

DESTINATION
PERTH



Destination Perth – Monthly Report

March 2026

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 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.

Notice: Recently Localis underwent a transition to a new accommodation partner. As part of this change the number of properties included in the dataset has increased, which may result in historical changes to accommodation metrics. For any questions please reach out to team@localis.co. 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.

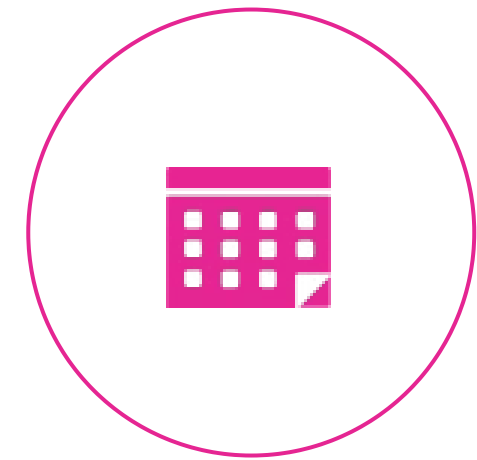
Key Points from March 2026



March 2026, had approximately 381,135 overnight visitors which is an increase of 18% compared to March 2025.



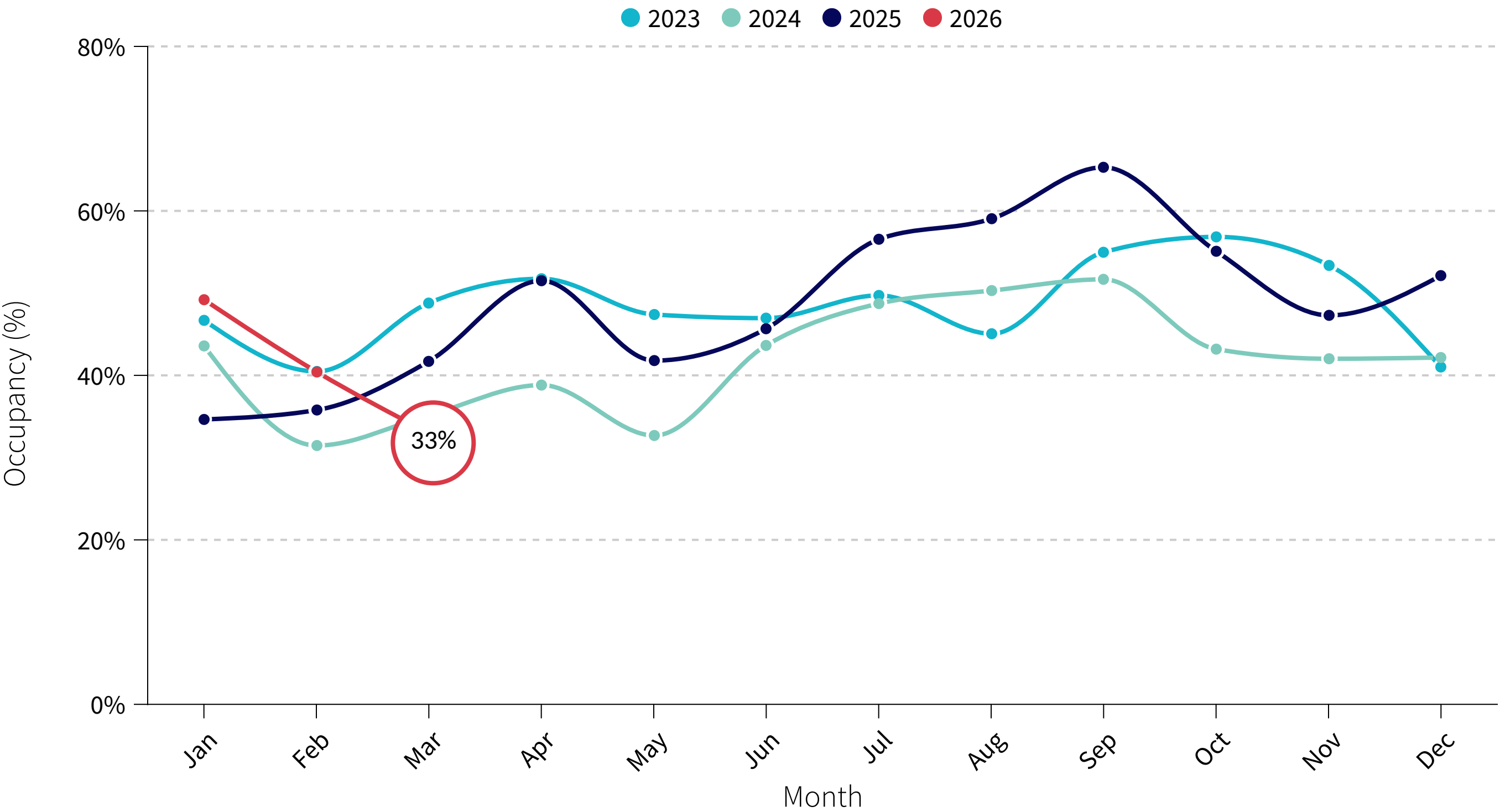
Length of stay in March 2026, was 4.6 days, a 9% decrease when compared to March 2025.



Occupancy for the upcoming three months is tracking slightly ahead of last year. Notably, there is a distinct spike over the weekend of May 30, 2026, driven by the Pinjarra Festival.

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.
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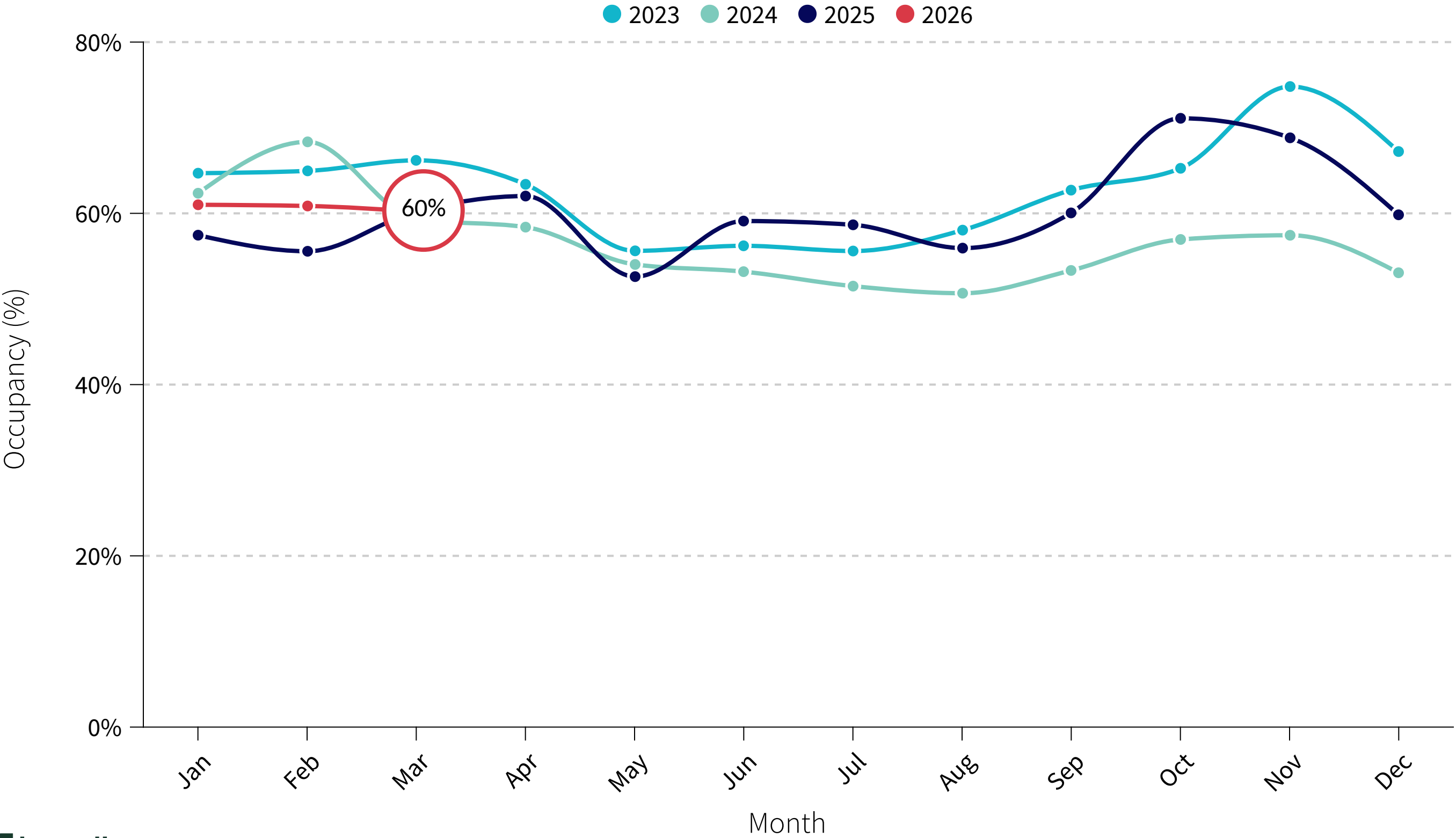
Accommodation Data

