

DESTINATION
PERTH



Destination Perth - Monthly Report

July 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 **6,979 unique listings**, providing an estimated capacity of **28,771 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 has recently experienced a methodology change in active listings calculation, which may result in changes in figures.

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.

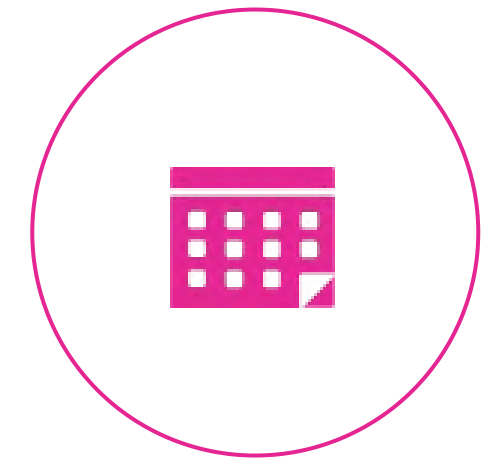
Key Points from July 2025



July 2025, had approximately 275,890 overnight visitors which is a decrease of 3.4% compared to July 2024.



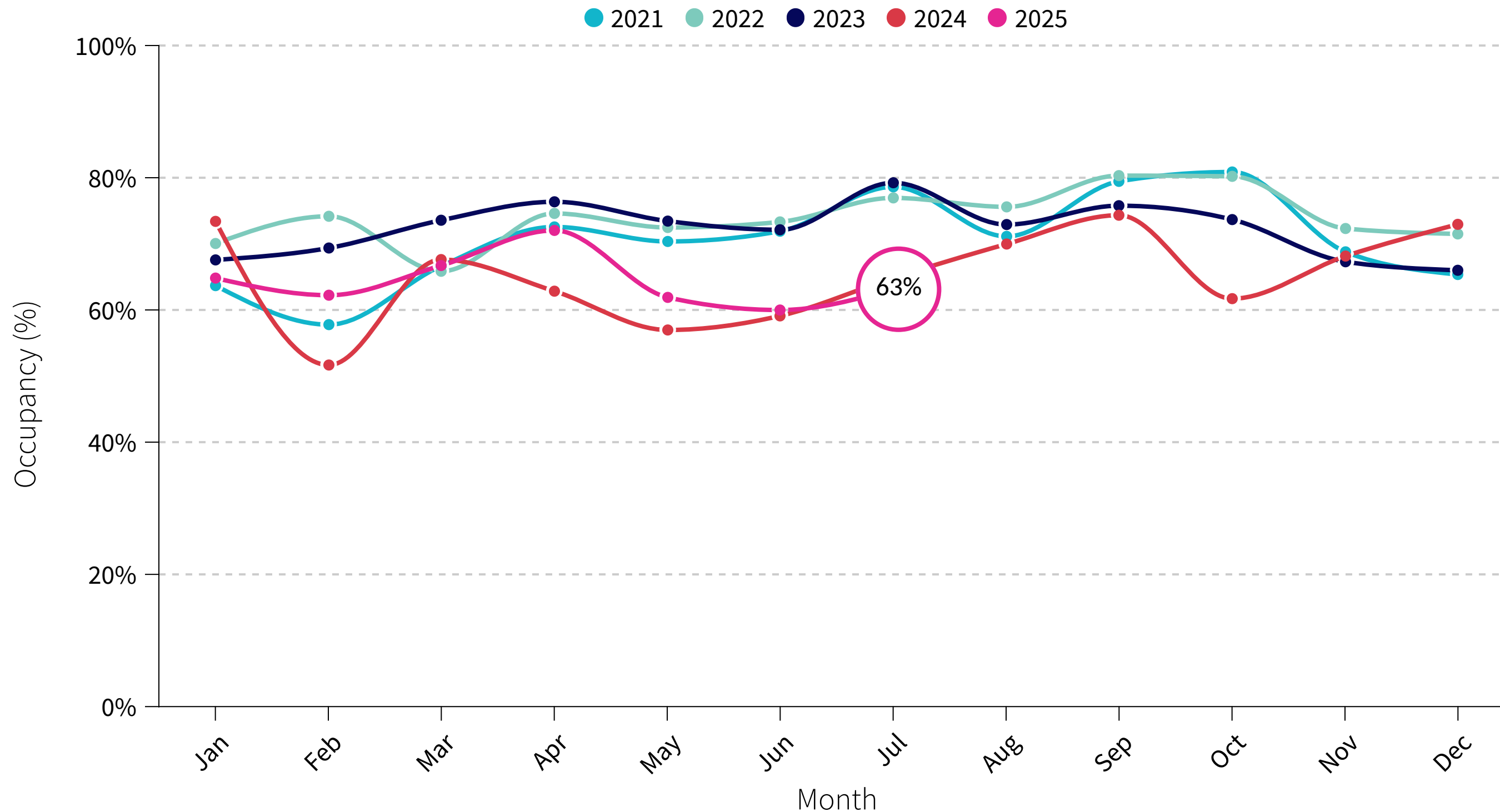
Length of stay in July 2025, was 5.6 days, remaining level when compared to July 2024.



September 2025 future occupancy is projected to be 49% which is a decrease of 30% when compared to September 2024.

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.



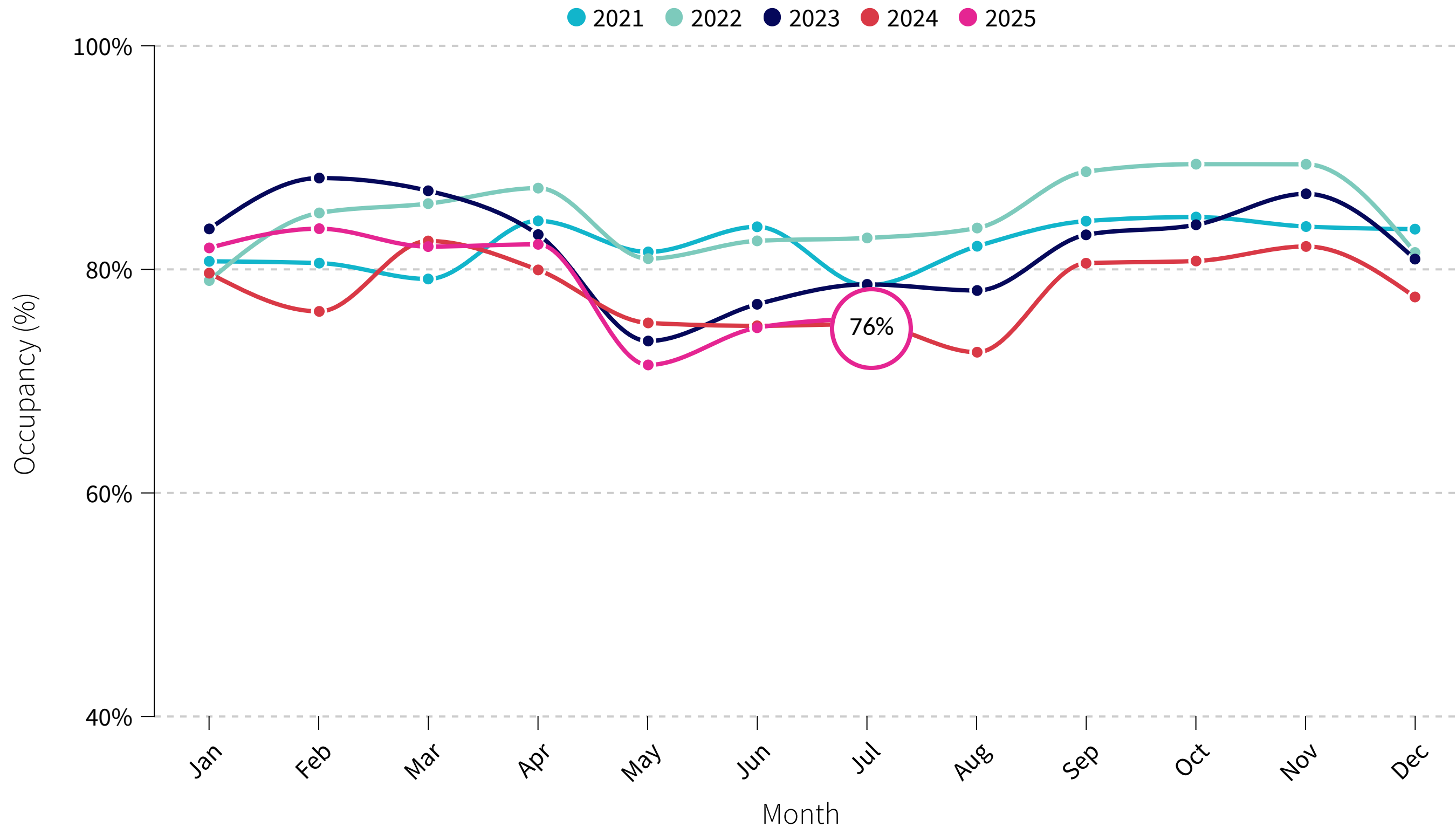
Accommodation Data

INSIGHT

Avon Valley Regions monthly average occupancy for July 2025, was 63%, a 2.5% decrease when compared to July 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.



