Destination Perth - Monthly Report

March 2024

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 6,102 unique listings , providing an estimated capacity of 25,380 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.
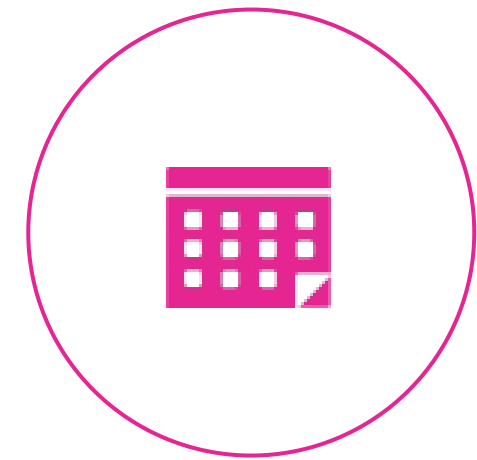
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Key Points from March 2024

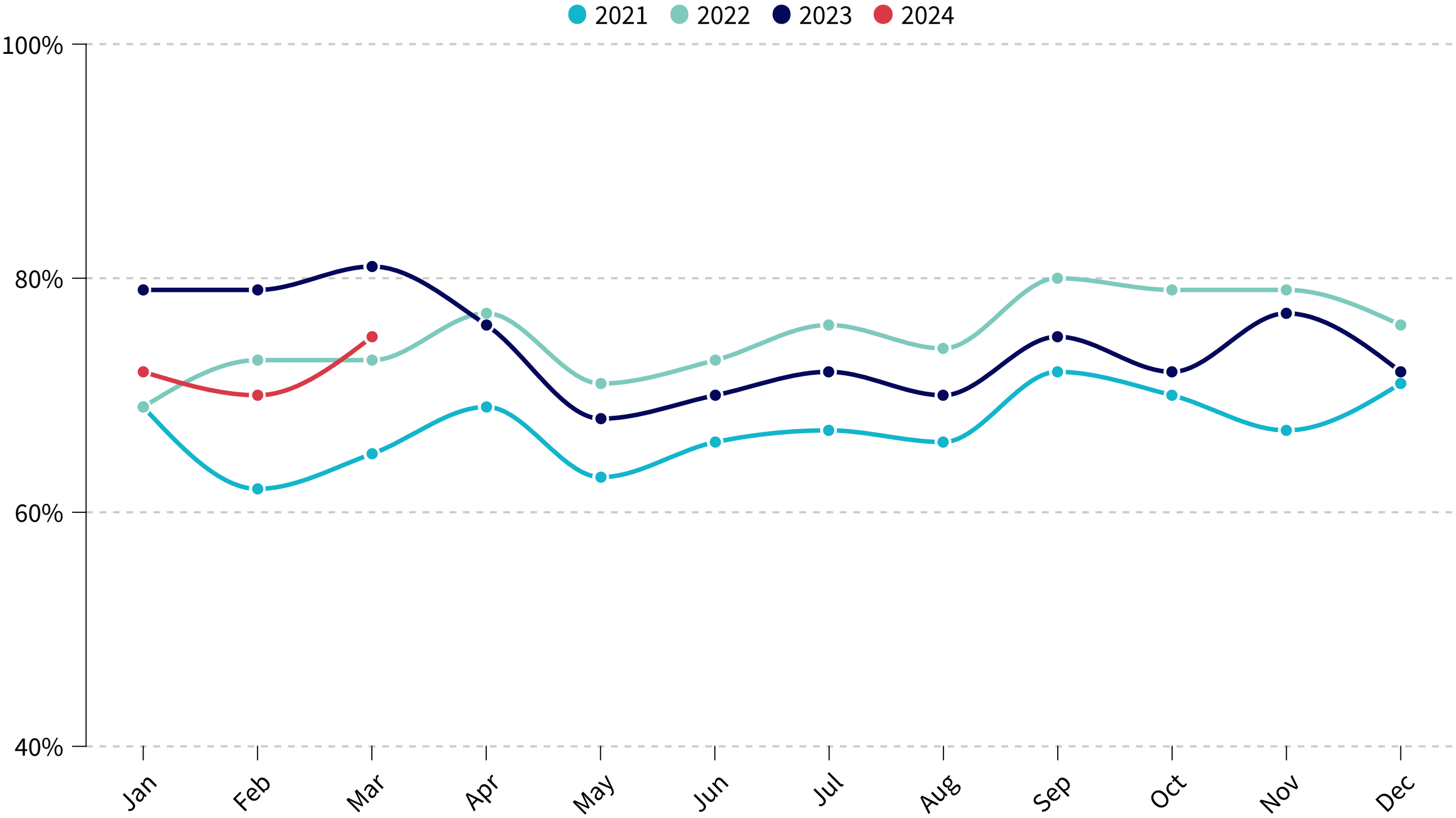Perth Regions monthly average occupancy for March 2024, was 75%, a 7.4% decrease compared to March 2023.

