Destination Perth - Monthly Report

September 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.

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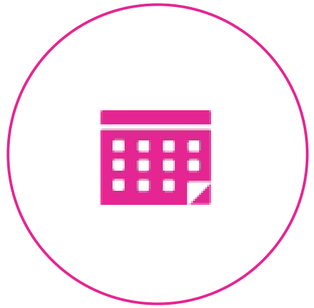
Key Points from September 2026



September 2026, had approximately 349,180 overnight visitors which is an increase of 12% compared to September 2025.



Length of stay in September 2026, was 5.0 days, a 2% increase when compared to September 2025.



Occupancy for the next 3 months is trending ahead of last year, with the strongest gains through December and over the Christmas and New Year period.

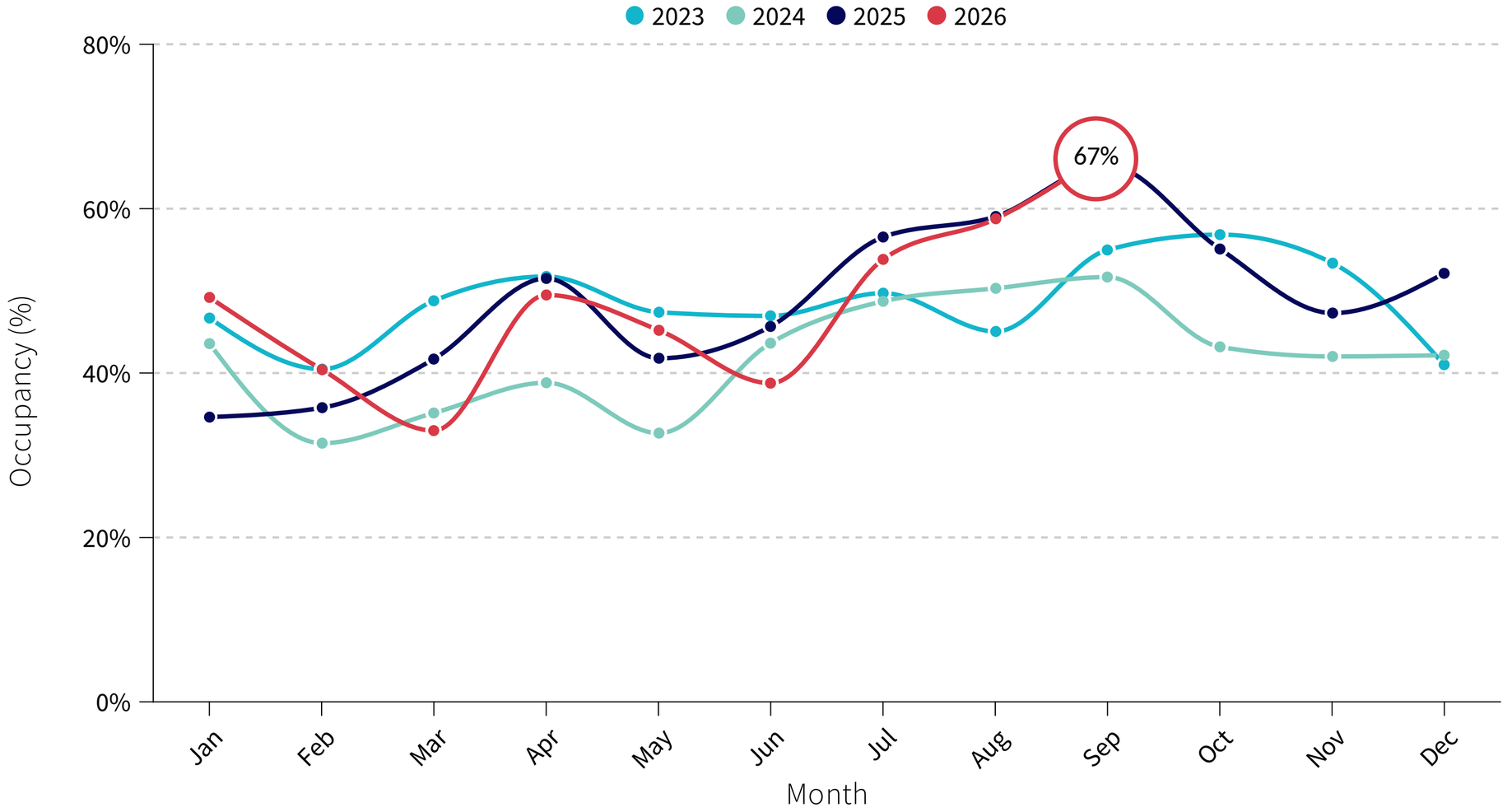
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Average Occupancy Rate - Avon Valley

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

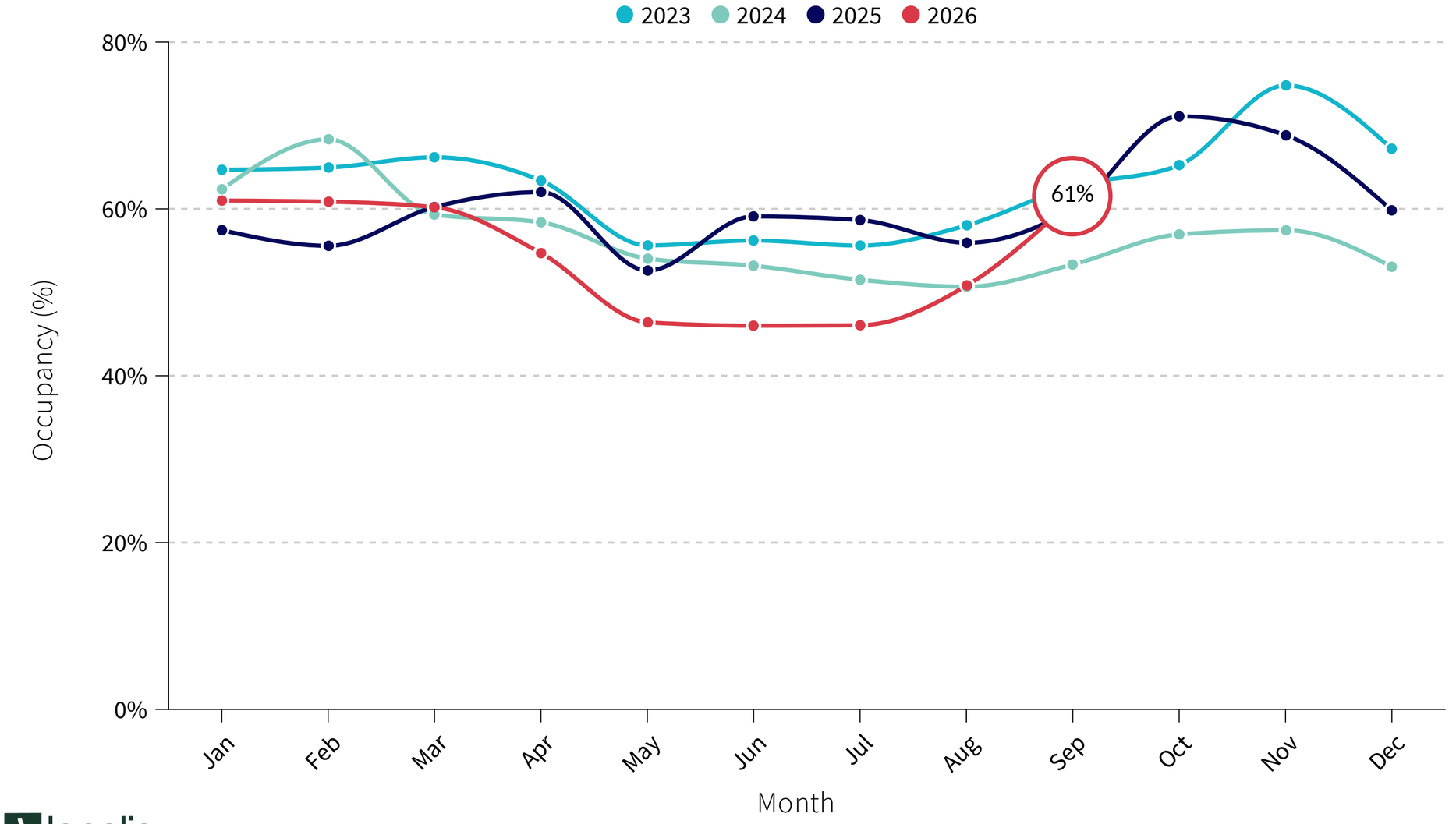
The Avon Valley region's monthly average occupancy for September 2026, was 67%, a 3% increase when compared to September 2025.

