



DESTINATION
PERTH



Destination Perth - Monthly

January 2021
Report

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.

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.

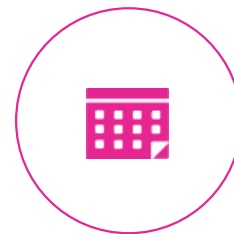
Key Points from January 2026



January 2025, had approximately 346,919 overnight visitors which is a increase of 4.1% compared to January 2026.



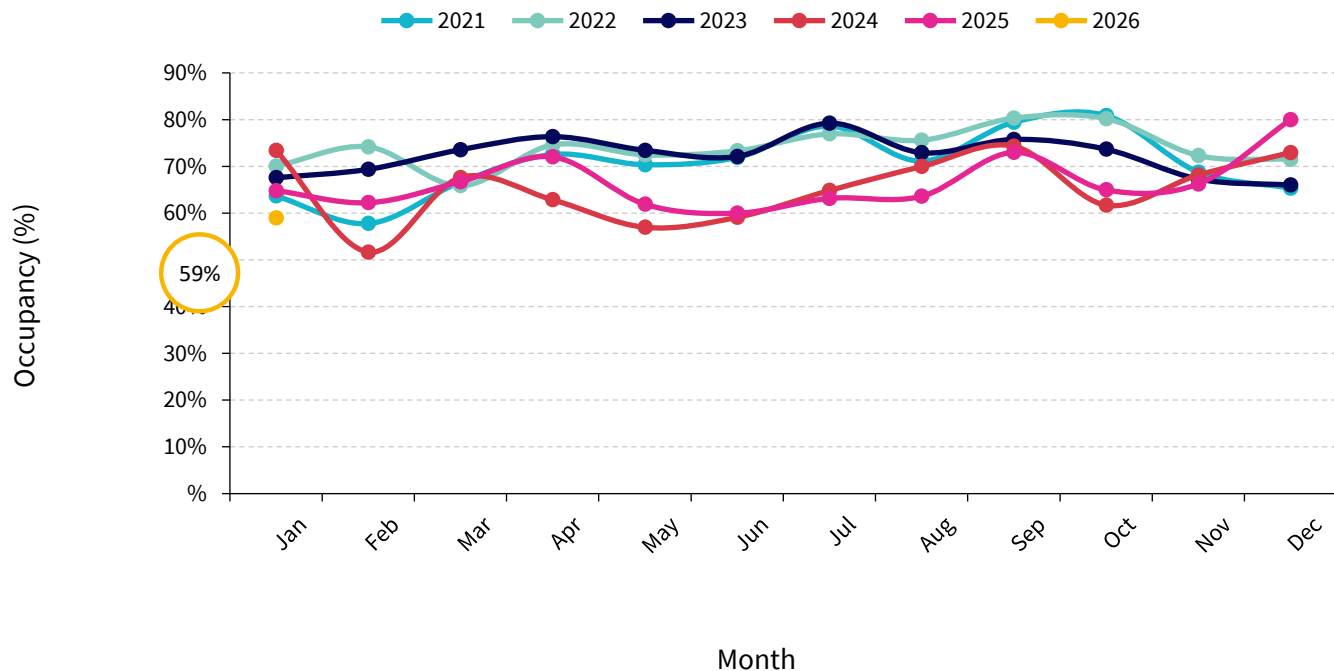
Length of stay in January 2026, was 5.3 days, a 11% decrease when compared to January 2025.



Occupancy rates for the remainder of March are trending higher compared to the same period in 2025, likely driven by AFC Women's Asian Cup and the upcoming Easter period.

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.



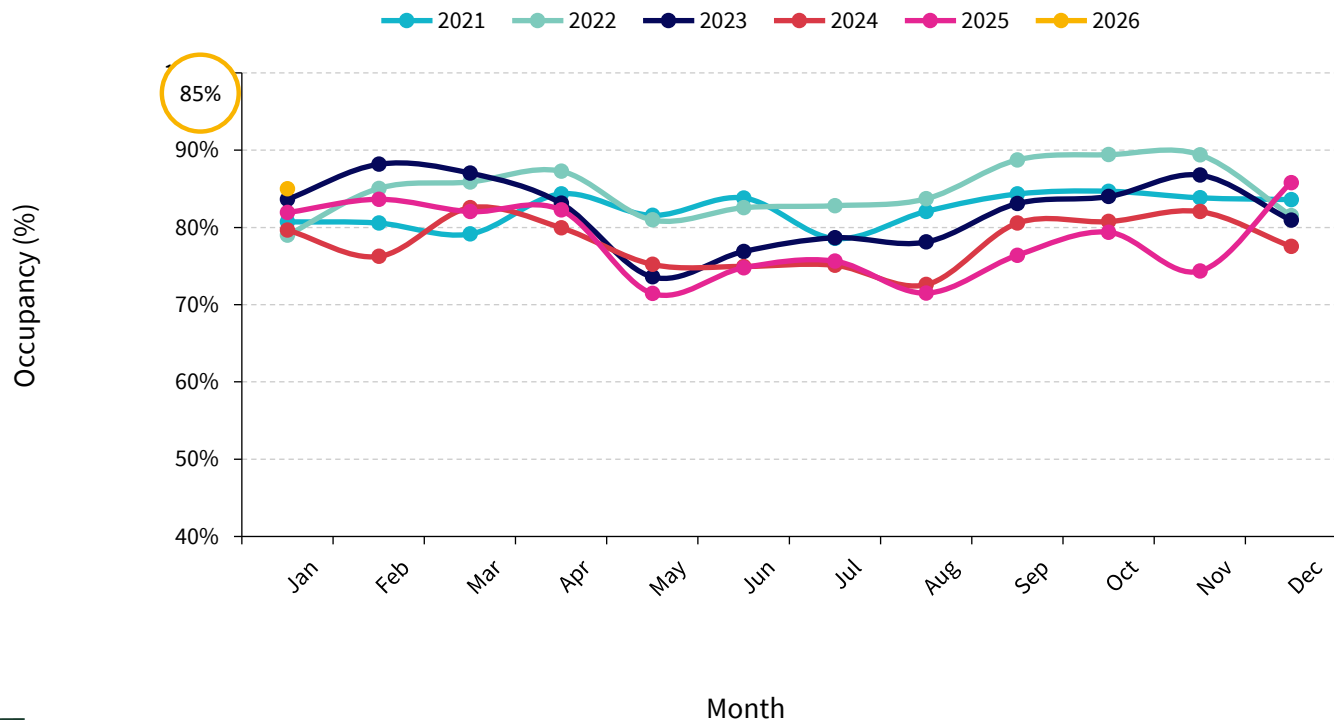
Accommodation Data

INSIGHT

Avon Valley Regions monthly average occupancy for January 2026, was 59%, a 8% decrease when to January 2025.