INSIGHT

Avon Valley region monthly average occupancy for March 2026, was 33%, a 20% decrease when compared to March 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.
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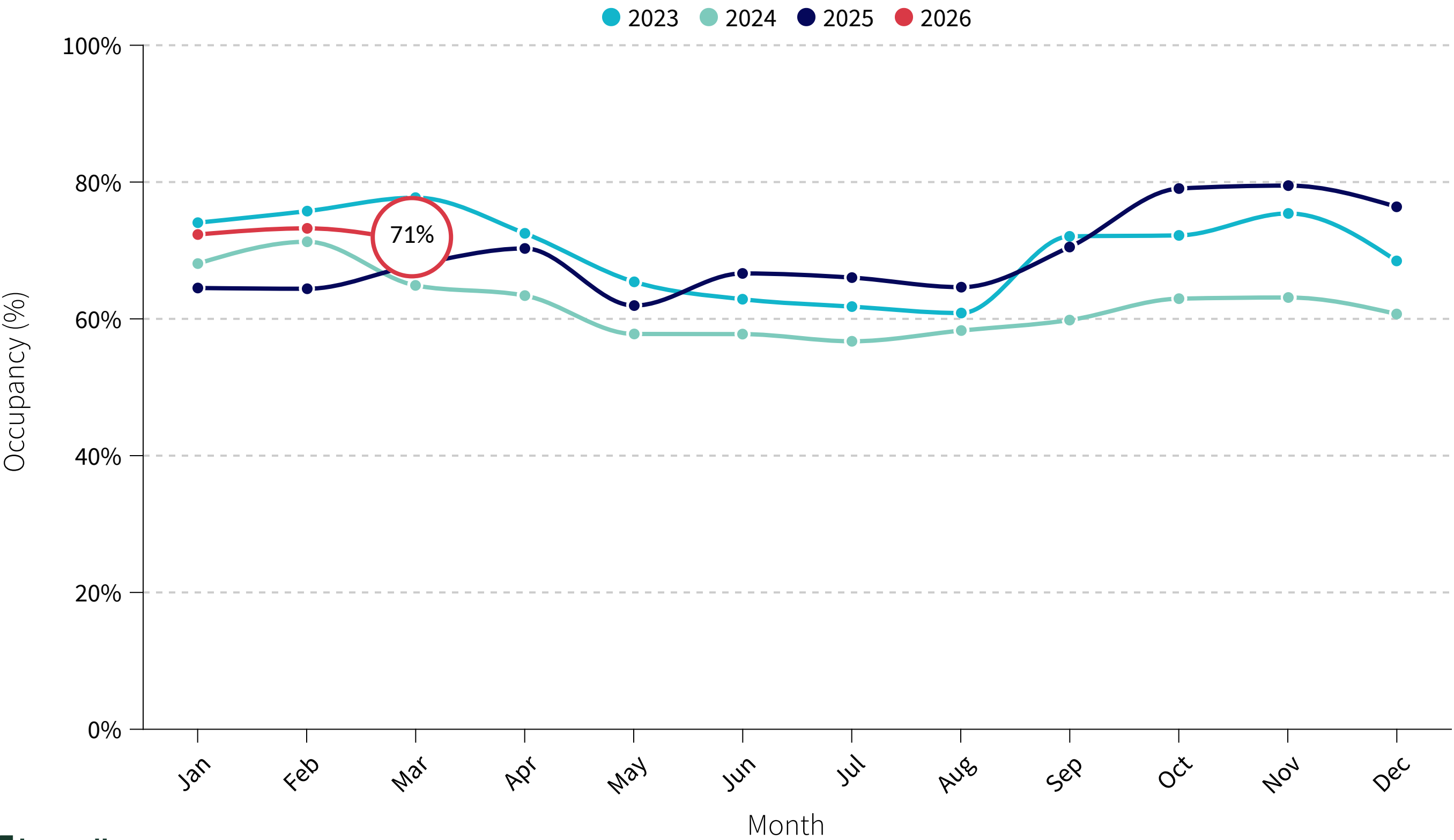
Accommodation Data

INSIGHT

Cockburn region monthly average occupancy for March 2026, was 60%, remained level when compared to March 2025.

Average Occupancy Rate - Fremantle

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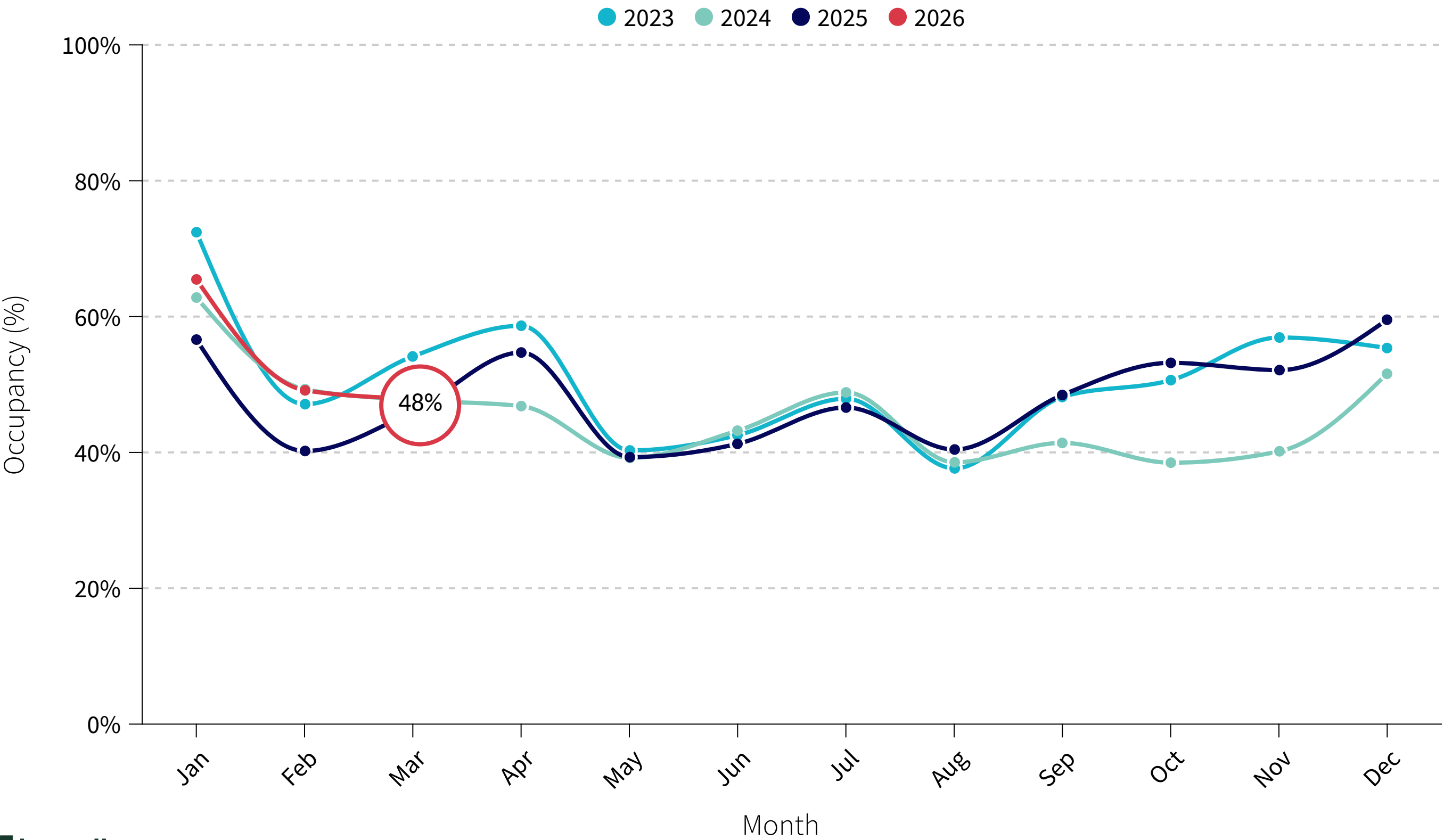
Accommodation Data

INSIGHT

Fremantle region monthly average occupancy for March 2026, was 71%, a 4% increase compared to March 2025.

