

DESTINATION  
**PERTH**



# Destination Perth - Monthly Report

January 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 **5,912 unique listings**, providing an estimated capacity of **35,696 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.

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.

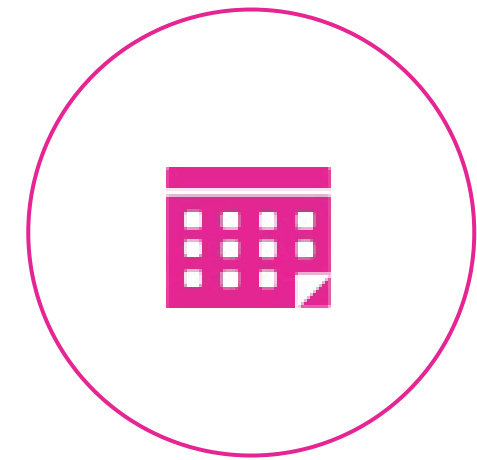
# Key Points from January 2025



Perth Regions monthly average occupancy for January 2025, was 66%, a 0.45% decrease compared to January 2024.



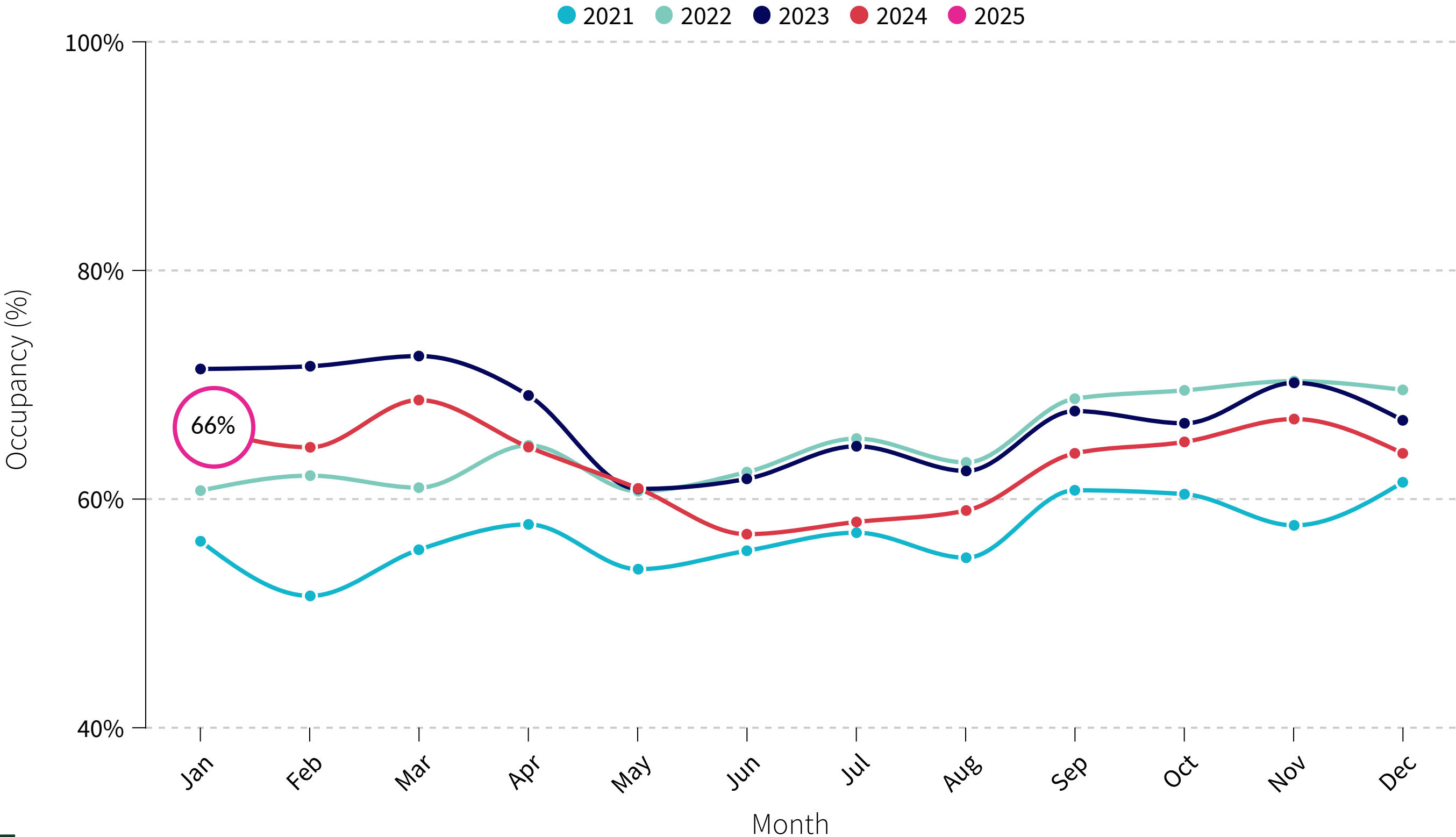
Length of stay in January 2025, was 6.3 days, a 3.08% decrease compared to January 2024.



