



VISITATION TO WESTERN AUSTRALIA: OVERVIEW

YEAR ENDING DECEMBER 2020

Prepared by Tourism WA - Strategy and Research

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PLEASE NOTE

Changes to National Visitor Survey Methodology

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use caution when comparing results from 2019 onwards with previous time periods.

Note that 2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

For further information, see [NVS Methodology](#).

Changes to International Survey Methodology

Due to COVID-19 there was no International Visitor Survey (IVS) interviewing from 1 April 2020. As a result some estimates for the period from 1 April 2020 were imputed.

Visitor estimates in the IVS are benchmarked to Overseas Arrivals and Departures (OAD) short term visitor arrivals aged 15 years and over.

The OAD is currently using a full count (rather than sample) of passenger cards to measure short-term visitor arrivals to Australia due to the small number of visitor movements occurring. This more comprehensive OAD data has been used for IVS imputation purposes.

For further information, see [IVS Methodology](#)

Changes to Tourism WA's IVS and NVS Reports

Due to the COVID pandemic and closure of international, interstate and regional borders since March 2020, the number of visitors to Western Australia have seen a decline. As a result of the reduced sample, it is no longer possible to provide detailed results for international and interstate visitors to WA. As a result, the IVS and NVS reporting has now been consolidated into this one report.

SAMPLE SIZES AND CONFIDENCE INTERVALS

Note that estimates in this document are based on survey data and need to be considered within these Confidence Intervals (CI) for Western Australia YE December 2020 estimates:

- Intrastate CI: Visitors \pm 3.8%, Nights \pm 5.6%, Spend \pm 5.7%
- Interstate CI: Visitors \pm 15.1%, Nights \pm 14.3%, Spend \pm 15.9%
- Intrastate Daytrip CI: Visitors \pm 4.6%, Spend \pm 10.8%
- International CI: Visitors \pm 6.8%, Nights \pm 11.7%, Spend \pm 10.3%
- Domestic Overnight CI: Visitors \pm 3.7%, Nights \pm 5.2%, Spend \pm 5.4%

Sample Sizes for Western Australia the YE September 2020 estimates are outlined below:

- Intrastate Visitors: Spend n= 3,130, Visitors n= 3,130
- Interstate Visitors: Spend n= 198, Visitors n= 198
- Intrastate Daytrip: Spend n= 1,834, Visitors n= 1,834
- Domestic Overnight: Spend n= 3,328, Visitors n= 3,328
- International: Spend n= 7,242, Visitors n= 6,552

