Peel

Overnight Visitor Factsheet 2017/18/19

Prepared by Tourism WA Strategy and Research
July 2020

Tourism WESTERN AUSTRALIA

GOVERNMENT OF WESTERN AUSTRALIA

Overnight Visitor Summary - Peel

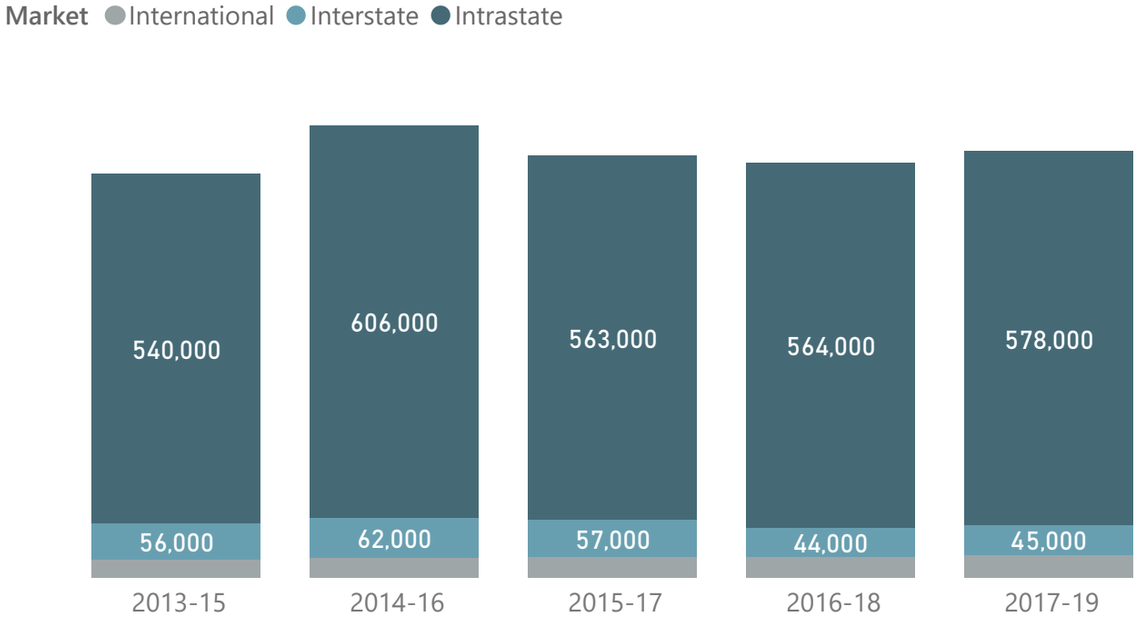
Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in The Peel Development Commission Area

Average Annual Visitors	Average Annual Nights	Average Annual Spend(Million)*
659,000	2.34M	$162

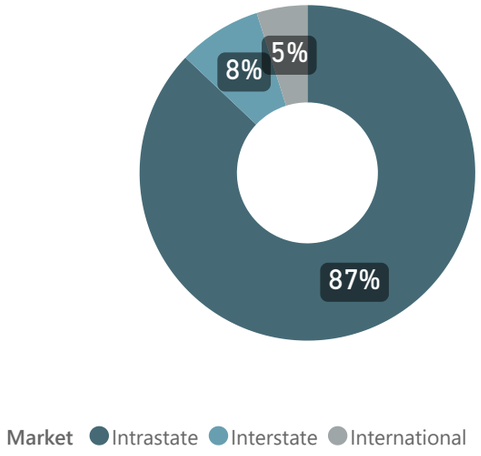
*Four year average 2015/16/17/18

Overnight Visitors - Rolling Three Year Average

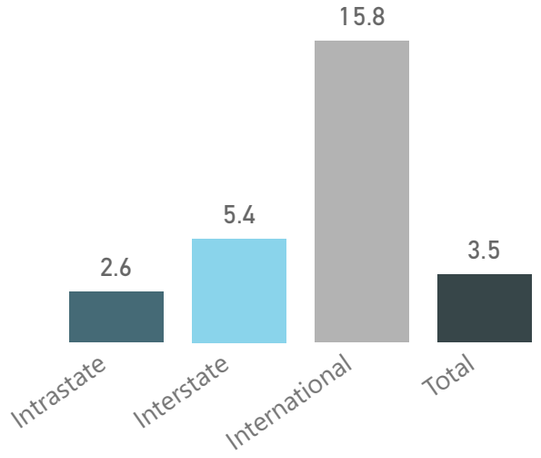


	Market	2013-15	2014-16	2015-17	2016-18	2017-19
Visitors	Intrastate	540,000	606,000	563,000	564,000	578,000
	Interstate	56,000	62,000	57,000	44,000	45,000
	International	28,000	31,000	32,000	33,000	36,000
	Total	**624,000**	**699,000**	**652,000**	**641,000**	**659,000**
Nights	Intrastate	1,359,000	1,515,000	1,395,000	1,492,000	1,527,000
	Interstate	305,000	334,000	335,000	254,000	244,000
	International	510,000	545,000	552,000	569,000	567,000
	Total	**2,174,000**	**2,394,000**	**2,282,000**	**2,315,000**	**2,338,000**