February 2025 future occupancy is projected to be 40% which is a decrease of 36% when compared to February 2024.

# Average Occupancy Rate

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



## Accommodation Data

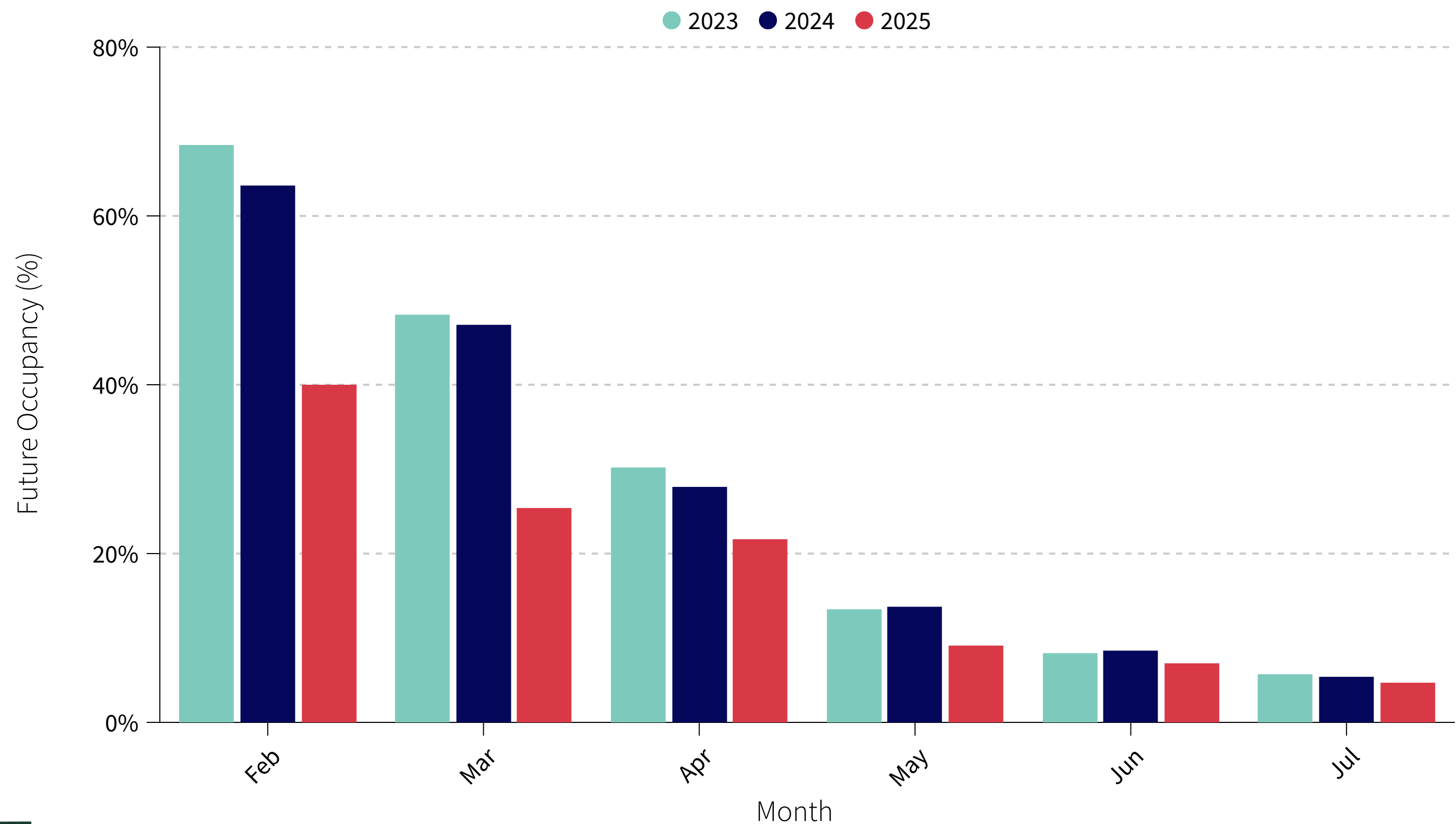
### INSIGHT

Perth Regions monthly average occupancy for January 