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.



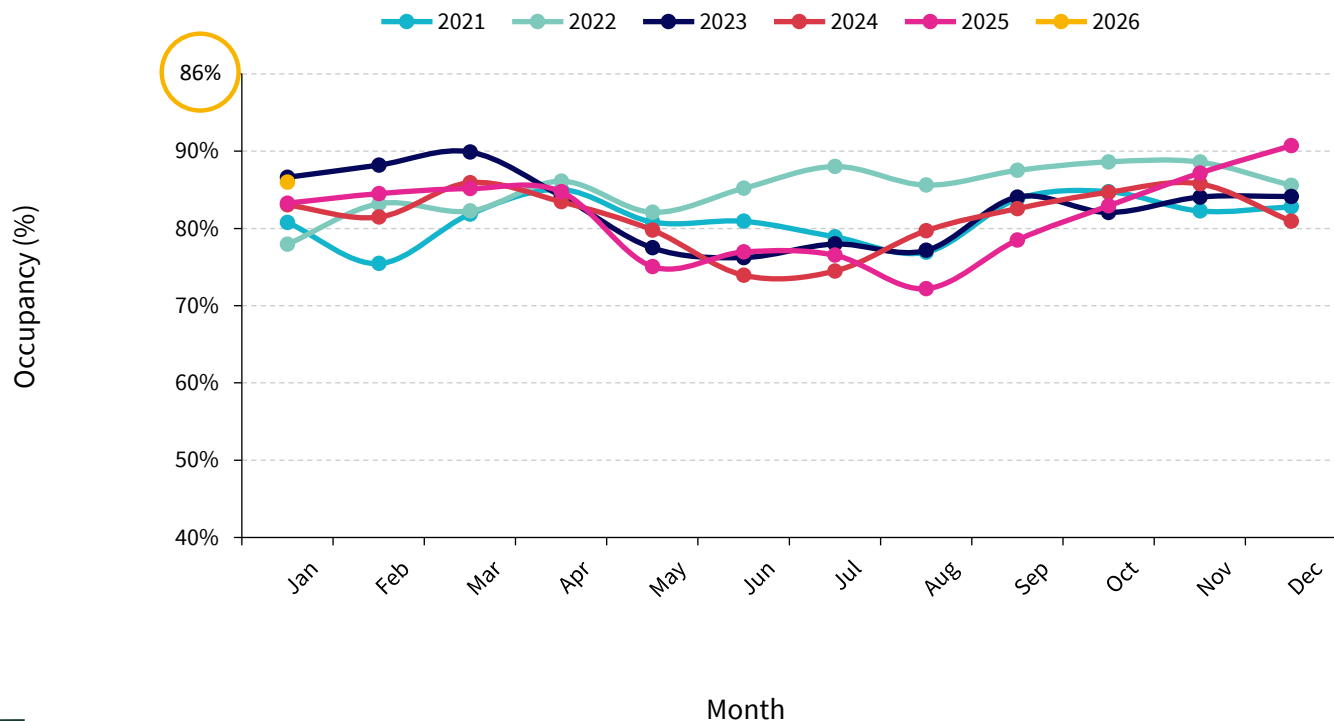
Accommodation Data

INSIGHT

Cockburn Regions monthly average occupancy for January 2026, was 85%, a 4% increase when to January 2025.

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.