Average Occupancy Rate - Mandurah

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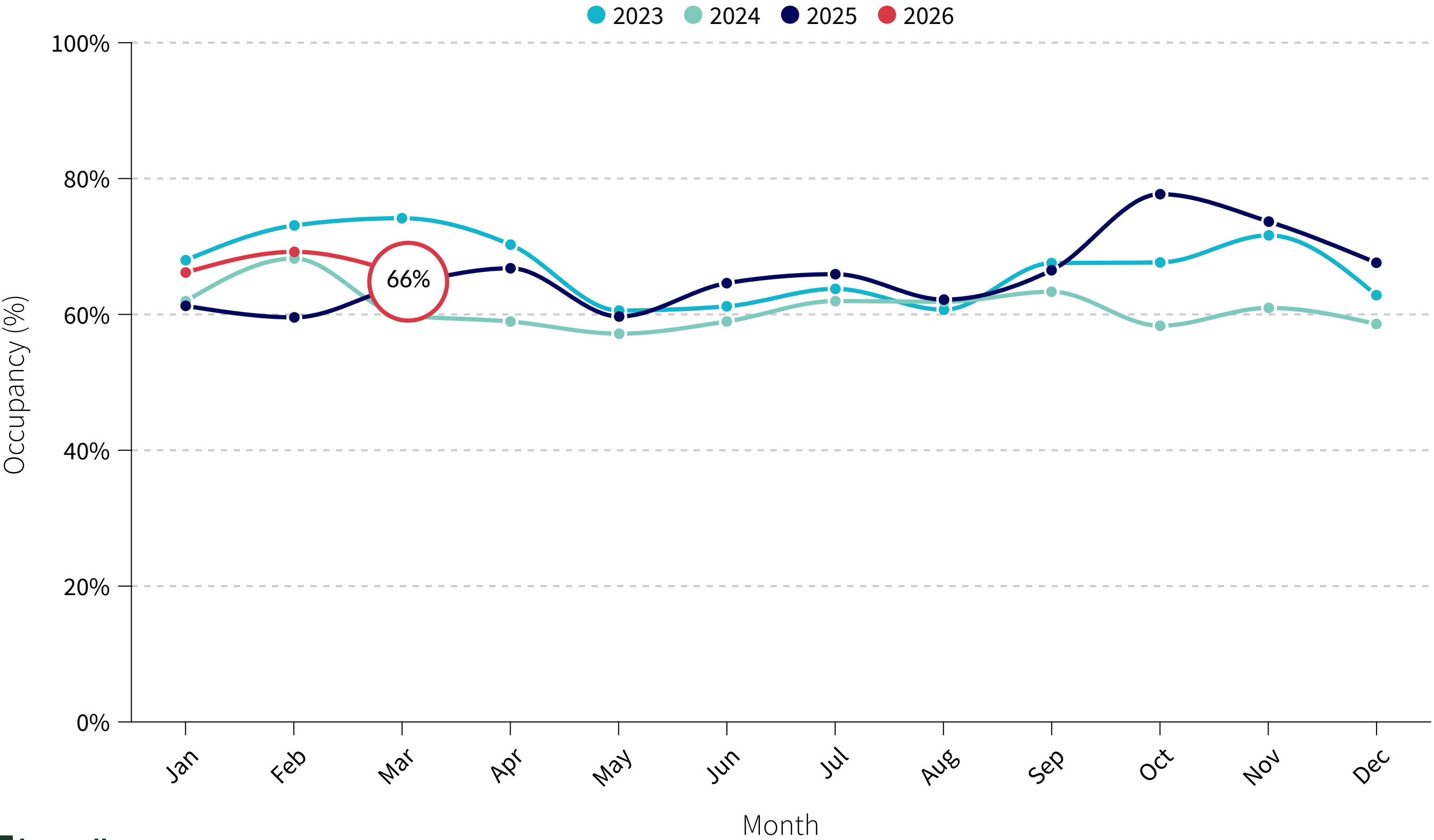
Accommodation Data

INSIGHT

Mandurah region monthly average occupancy for March 2026, was 48%, a 4% increase when compared to March 2025.

Average Occupancy Rate - Perth City

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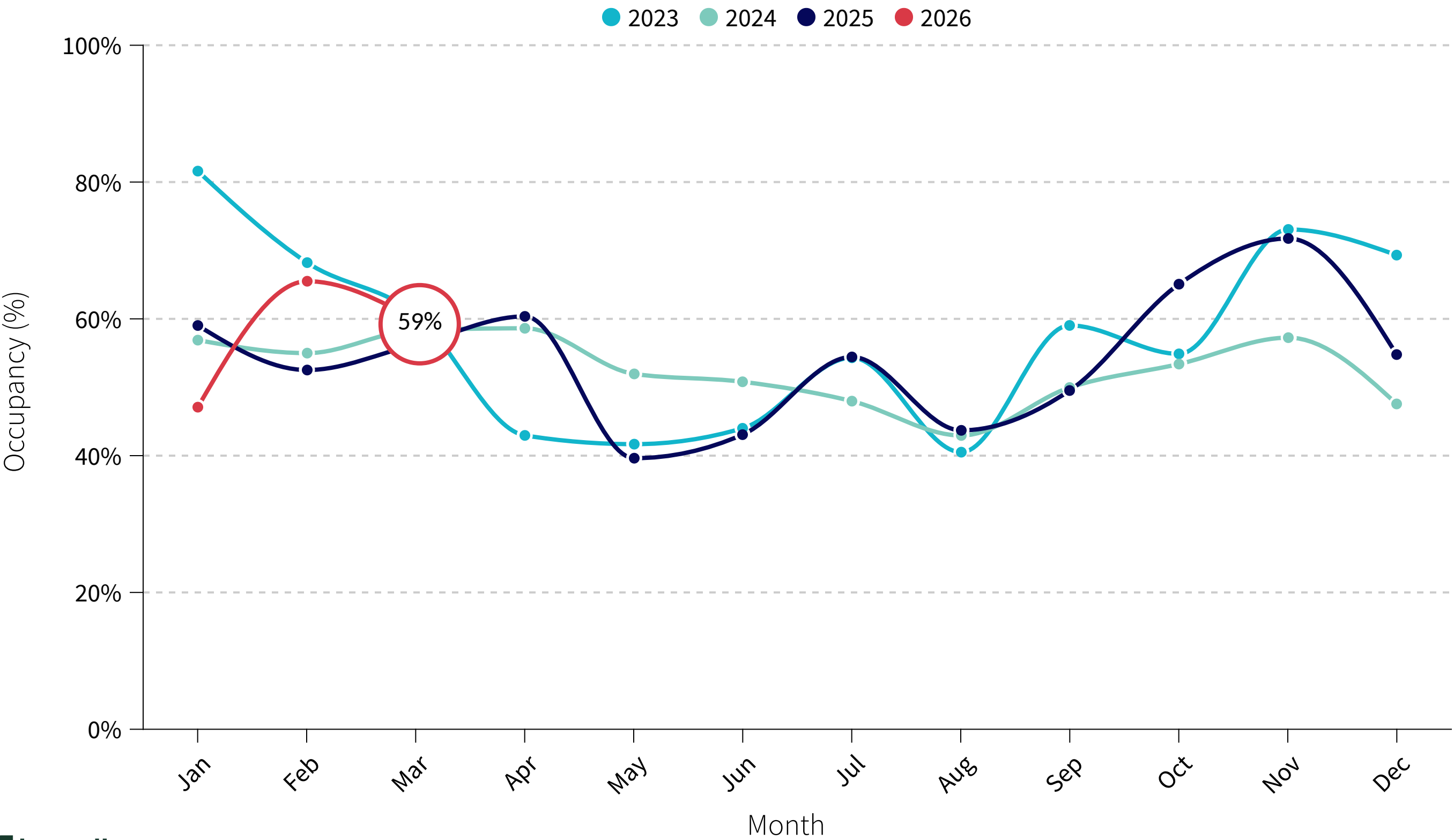
Accommodation Data

INSIGHT

Perth City monthly average occupancy for March 2026, was 66%, a 2.5% increase compared to March 2025.