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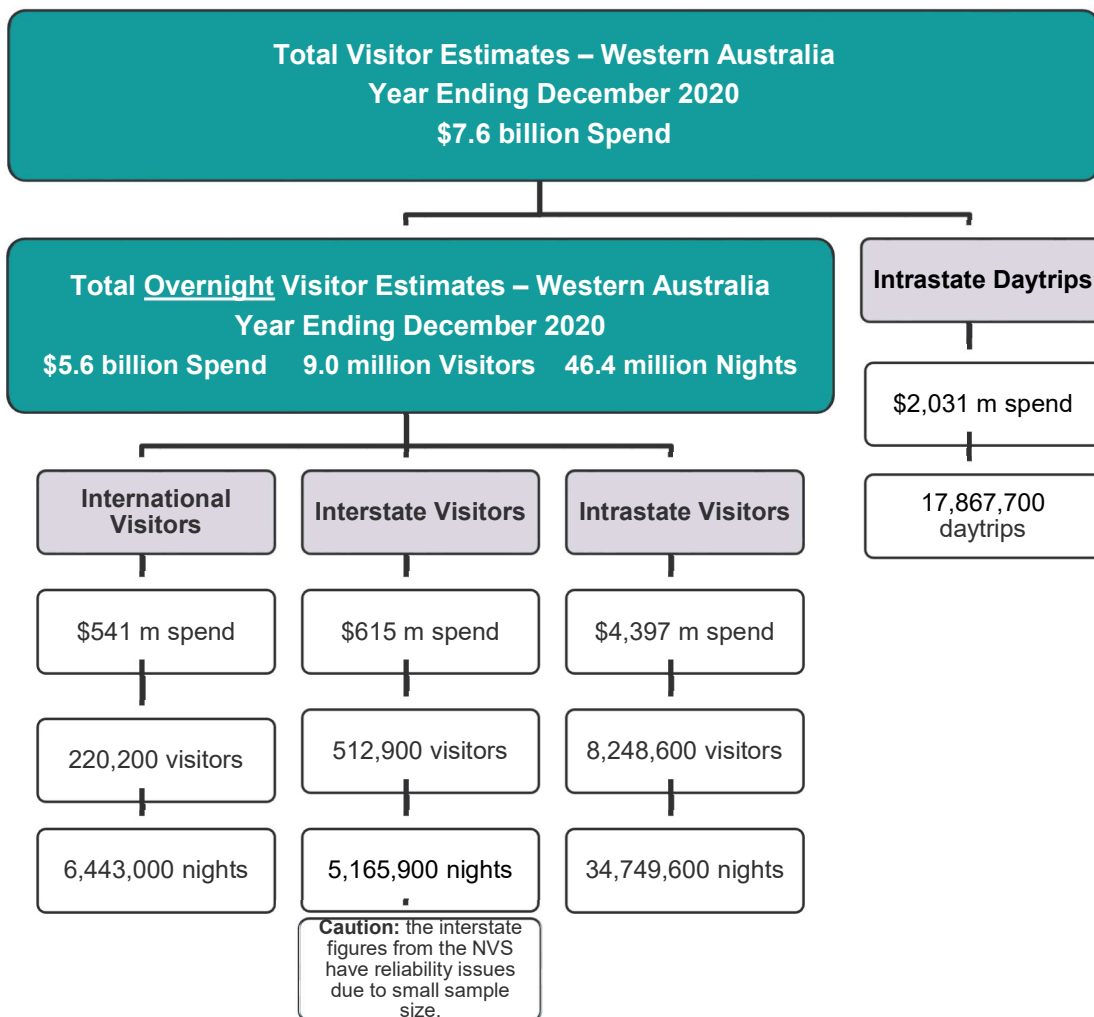
Visitation to and in Western Australia

Summary for Year Ending December 2020

In YE Dec 2020 (2020), 17.9 million daytrips were taken within the State and 9.0 million overnight (domestic and international) visitors came to or travelled within WA. Together, these visitors spent \$5.6 billion in the State, \$4.4 billion (58%) of which was spent in Regional WA.

The closure of Australia's international border on 20th March has meant almost no international visitors came to WA for more than nine months in 2020. Similarly, the Interstate border restriction implemented on the 5th April, meant that almost no interstate visitors came to WA for nine months in 2020.

Overall, in 2020, WA saw a (-) 26.0% decrease in the number of visitors (overnight and daytrip) to/within WA. Total visitor spend in the State decreased by (-) 31.1%, equivalent to (-) \$3.4 billion.



International Measures

	YE Dec-19	YE Dec-20	% Change YE Dec-19 – YE Dec-20	3 Year AAGR
Western Australia				
Spend (\$m)	2,321	541	-76.7%	-50.3%
Visitors	995,700	220,200	-77.9%	-52.2%
Nights	25,189,100	6,443,000	-74.4%	-49.2%
Average Length of Stay	25.3	29.3	15.7%	6.4%
Average Spend per Visitor	\$2,331	\$2,457	5.4%	4.0%
Average Spend per Night	\$92	\$84	-8.9%	-2.3%
Australia				
Spend (\$m)	30,144	7,552	-74.9%	-48.9%
Visitors	8,708,600	1,705,100	-80.4%	-55.3%
Nights	274,477,000	68,973,400	-74.9%	-49.8%
Average Length of Stay	31.5	40.5	28.3%	12.2%
Average Spend per Visitor	\$3,461	\$4,429	28.0%	14.2%
Average Spend per Night	\$110	\$109	-0.3%	1.8%

Due to the small sample size, international visitation has not been broken down by purpose of visit.