Length of stay in March 2024, was 6.1 days, a 7% increase compared to March 2023.

April 2024 future occupancy is projected to be 45% which is a decrease of 19% when compared to April 2023.

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Average Occupancy Rate

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

● 2021 ● 2022 ● 2023 ● 2024

Accommodation Data

INSIGHT

Perth Regions monthly average occupancy for March 2024, was 75%, a 7.4% decrease compared to March 2023.

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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.
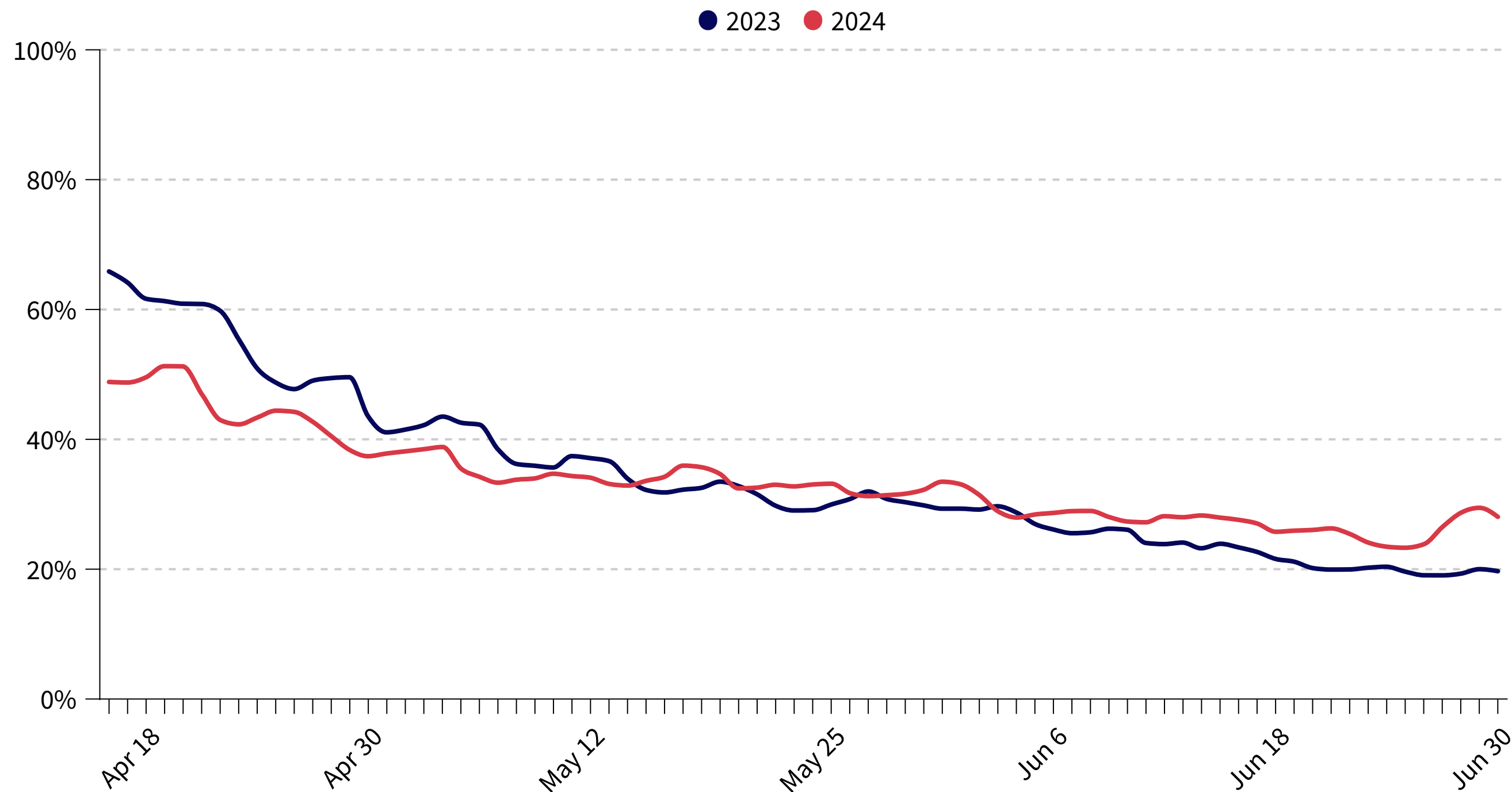

● 2022 ● 2023 ● 2024

Accommodation Data

INSIGHT

April 2024 future occupancy is projected to be 45% which is a decrease of 19% when compared to April 2023.