Average Occupancy Rate - Perth Hills

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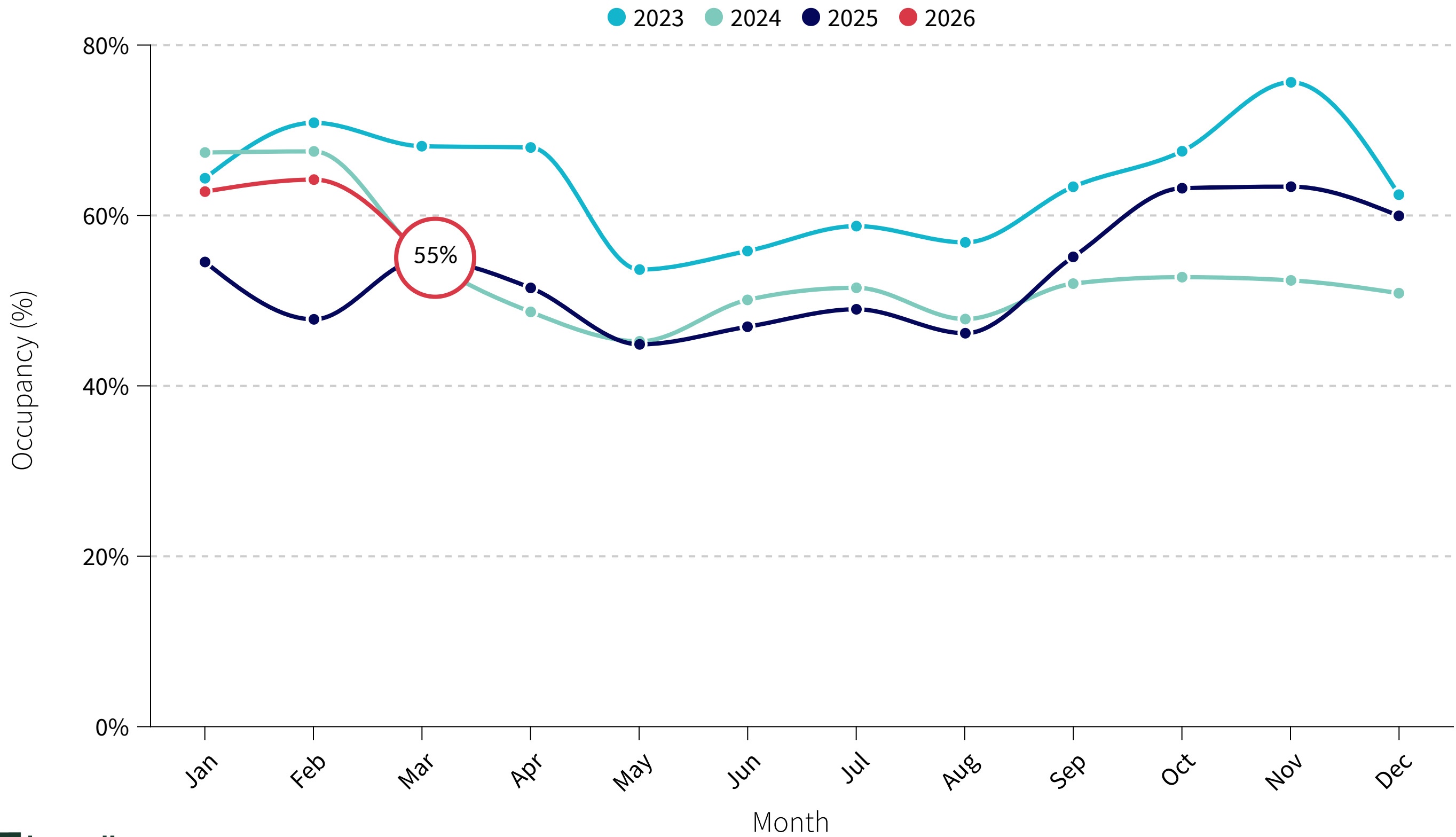
Accommodation Data

INSIGHT

Perth Hills region monthly average occupancy for March 2026, was 59%, a 6.8% increase when compared to March 2025.

Average Occupancy Rate - Rockingham

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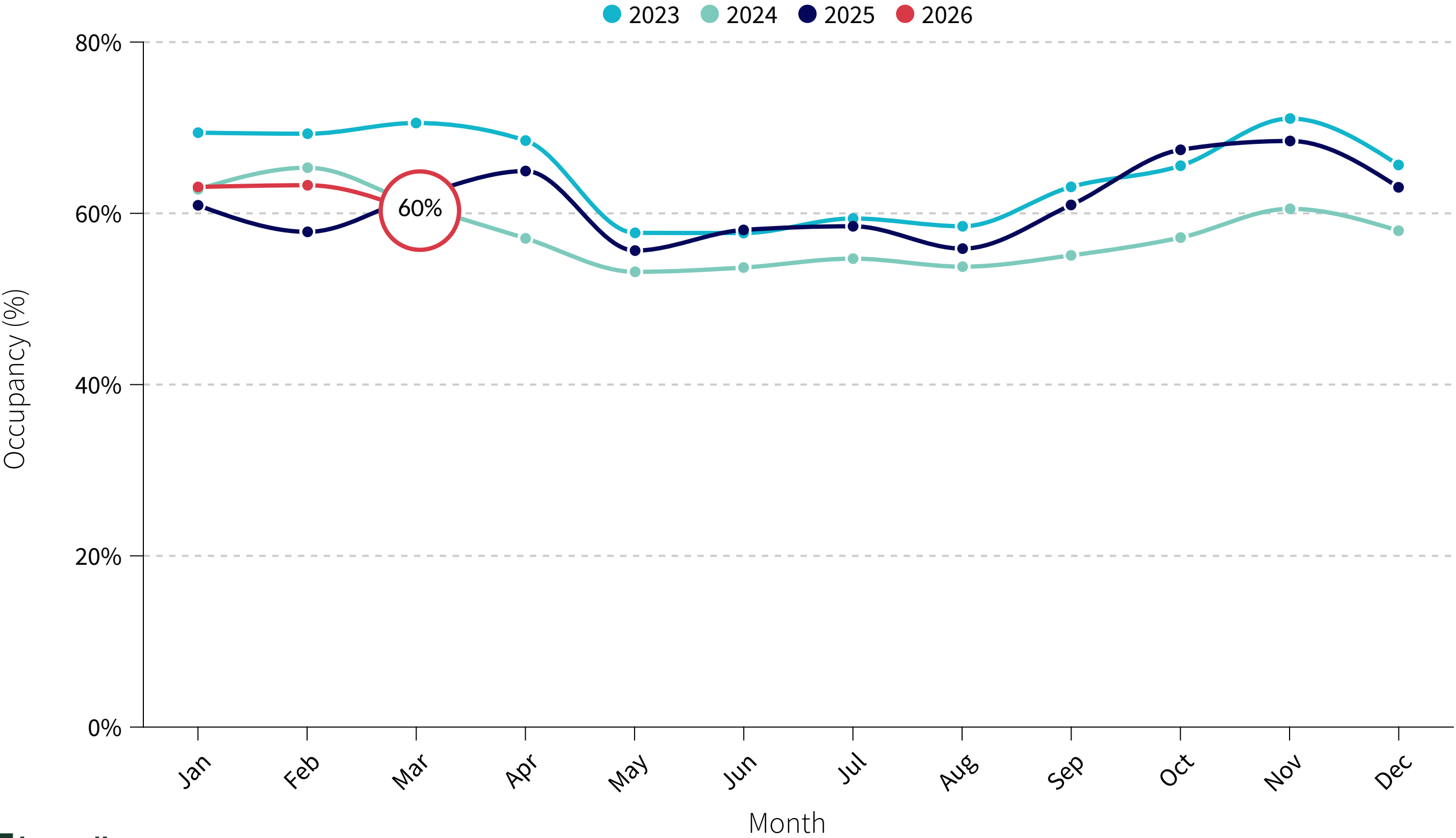
Accommodation Data

