

Shire of Ashburton

Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning
June 2022



Overnight Visitor Summary - Shire of Ashburton

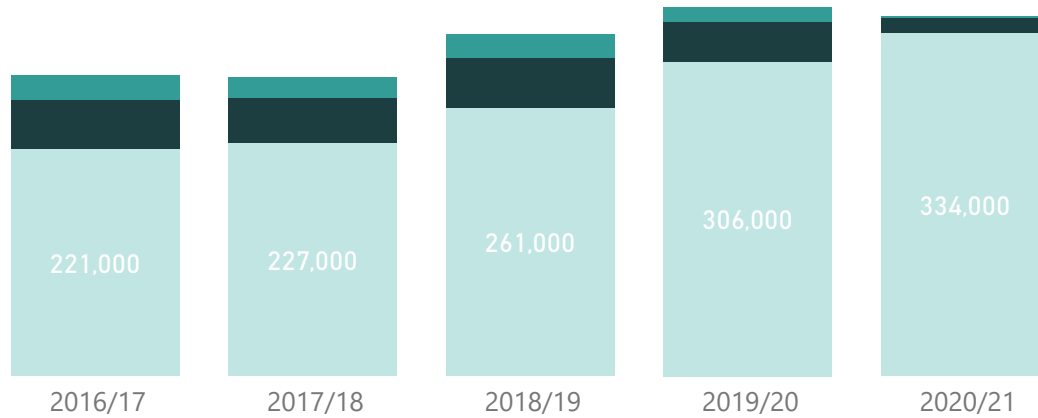
Two Year Average - 2020/21

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

Total Visitors 349,000 Annual average 2020/21	Total Visitor Nights 2,810,000 Annual average 2020/21	Total Spend (\$ Million) \$423 Annual average 2018/19/20/21
--	--	--

Overnight Visitor Trends - Annual Average

● Intrastate ● Interstate ● International



Visitors

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	24,000	20,000	23,000	14,000	np
Interstate	47,000	43,000	48,000	np	np
Intrastate	221,000	227,000	261,000	306,000	334,000
Total	291,000	290,000	331,000	357,000	349,000



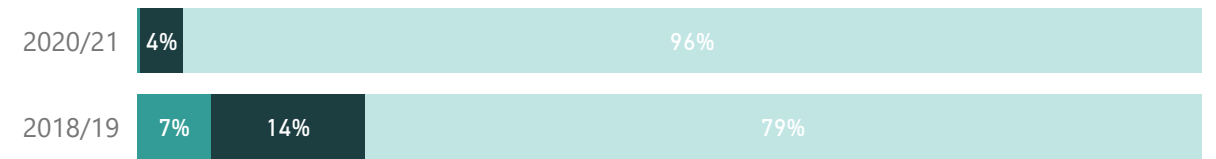
Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	300,000	215,000	175,000	89,000	np
Interstate	697,000	617,000	585,000	np	np
Intrastate	1,815,000	1,604,000	1,683,000	2,332,000	2,642,000
Total	2,812,000	2,436,000	2,443,000	2,842,000	2,810,000

np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID

● International ● Interstate ● Intrastate



Overnight Visitor Metrics



Avg. Trip Length
2020/21



Average Trip Spend
2018/19/20/21



Average Daily Spend
2018/19/20/21


Intrastate

7.9
Days

\$639

\$88


Total

8.1
Days

\$622

\$81

Domestic + International

International and interstate metrics are unable to be provided due to the small sample size.

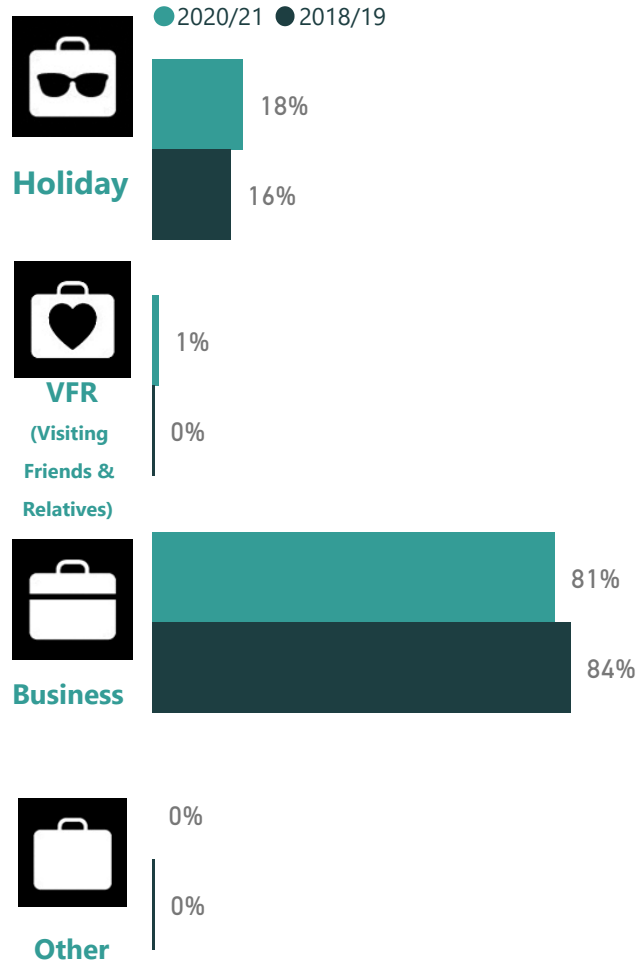
Domestic Overnight Visitor Details - Shire of Ashburton