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Daily Future Occupancy - 3 Month Outlook

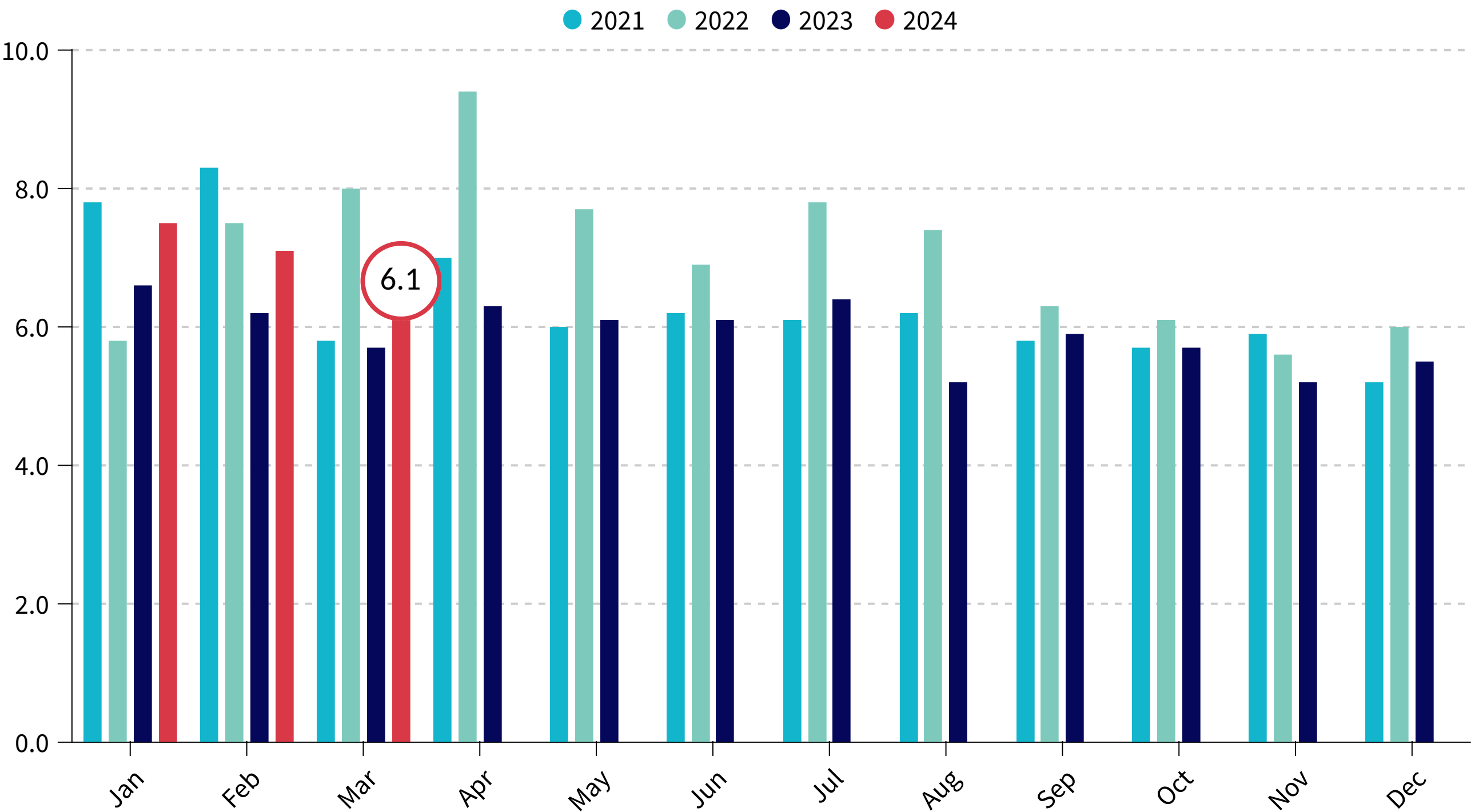The graph below shows daily future occupancy over the next 3 months.

Accommodation Data

INSIGHT

Destination Perth's Future Occupancy for 2024 is trending lower till the middle of May 2024.

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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