2025, was 66%, a 0.45% decrease compared to January 2024.



# Future Occupancy Rate

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.



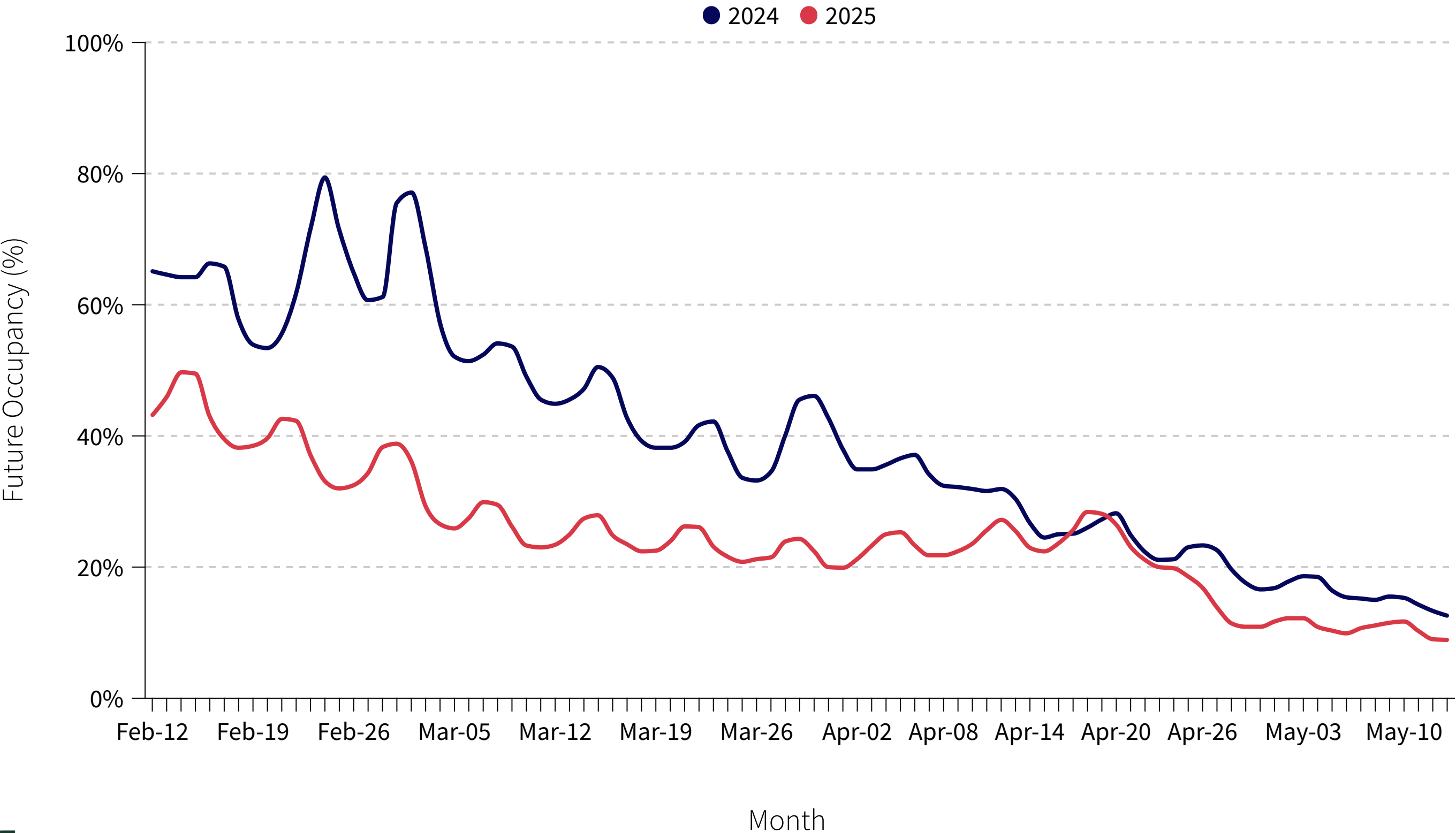
## Accommodation Data

### INSIGHT

February 2025 future occupancy is projected to be 40% which is a decrease of 36% when compared to February 2024.

