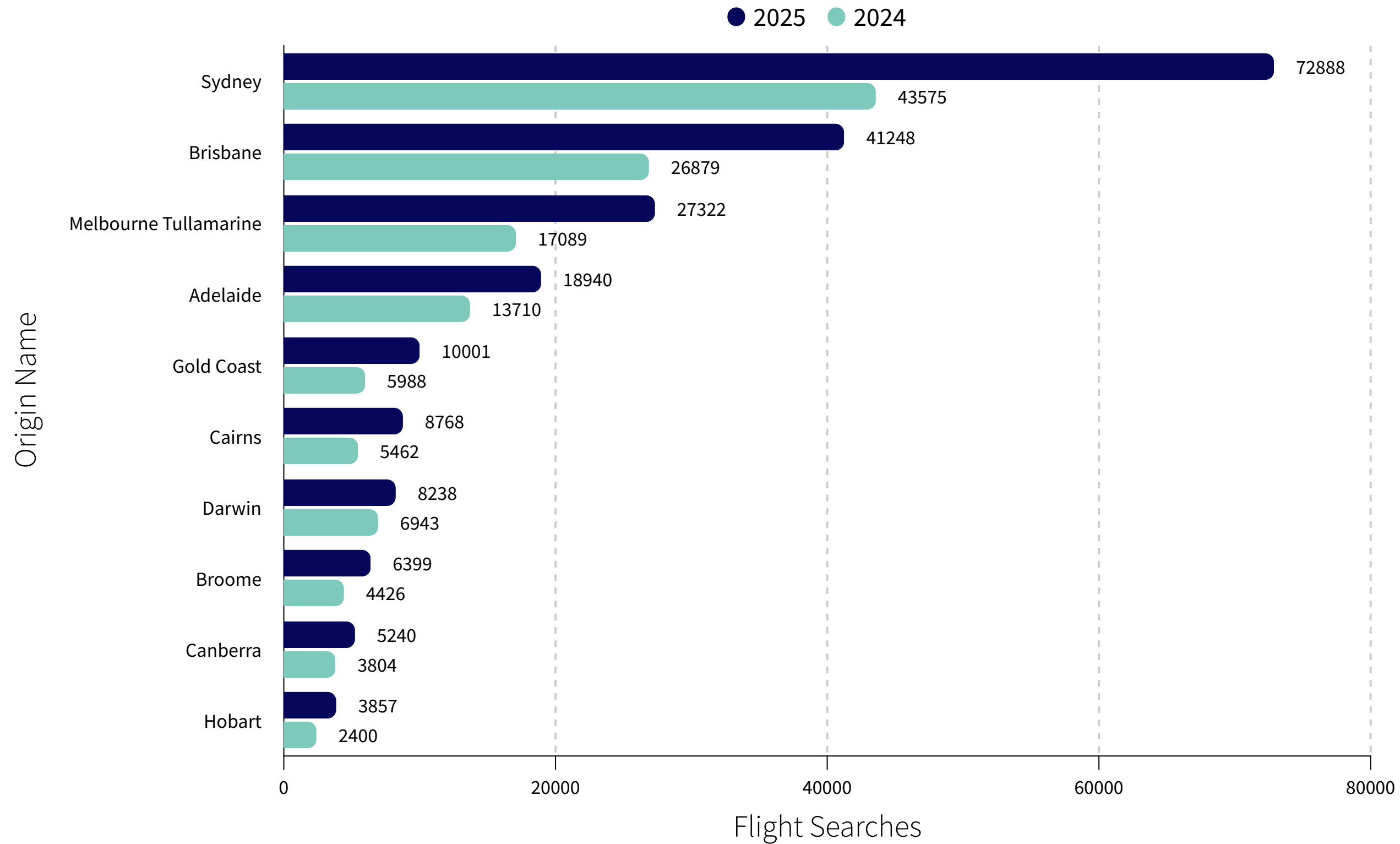
Interstate visitation September 2025 was 58% which is a 2% increase when compared to September 2024.

Australind had the highest intrastate visitation at 1.41%, a 11% decrease compared to September 2024.

Melbourne was the biggest interstate suburb source market at 2.4%, a 29% increase compared to September 2024.

Flight Search Data - Domestic

This section compares shows the flight search data from domestic markets to Perth Airport.