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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

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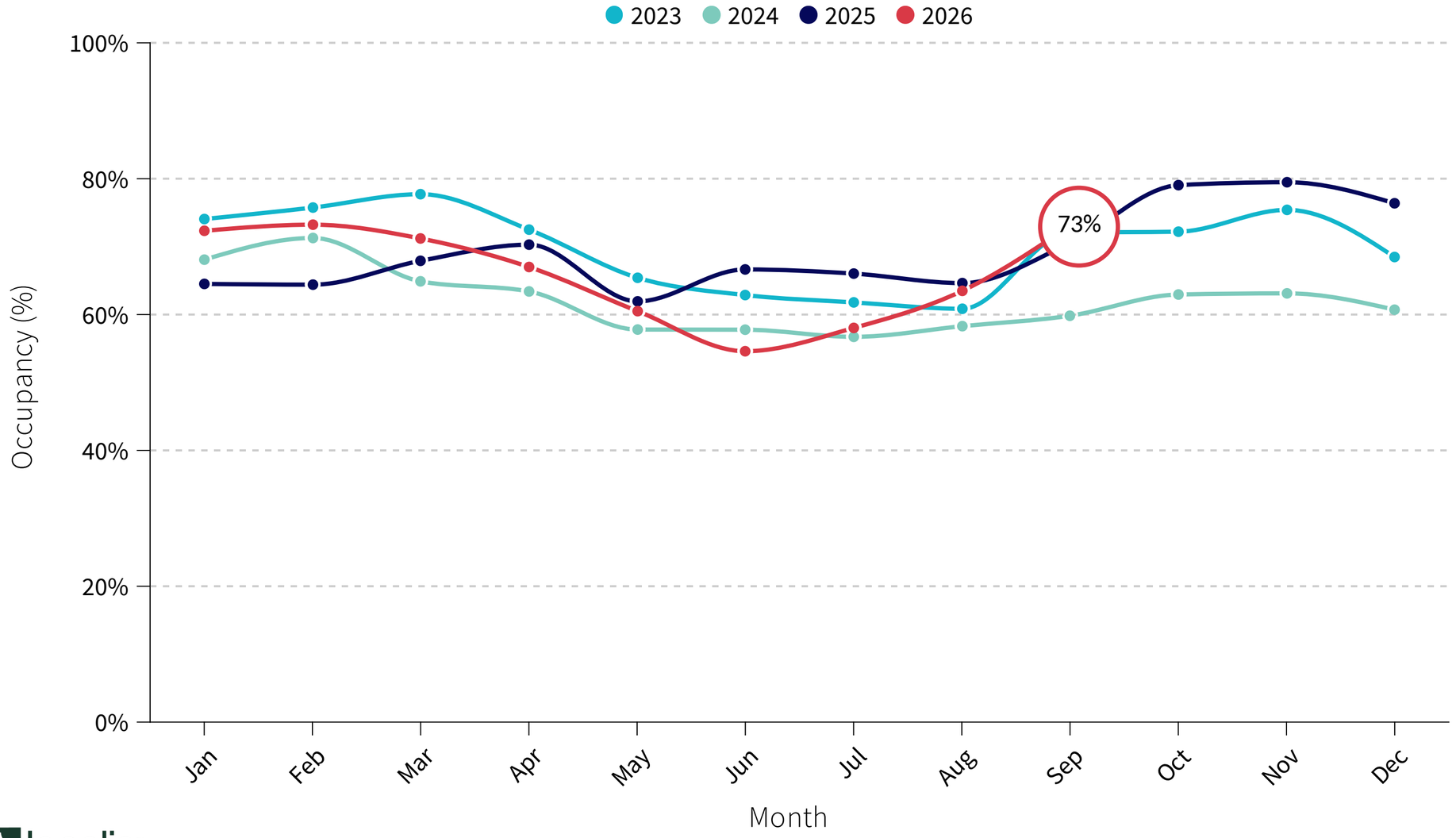
The Cockburn region's monthly average occupancy for September 2026, was 61%, a 2% increase when compared to September 2025.

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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.

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Accommodation Data

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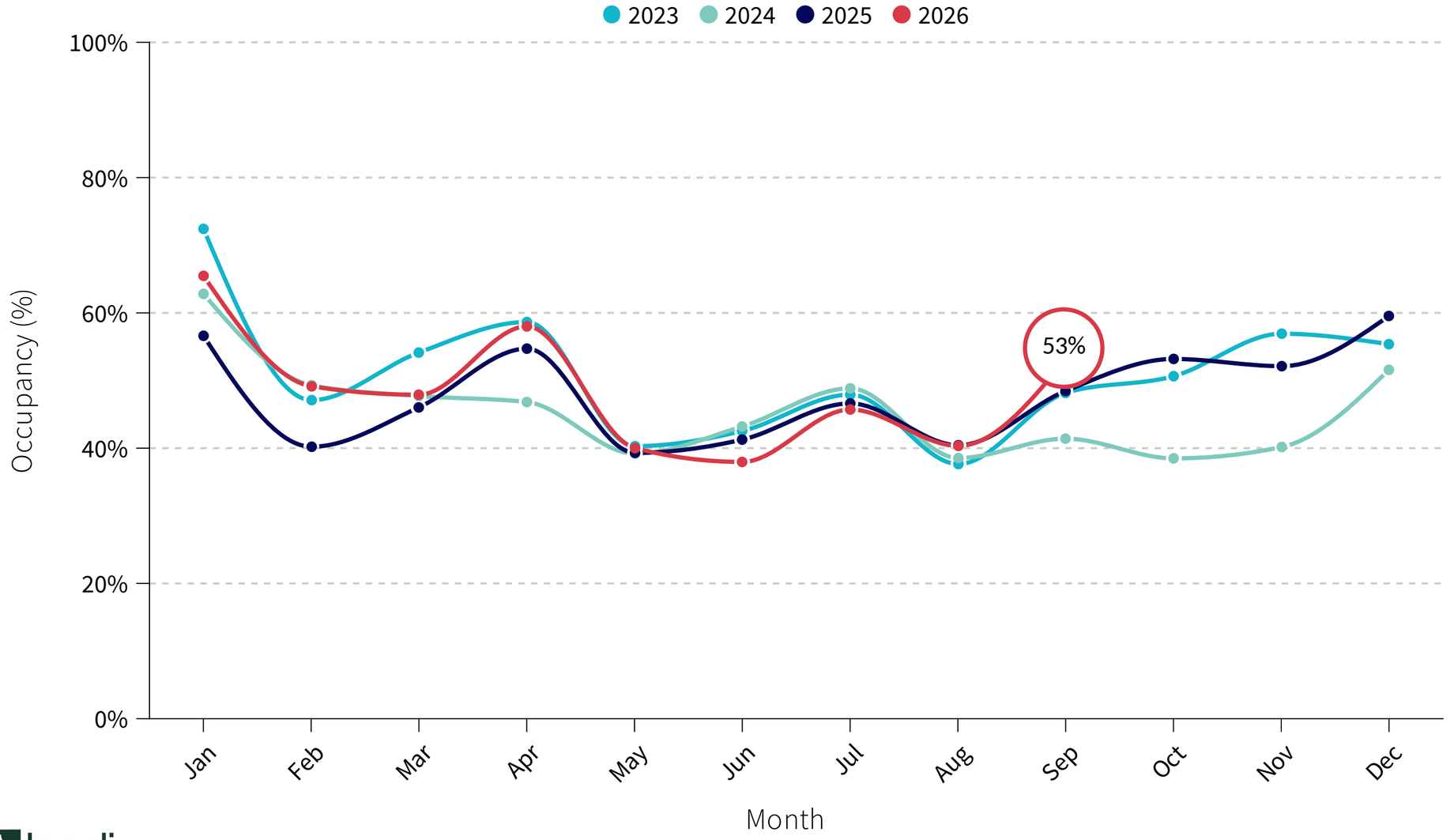
The Fremantle region's monthly average occupancy for September 2026, was 73%, a 4% increase when compared to September 2025.