# Daily Future Occupancy - 3 Month Outlook

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



## Accommodation Data

### INSIGHT

Destination Perth's future occupancy is showing a decline over the next 2 months, it starts to level during April.

# Length of Stay

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



## Accommodation Data

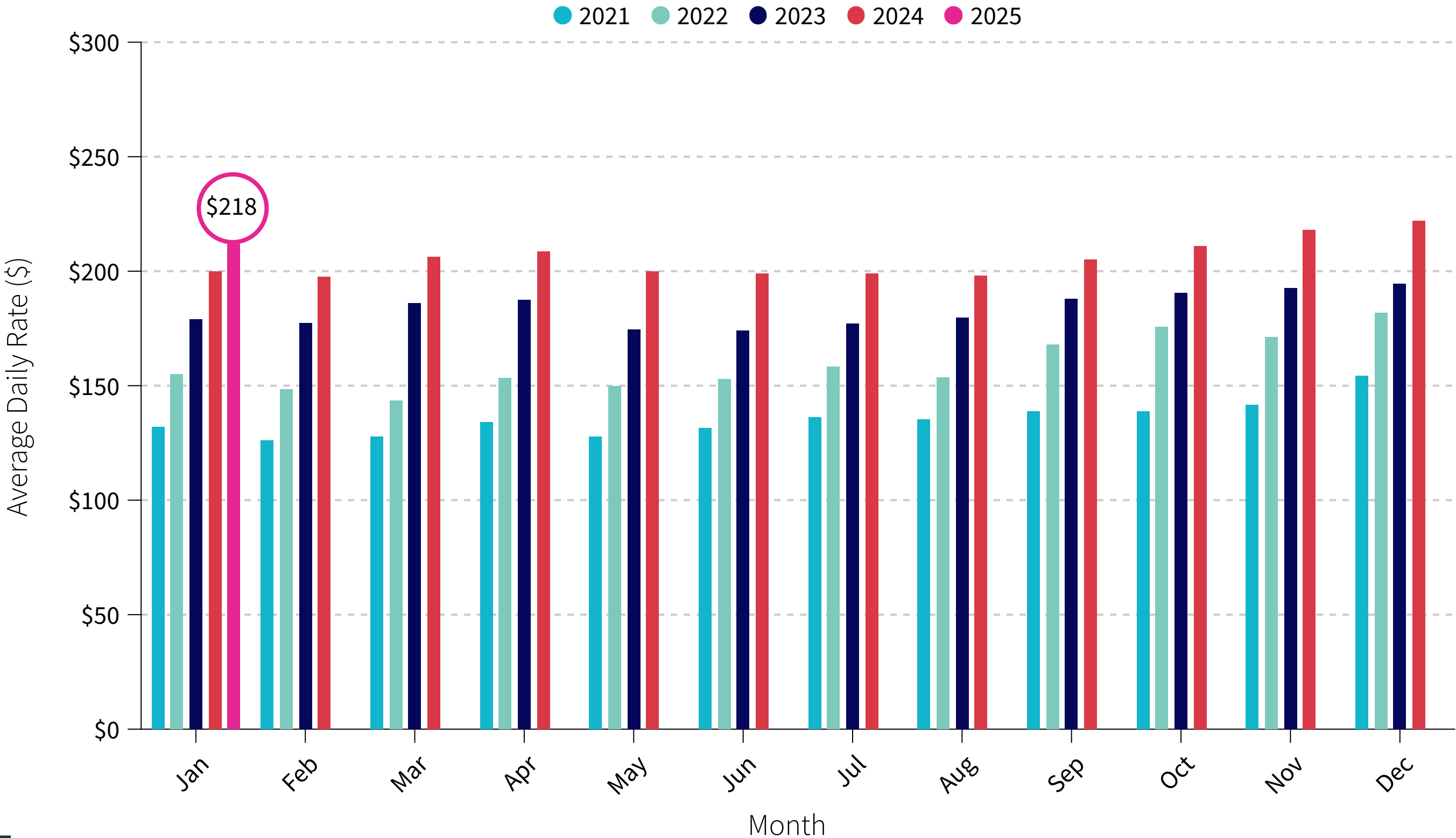
### INSIGHT

Length of stay in January 2025, was 6.3 days, a 3.08% decrease compared to January 2024.