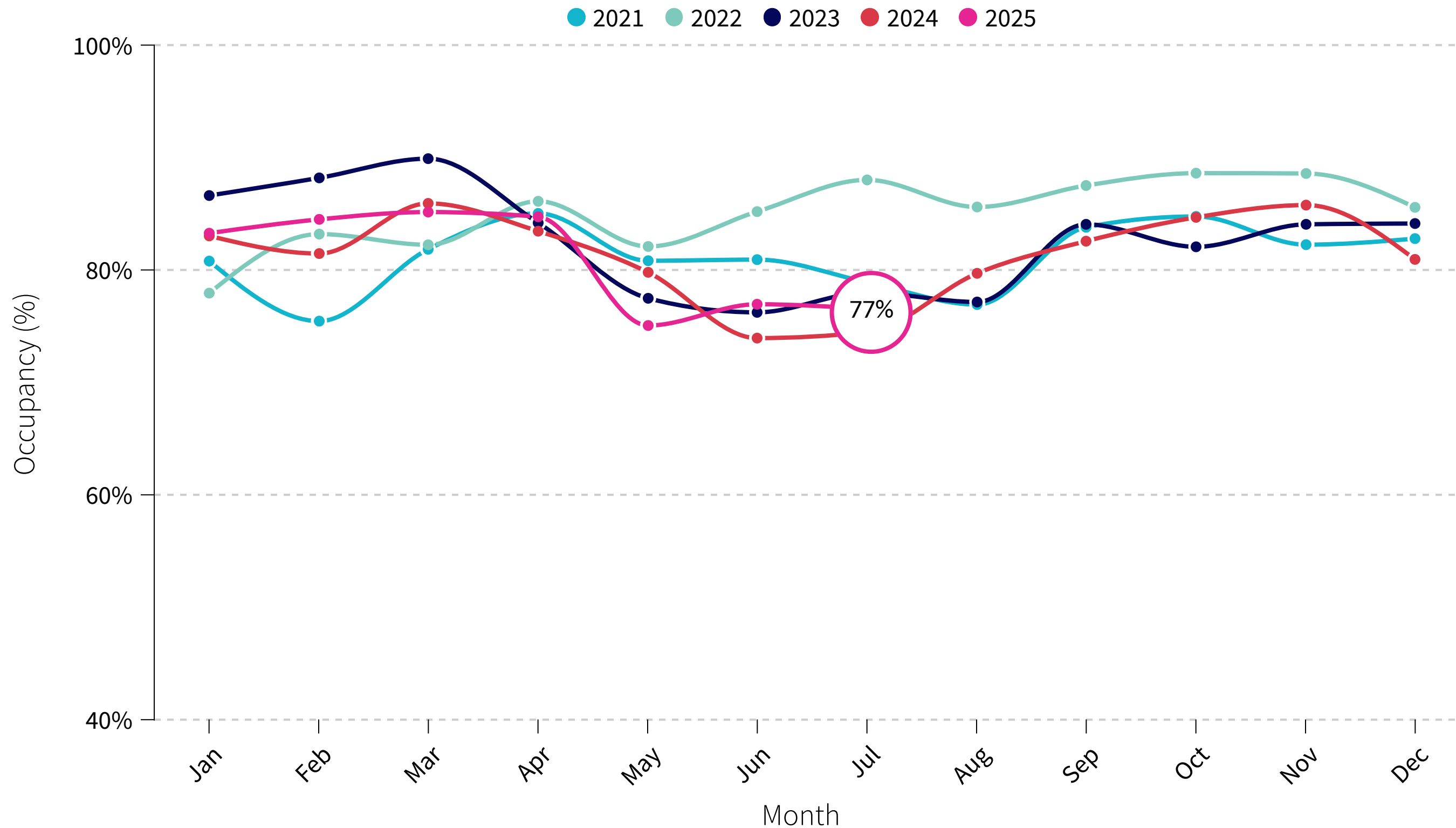
Accommodation Data

INSIGHT

Cockburn Regions monthly average occupancy for July 2025, was 76%, a 1% increase when compared to July 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.



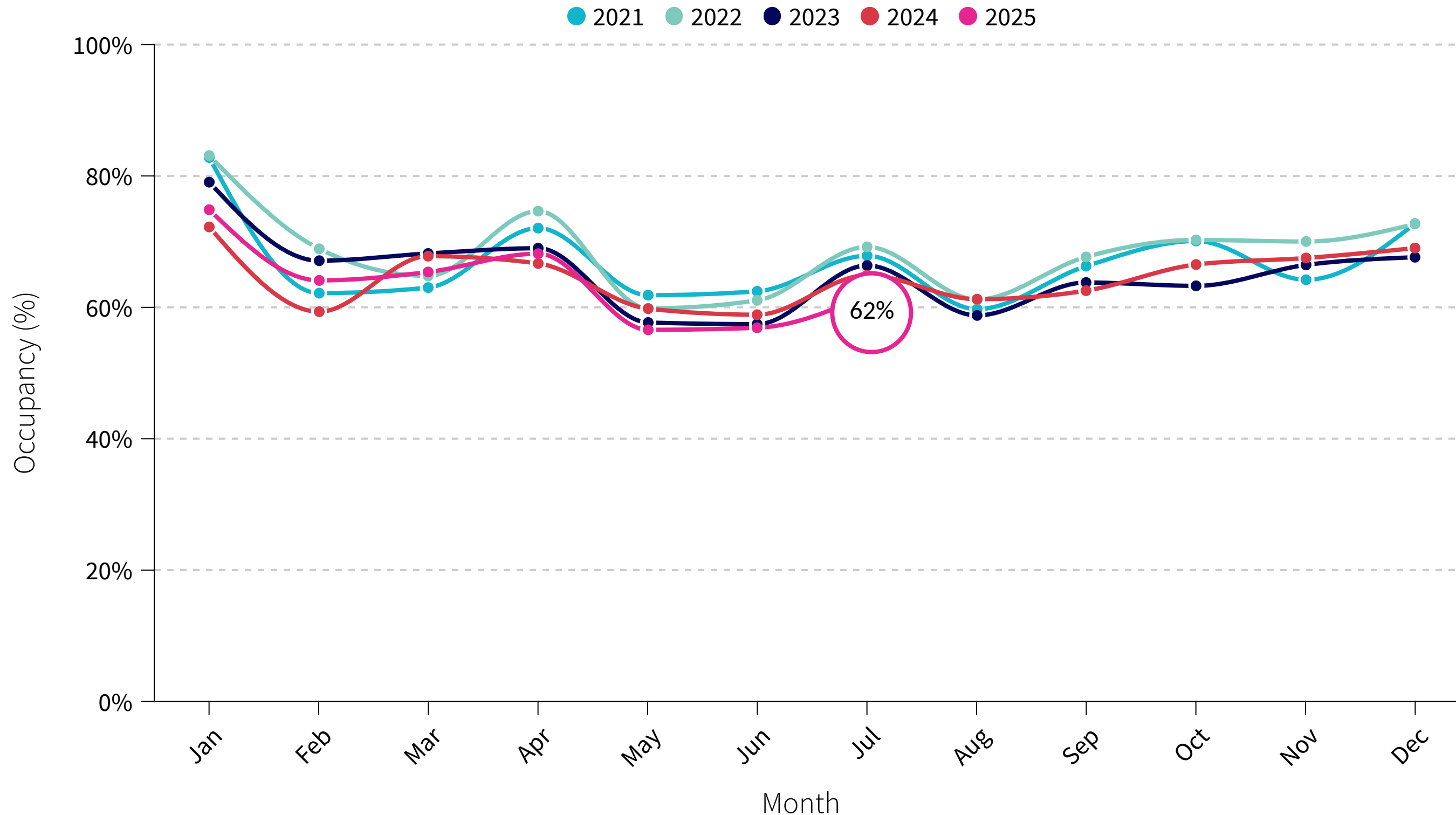
Accommodation Data

INSIGHT

Fremantle Regions monthly average occupancy for July 2025, was 77%, a 2.8% increase compared to July 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.



