



Media Release

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WA – AUSTRALIA’S FASTEST GROWING INTERNATIONAL HOLIDAY MARKET

The Australian Hotels Association (WA) welcomes the latest data from Tourism Research Australia which shows Western Australia having the fastest growing international holiday tourism market in the country, with 506,300 international holiday makers choosing WA for a getaway in 2018-19 – the highest number on record.

The National Visitor Survey (NVS) and the International Visitor Survey (IVS) shows strong growth in the number of travellers coming to WA for a holiday, with a record 2.76 million people visiting from overseas and interstate.

Australian Hotels Association (WA) CEO said that “in relation to holiday visitation there was consistent success from international and interstate markets, showing that campaigns to attract more holiday makers were working.”

“As a Board Member of Tourism Australia I am particularly pleased to see these results, which is the culmination of a lot of work by industry, Tourism WA and Tourism Australia over the past 2 years.”

“We have seen the highest number of holiday visitors on record choosing WA as well as the strongest growth of holiday visitors in Australia.”

“When it comes to holiday visitation - whether interstate, international, the number of nights they stay or the amount they spend - there has been double digit growth across the board, including a 16.5 per cent increase in the number of overnight holiday visitors to WA.”

“Overnight visitors to the state and those taking a day trip in WA spent \$10.5 billion in the past year, representing a substantial increase of over 16 per cent.”

“This is outstanding news for Western Australia’s accommodation, hospitality and tourism industry and reflects the investment that has been made by the WA State Government in campaigns and initiatives to attract new holiday makers.”

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