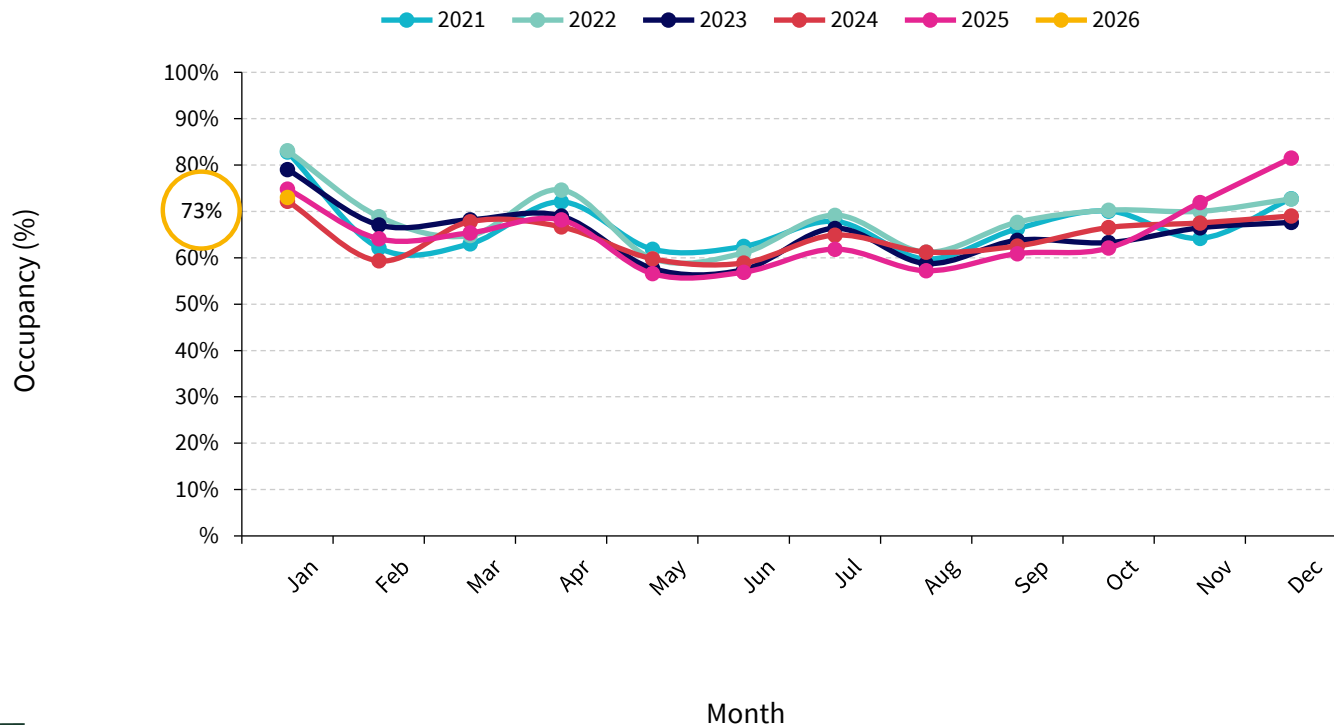
Accommodation Data

INSIGHT

Fremantle Regions monthly average occupancy for January 2026, was 86%, a 3.3% increase compared to January 2025.

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.



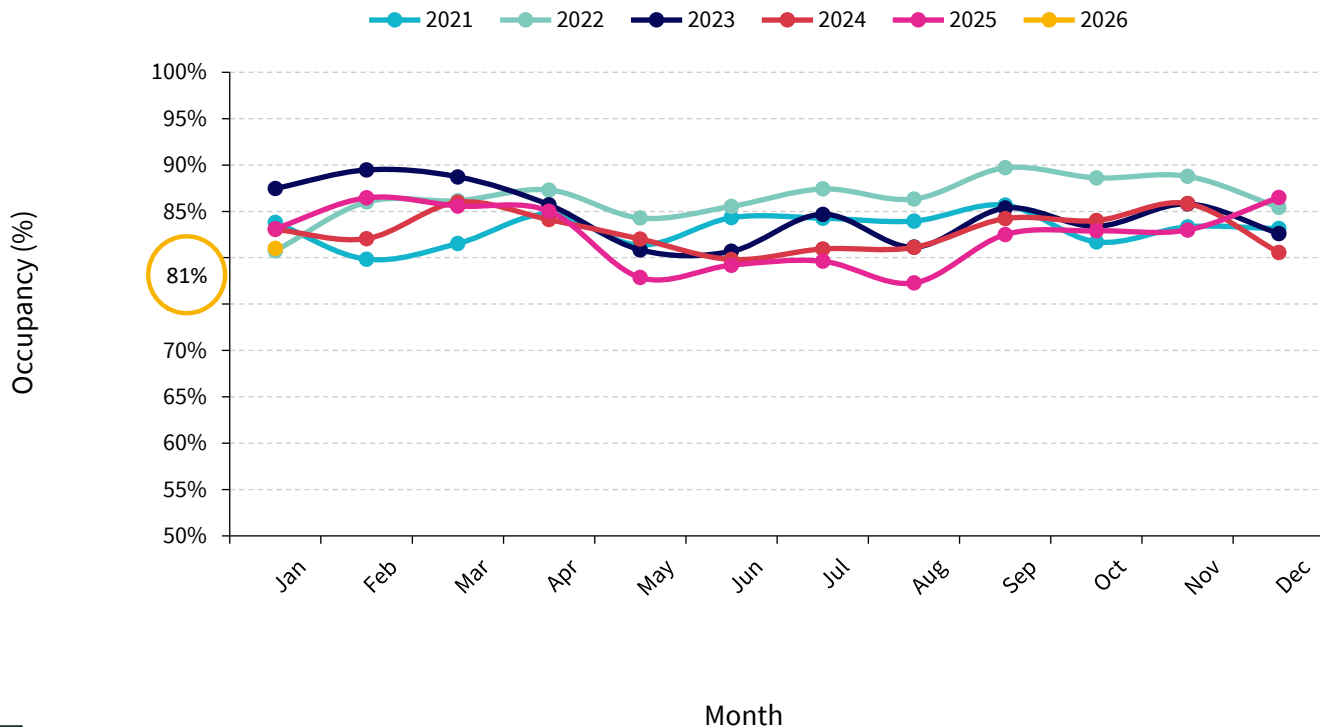
Accommodation Data

INSIGHT

Mandurah Regions monthly average occupancy for January 2026, was 73%, a 1.9% decrease when compared to January 2025. 2025.

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.