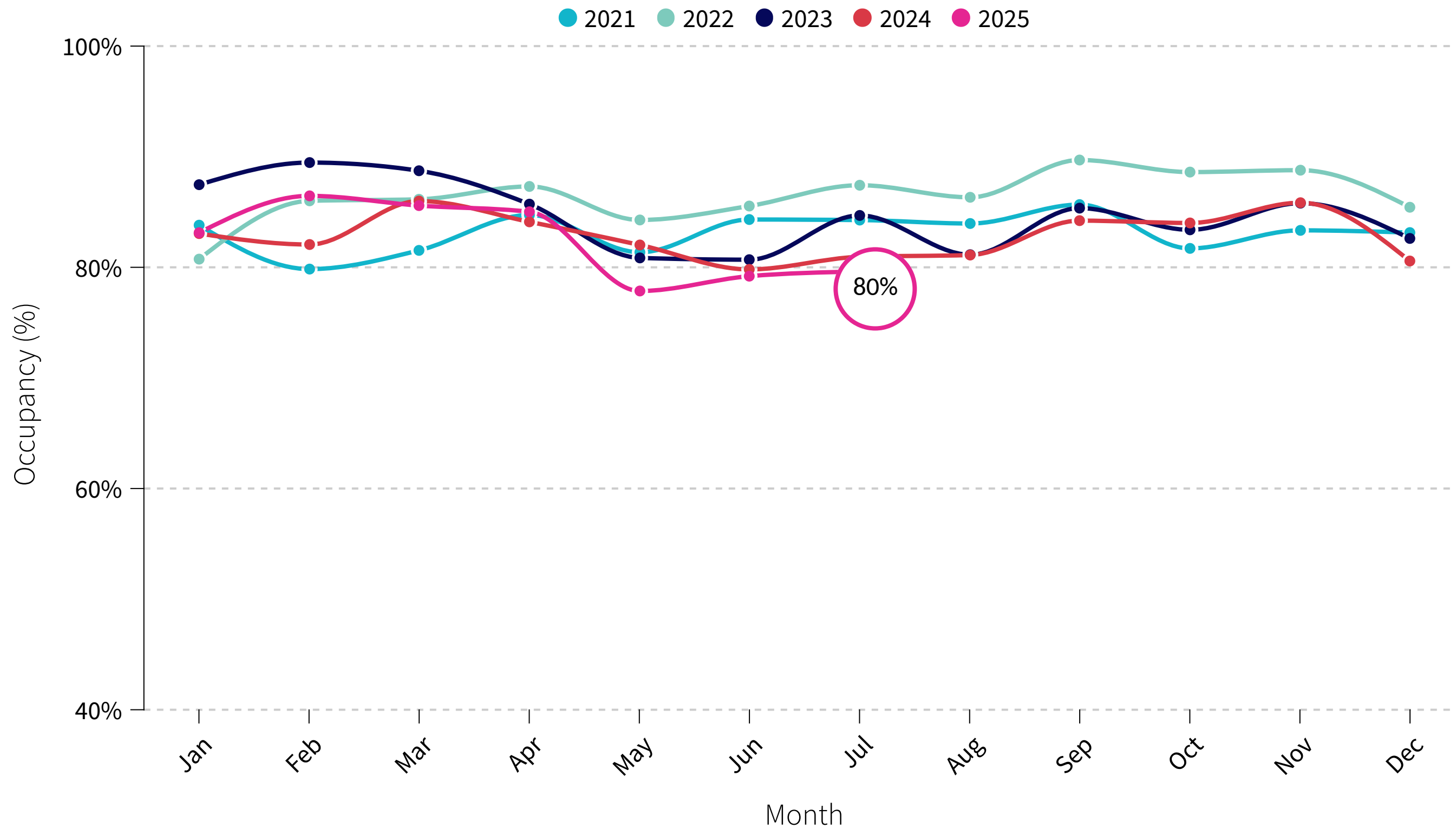
Accommodation Data

INSIGHT

Mandurah Regions monthly average occupancy for July 2025, was 62%, a 4.6% decrease when compared to July 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.



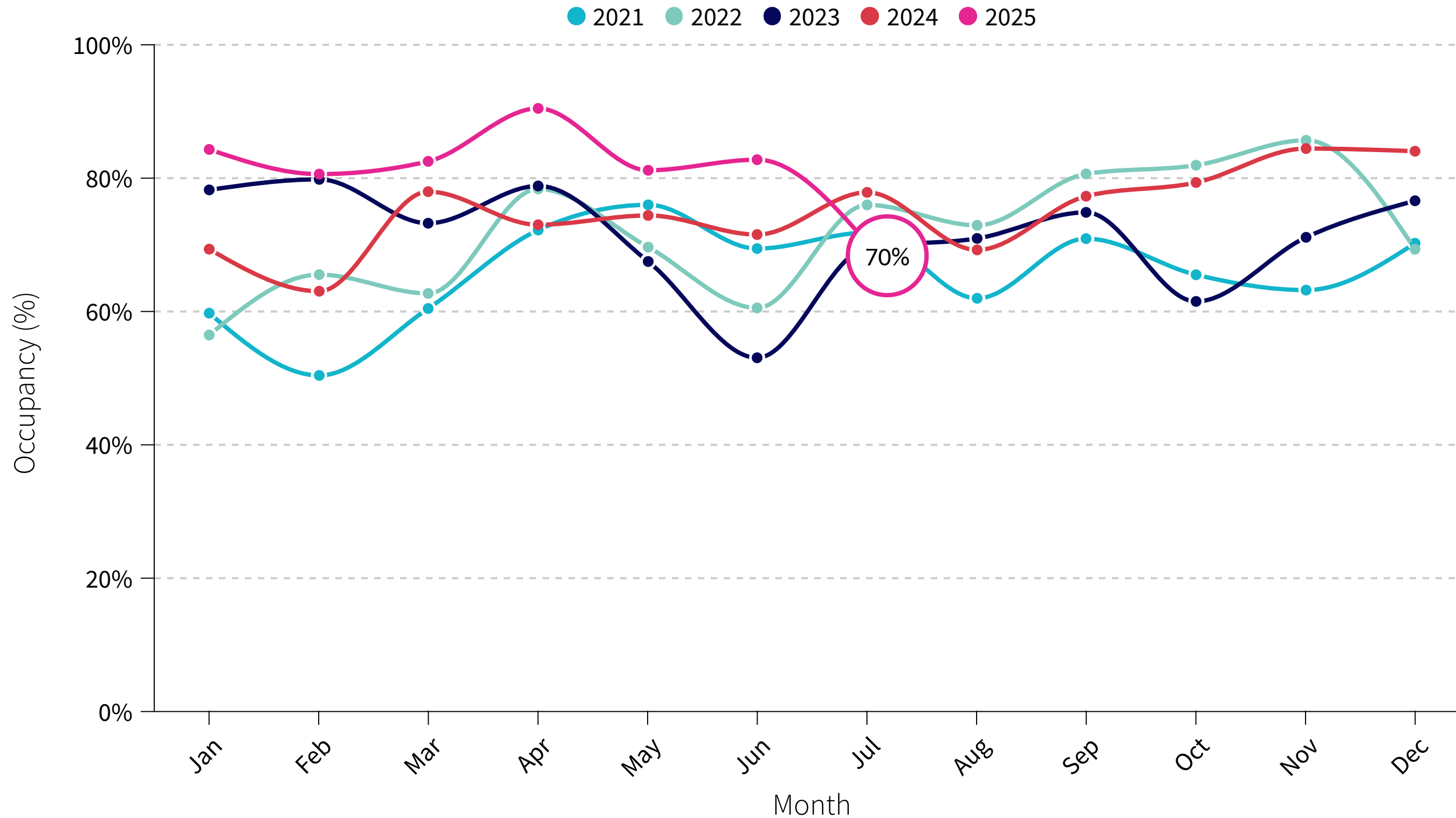
Accommodation Data

INSIGHT

Perth Regions monthly average occupancy for July 2025, was 80%, a 1.6% decrease compared to July 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.