INSIGHT

Rockingham region monthly average occupancy for March 2026, was 55%, a 0.5% increase compared to March 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.
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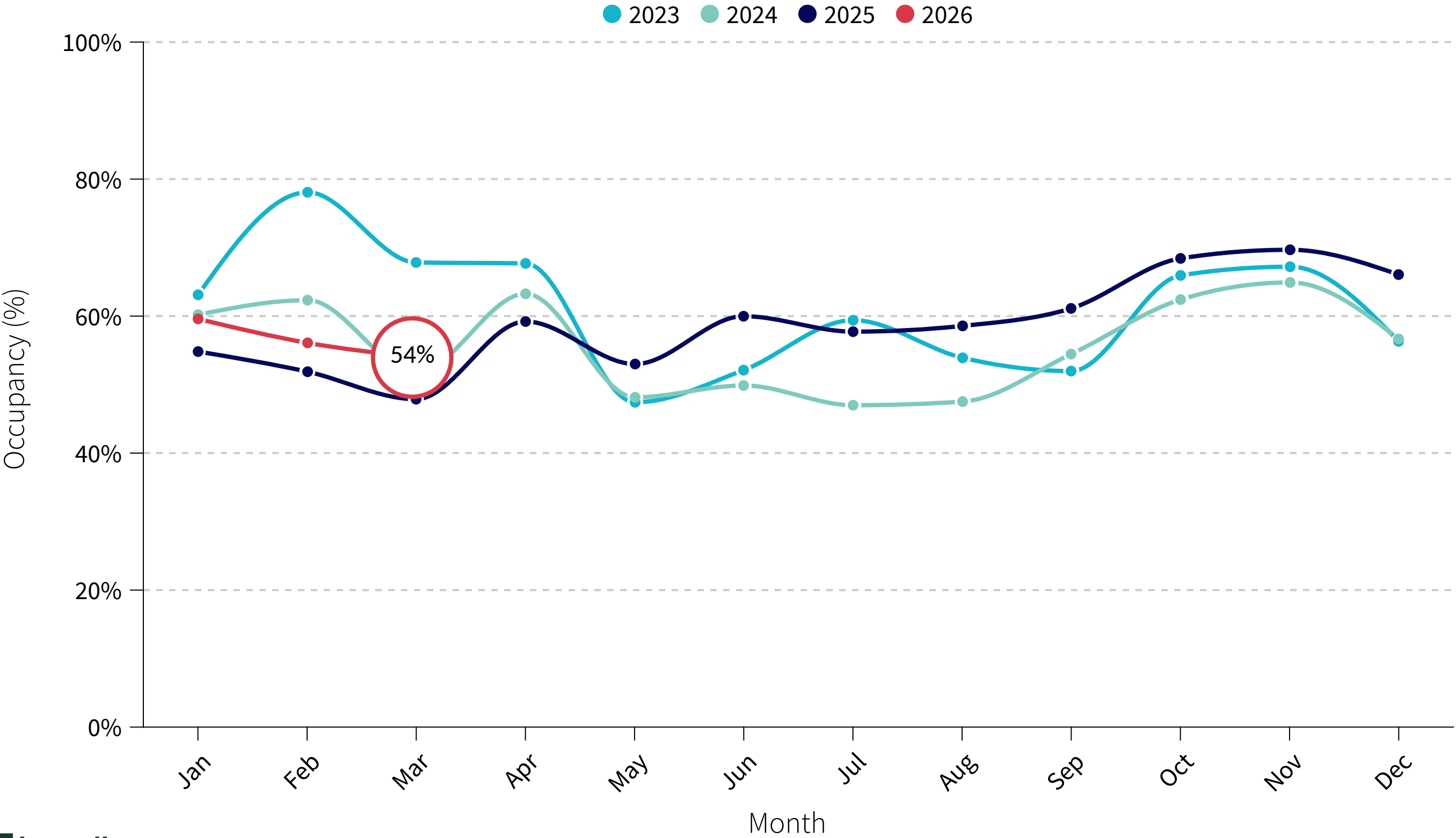
Accommodation Data

INSIGHT

Sunset Coast region monthly average occupancy for March 2026, was 60%, a 3.2% decrease compared to March 2025.

Average Occupancy Rate - Swan Valley

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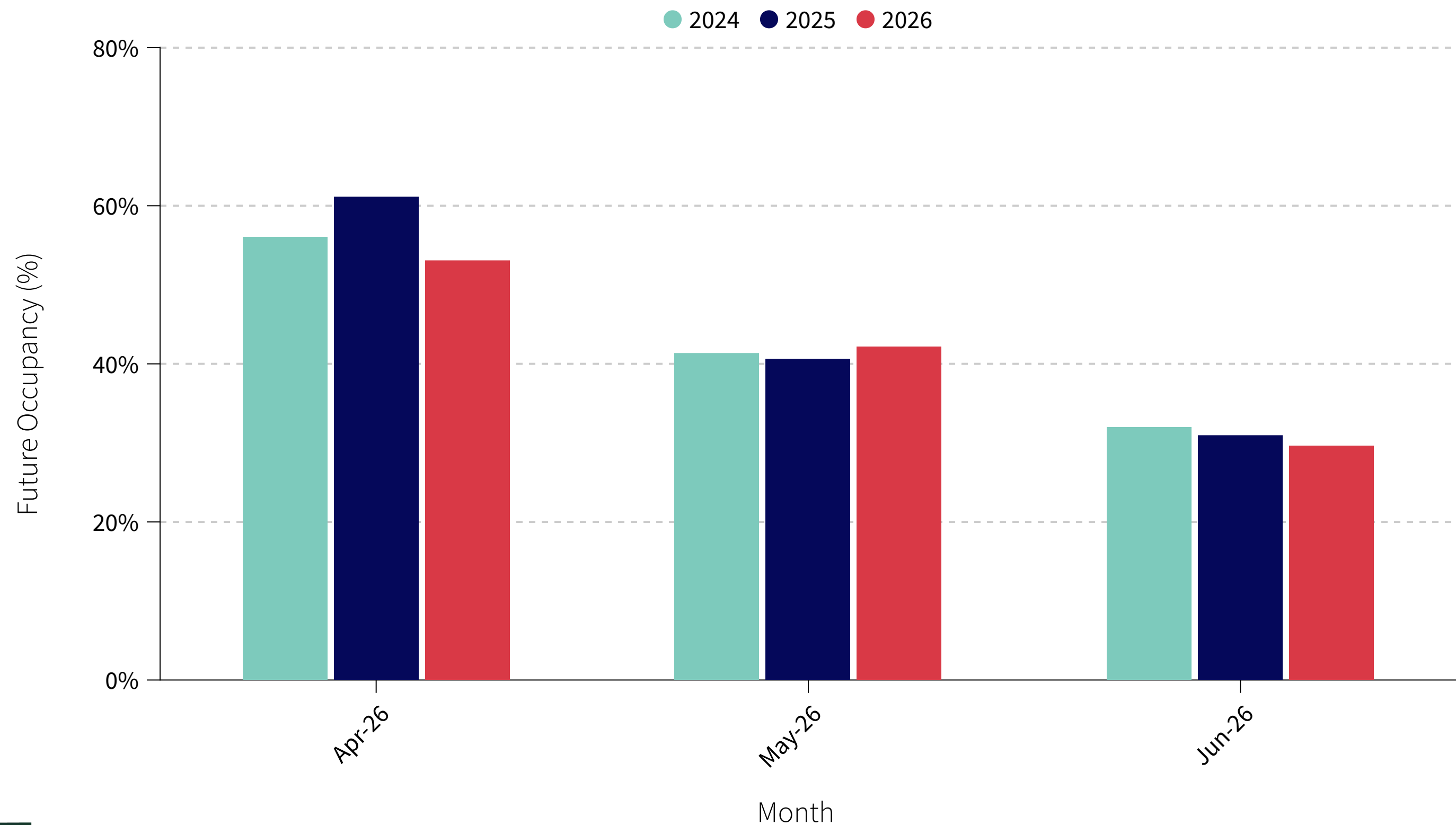
Accommodation Data

INSIGHT

Swan Valley region monthly average occupancy for March 2026, was 54%, a 13% increase compared to March 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.