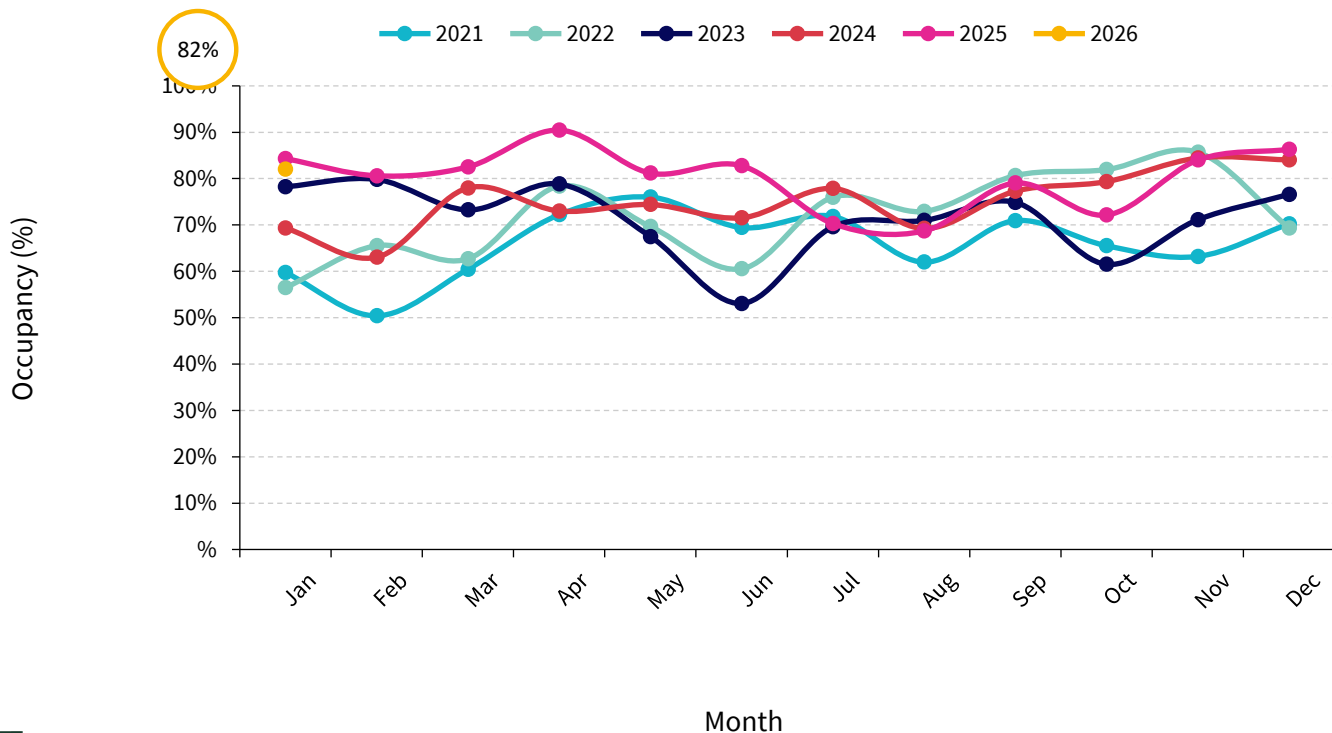
Accommodation Data

INSIGHT

Perth City monthly average occupancy for January 2026, was 81%, a 2% decrease compared to January 2025.

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.



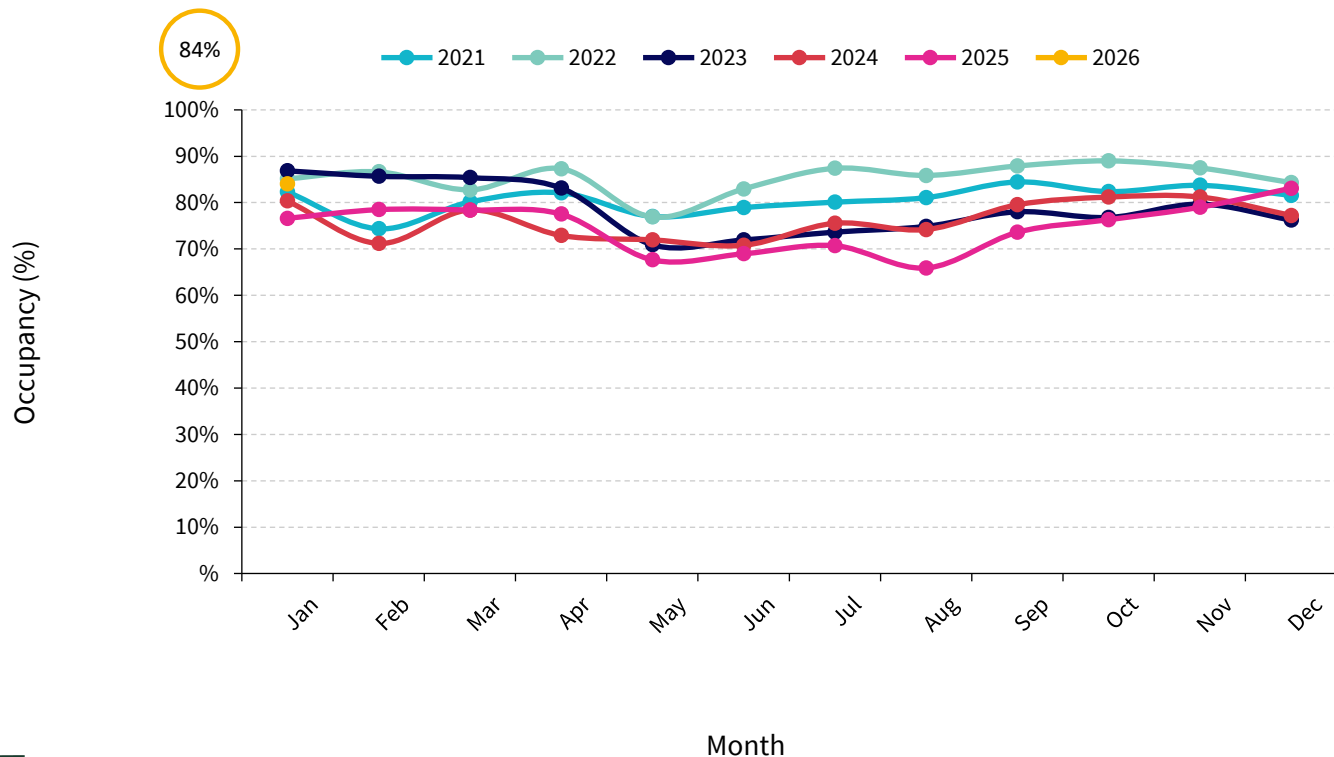
Accommodation Data

INSIGHT

Perth Hills Regions monthly average occupancy for January 2026, was 82%, a 3% decrease when compared to January 2025.

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.