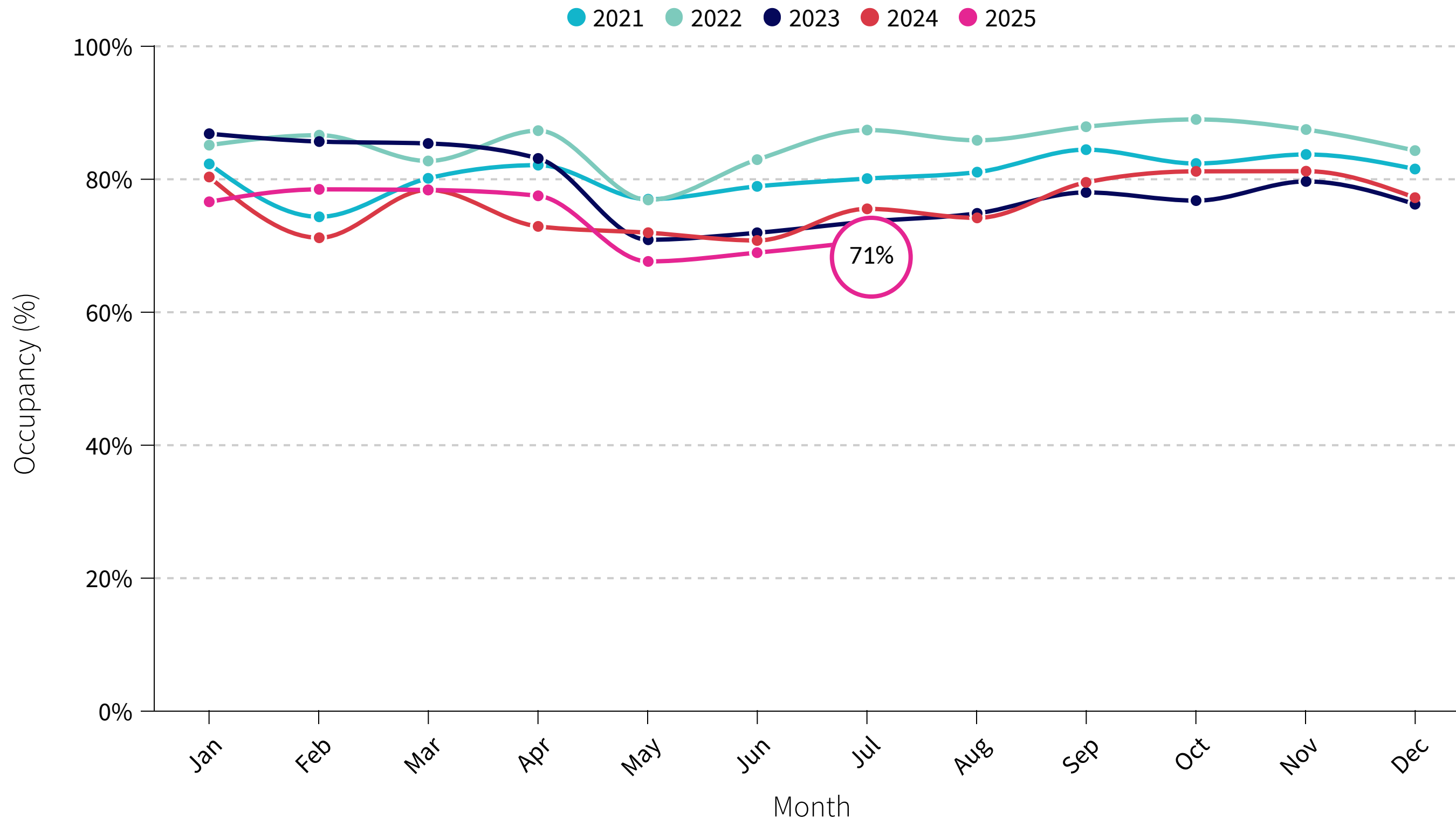
Accommodation Data

INSIGHT

Perth Hills Regions monthly average occupancy for July 2025, was 70%, a 9.7% decrease compared to July 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.



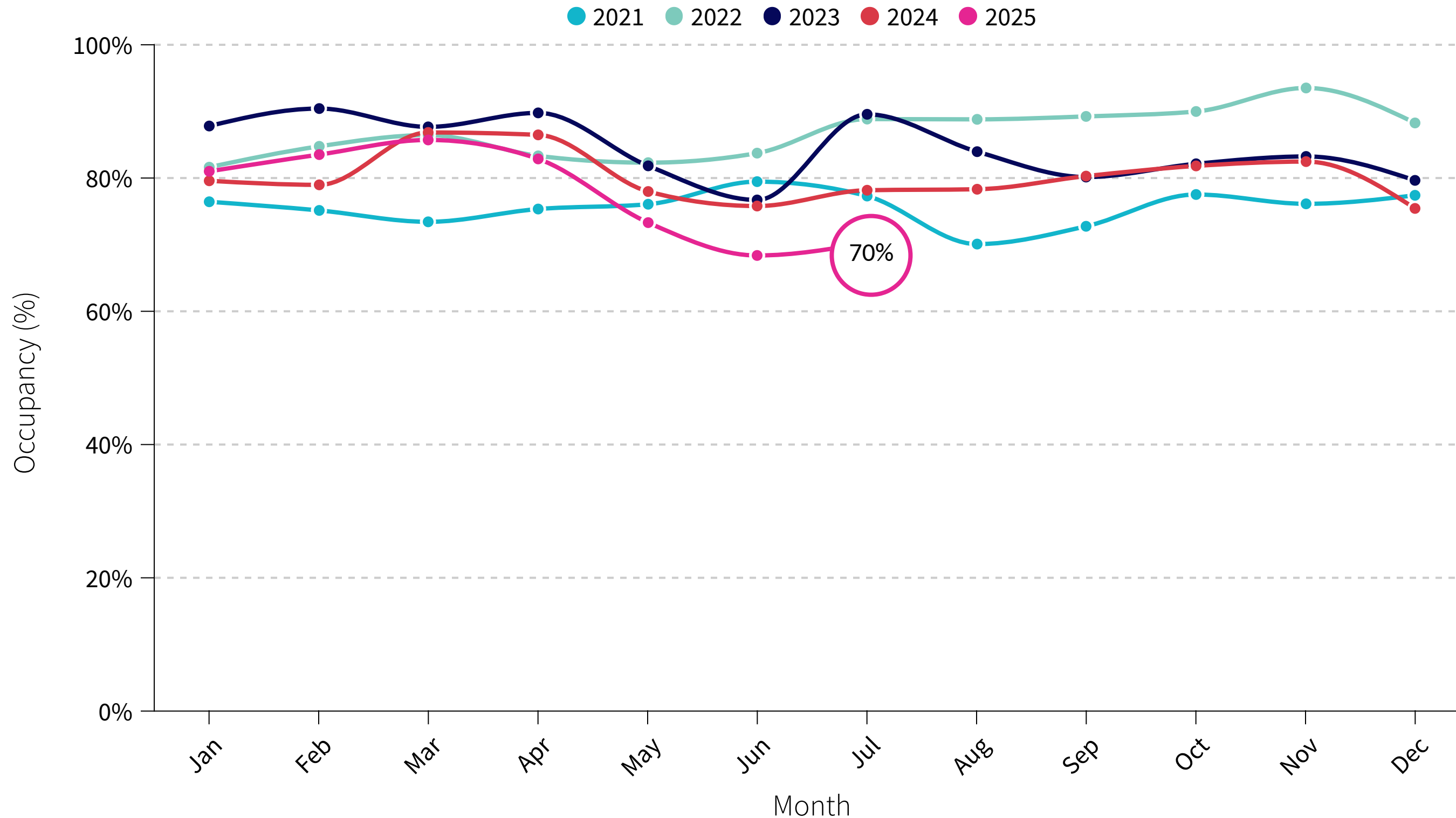
Accommodation Data

INSIGHT

Rockingham Regions monthly average occupancy for July 2025, was 71%, a 6.4% decrease compared to July 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.