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Average Occupancy Rate - Mandurah

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Accommodation Data

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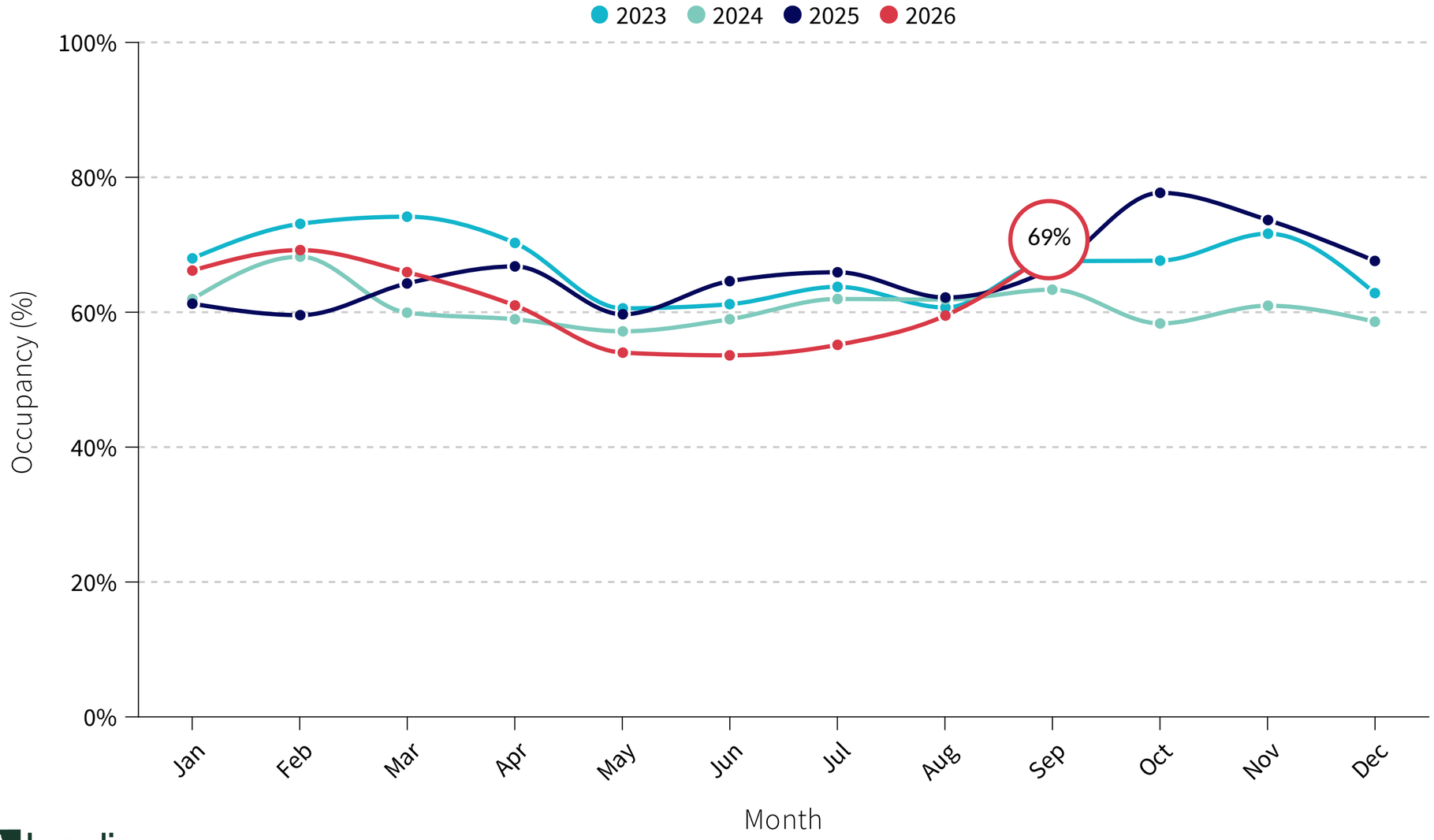
The Mandurah region's monthly average occupancy for September 2026, was 53%, a 10% increase when compared to September 2025.

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Average Occupancy Rate - Perth City

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Accommodation Data

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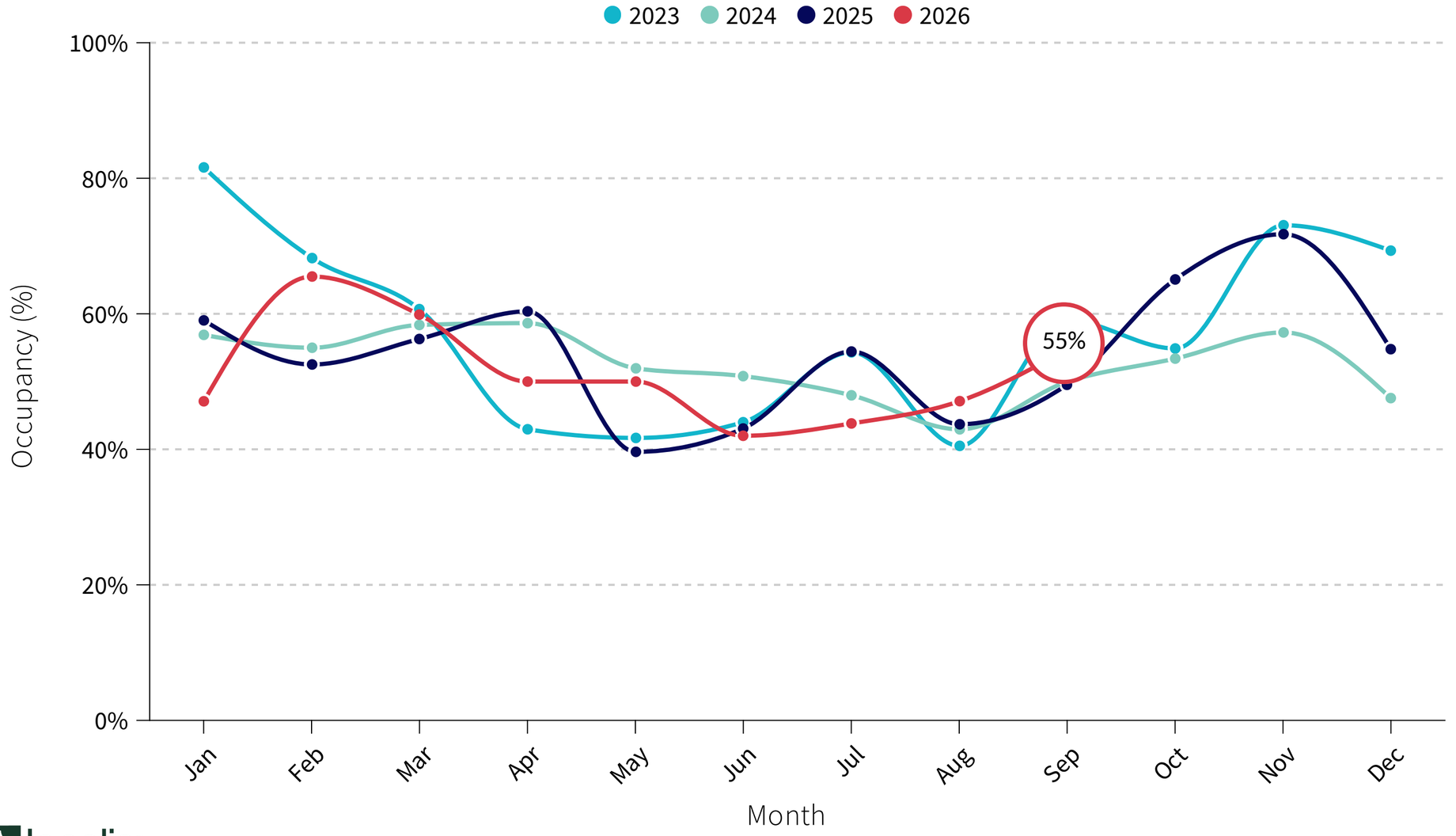
Perth City monthly average occupancy for September 2026, was 69%, a 4% increase when compared to September 2025.