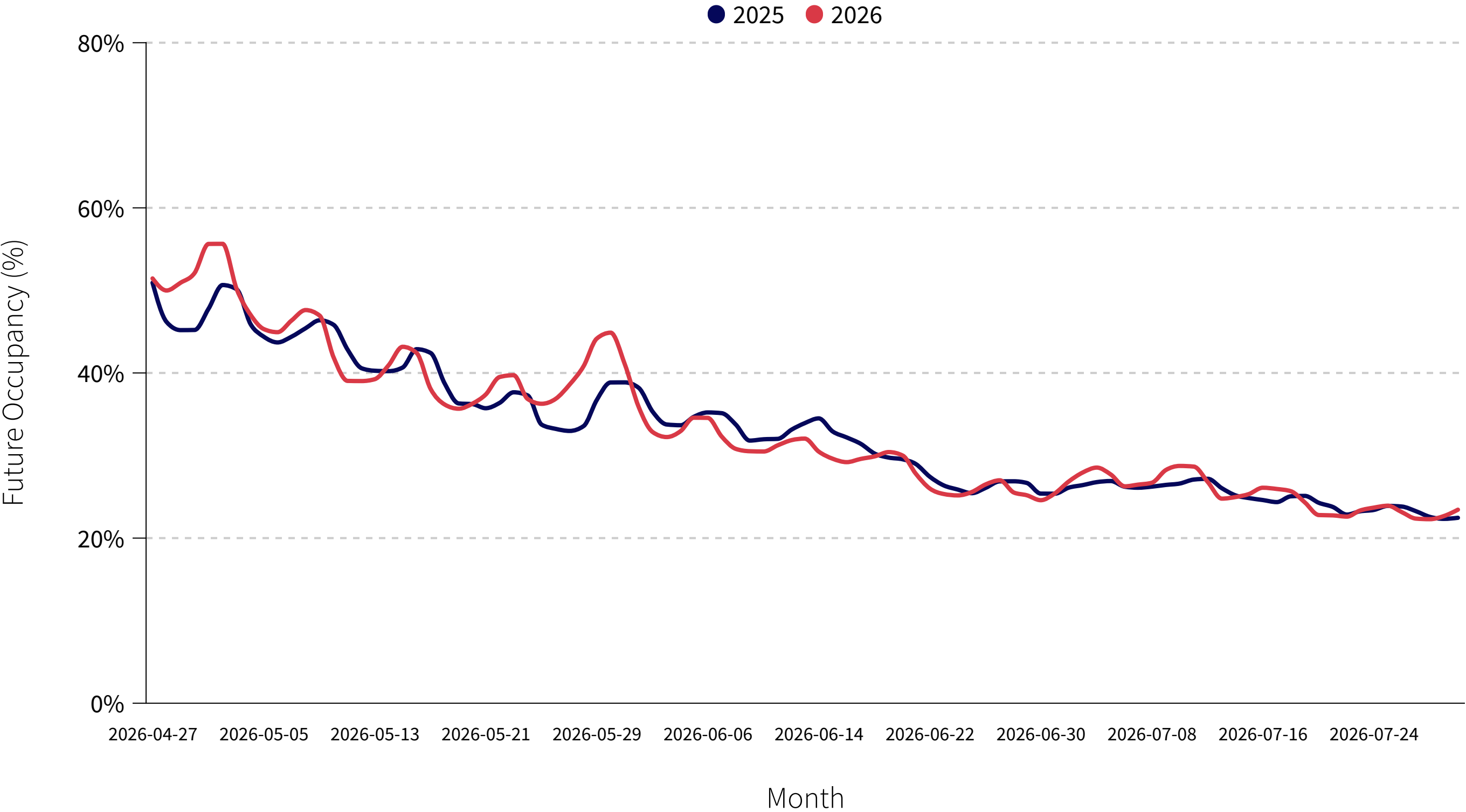
Accommodation Data

INSIGHT

Occupancy rates currently sit at 53% for the remainder of April 2026 which is 13% down when compared to April 2025.

Daily Future Occupancy - Destination Perth

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



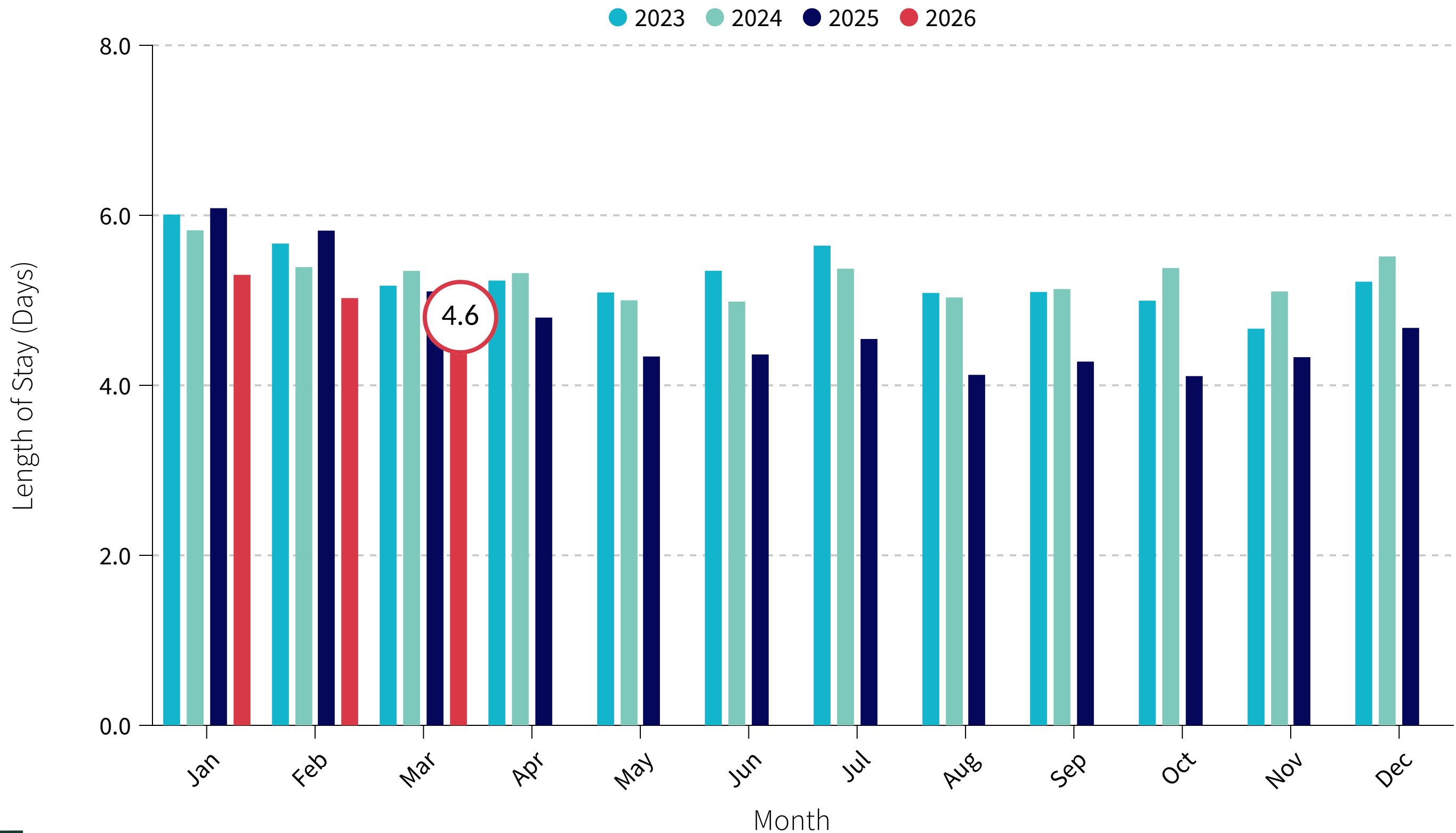
Accommodation Data

INSIGHT

Occupancy for the upcoming three months is tracking slightly ahead of last year. Notably, there is a distinct spike over the weekend of May 30, 2026, driven by the Pinjarra Festival.