Interstate Measures

Interstate Summary

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
Western Australia				
Spend (\$m)	1,947	615	-68.4%	-38.5%
Visitors	1,856,600	512,900	-72.4%	-43.7%
Nights	14,789,600	5,165,900	-65.1%	-33.9%
Average Length of Stay	8.0	10.1	26.4%	17.5%
Average Spend per Trip	\$1,049	\$1,199	14.3%	9.3%
Average Spend per Night	\$132	\$119	-9.6%	-7.0%
Australia				
Spend (\$m)	31,346	11,158	-64.4%	-36.5%
Visitors	38,344,500	13,583,700	-64.6%	-37.1%
Nights	181,451,700	75,688,400	-58.3%	-31.4%
Average Length of Stay	4.7	5.6	17.7%	9.1%
Average Spend per Trip	\$817	\$821	0.5%	1.0%
Average Spend per Night	\$173	\$147	-14.7%	-7.4%

Due to the small sample size, interstate visitation has not been broken down by purpose of visit.

Intrastate Measures

Intrastate Summary

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
Western Australia				
Spend (\$m)	4,353	4,397	1.0%	7.2%
Visitors	9,165,600	8,248,600	-10.0%	0.0%
Nights	35,445,100	34,749,600	-2.0%	6.1%
Average Length of Stay	3.9	4.2	8.9%	6.1%
Average Spend Per Trip	\$475	\$533	12.2%	7.2%
Average Spend Per Night	\$123	\$127	3.0%	1.0%
Australia				
Spend (\$m)	33,193	28,329	-14.7%	-2.4%
Visitors	81,375,000	59,965,100	-26.3%	-9.0%
Nights	236,454,800	199,715,200	-15.5%	-2.6%
Average Length of Stay	2.9	3.3	14.6%	7.0%
Average Spend Per Trip	\$408	\$472	15.8%	7.3%
Average Spend Per Night	\$140	\$142	1.0%	0.2%

Intrastate Visitor Spend by Purpose of Visit (\$ Million)

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
WA Intrastate Visitors				
Holiday	2,126	2,473	16.3%	10.7%
Business	1,362	1,087	-20.2%	15.0%
VFR	643	633	-1.6%	1.7%
Other	223	203	-9.0%	-26.4%
Total	4,353	4,397	1.0%	7.2%
Australian Intrastate Visitors				
Holiday	18,208	17,089	-6.1%	2.1%
Business	6,518	4,733	-27.4%	-8.0%
VFR	6,529	4,693	-28.1%	-11.2%
Other	1,937	1,814	-6.4%	1.0%
Total	33,193	28,329	-14.7%	-2.4%

Intrastate Visitors by Purpose of Visit

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
WA Intrastate Visitors				
Holiday	3,735,800	3,465,600	-7.2%	1.8%
VFR	2,471,300	2,207,200	-10.7%	-6.2%
Business	2,480,800	2,193,100	-11.6%	7.8%
Other	603,600	476,100	-21.1%	-9.5%
Total	9,165,600	8,248,600	-10.0%	0.0%
Australian Intrastate Visitors				
Holiday	34,015,300	25,442,800	-25.2%	-9.2%
VFR	28,399,600	20,000,900	-29.6%	-10.8%
Business	14,743,200	11,204,200	-24.0%	-5.7%
Other	5,340,300	4,224,200	-20.9%	-4.4%
Total	81,375,000	59,965,100	-26.3%	-9.0%

Intrastate Visitor Nights by Purpose of Visit

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
Western Australia				
Holiday	12,784,300	13,398,200	4.8%	7.0%
Business	13,637,800	12,643,100	-7.3%	15.6%
VFR	7,177,800	6,519,500	-9.2%	-4.5%
Other	1,845,100	2,188,700	18.6%	-7.7%
Total	35,445,100	34,749,600	-2.0%	6.1%
Australian Intrastate Visitors				
Holiday	100,228,900	87,694,100	-12.5%	-2.9%
VFR	69,688,000	52,877,200	-24.1%	-7.2%
Business	50,361,700	43,533,600	-13.6%	2.0%
Other	16,176,200	15,610,300	-3.5%	4.5%
Total	236,454,800	199,715,200	-15.5%	-2.6%