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Average Occupancy Rate - Perth Hills

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Accommodation Data

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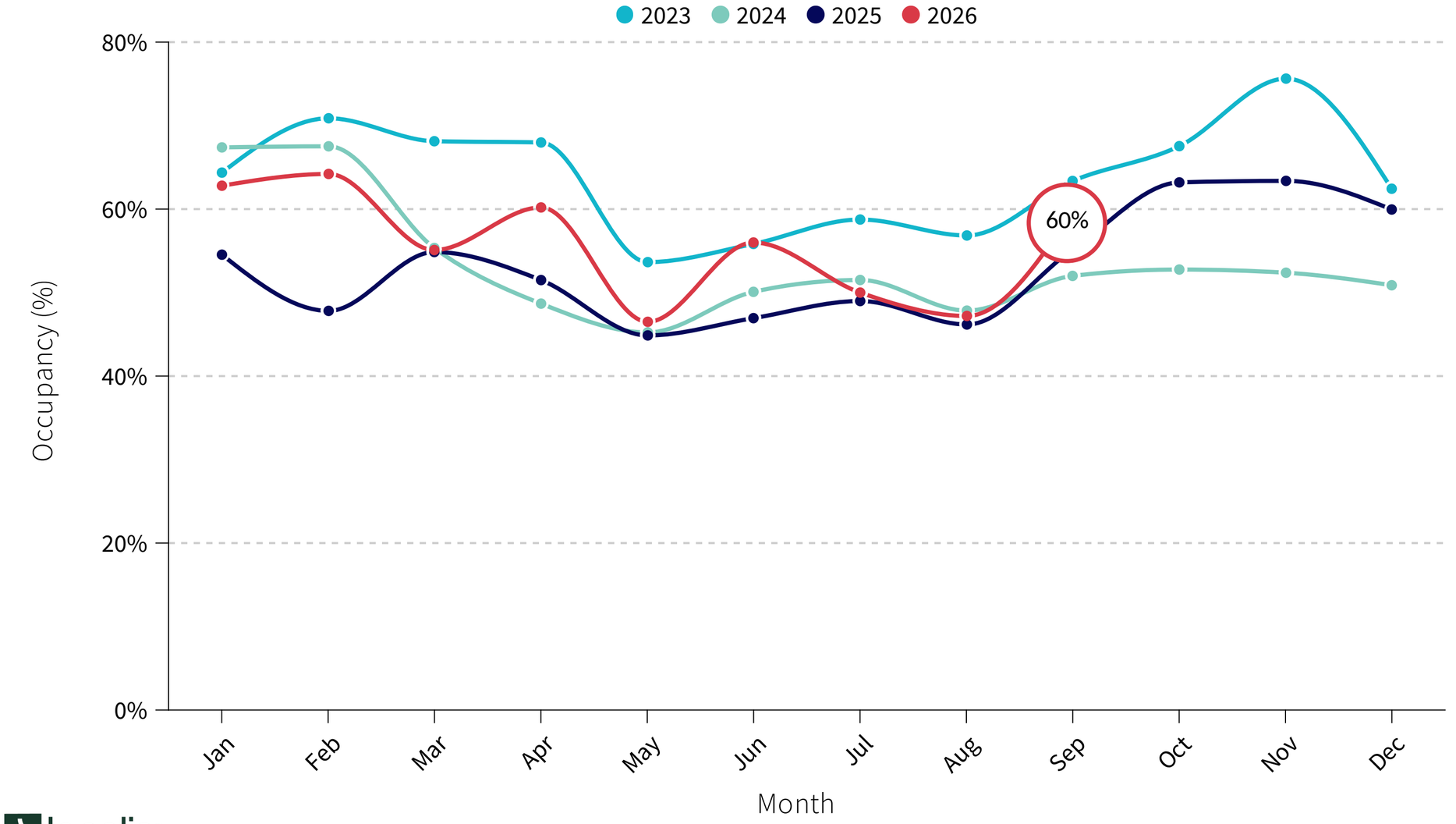
The Perth Hills region's monthly average occupancy for September 2026, was 55%, an 11% increase when compared to September 2025.

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Average Occupancy Rate - Rockingham

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Accommodation Data

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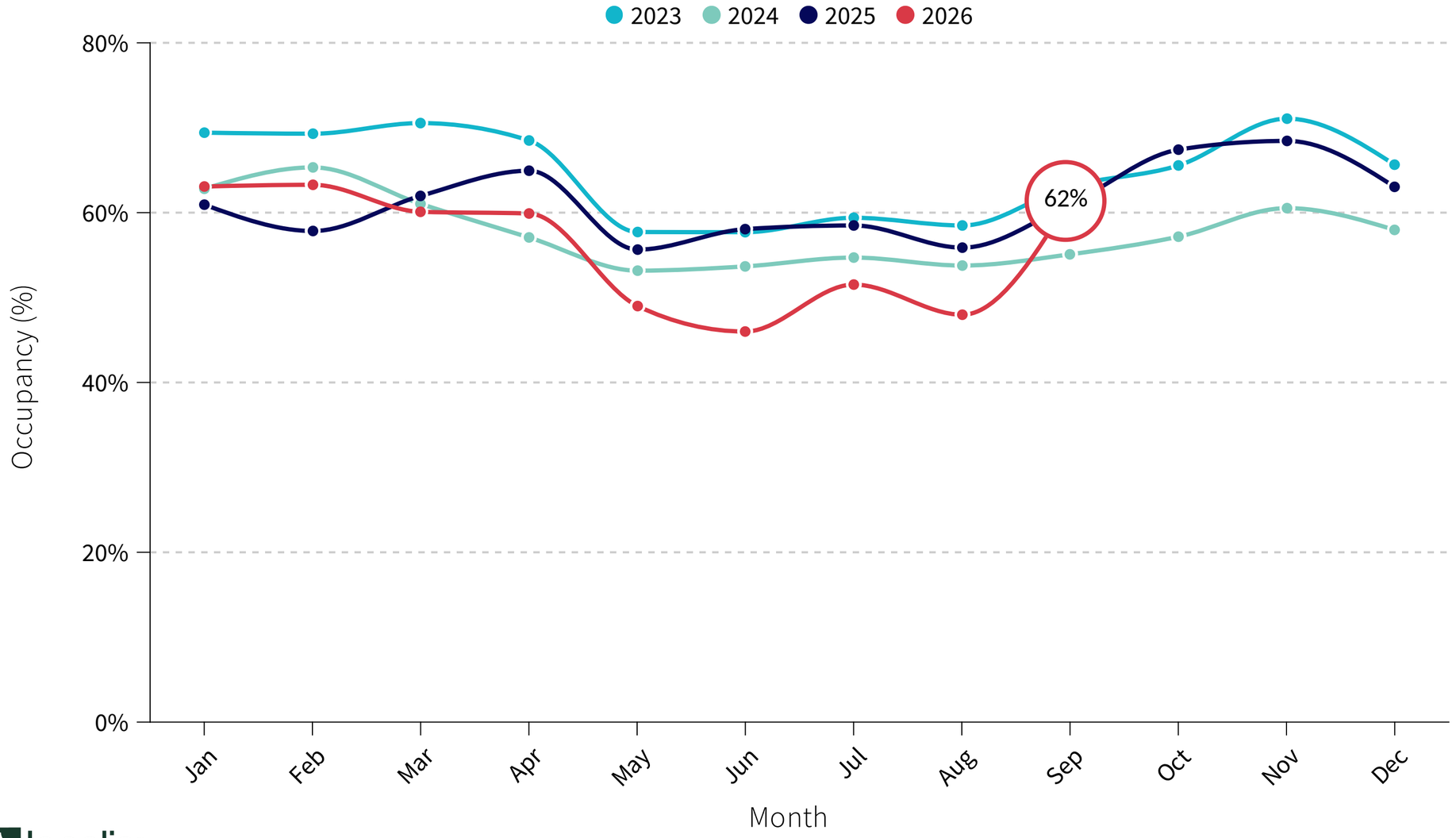
The Rockingham region's monthly average occupancy for September 2026, was 60%, an 8% increase when compared to September 2025.