Two Year Average - 2020/21

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

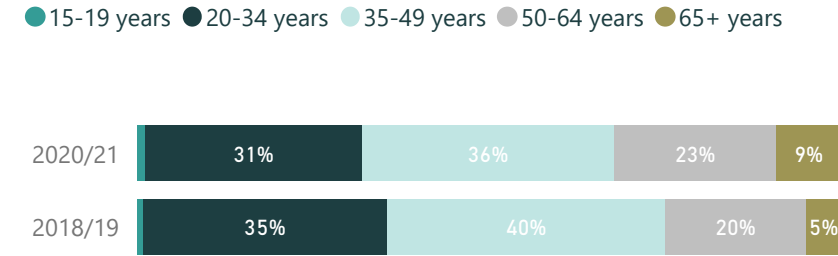
Domestic Visitors	Domestic Nights
348,000	2,796,000
Annual average 2020/21	Annual average 2020/21

Purpose of Travel

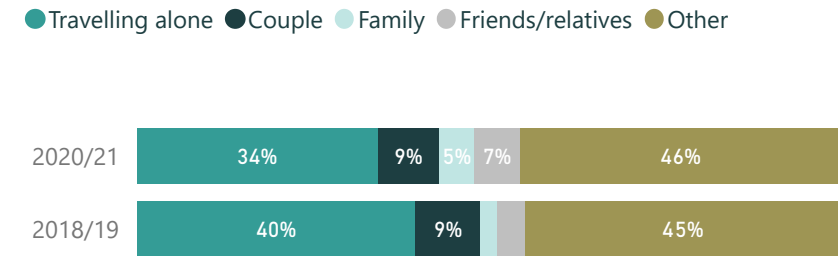


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

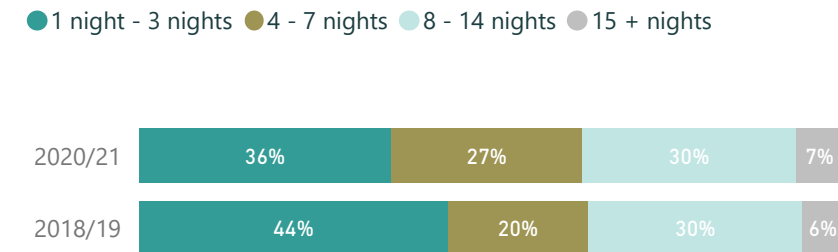
Age



Travel Party



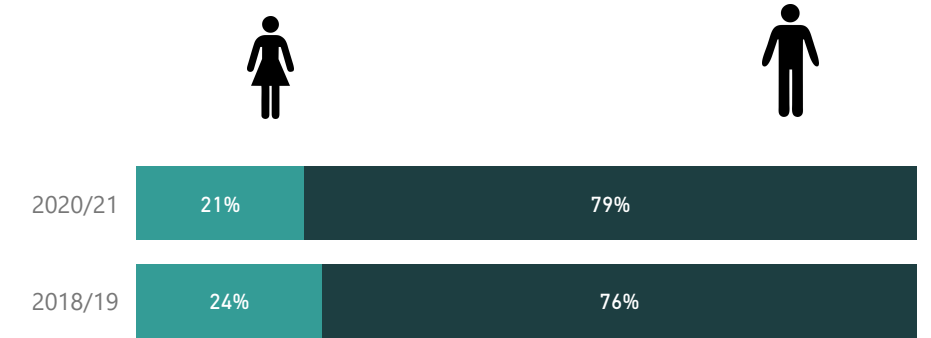
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19	2020/21
Other Accommodation	66%	74%
Other Private Accommodation	15%	11%
Caravan park or commercial camping ground	1%	5%