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 March 2026, was 4.6 days, a 9% decrease when compared to March 2025.

Average Daily Rate - Destination Perth

Average Daily Rate (ADR) is the average revenue earned per occupied room over a given period, calculated by dividing total room revenue by the number of listings booked across all short term rental and hotel properties



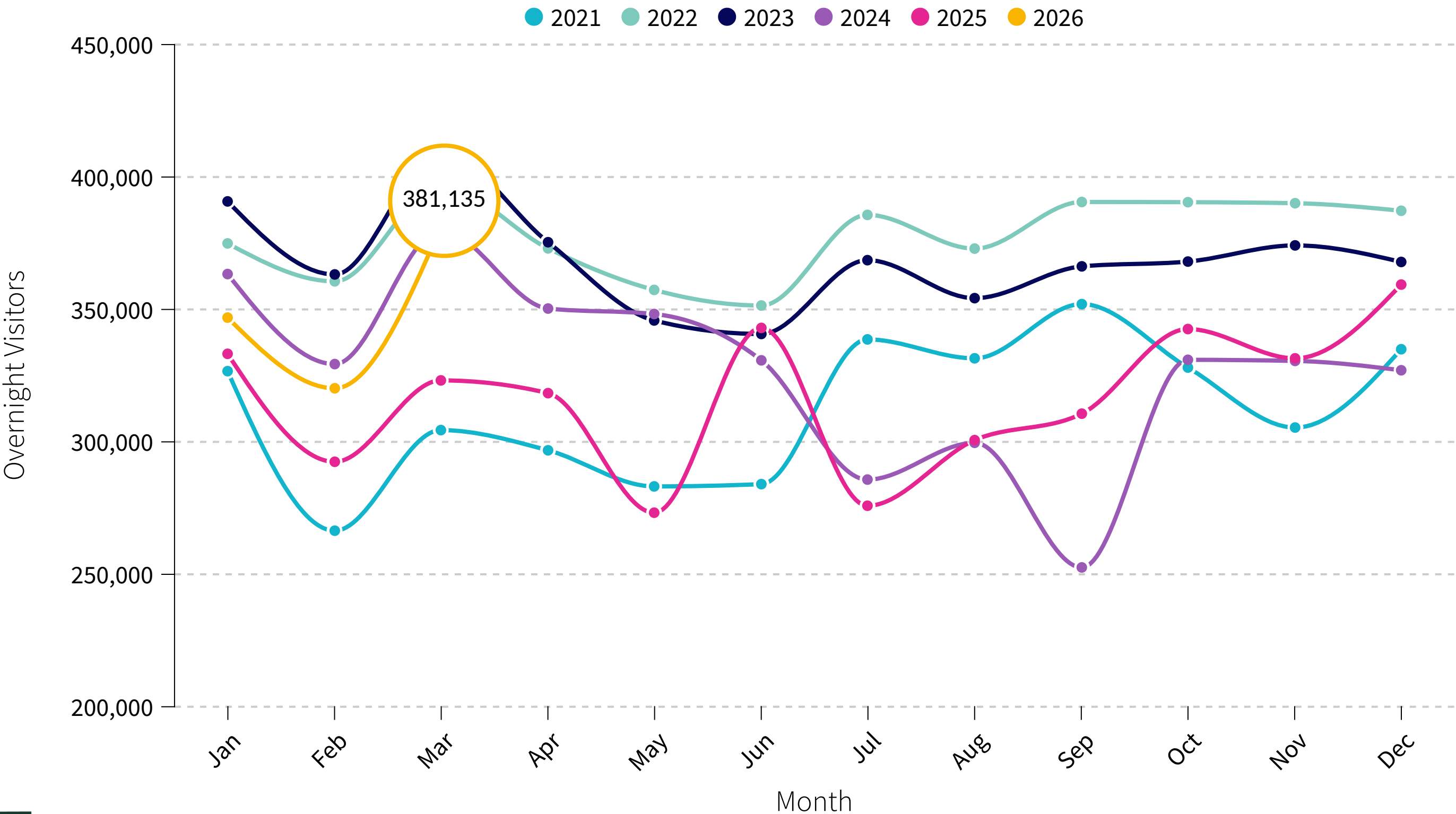
Accommodation Data

INSIGHT

Average daily rate for March 2026, was \$228, a 1% increase compared to March 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



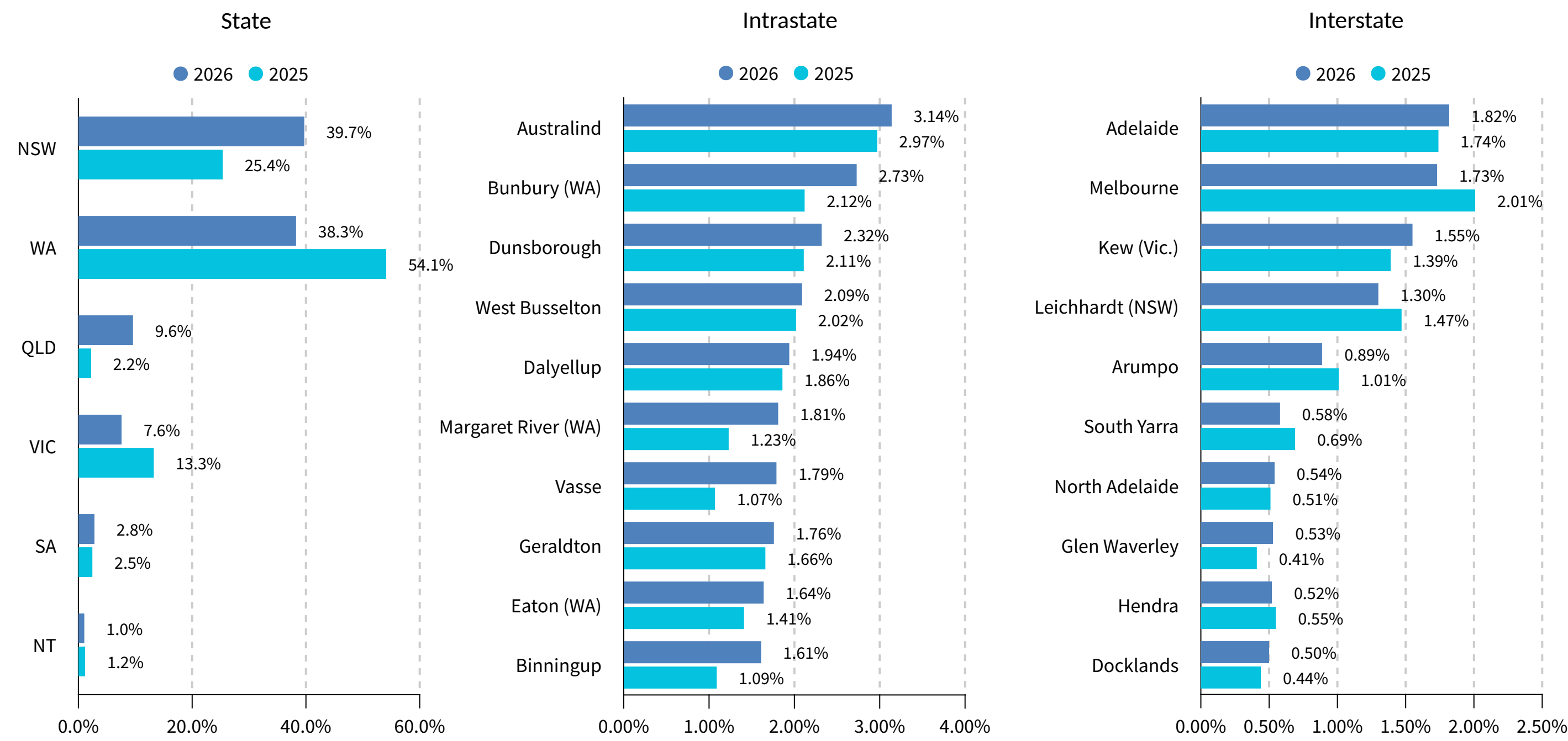
Accommodation Data, TRA and Mobility Data

INSIGHT

March 2026, had approximately 381,135 overnight visitors which is an increase of 18% compared to March 2025.