# Average Daily Rate

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



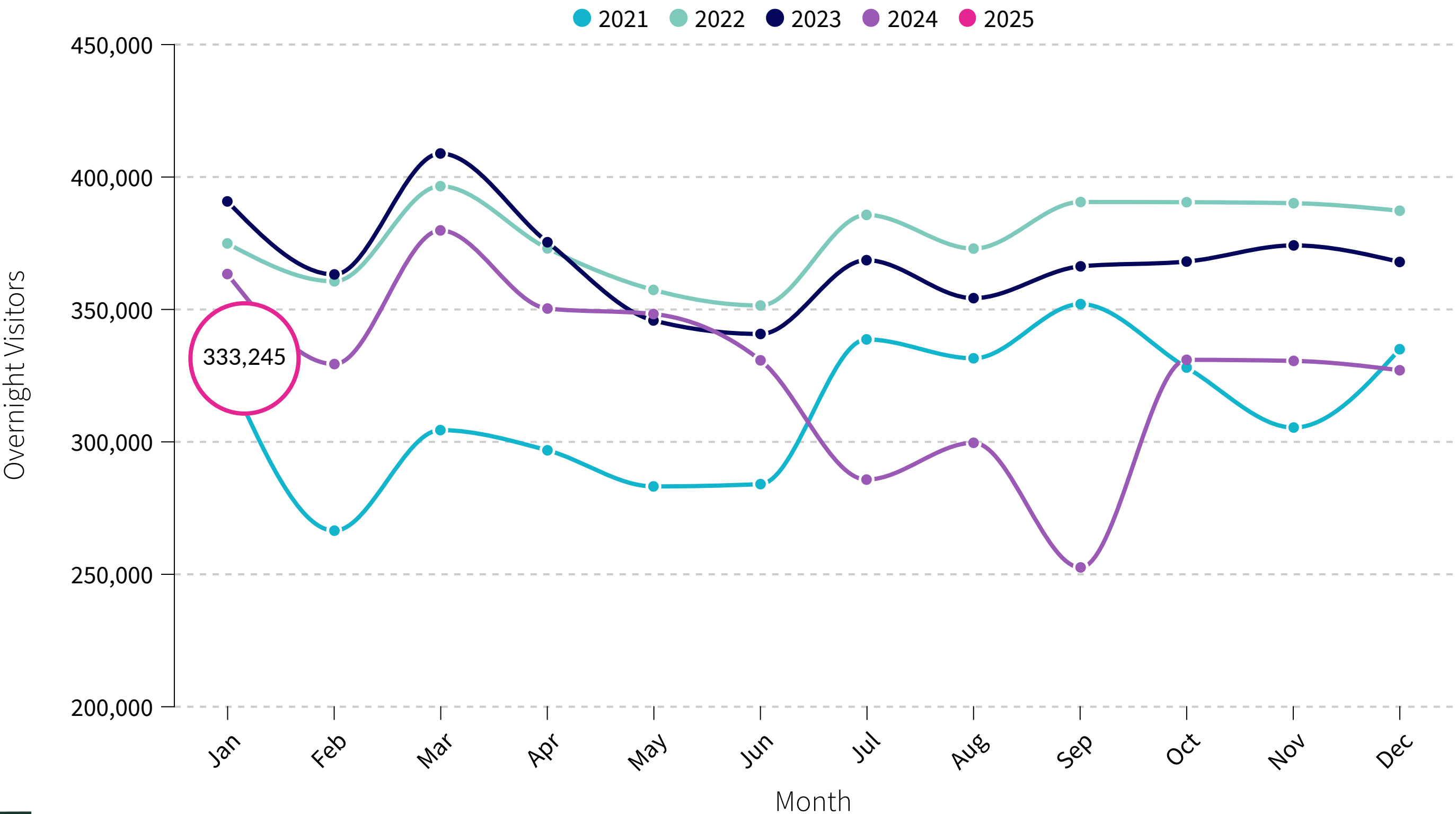
## Accommodation Data

### INSIGHT

Average daily rate for January 2025, was \$218, a 9.11% increase compared to January 2024.