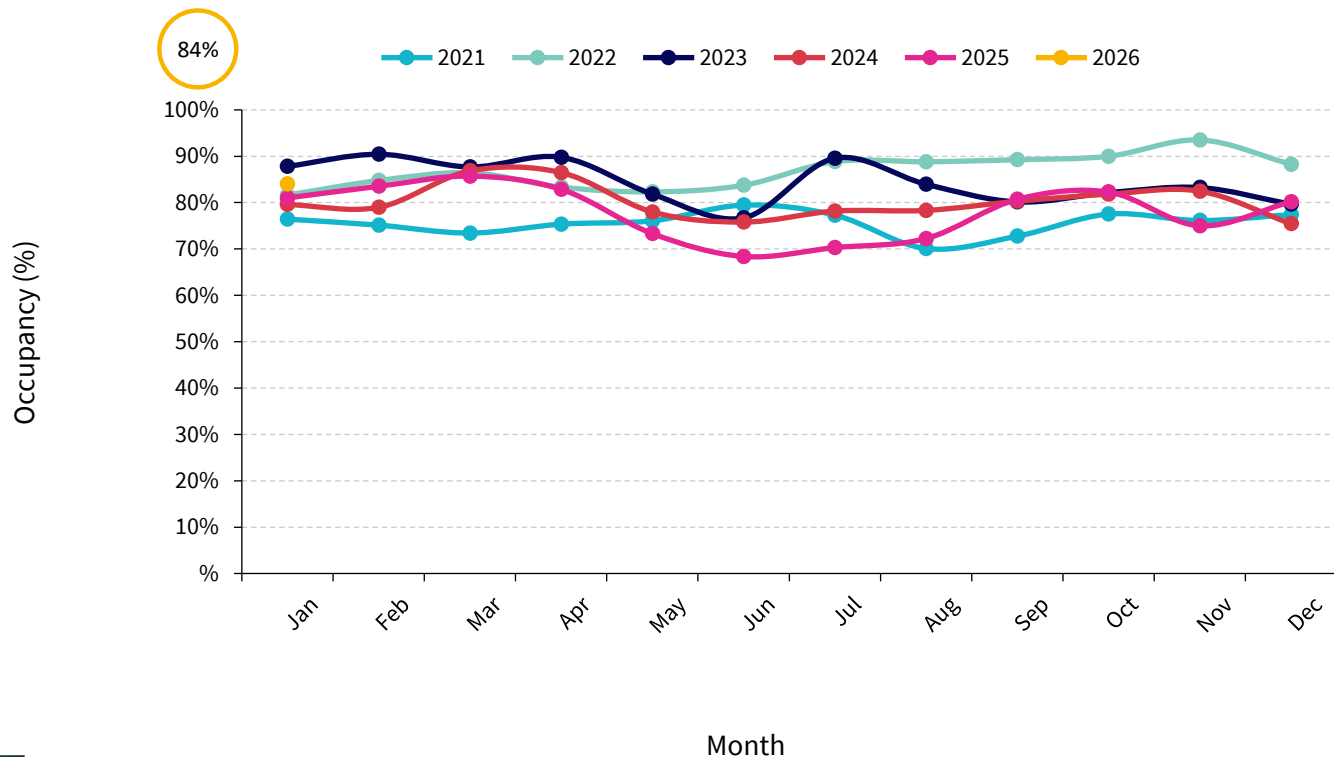
Accommodation Data

INSIGHT

Rockingham Regions monthly average occupancy for January 2026, was 84%, a 9% increase compared to January 2025.

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.



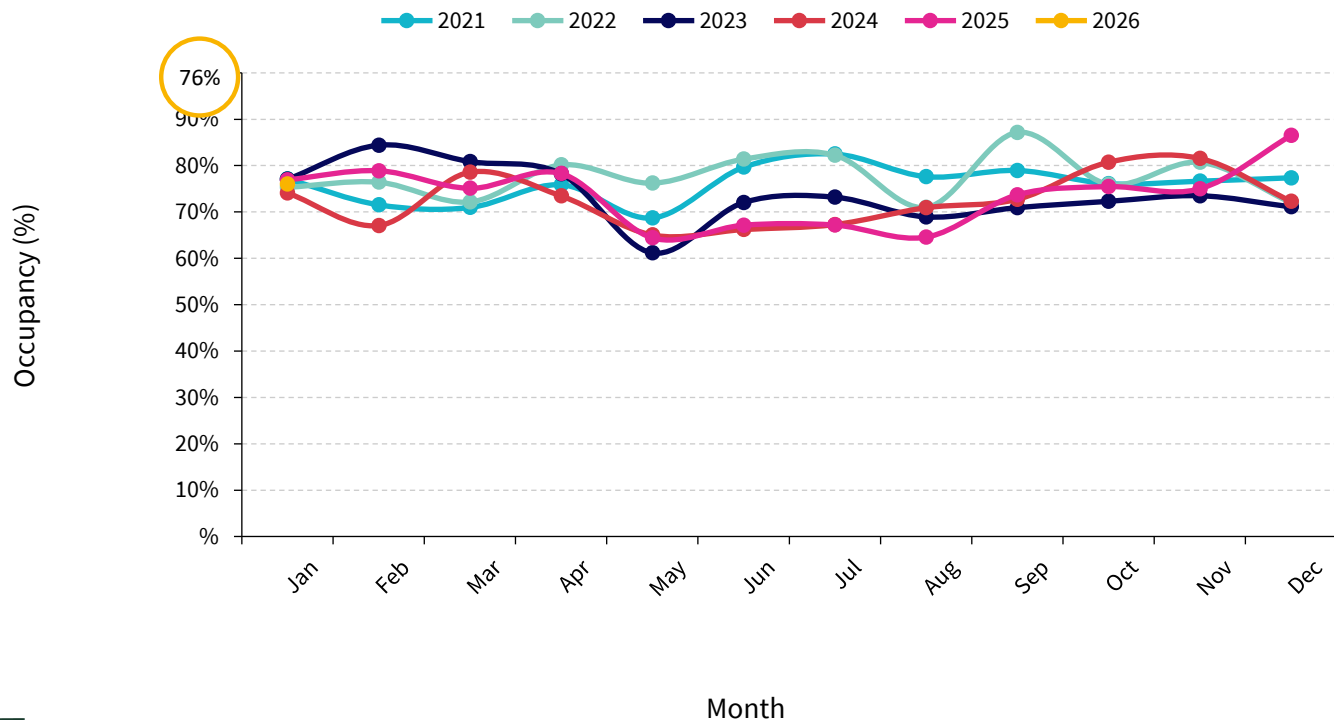
Accommodation Data

INSIGHT

Sunset Coast Regions monthly average occupancy for January 2026, was 84%, a 3.6% increase compared to January 2025.

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.