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Average Occupancy Rate - Sunset Coast

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Accommodation Data

INSIGHT

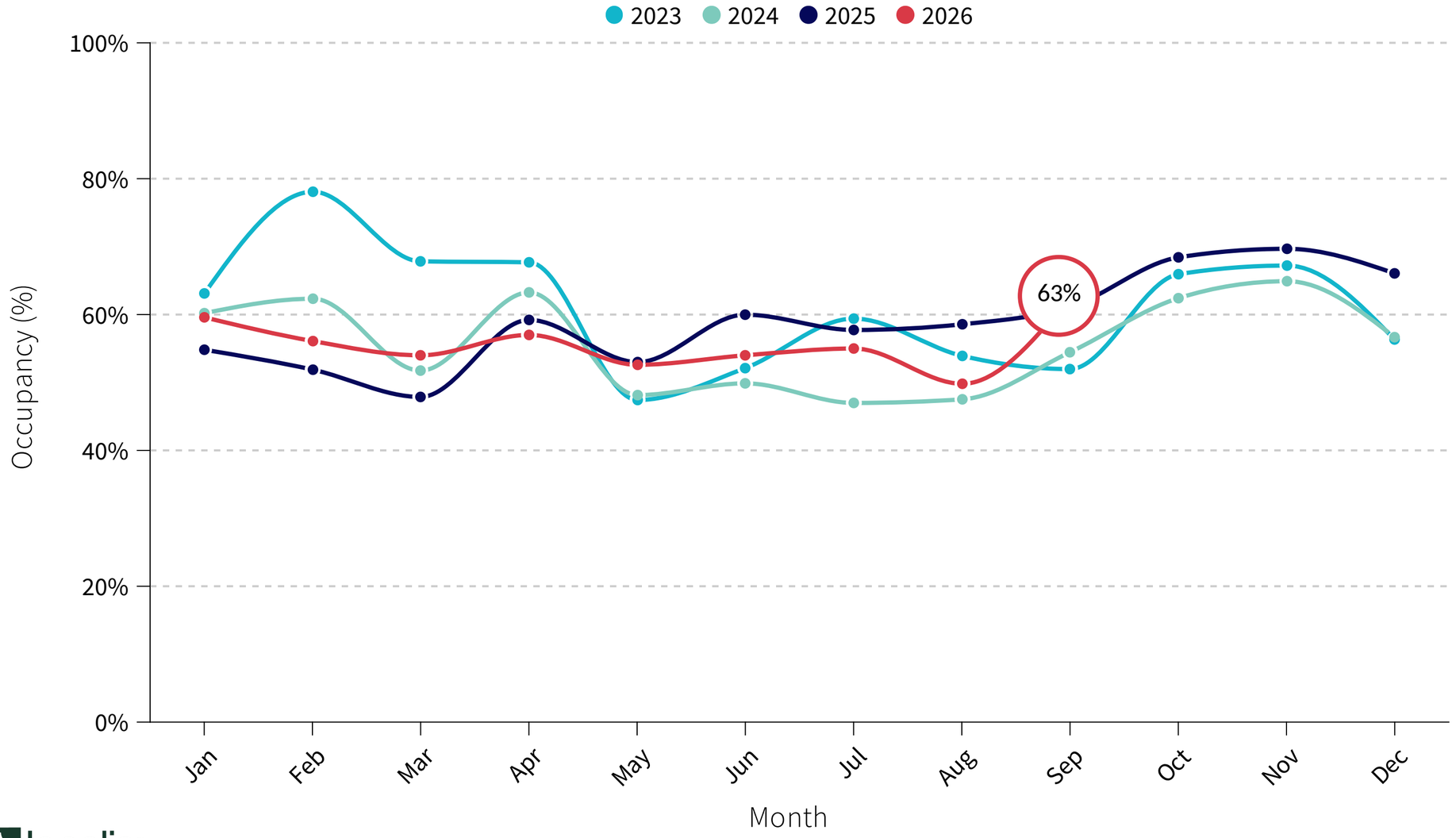
The Sunset Coast region's monthly average occupancy for September 2026, was 62%, a 1% increase when compared to September 2025.

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Average Occupancy Rate - Swan Valley

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Accommodation Data

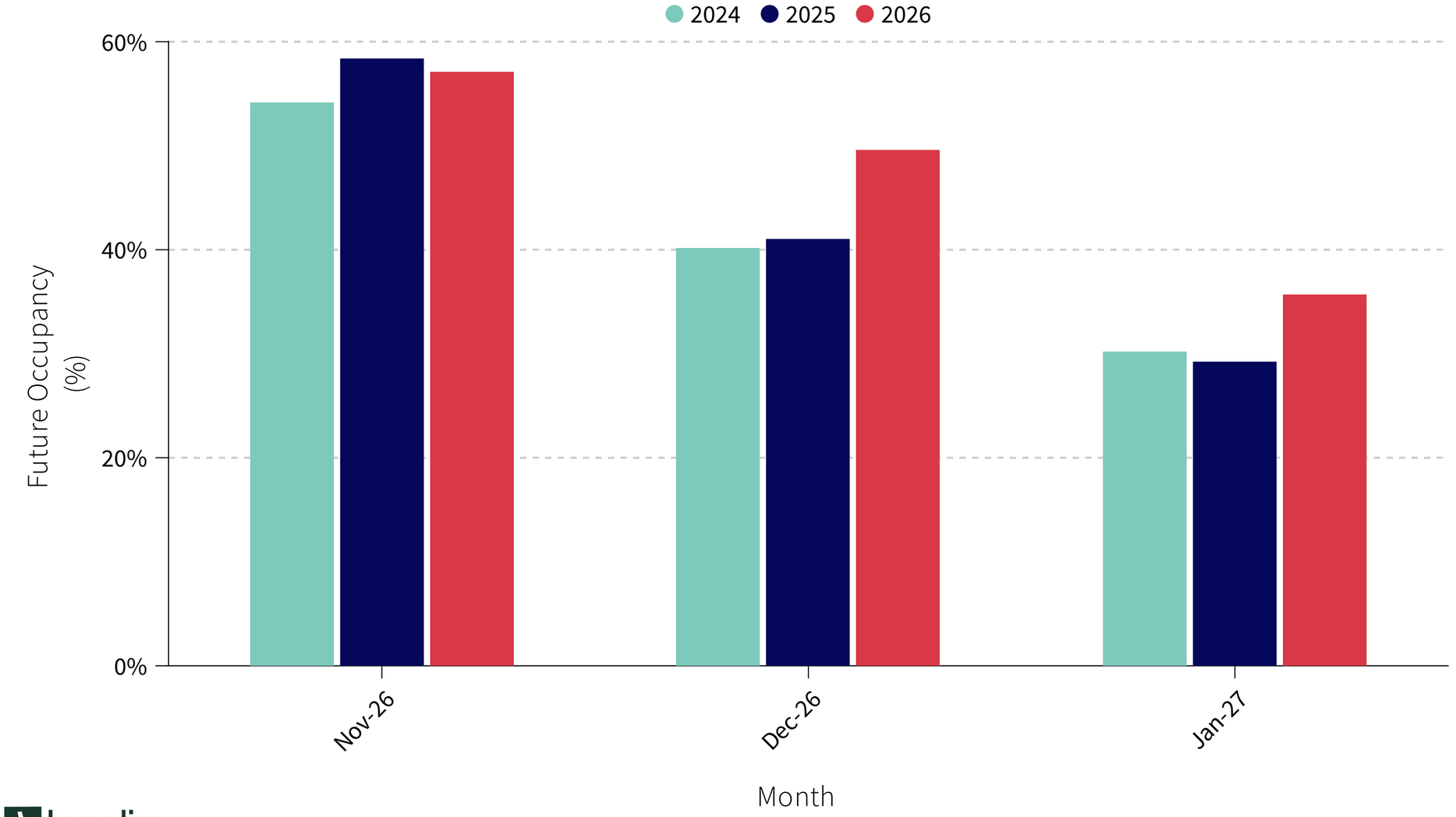
INSIGHT

The Swan Valley region's monthly average occupancy for September 2026, was 63%, a 2% increase when compared to September 2025.

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Future Occupancy Rate - Destination Perth

This graph shows monthly future occupancy for the next 3 months. You can also compare this to what the future bookings were for the same month in previous years.