# Estimated Overnight Visitation

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



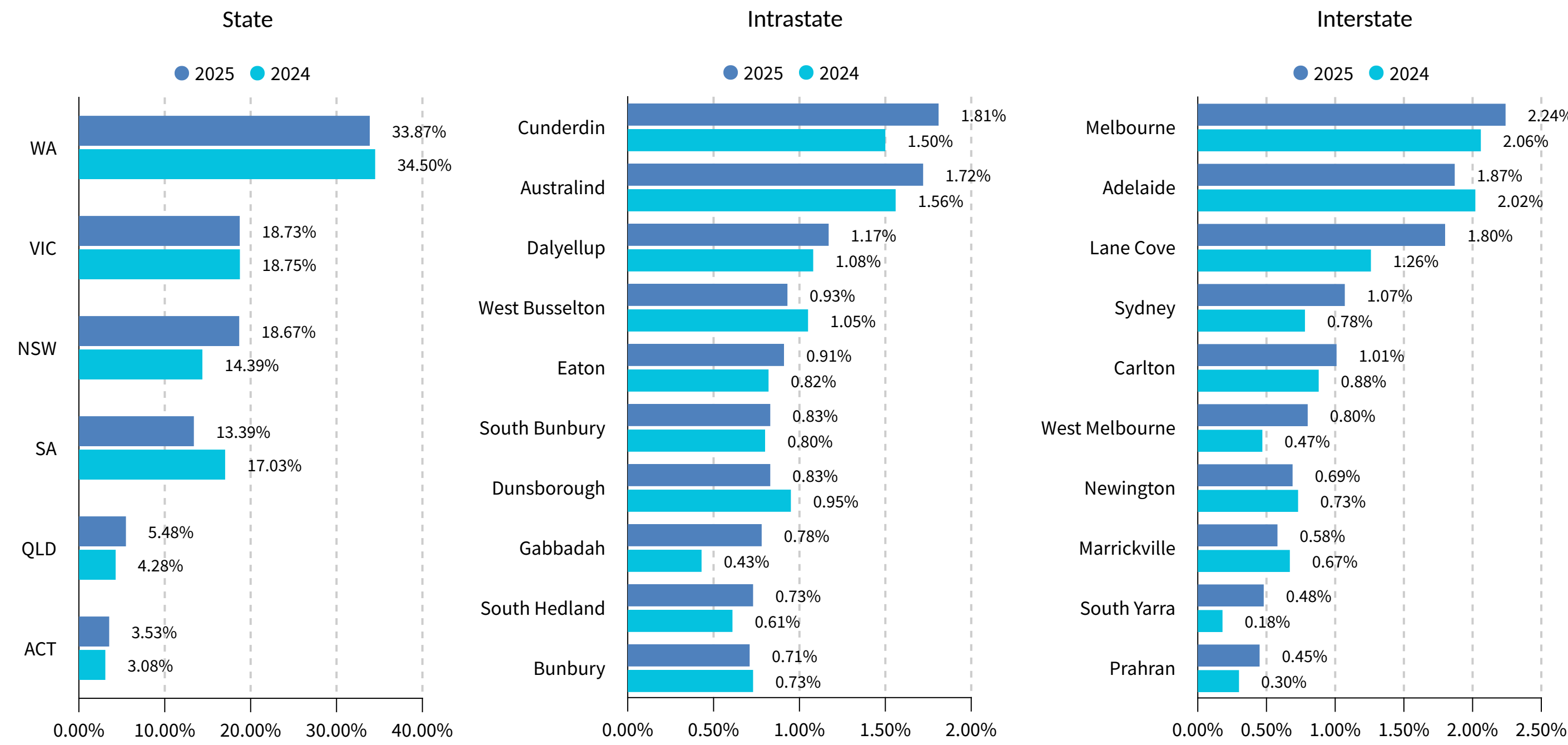
## Accommodation Data, TRA and Mobility Data

### INSIGHT

January 2025, had approximately 333,245 overnight visitors which is a decrease of 8.29% compared to January 2024.