Daytrip Measures

Daytrips Summary

	YE Dec-19	YE Dec-20	% Change YE Dec-20 – YE Dec-19	3 Year AAGR ▲
WA				
Spend (\$m)	2,382	2,031	-14.7%	2.1%
Visitors	24,249,600	17,867,700	-26.3%	-5.9%
Average Spend per Trip	\$98	\$114	15.7%	8.6%
Australia				
Spend (\$m)	24,665	16,439	-33.4%	-11.1%
Visitors	248,349,200	164,191,900	-33.9%	-10.6%
Average Spend per Trip	\$99	\$100	0.8%	-0.5%

Daytrip Visitor Spend by Purpose of Visit (\$ Million)

	YE Dec-19	YE Dec-20	% Change YE Dec-20 – YE Dec-19	3 Year AAGR ▲
WA Daytrip Visitors				
Holiday	1,242	1,010	-18.7%	-6.0%
Visiting friends and relatives	443	320	-27.8%	-4.2%
Business	236	155	-34.3%	-2.8%
Other*	461	546	18.4%	37.0%
Total	2,382	2,031	-14.7%	2.1%
Australian Daytrip Visitors				
Holiday	13,739	9,057	-34.1%	-13.5%
Visiting friends and relatives	4,654	2,765	-40.6%	-17.6%
Business	2,644	1,634	-38.2%	-6.1%
Other*	3,627	2,983	-17.8%	4.3%
Total	24,665	16,439	-33.4%	-11.1%

Daytrip Visitors by Purpose of Visit

	YE Dec-19	YE Dec-20	% Change YE Dec-20 – YE Dec-19	3 Year AAGR ▲
WA Daytrip Visitors				
Holiday	10,669,700	7,977,200	-25.2%	-13.0%
Visiting friends and relatives	7,002,000	5,092,700	-27.3%	-1.7%
Business	3,552,600	2,526,300	-28.9%	21.6%
Other*	3,025,200	2,271,500	-24.9%	-7.8%
Total	24,249,600	17,867,700	-26.3%	-5.9%
Australian Daytrip Visitors				
Holiday	112,575,300	71,502,500	-36.5%	-16.1%
Visiting friends and relatives	69,657,500	44,964,000	-35.4%	-11.8%
Business	34,593,000	23,907,800	-30.9%	6.3%
Other*	31,523,400	23,817,600	-24.4%	-1.9%
Total	248,349,200	164,191,900	-33.9%	-10.6%

Total Overnight Measures by Region

Total Overnight Spend by Region (\$ Million)

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
Destination Perth	4,324	1,780	-58.8%	-35.0%
Australia's South West	1,665	1,677	0.7%	7.3%
Australia's North West	1,094	827	-24.4%	-0.1%
Australia's Coral Coast	725	687	-5.2%	7.5%
Australia's Golden Outback	729	558	-23.5%	10.6%

Total Overnight Visitors by Region

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
Destination Perth	5,657,800	3,339,000	-41.0%	-21.6%
Australia's South West	3,269,800	2,786,100	-14.8%	-4.0%
Australia's North West	1,598,200	1,189,200	-25.6%	-0.2%
Australia's Coral Coast	1,147,000	1,077,900	-6.0%	3.0%
Australia's Golden Outback	1,528,800	1,099,800	-28.1%	0.9%

Total Overnight Visitor Nights by Region

	YE Dec-19	YE Dec-20	% Change	3 year AAGR
Destination Perth	34,983,900	15,362,700	-56.1%	-34.4%
Australia's South West	11,903,300	10,160,000	-14.6%	-3.8%
Australia's North West	13,340,700	10,046,100	-24.7%	-2.1%
Australia's Coral Coast	5,670,800	5,299,300	-6.6%	-1.0%
Australia's Golden Outback	8,361,400	5,137,300	-38.6%	6.3%

SOURCE

The source of the data in this factsheet is Tourism Research Australia's (TRA) International Visitor Surveys (IVS) and National Visitor Survey (NVS). For more information on the methodology of these surveys, see the [TRA website](#).

DEFINITIONS

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

Domestic Day Trip Definition: Day trips or same day visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure.

Note: Totals may not add up due to rounding