● 2021   ● 2022   ● 2023   ● 2024
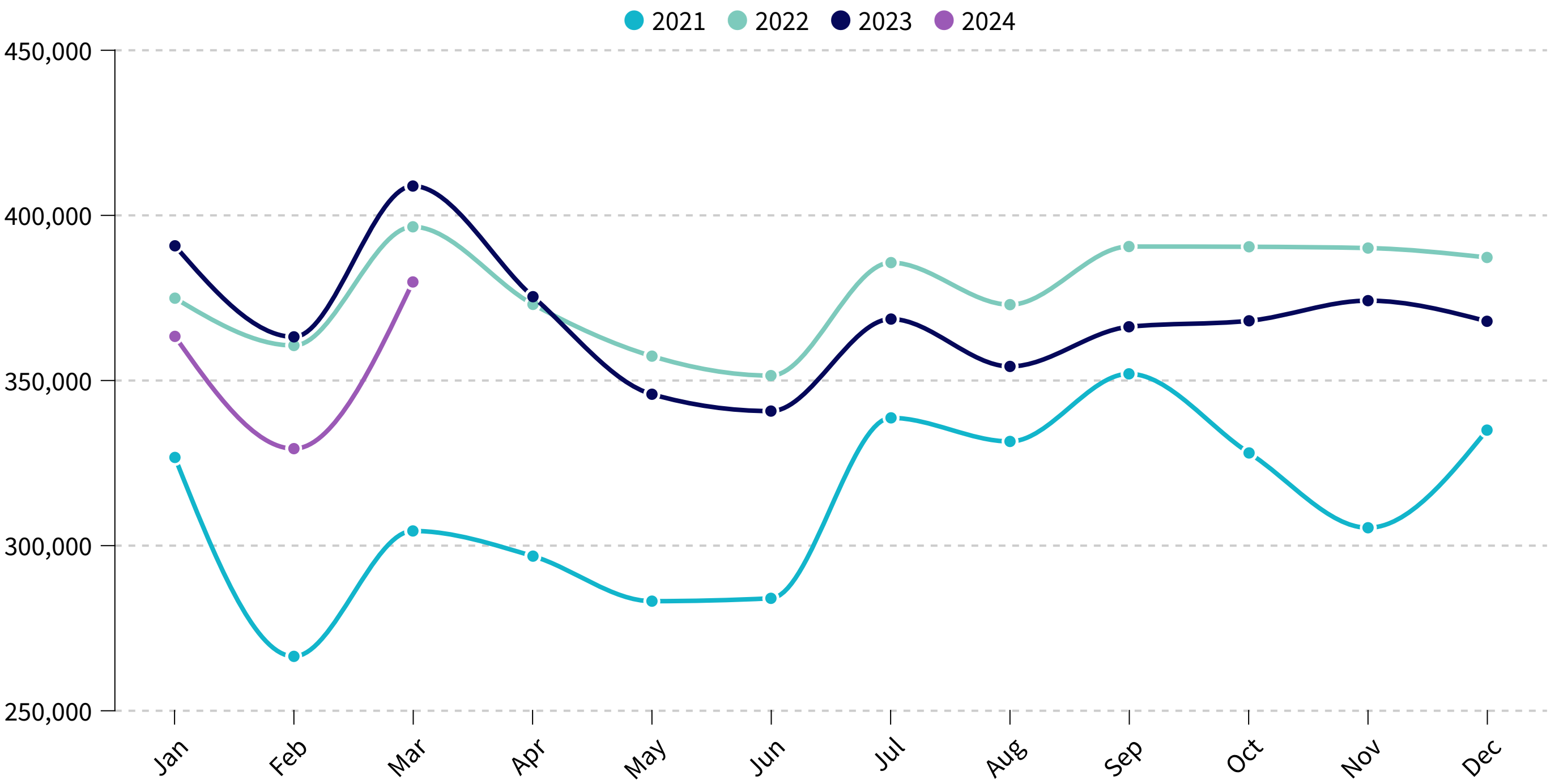
Accommodation Data, TRA and Mobility Data

INSIGHT

March 2024 had approximately 379,842 overnight visitors which is a decrease of 7% compared to March 2023.

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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.

States

State	This Period	Last Period
WA	32.61%	52.50%
NSW	24.45%	15.05%
VIC	22.70%	15.87%
QLD	11.24%	8.78%
SA	6.20%	4.69%
ACT	1.22%	1.18%