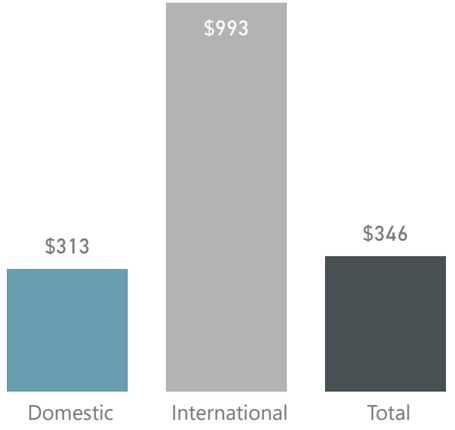
Visitors by Market



Average length of stay (nights)

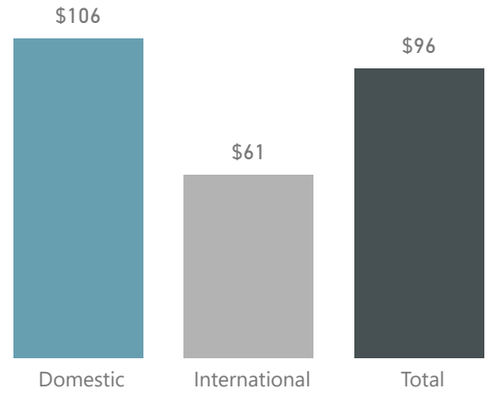


Average trip spend*



*Four year average 2015/16/17/18

Average daily spend*



Instrastate Visitor Summary - Peel

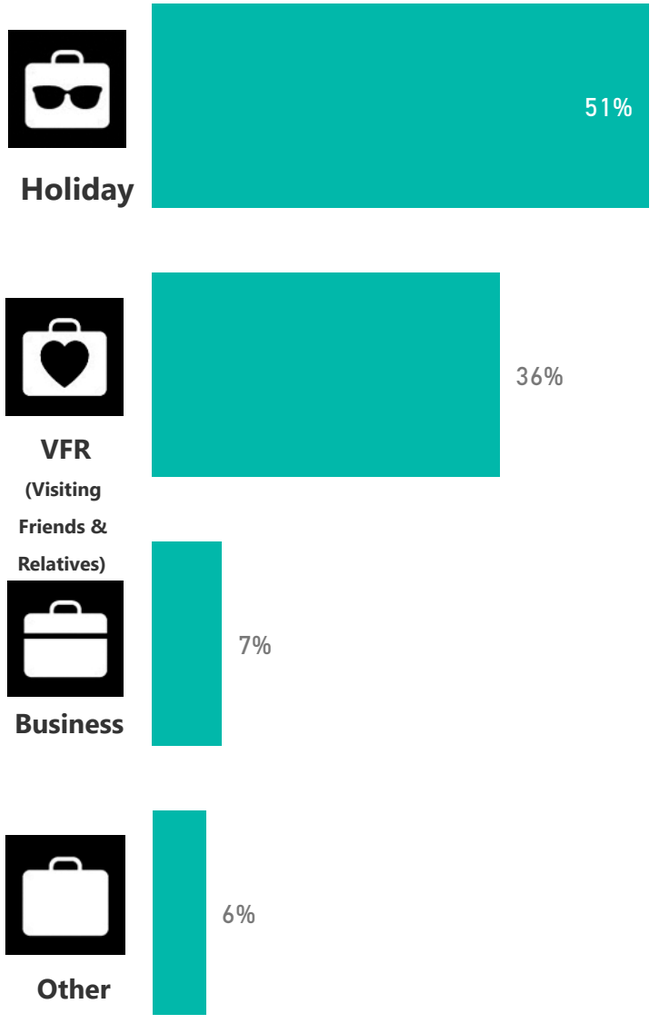
Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in The Peel Development Commission Area