Accommodation Data

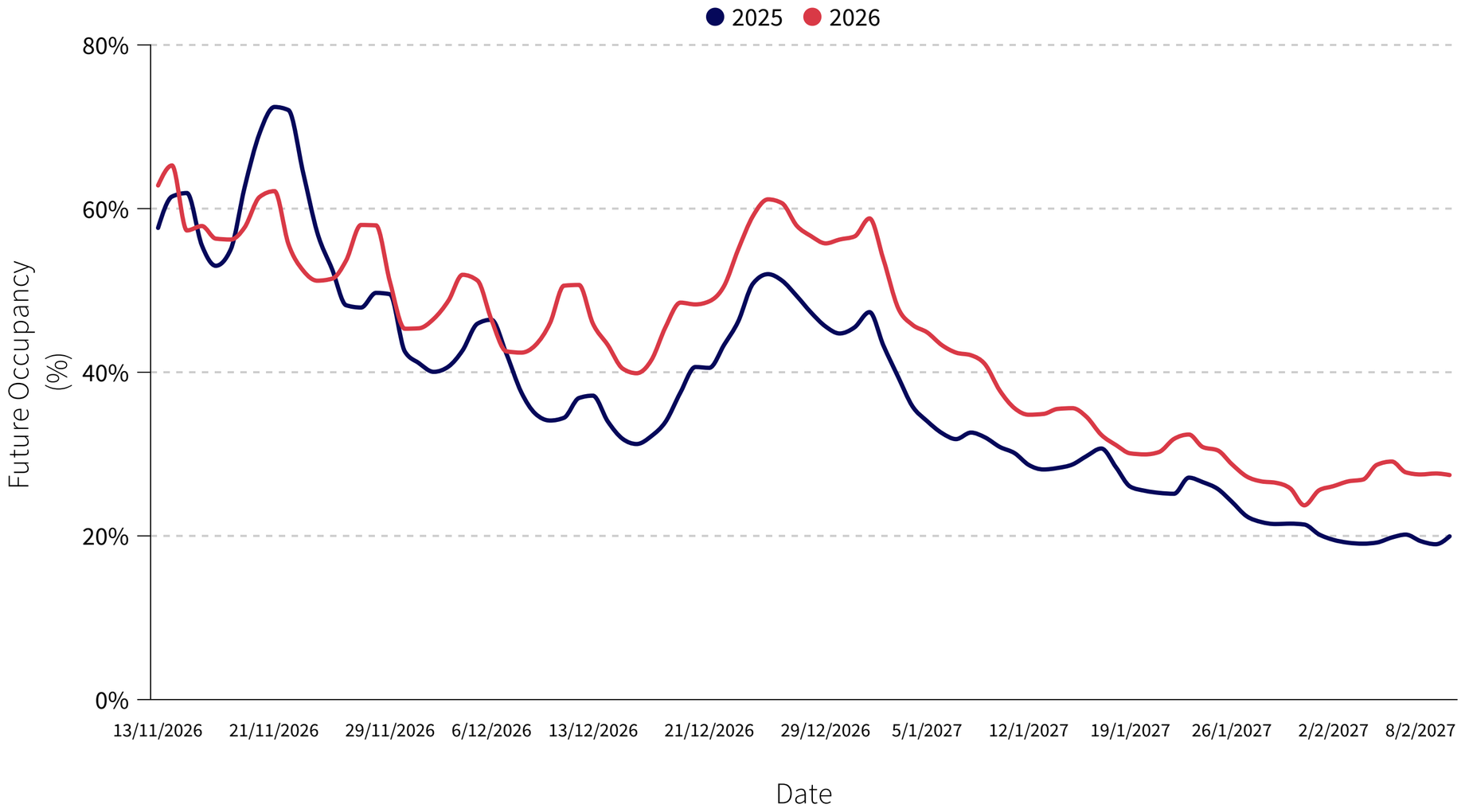
INSIGHT

Occupancy rates currently sit at 57% for November 2026, which is 2% lower when compared to November 2025.

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Daily Future Occupancy - Destination Perth

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





Accommodation Data

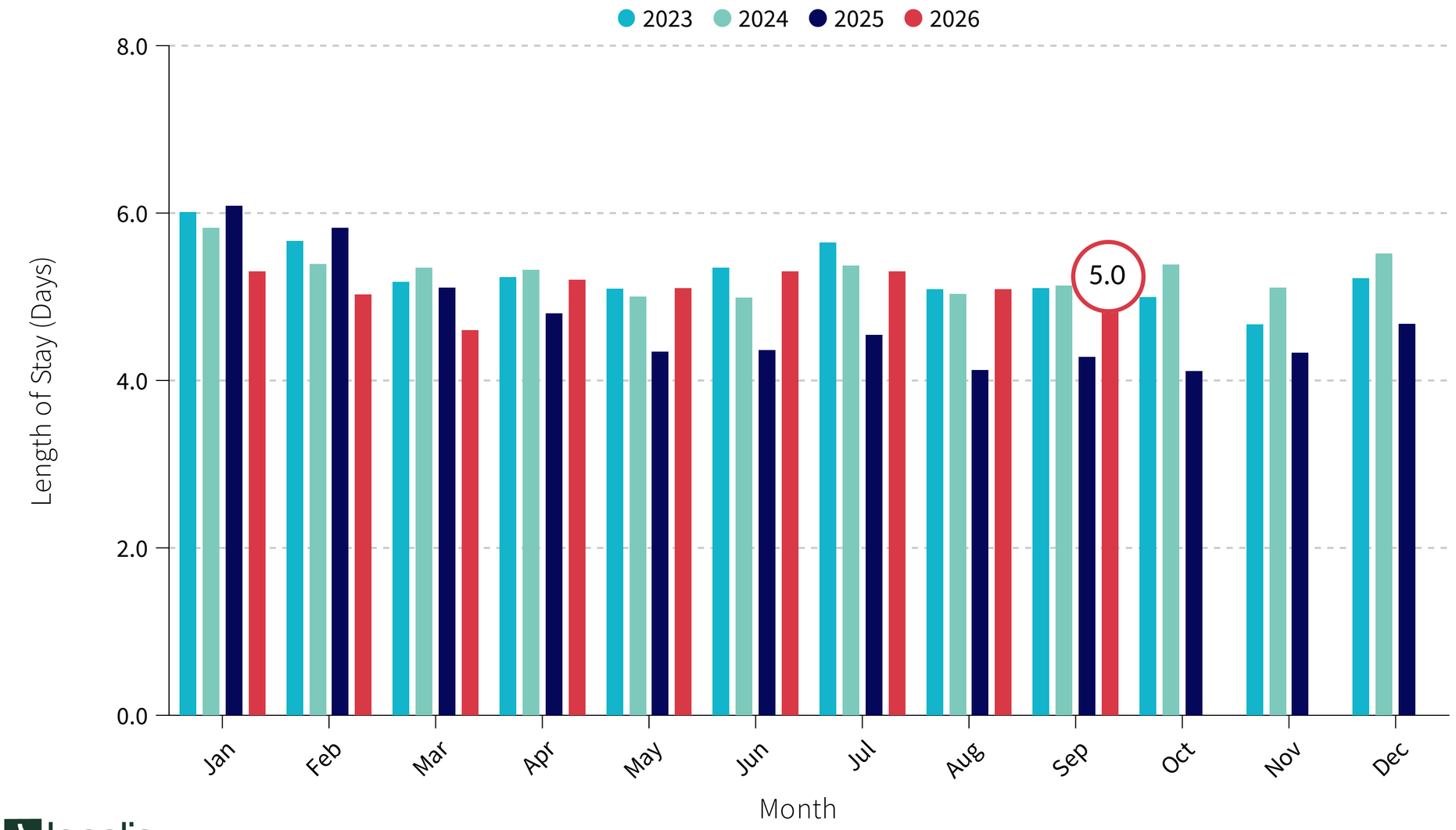
INSIGHT

Occupancy for the next 3 months is trending ahead of last year, with the strongest gains through December and over the Christmas and New Year period.

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Length of Stay - Destination Perth

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





Accommodation Data

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Length of stay in September 2026, was 5.0 days, a 2% increase when compared to September 2025.