Percentage of total visitation

● This Period   ● Last Period

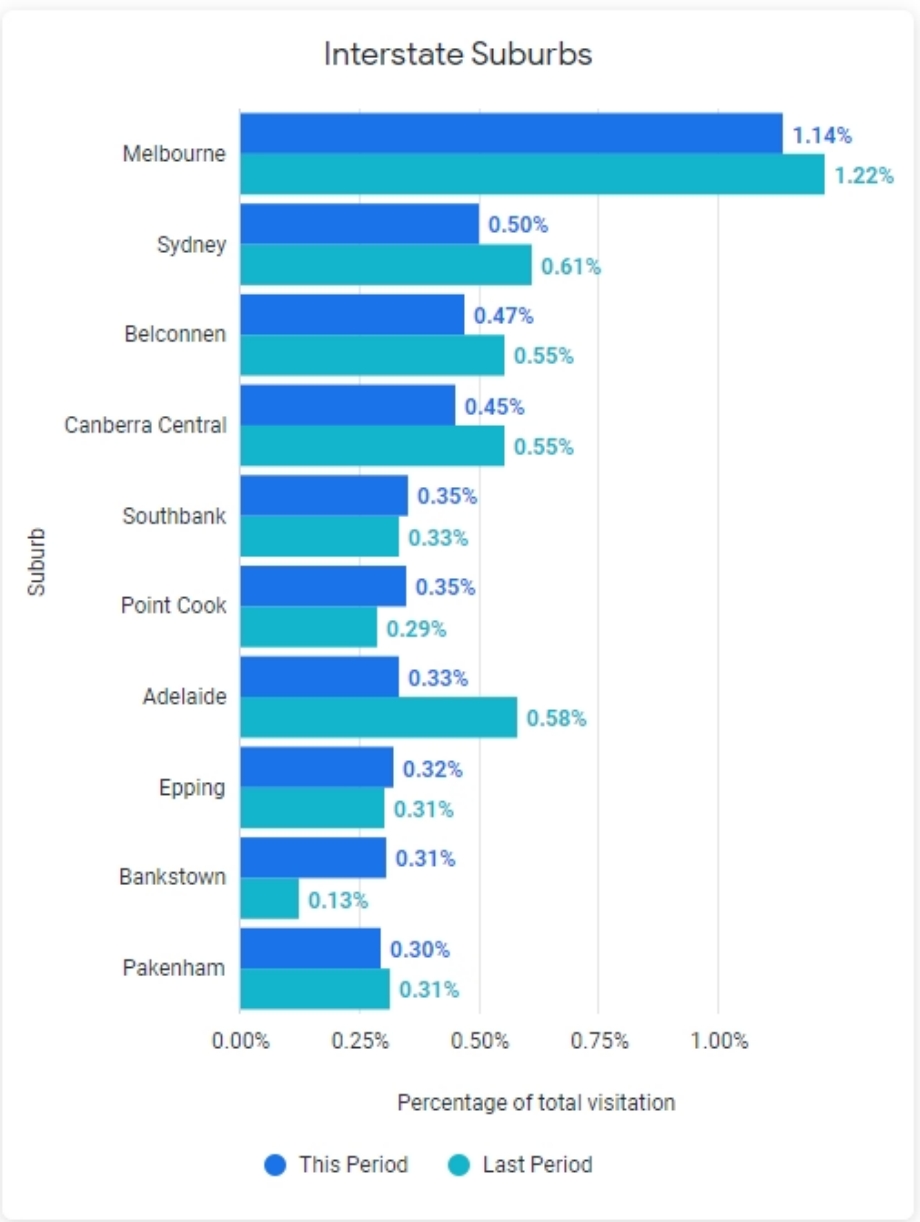