# Interstate + Intrastate Source Markets

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

### January 2024 vs January 2025

Interstate visitation January 2025 was 66.13% which is a 1% increase when compared to January 2024.

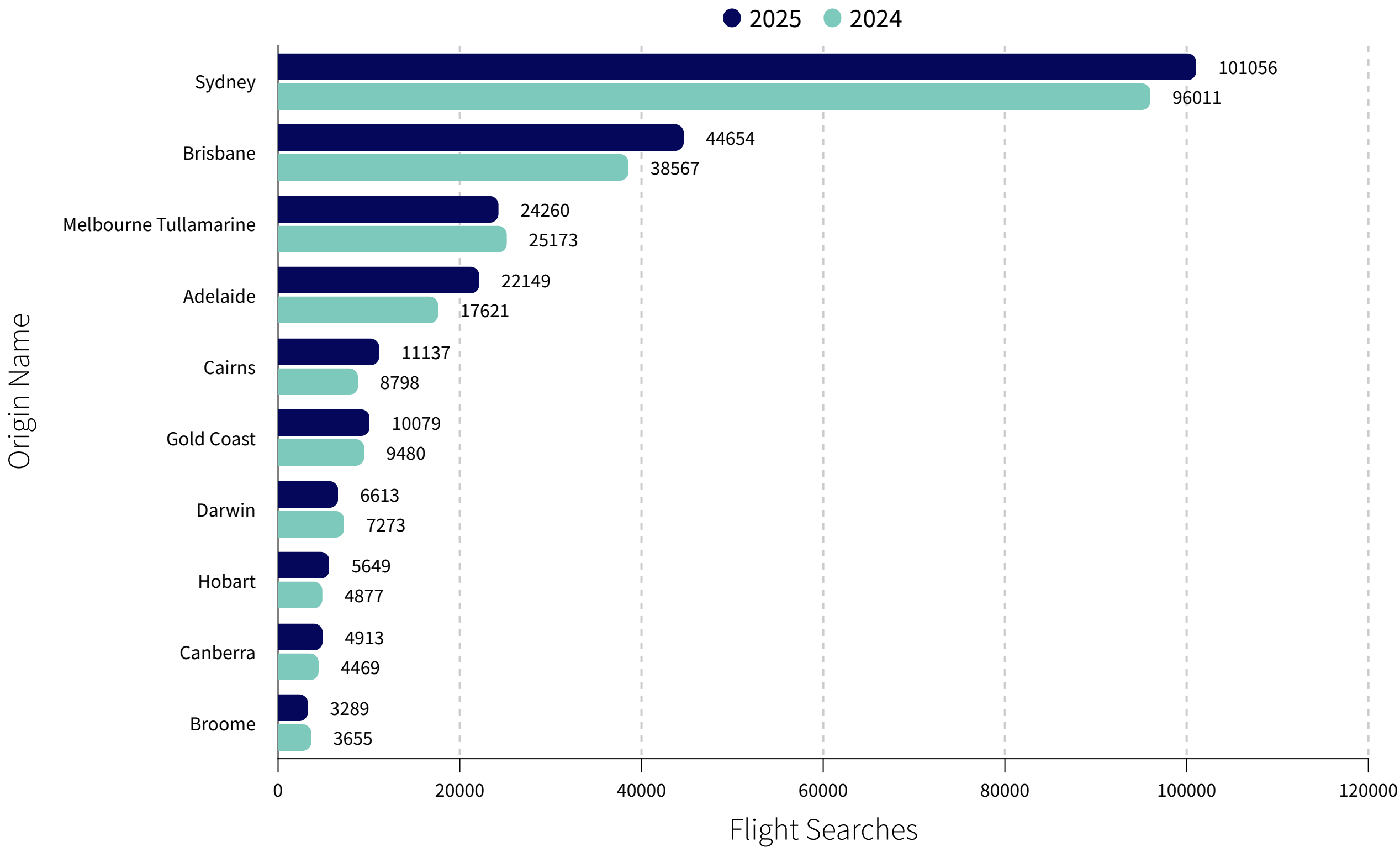
Cunderdin had the highest intrastate visitation at 1.81%, a 20% increase compared to January 2024.