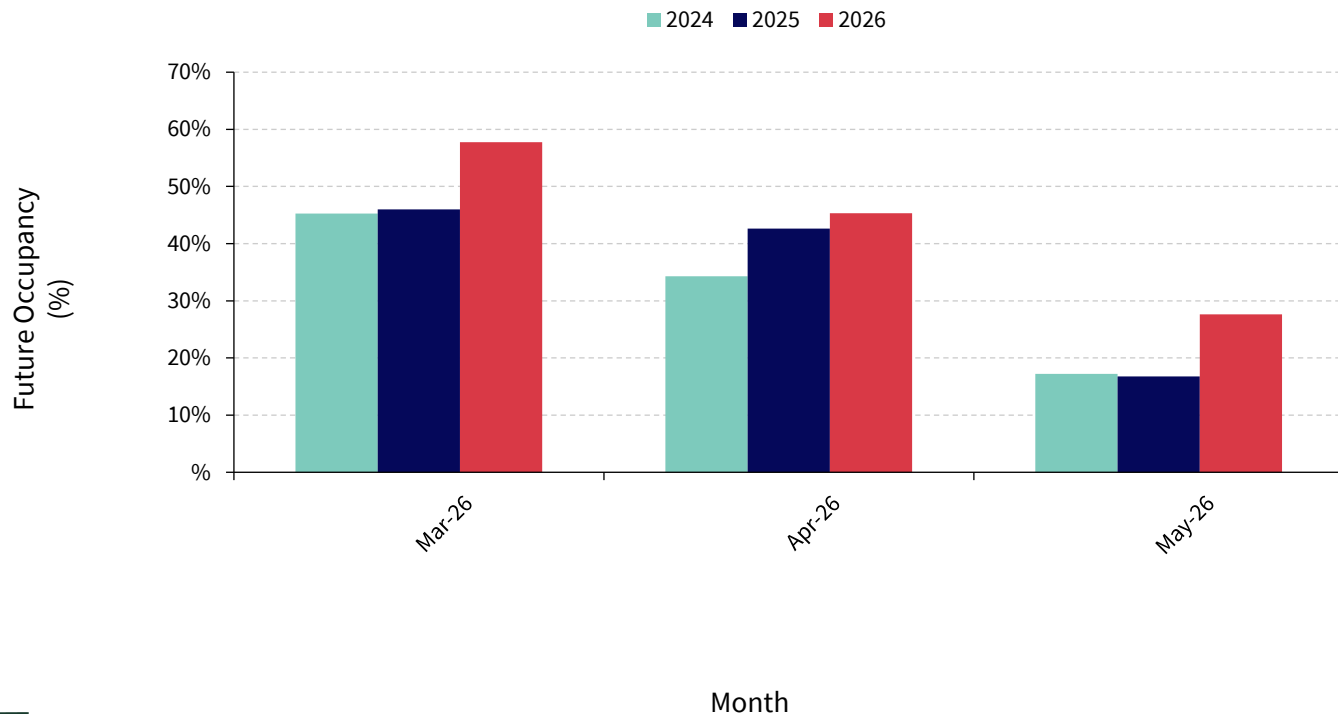
Accommodation Data

INSIGHT

Swan Valley Regions monthly average occupancy for January 2026, was 76%, a 1% decrease compared to January 2025.

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.



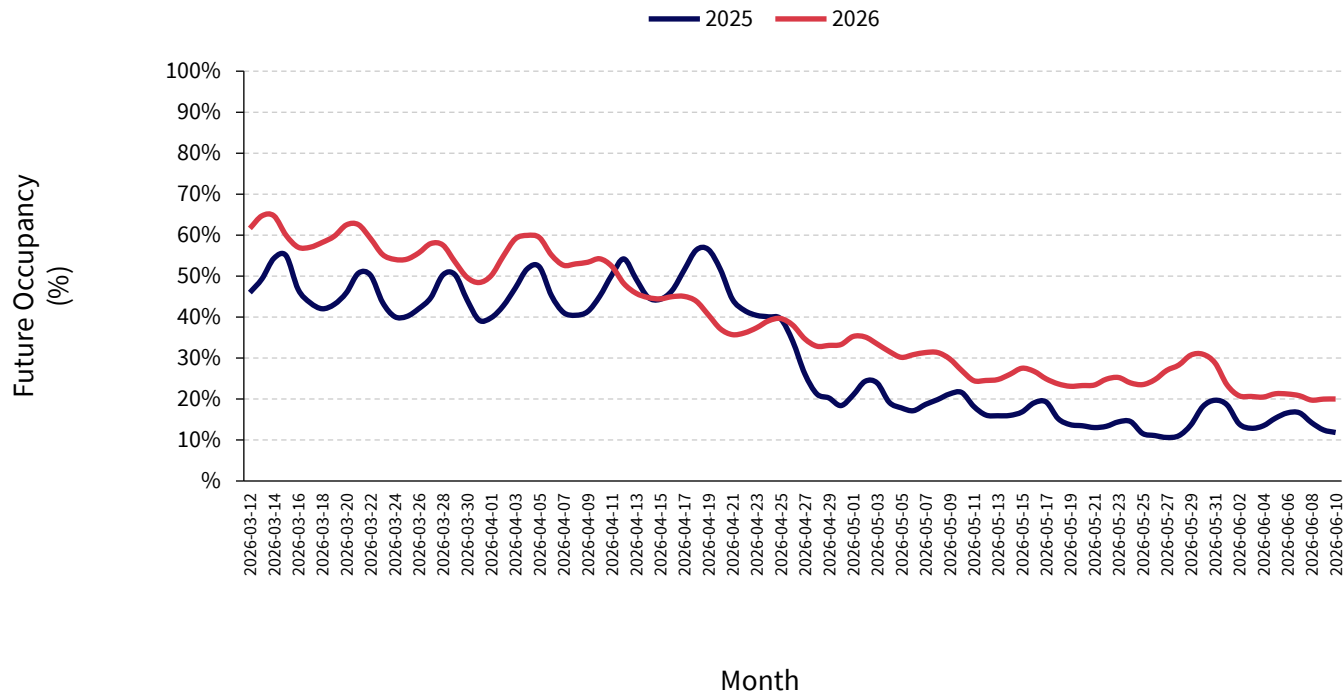
Accommodation Data

INSIGHT

Occupancy rates currently sit at 58% for March 2026 which is 26% higher when compared to March 2025.