Gender



Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - Shire of Ashburton

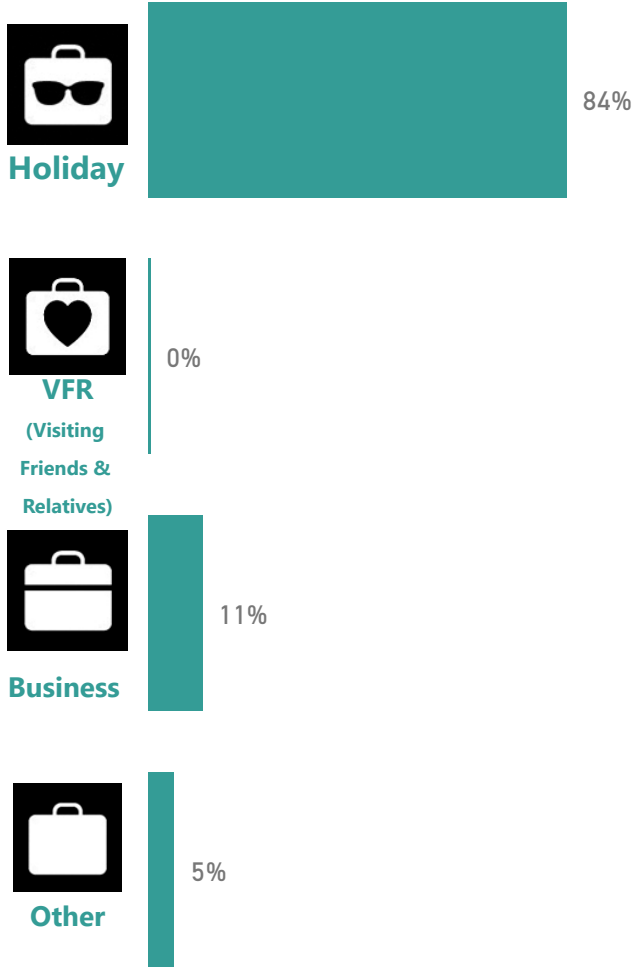
Two Year Average - 2018/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

Due to the small number of international visitors to WA in 2020 and 2021, it is not possible to show demographics or trip details past 2018/19.

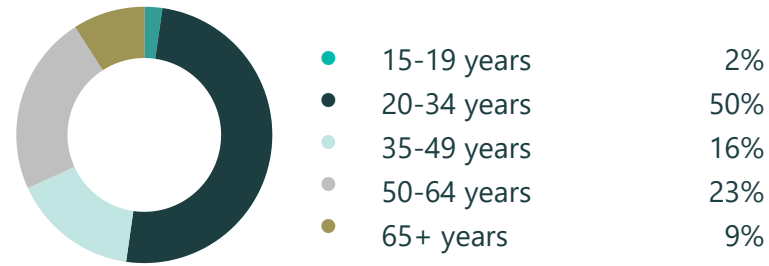
International Visitors	International Nights
23,000	175,000
Annual average 2018/19	Annual average 2018/19

Purpose of Travel

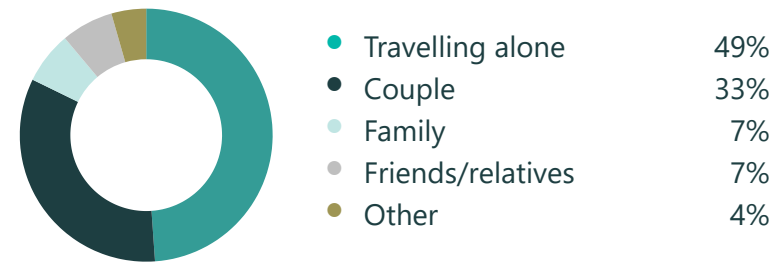


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



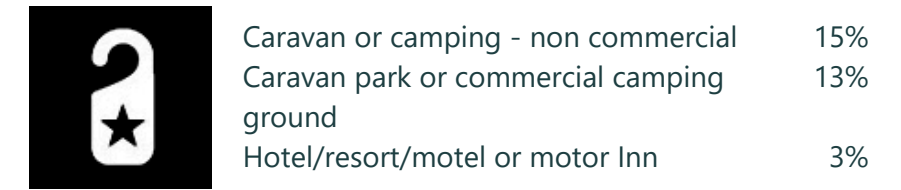
Travel Party



Length of Stay



Top 3 accommodation (% of nights)



Gender



Definitions

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

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).



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, visitor and nights estimates in this document are based on an average of two calendar years. Spend estimates are based on an average of four calendar years as per TRA reporting.

The demographics and trip details for domestic visitors have been updated to show comparisons between 2020/21 (current) and 2018/19 (pre-COVID). Due to the small number of international visitors to WA in 2020/21, only 2018/19 has been provided for international visitors. It is hoped that in future revisions of this factsheet, it will be possible to compare international visitor demographics and trip details with pre-COVID.

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.

Methodology and definition changes are made to both the IVS and the NVS from time to time. 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 and the [Changing Visitor Spend](#) factsheet on Tourism WA's website.

Sample Size and Confidence Intervals

Year Market	2018/19			2020/21		
	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
Intrastate	194	15.0%	17.7%	251	13.2%	14.2%
Interstate	40	34.5%	30.0%	9	63.4%	58.1%
Domestic	234	13.8%	15.3%	260	13.0%	13.8%
International	312	14.6%	43.2%			

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%.

Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

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

Source

Tourism Research Australia, National and International Visitor Surveys, 2021