Melbourne was the biggest interstate suburb source market at 2.24%, a 8.8% increase compared to January 2024.



# Flight Search Data - Domestic

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



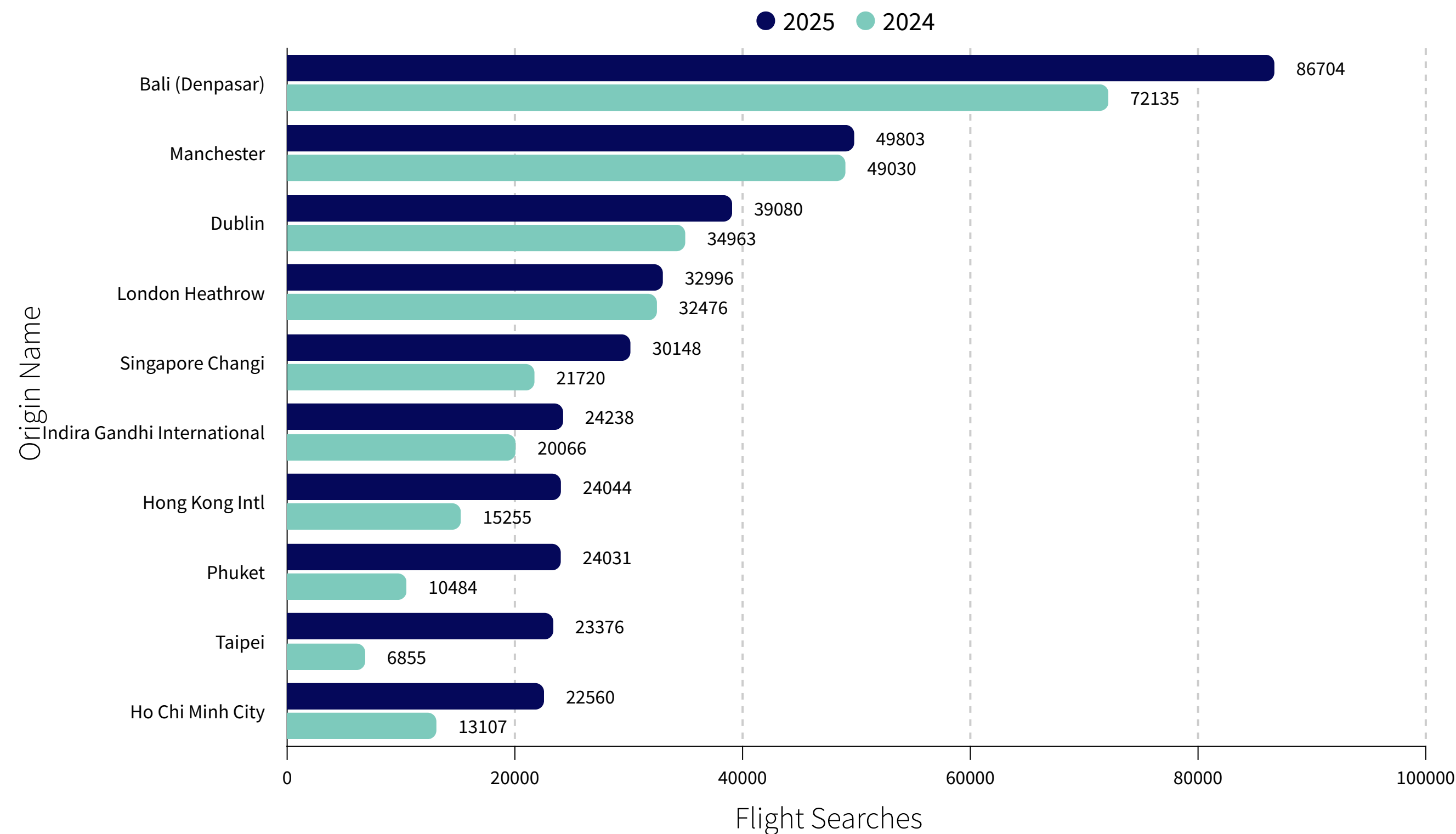
## Flight Data

### INSIGHT

Sydney had the highest monthly searches in January 2025 at 101,056, a 5.3% increase compared to January 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 January 2025 at 86,704, a increase of 5.4% compared to January 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](mailto:team@localis.co)