Daily Future Occupancy - Destination Perth

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



Accommodation Data

INSIGHT

Occupancy rates for the remainder of March are trending higher compared to the same period in 2025, likely driven by AFC Women's Asian Cup and the upcoming Easter period.

Length of Stay - Destination Perth

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



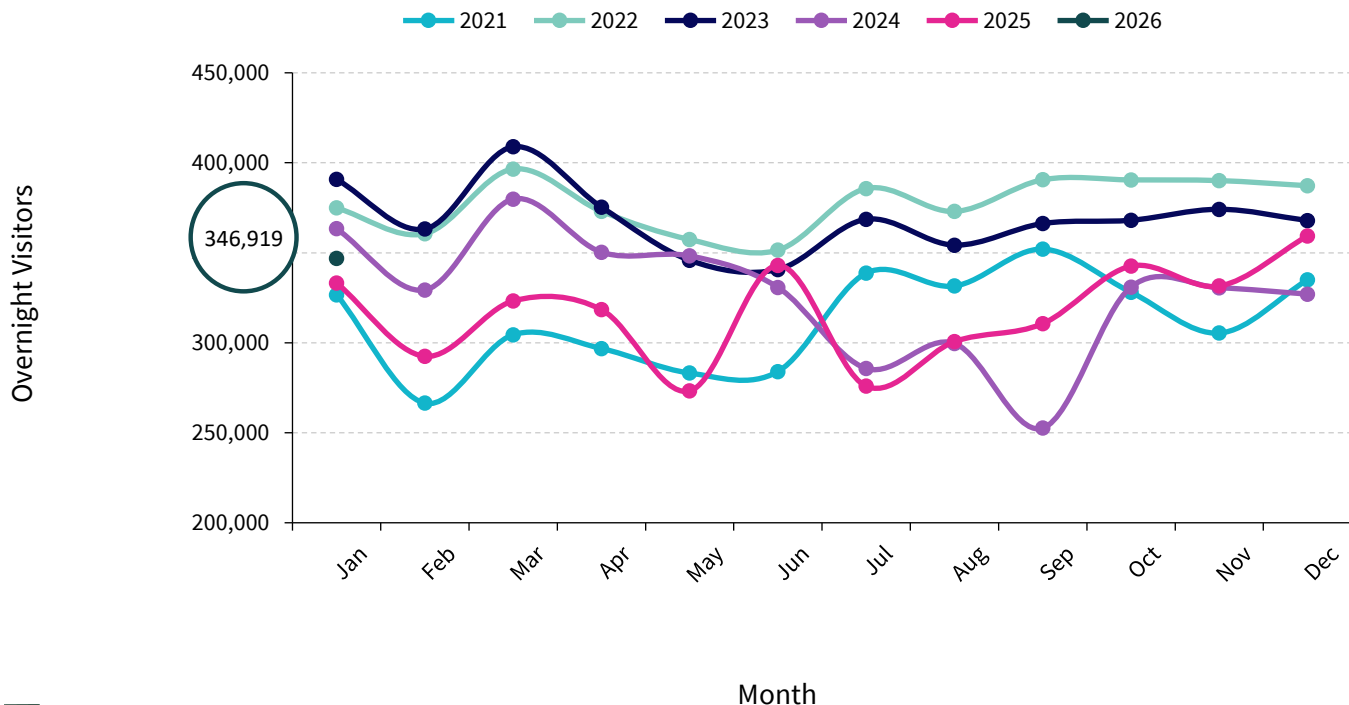
Accommodation Data

INSIGHT

Length of stay in January 2026, was 5.3 days, a 11% decrease when compared to January 2025.

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**

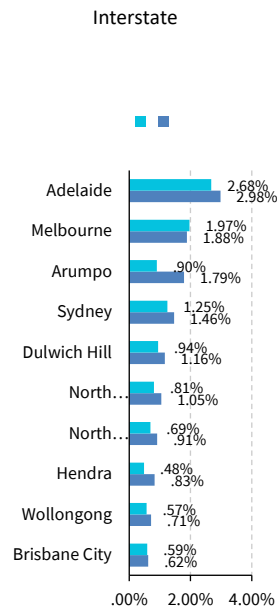
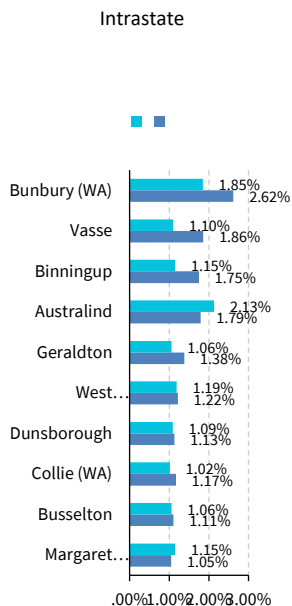
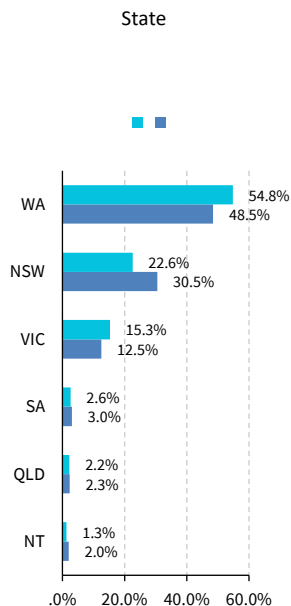
INSIGHT

January 2025, had approximately 346,919 overnight visitors which is a increase of 4.1% compared to January 2026.