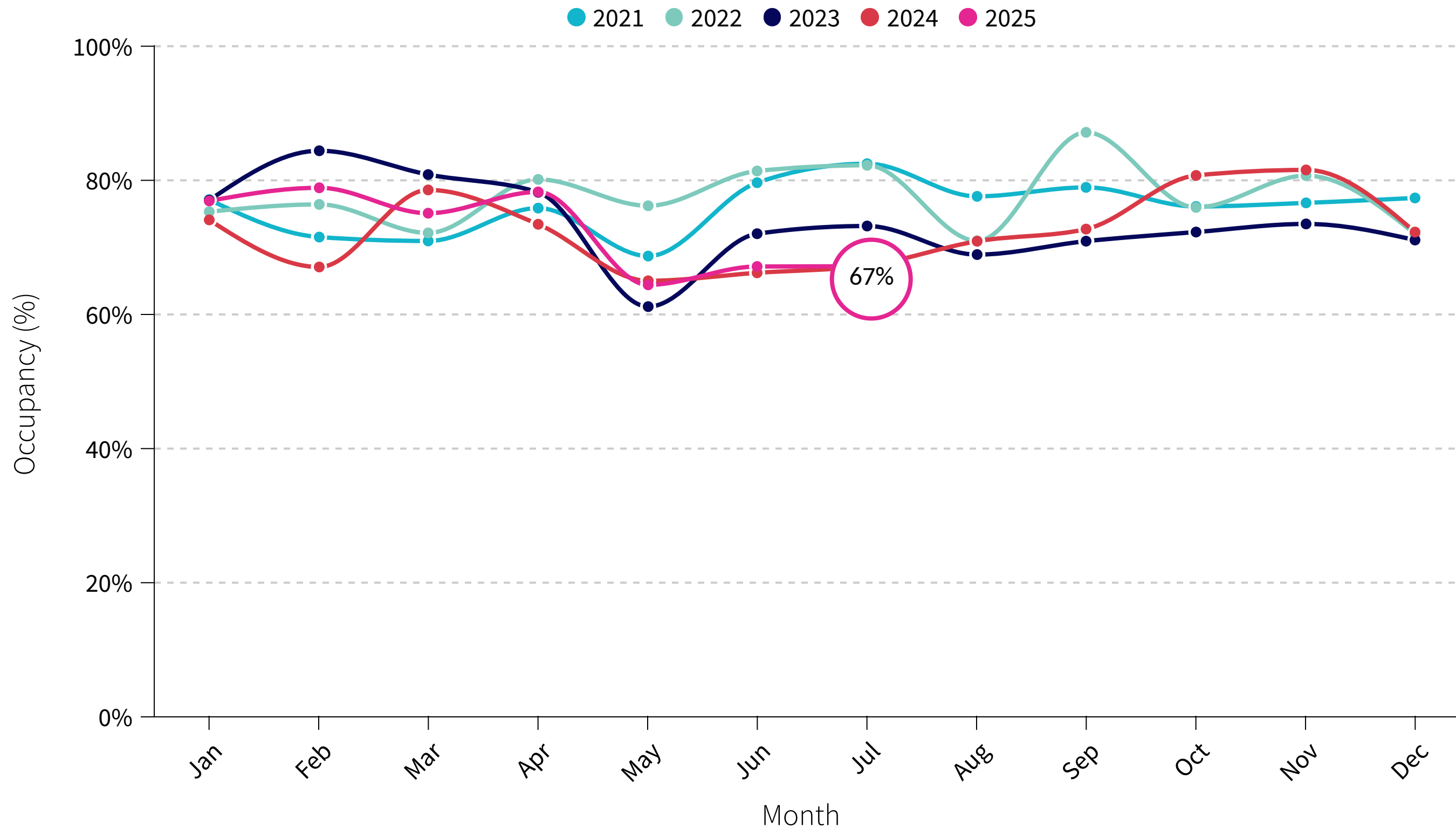
Accommodation Data

INSIGHT

Sunset Coast Regions monthly average occupancy for July 2025, was 70%, a 10% decrease compared to July 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.



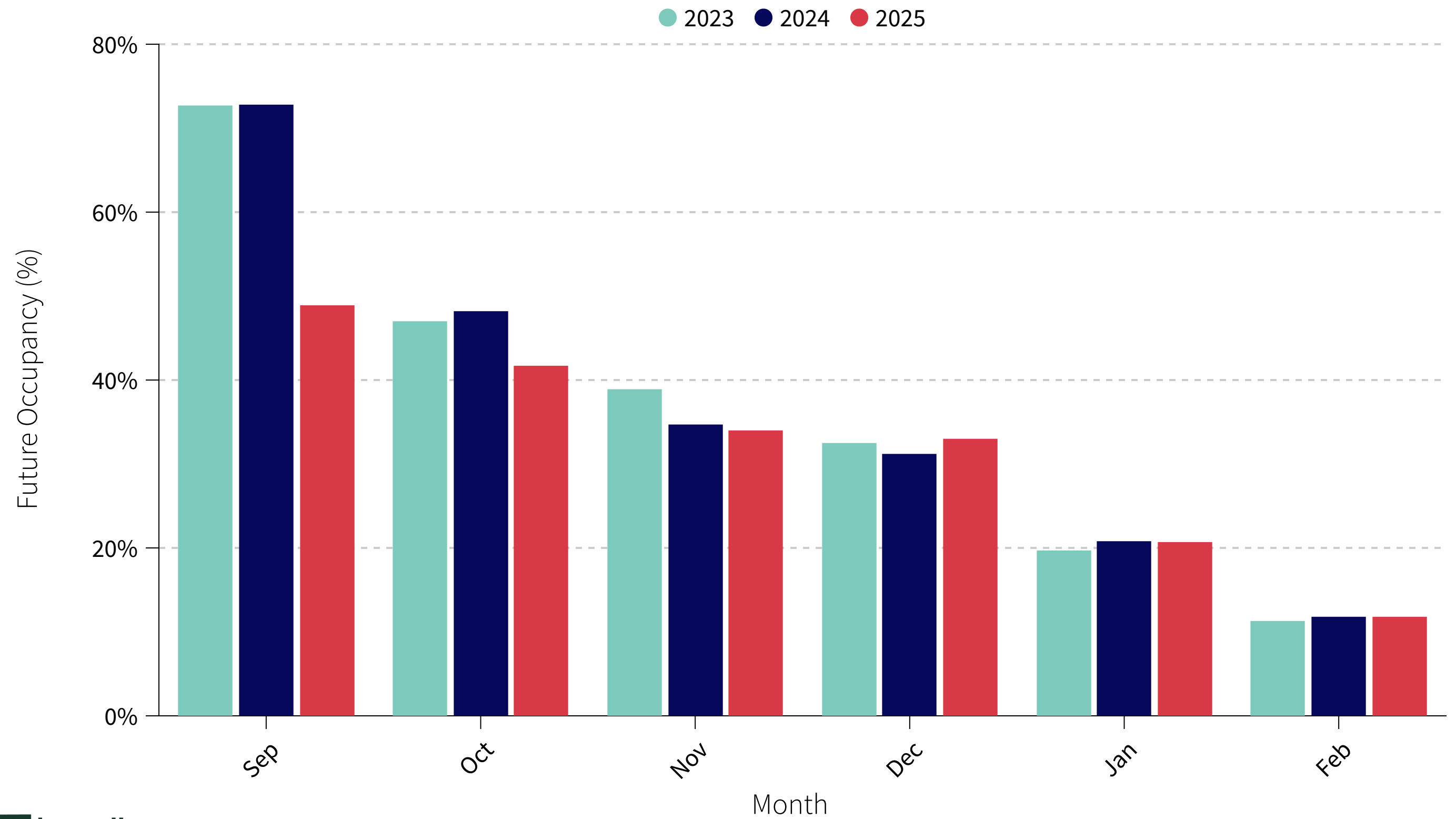
Accommodation Data

INSIGHT

Swan Valley Regions monthly average occupancy for July 2025, was 67%, a 0.1% decrease compared to July 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.