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

March '25 vs March '26

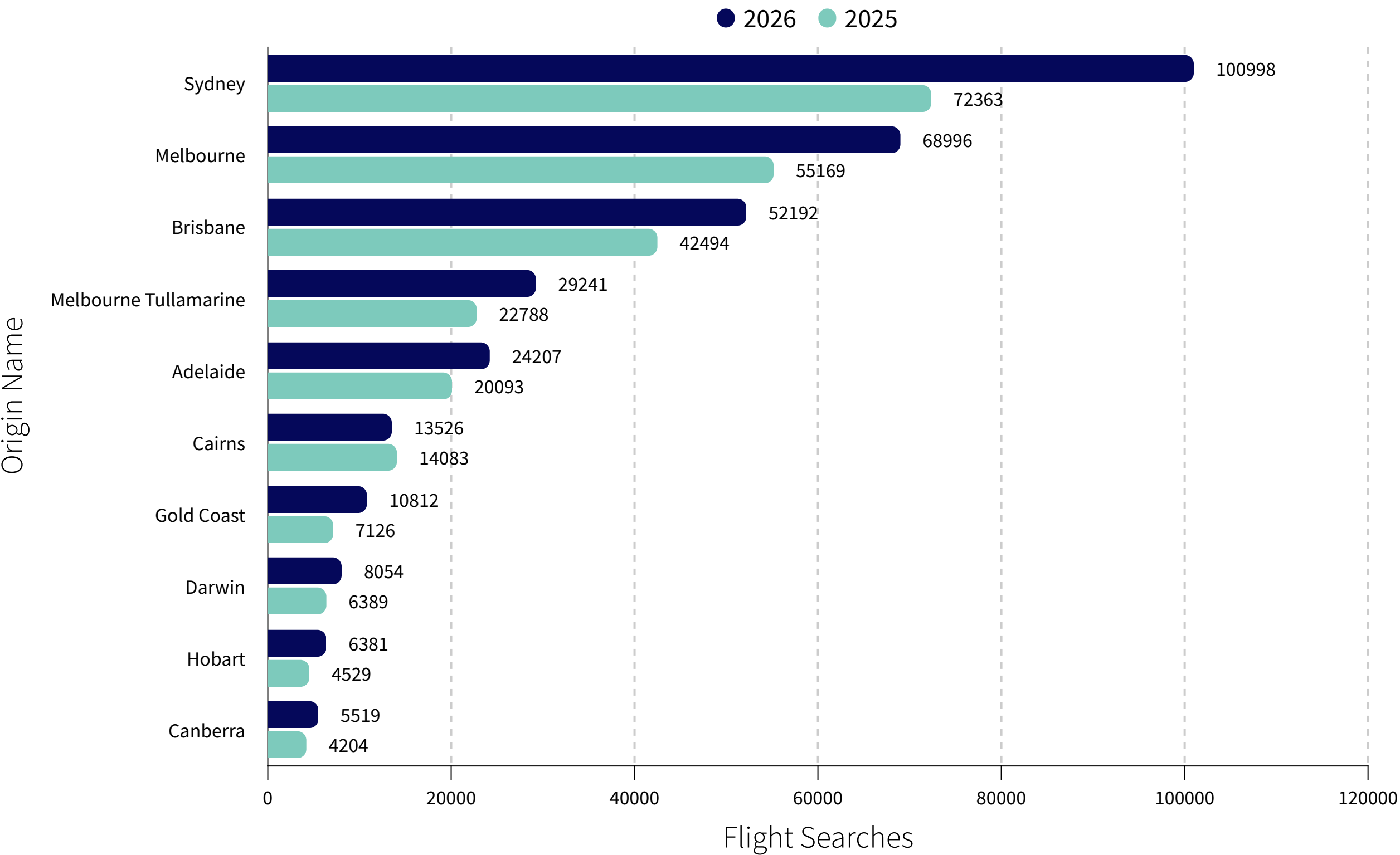
Interstate visitation March 2026 was 61.7% which is a 34% increase when compared to March 2025. This can likely be attributed to the **AFC Asian Cup**.

Australind had the highest intrastate visitation at **3.14%**, a **6% increase** compared to March 2025

Adelaide was the biggest interstate suburb source market at **1.82%**, a **5% increase** compared to March 2025.

Flight Search Data - Domestic

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



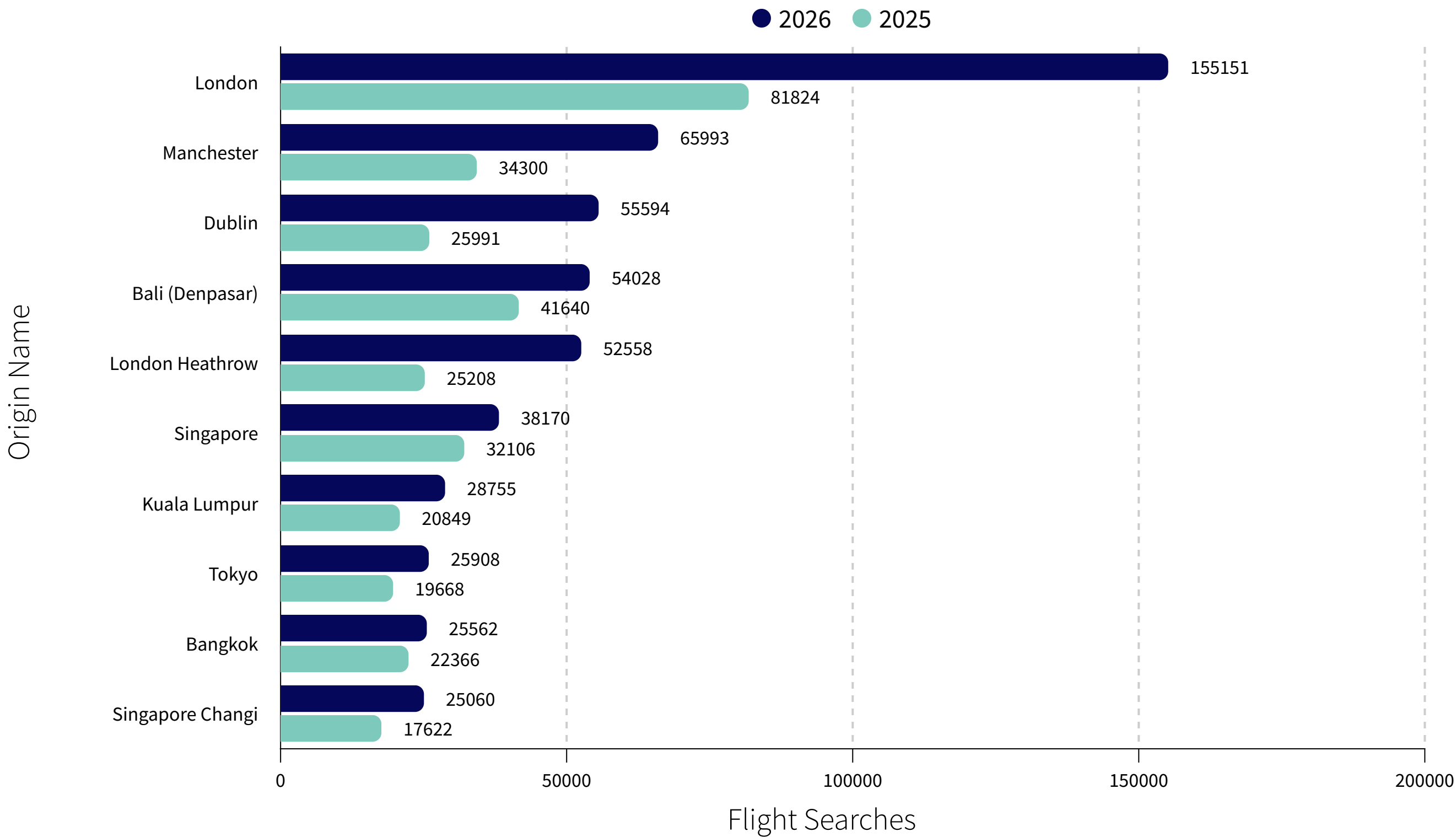
Flight Data

INSIGHT

Sydney had the highest monthly searches in March 2026 at 100,998, a 39% increase compared to March 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 March 2026 at 151,151 an increase of 89% compared to March 2025.