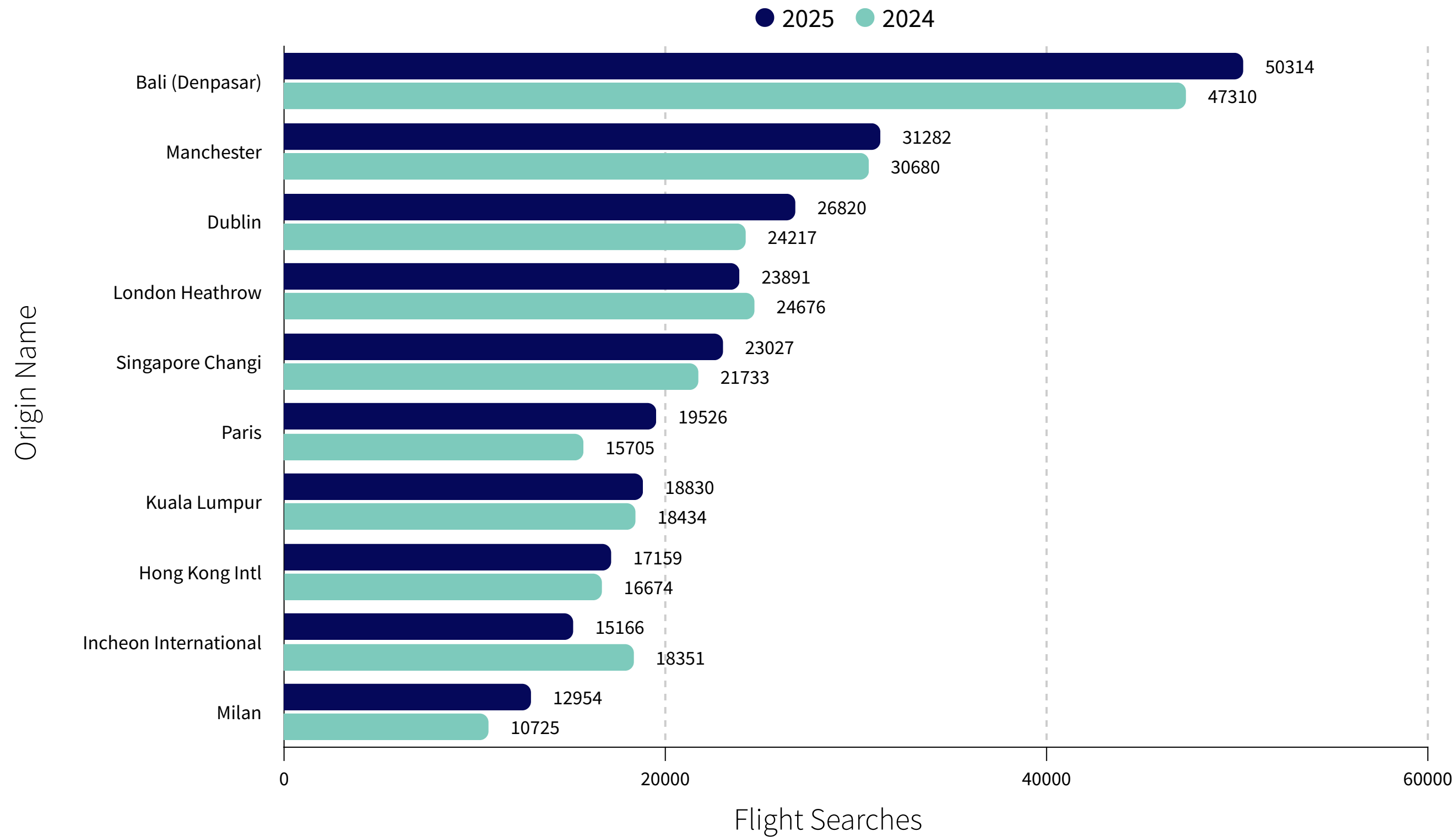
Flight Data

INSIGHT

Sydney had the highest monthly searches in September 2025 at 72,888, a 67% increase compared to September 2024.

Flight Search Data - International

This section shows the top 10 flight search data from international markets to Perth Airport.



Flight Data

INSIGHT

Bali (Denpasar) had the highest monthly searches in September 2025 at 50,314 an increase of 6% compared to September 2024.

Personalised Monthly Report



Through a partnership between Destination Perth and Localis, any members who upgrade to the Localis Professional Membership will be entitled to a monthly report specifically for your region.

If you are seeking a monthly report for your region, reach out to localis today!

team@localis.co