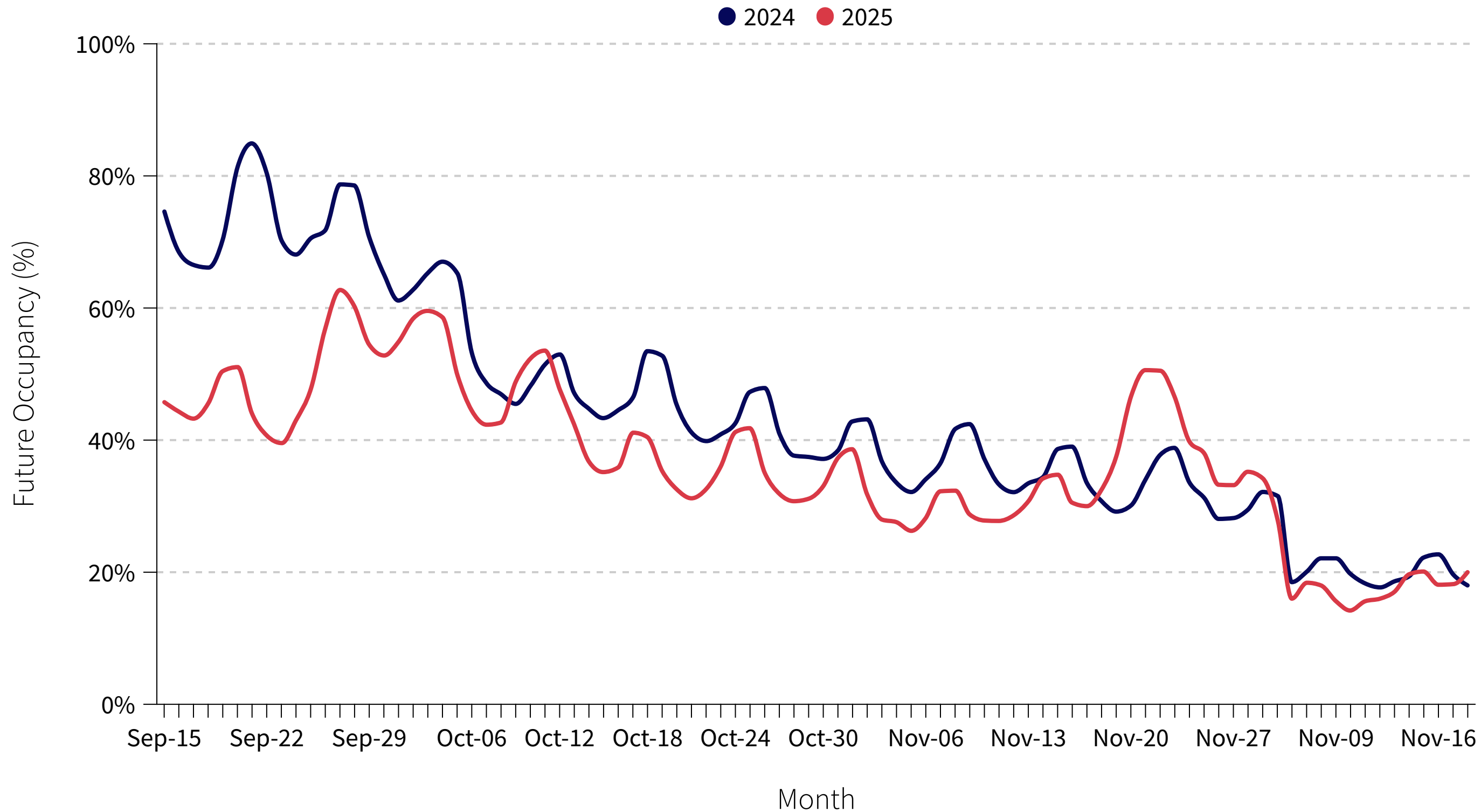
Accommodation Data

INSIGHT

September 2025 future occupancy is projected to be 49% which is a decrease of 30% when compared to September 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 over the next three months is trending behind the same period last year.

Length of Stay - Destination Perth

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



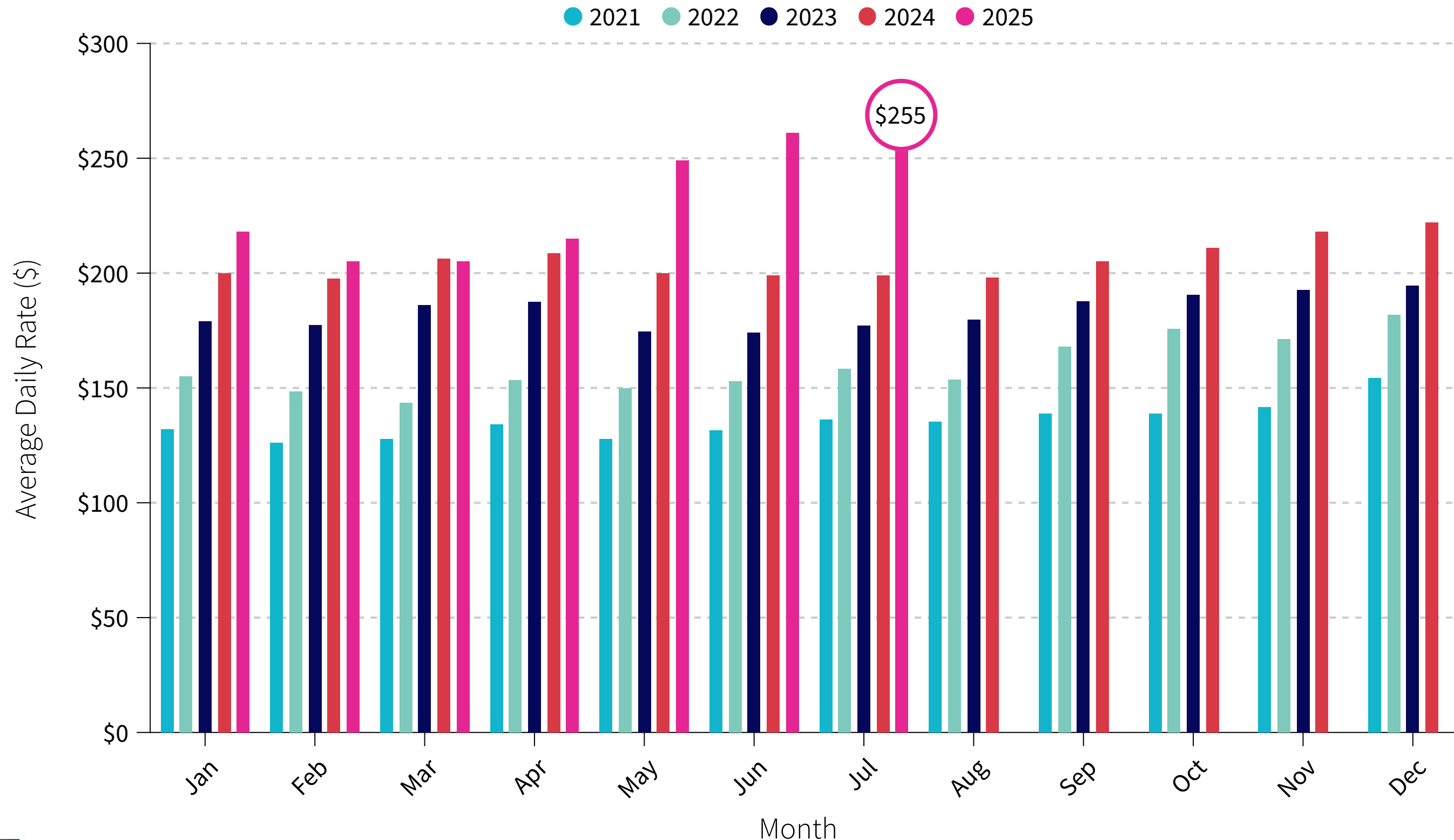
Accommodation Data

INSIGHT

Length of stay in July 2025, was 5.8 days, a 3% decrease when compared to July 2024.