Intrastate Visitors (Average Annual 2017-19)
578,000

Intrastate Nights (Average Annual 2017-19)
1.53M

Purpose of Travel

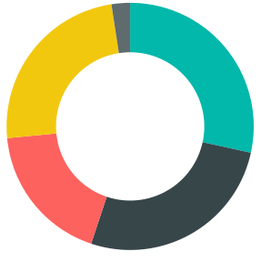


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age

15-19 years	6%
20-34 years	25%
35-49 years	23%
50-64 years	26%
65+ years	21%

Travel Party



Travelling alone	28%
Adult couple	27%
Family group	18%
Friends/relatives	24%
Other	2%

Length of Stay

1 night - 3 nights	51%
4 - 7 nights	29%
8 - 14 nights	18%
15 + nights	2%

Top 3 accommodation (% of nights)

Friends or relatives property	52%
Own property	10%
Caravan or camping - non commercial	8%

Top 3 leisure activities during trip

Visit friends & relatives	50%
Eat out / dine at a restaurant and/or cafe	47%
Go to the beach	28%

Gender

Definitions

Domestic Visitors (Intrastate): Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Interstate Visitor Summary - Peel

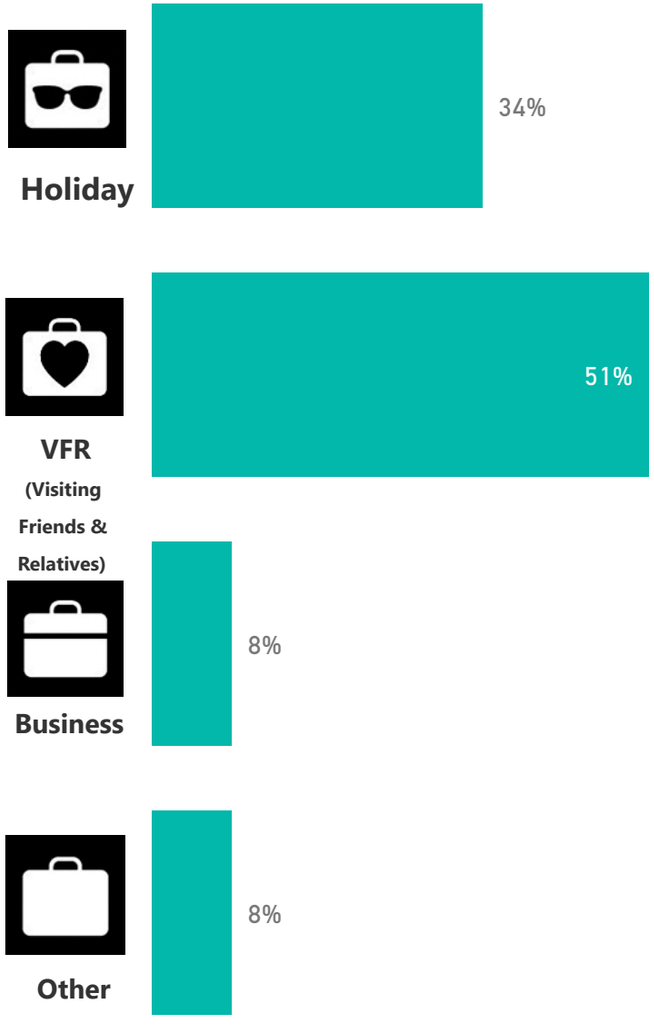
Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in The Peel Development Commission Area

Interstate Visitors (Average Annual 2017-19)
45,000

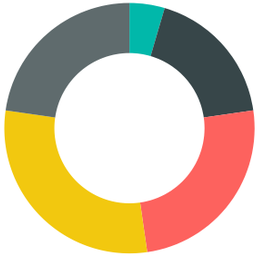
Interstate Nights (Average Annual 2017-19)
244,000

Purpose of Travel



Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age

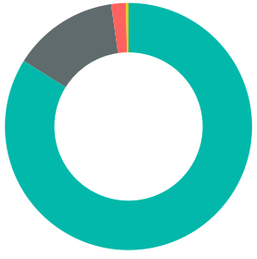


15-19 years	5%
20-34 years	18%
35-49 years	25%
50-64 years	30%
65+ years	23%

Travel Party

Travelling alone	24%
Adult couple	31%
Family group	18%
Friends/relatives	20%
Other	7%

Length of Stay



1 night - 3 nights	84%
4 - 7 nights	14%
8 - 14 nights	2%
15 + nights	0%

Top 3 accommodation (% of nights)

Friends or relatives property	67%
Hotel/resort/motel or motor Inn	16%
Rented house/apartment/flat or unit	11%

Top 3 leisure activities during trip

Eat out / dine at a restaurant and/or cafe	67%
Visit friends & relatives	58%
Sightseeing/looking around	33%