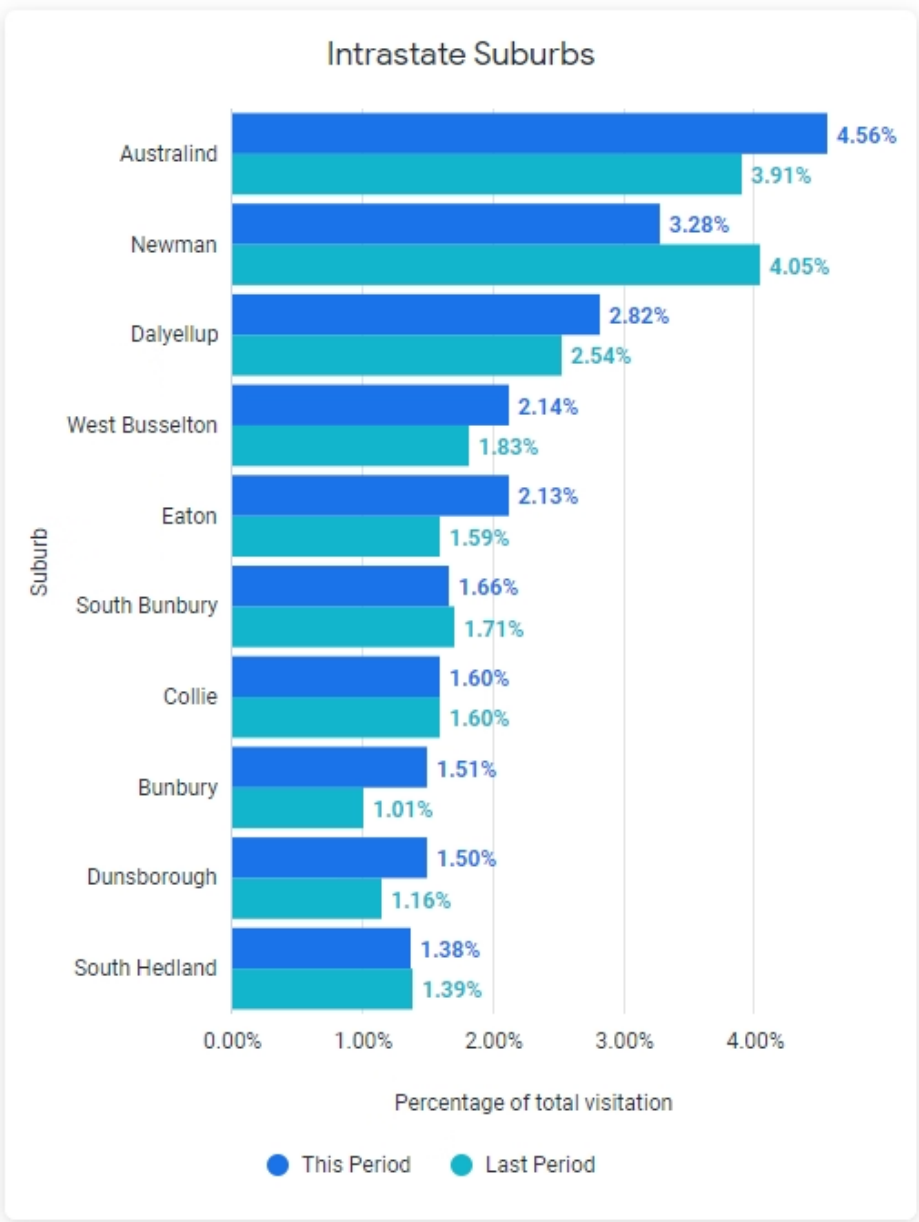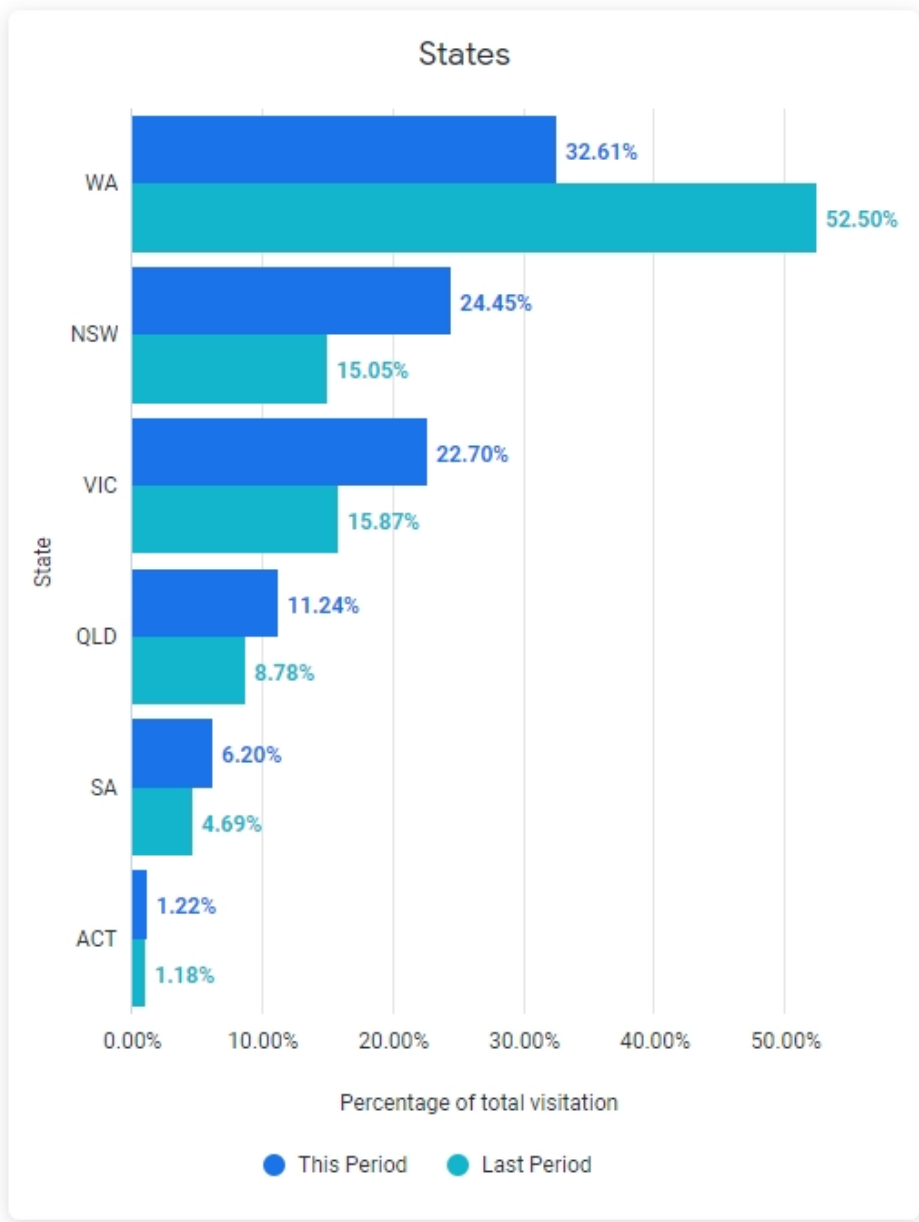## Intrastate Suburbs