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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

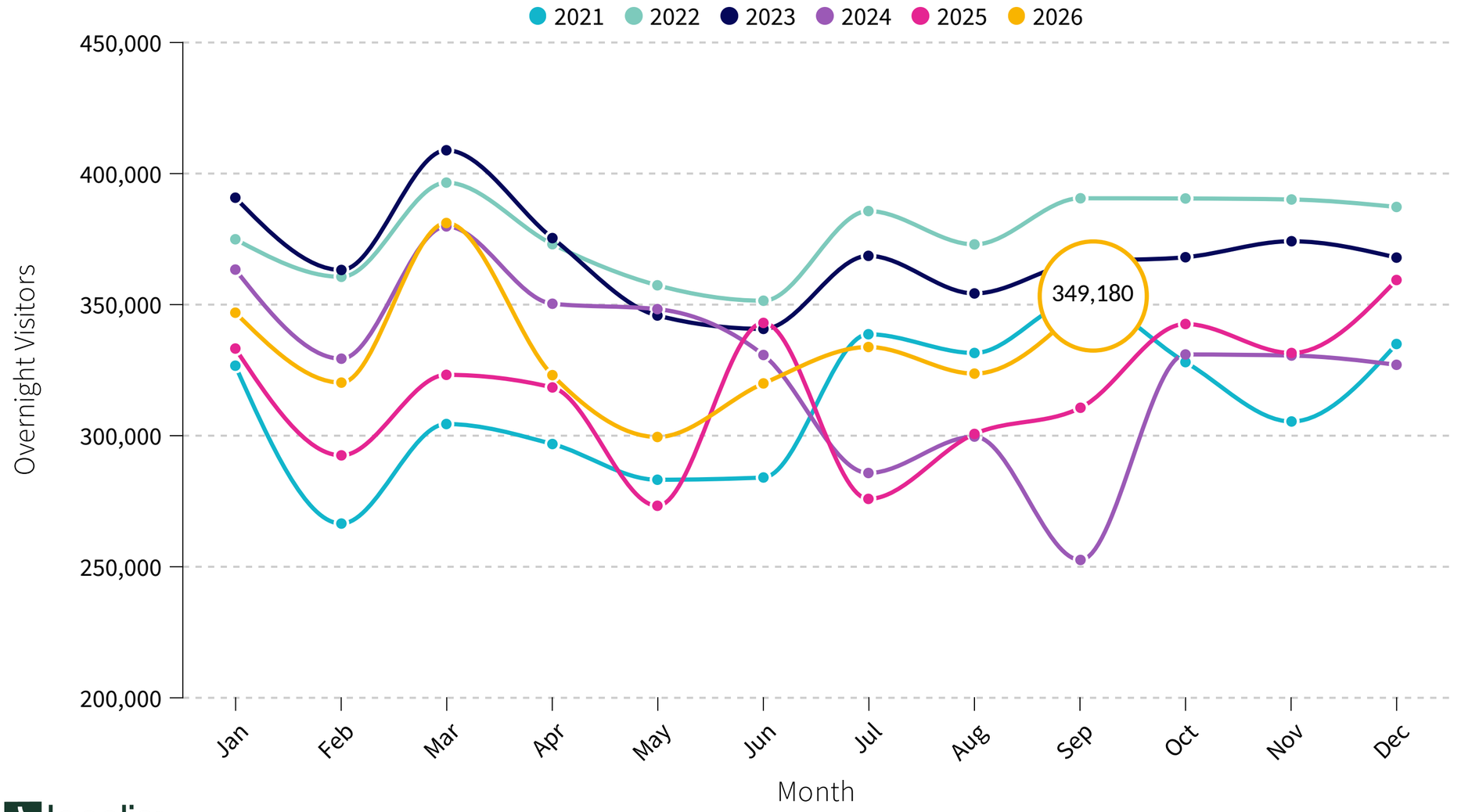
INSIGHT

The average daily rate for September 2026 was $232, an 11% increase compared to September 2025.

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Estimated Overnight Visitation - Destination Perth

The chart below 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

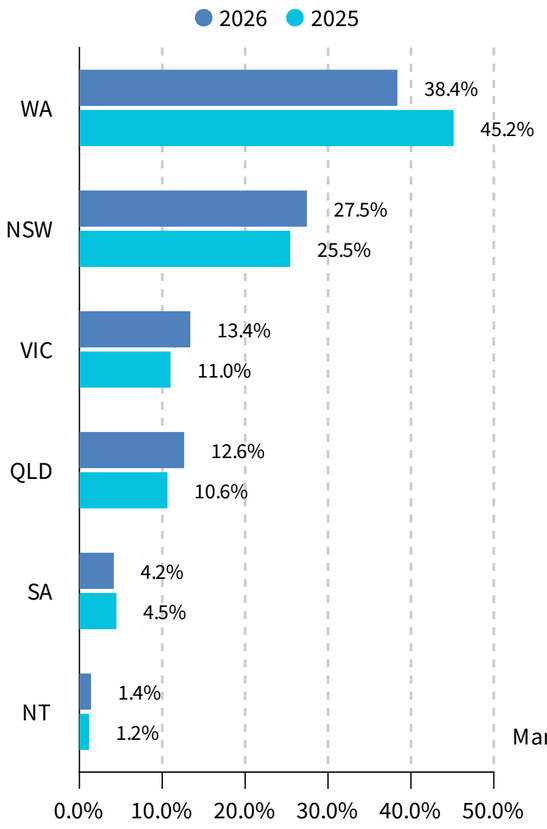
September 2026, had approximately 349,180 overnight visitors which is an increase of 12% compared to September 2025.

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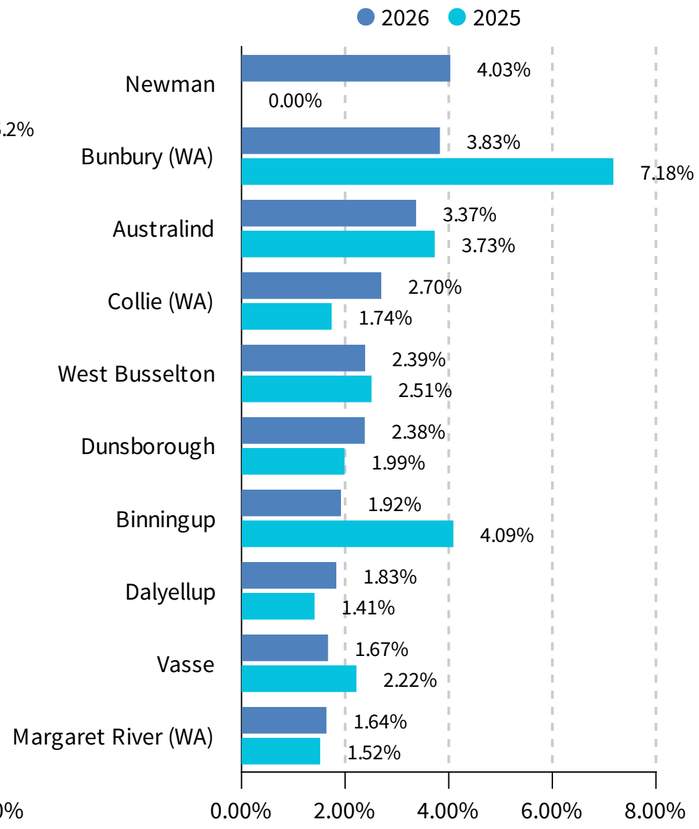
Inter + Intrastate Source Markets - Destination Perth

This section compares visitation to Destination Perth by state, city, Western Australian suburbs (excluding locals of LGAs in Destination Perth Region) and interstate suburbs for the most recently completed month versus the same month last year.

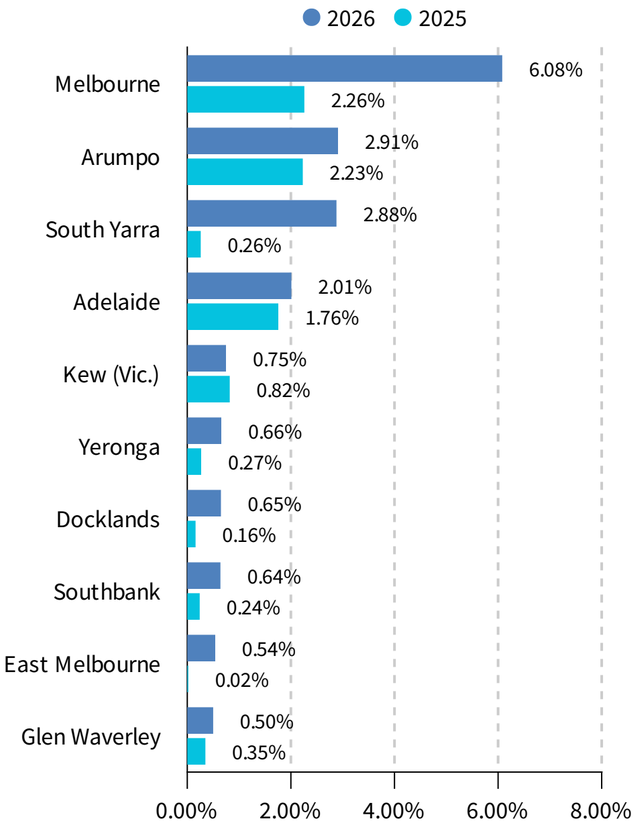
State



Intrastate



Interstate





Mobility Data

INSIGHT

September '25 vs September '26

Interstate visitation in September 2026 was 61.6%, representing a 12.4% increase compared with September 2025.