Average Daily Rate - Destination Perth

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



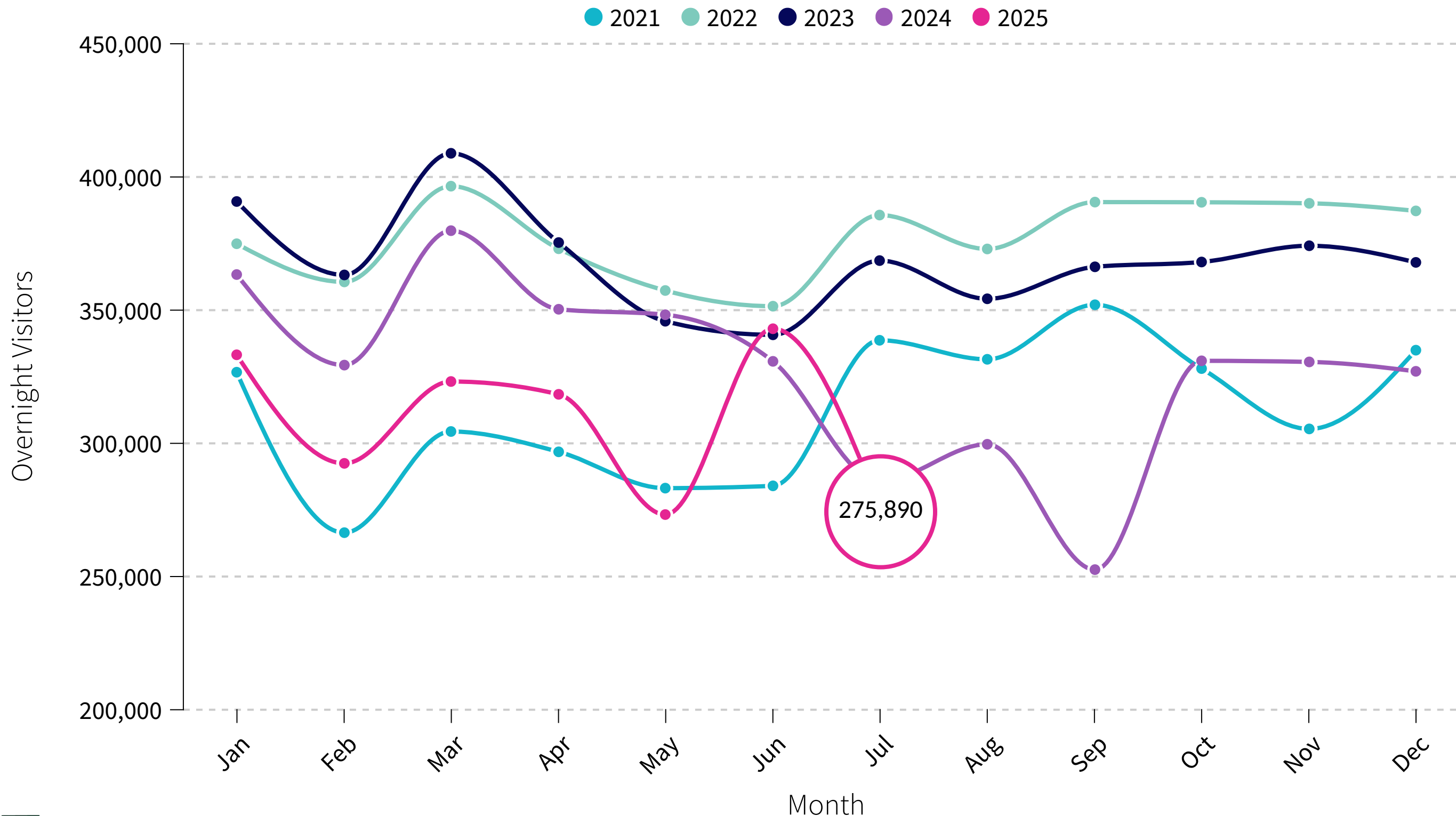
Accommodation Data

INSIGHT

Average daily rate for July 2025, was \$255, a 28% increase compared to July 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



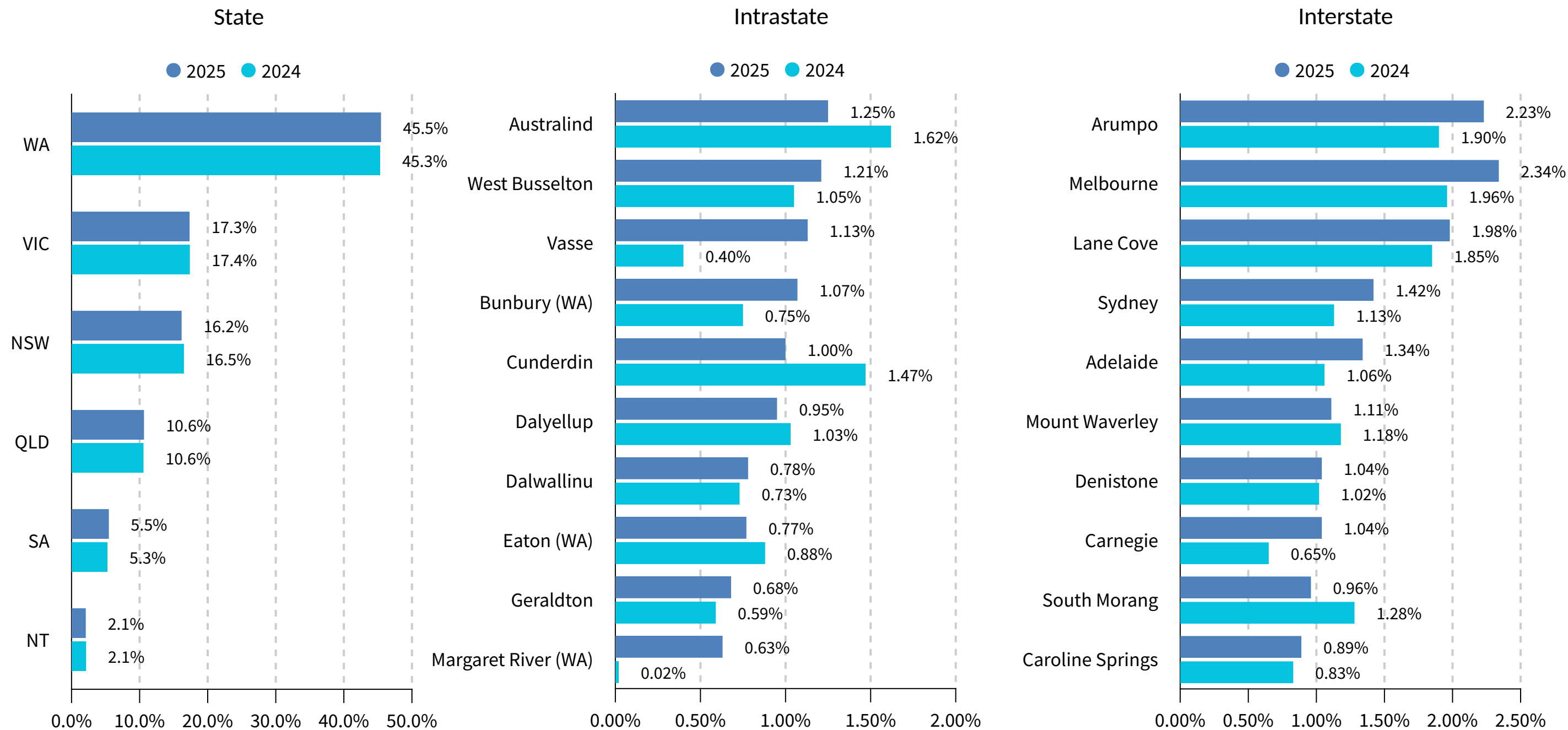
Accommodation Data, TRA and Mobility Data

INSIGHT

July 2025, had approximately 275,890 overnight visitors which is a decrease of 3.4% compared to July 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