Suburb	This Period	Last Period
Australind	4.56%	3.91%
Newman	3.28%	4.05%
Dalyellup	2.82%	2.54%
West Busselton	2.14%	1.83%
Eaton	2.13%	1.59%
South Bunbury	1.66%	1.71%
Collie	1.60%	1.60%
Bunbury	1.51%	1.01%
Dunsborough	1.50%	1.16%
South Hedland	1.38%	1.39%

Percentage of total visitation

● This Period   ● Last Period

Interstate Suburbs

Suburb	This Period	Last Period
Melbourne	1.14%	1.22%
Sydney	0.50%	0.61%
Belconnen	0.47%	0.55%
Canberra Central	0.45%	0.55%
Southbank	0.35%	0.33%
Point Cook	0.35%	0.29%
Adelaide	0.33%	0.58%
Epping	0.32%	0.31%
Bankstown	0.31%	0.13%
Pakenham	0.30%	0.31%

Percentage of total visitation

● This Period   ● Last Period

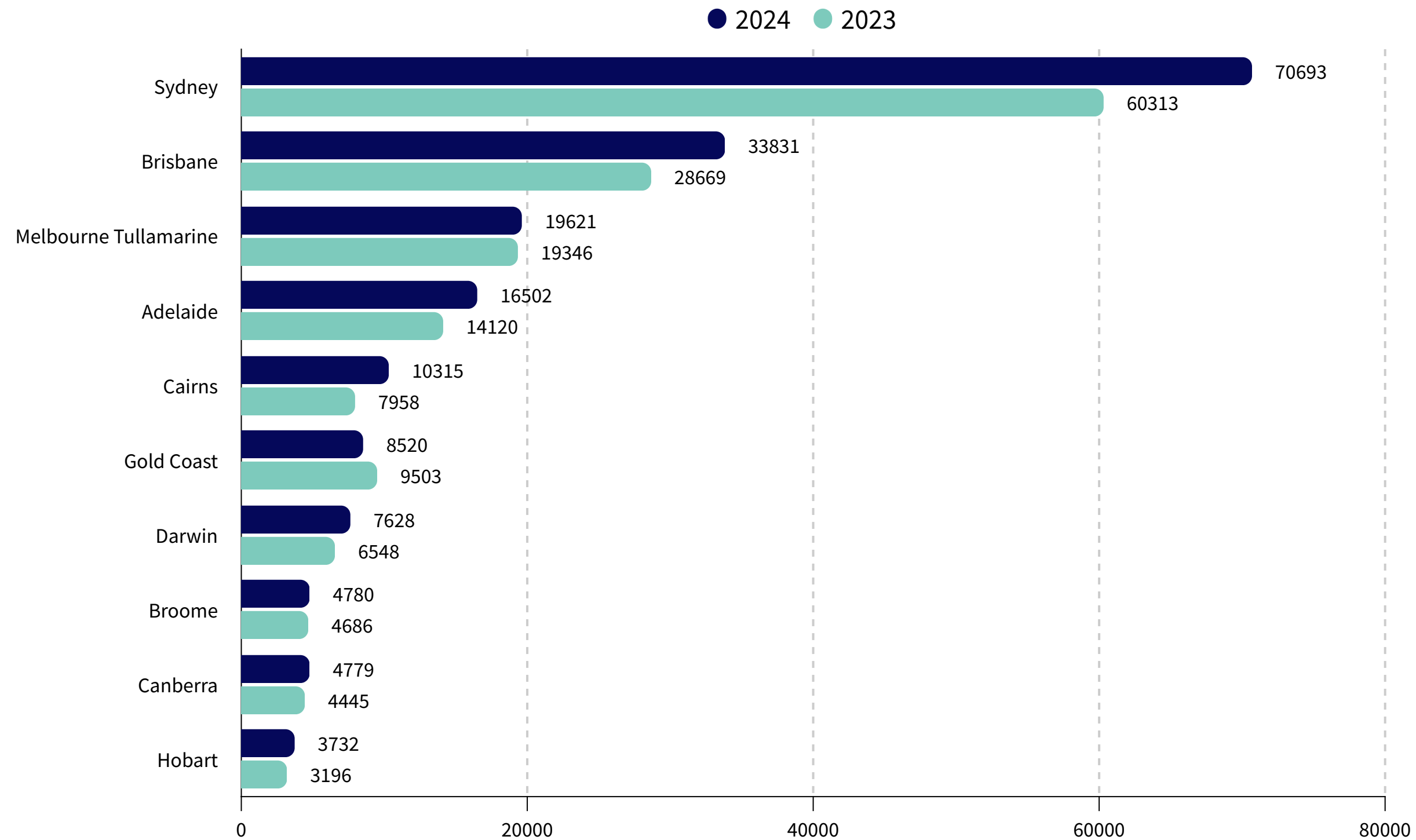## Mobility Data
INSIGHT

March 2023 vs March 2024

Interstate visitation March 2024 was 67.39% which is a 42% increase when compared to March 2023.

Australind had the highest intrastate visitation at 4.56%, a 17% increase compared to March 2023.

Melbourne was the biggest interstate suburb source market at 1.14%, a 6.5% decrease compared to March 2023.