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

January '25 vs January '26

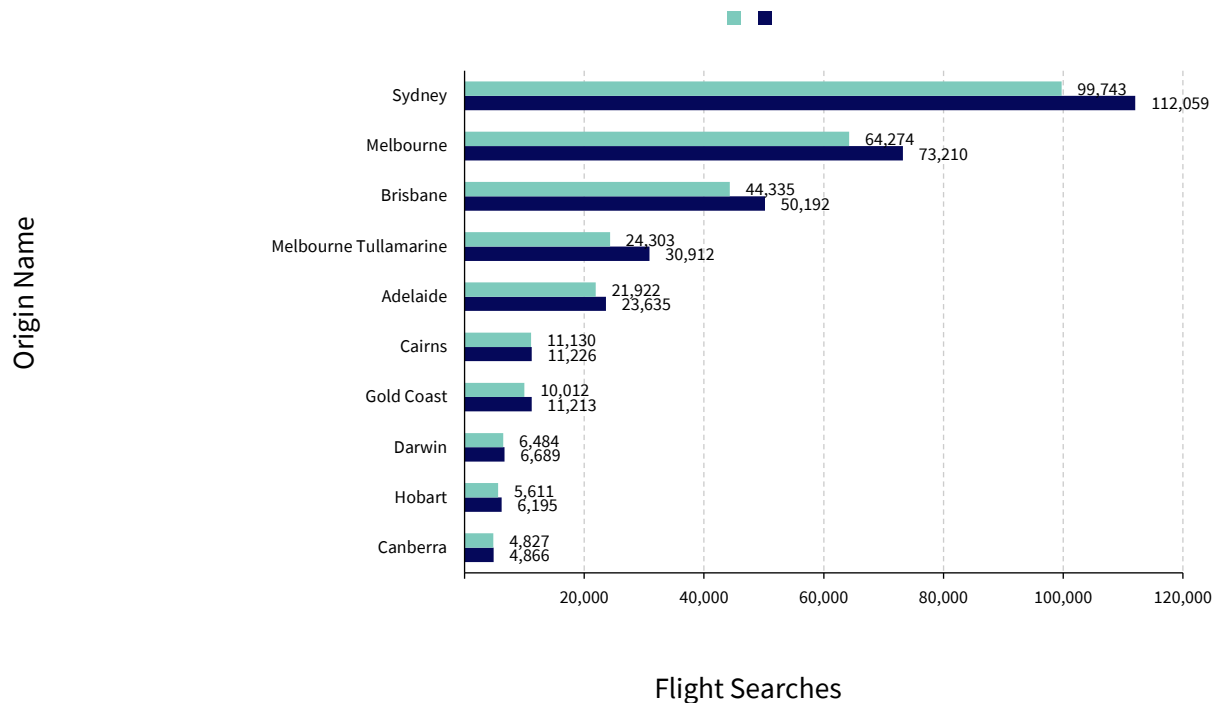
Interstate visitation January 2026 was 51.5% which is a 6.3% increase when compared to January 2025.

Bunbury (WA) had the highest highest intrastate visitation at **2.62%**, a **41.6% increase** compared to January 2025

Adelaide was the biggest interstate suburb source market at **2.98%**, an **11.2% increase** compared to January 2025.

Flight Search Data - Domestic

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



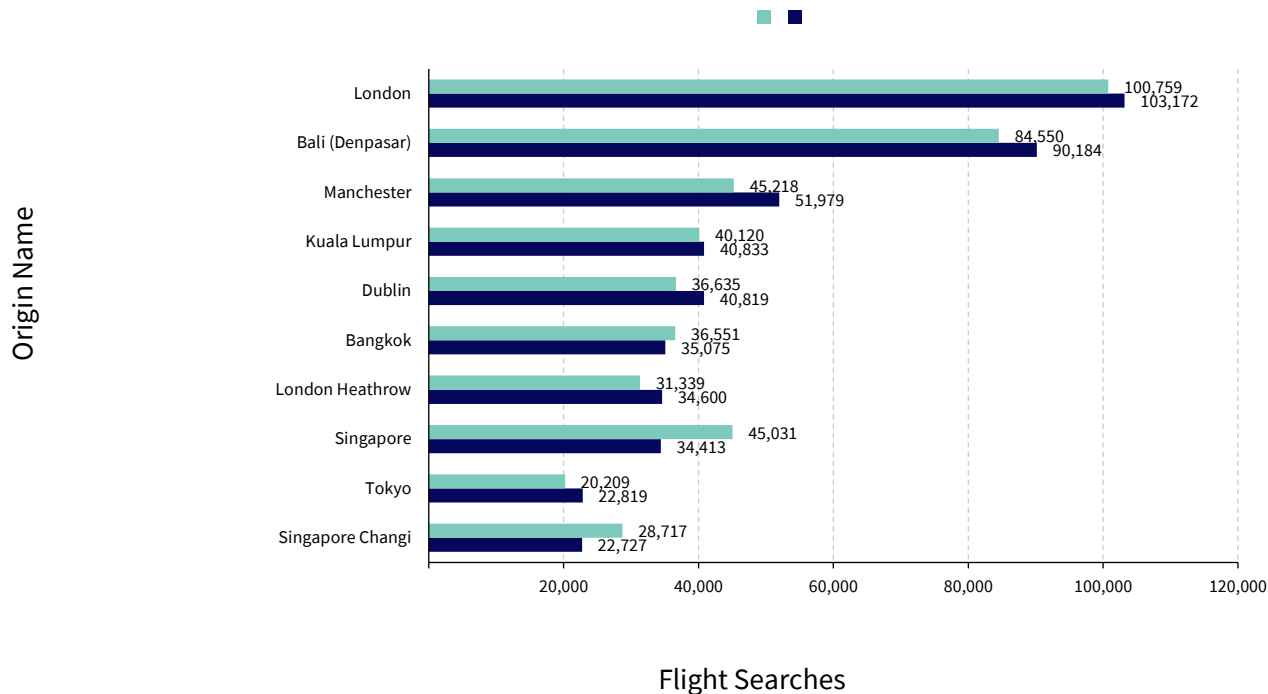
Flight Data

INSIGHT

Sydney had the highest monthly searches in January 2026 at 112,059, a 12% increase compared to January 2025.

Flight Search Data - International

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



Flight Data

INSIGHT

London had the highest monthly searches in **January 2026** at **103,172** an increase **2.4%** compared to **January 2025**.