July 2024 vs July 2025

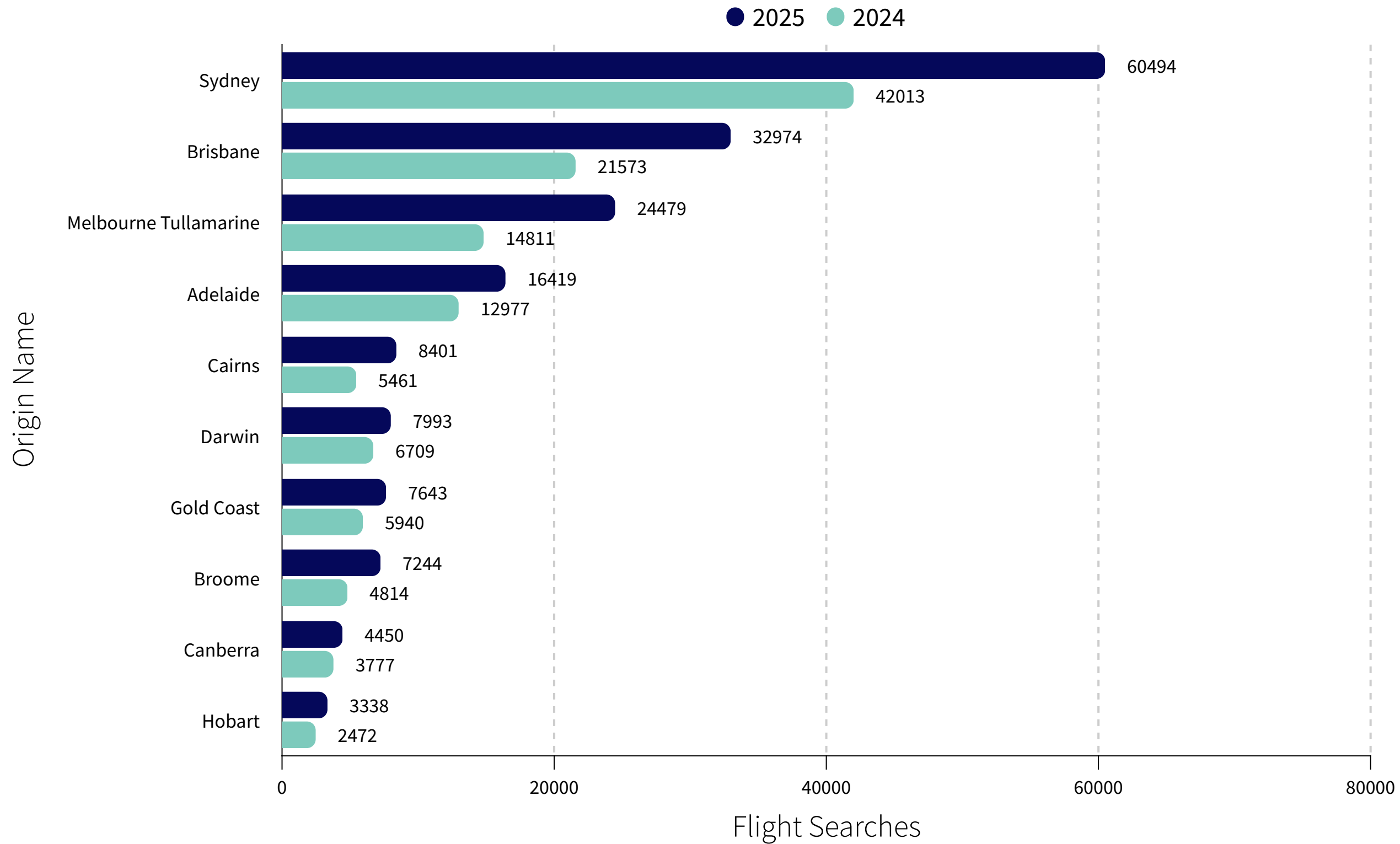
Interstate visitation July 2025 was 54.5% which is a 1% decrease when compared to July 2024.

Australind had the highest intrastate visitation at 1.25%, a 22% decrease compared to July 2024.

Arumpo was the biggest interstate suburb source market at 2.23%, a 17% increase compared to July 2024.

Flight Search Data - Domestic

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



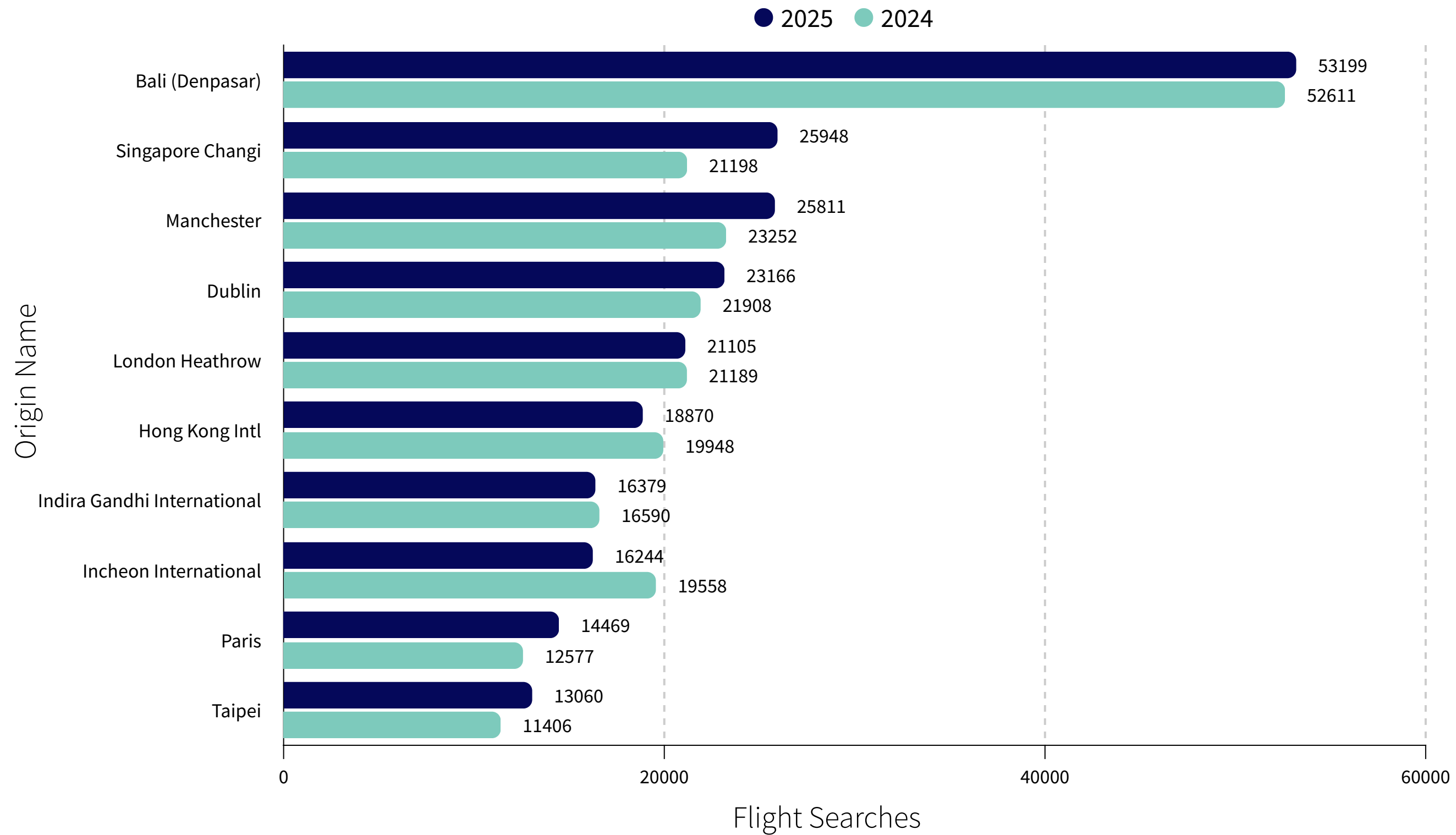
Flight Data

INSIGHT

Sydney had the highest monthly searches in July 2025 at 60,494, a 43% increase compared to July 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 July 2025 at 53,199 an increase of 1% compared to July 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