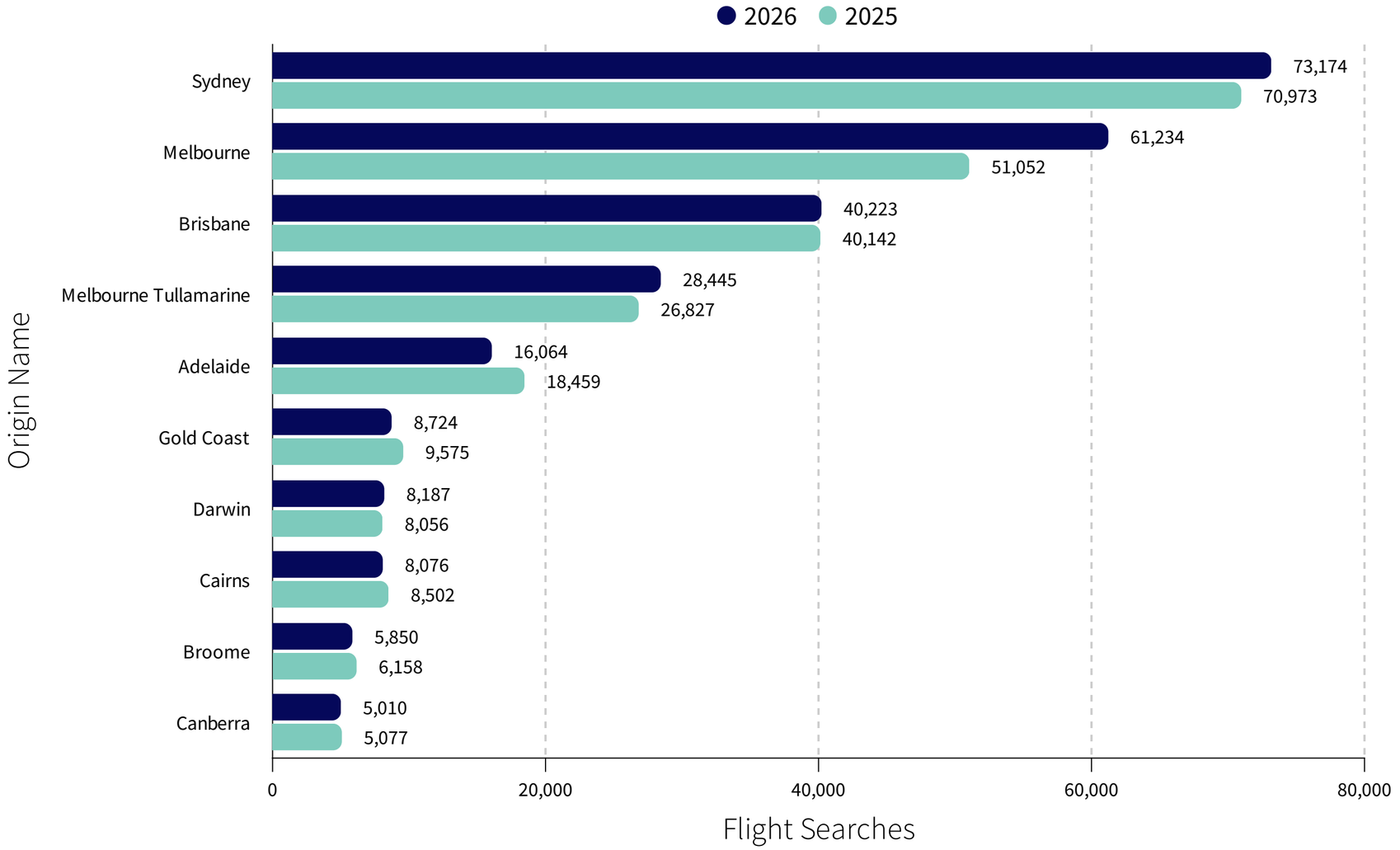
Newman was the largest intrastate source market at 4.03%, up from under 0.01% in September 2025.

Melbourne was the largest interstate suburb source market at 6.08%, a 169% increase compared with September 2025.

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Flight Search Data - Domestic

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





Flight Data

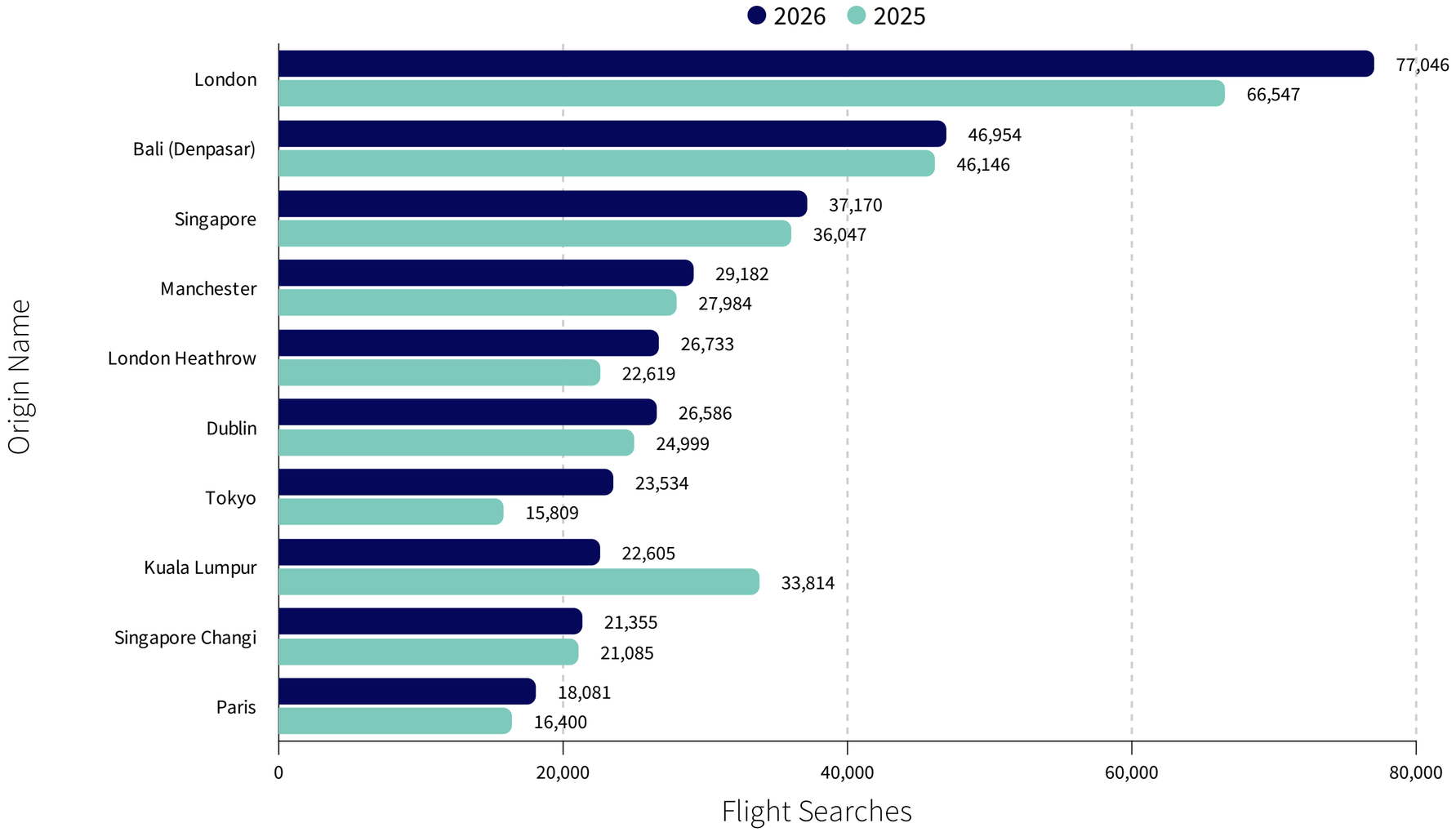
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Sydney had the highest monthly searches in September 2026 at 73,174 a 3% increase compared to September 2025.

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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 September 2026 at 77,046 an increase of 16% compared to September 2025.

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