Gender

Definitions

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Visitor Summary - Peel

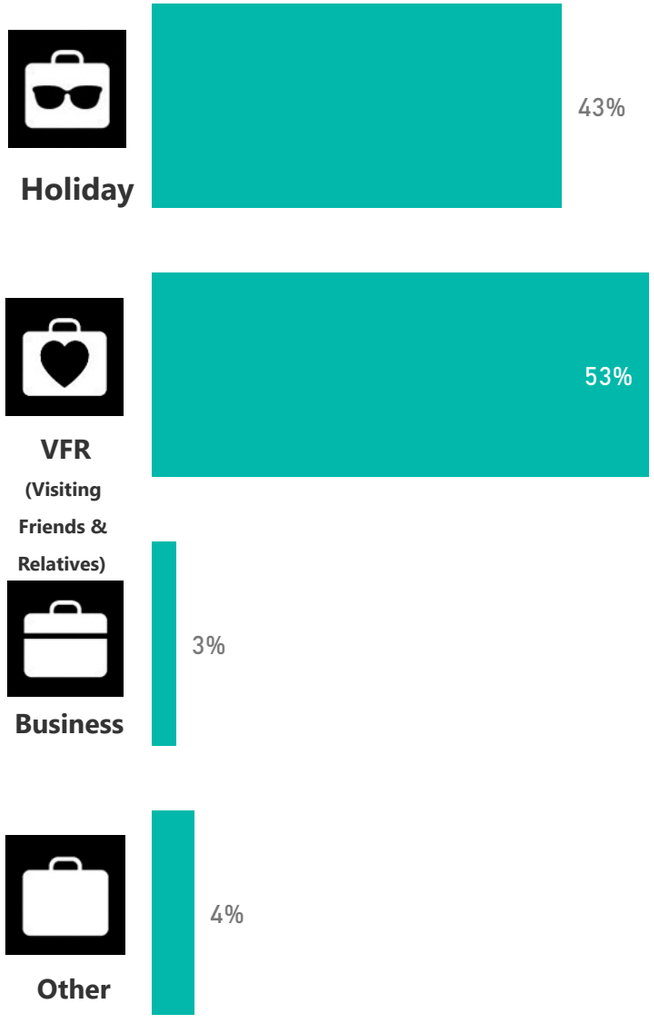
Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in The Peel Development Commission Area

International Visitors (Average Annual 2017-19)
36,000

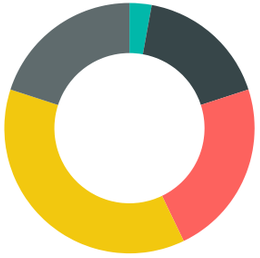
International Nights (Average Annual 2017-19)
567,000

Purpose of Travel



Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



15-19 years	3%
20-34 years	17%
35-49 years	23%
50-64 years	37%
65+ years	20%

Travel Party

Travelling alone	42%
Adult couple	33%
Family group	17%
Friends/relatives	8%
Other	0%

Length of Stay

1 night - 3 nights	43%
4 - 7 nights	23%
8 - 14 nights	15%
15 + nights	20%

Top 3 accommodation (% of nights)

Friends or relatives property	74%
Other Private Accommodation	7%
Own property	6%

Top 3 leisure activities during trip*

**International visitors may have undertaken the activity in the region or elsewhere in Australia*

Eat out / dine at a restaurant and/or cafe	94%
Go shopping for pleasure	81%
Go to the beach	75%
Sightseeing/looking around	75%

Gender

Definitions

Domestic Visitors (International): International visitors aged 15 years and over who spent at least one night in the region and are staying in Australia for 12 months or less.

Visitor Factsheet - Further Information

Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

To increase the sample size and hence improve the reliability of the data, estimates in this document are based on an average of the past three calendar years (2017, 2018 and 2019).

Interstate estimates are based on smaller sample sizes than either the intrastate or international measures, and can fluctuate significantly.

It is recommended by Tourism WA that the visitation statistics in this fact sheet are used in conjunction with other information sources that you have access to. This might include population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

Since 2018, changes have been made to both the IVS and the NVS. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see NVS Methodology or IVS Methodology on Tourism Research Australia's website.

Sample 2017/18/19

Market	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
Intrastate	792	8.3%	15.2%
International	588	9.6%	21.2%
Interstate	67	29.1%	37.9%

Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50% (highlighted in red)

Definitions

Domestic Visitors (Intrastate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Visitors: International visitors aged 15 years and over who spent at least one night in the region and are staying in Australia for 12 months or less.

Source

Tourism Research Australia, National and International Visitor Surveys, 2019.

Local Government Agencies included to make up The Peel Region:
Shire of Boddington, Shire of Murray, Shire of Serpentine-Jarrahdale, Shire of Waroona, City of Mandurah