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Flight Search Data - Domestic

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

● 2024   ● 2023

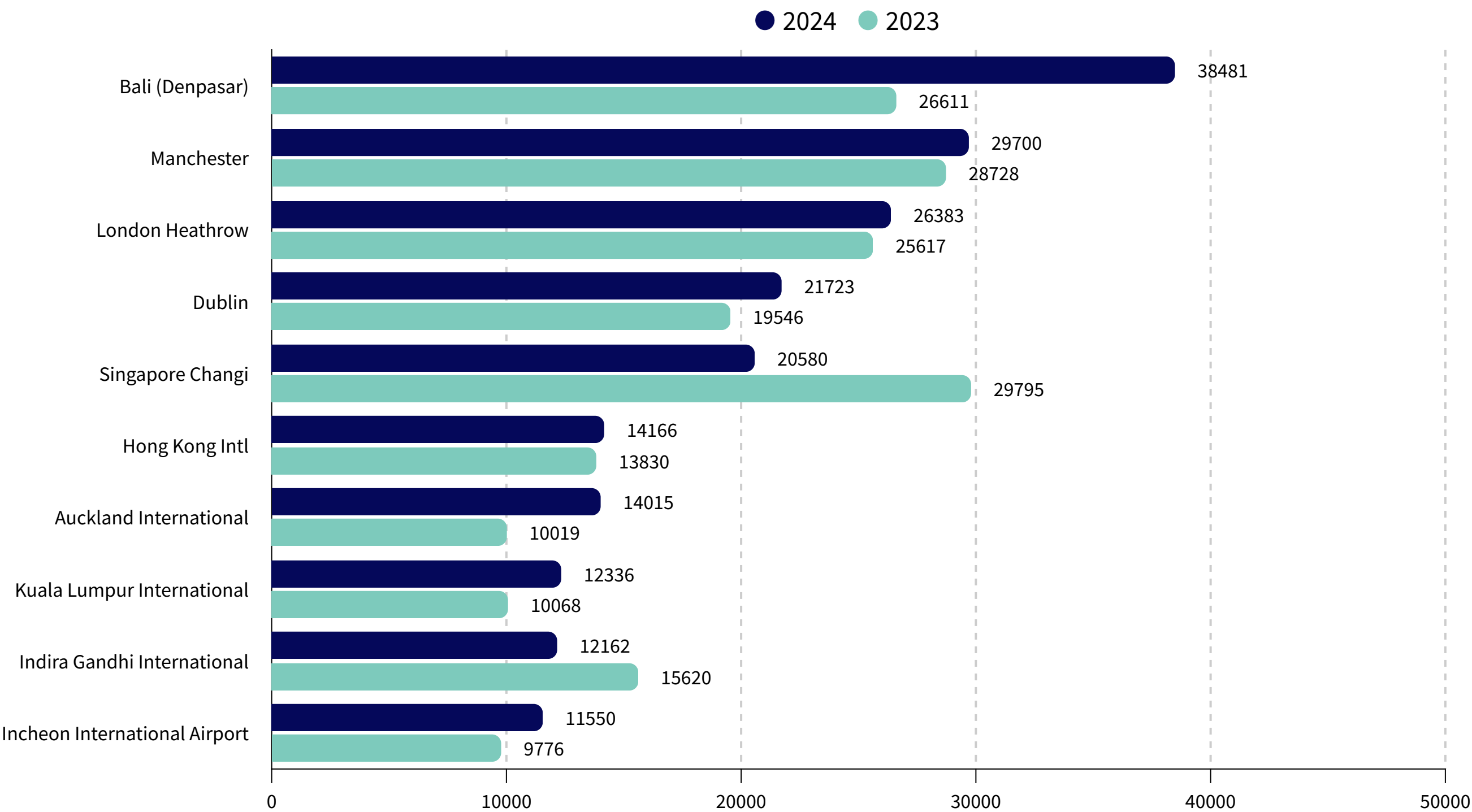| Market	2024	2023
Sydney	70693	60313
Brisbane	33831	28669
Melbourne Tullamarine	19621	19346
Adelaide	16502	14120
Cairns	10315	7958
Gold Coast	8520	9503
Darwin	7628	6548
Broome	4780	4686
Canberra	4779	4445
Hobart	3732	3196

Flight Data

INSIGHT

Sydney had the highest monthly searches in March 2024 at 70,693, a 17% increase compared to March 2023

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Flight Search Data - International

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

● 2024 ● 2023

Destination	2024	2023
Bali (Denpasar)	38481	26611
Manchester	29700	28728
London Heathrow	26383	25617
Dublin	21723	19546
Singapore Changi	20580	29795
Hong Kong Intl	14166	13830
Auckland International	14015	10019
Kuala Lumpur International	12336	10068
Indira Gandhi International	12162	15620
Incheon International Airport	11550	9776

Flight Data

INSIGHT

Bali (Denpasar) had the highest monthly searches in March 2024 at 38,481, a increase of 44% compared to March 2023

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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