

Shire of Augusta-Margaret River

Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning
June 2022



Overnight Visitor Summary - Shire of Augusta-Margaret River

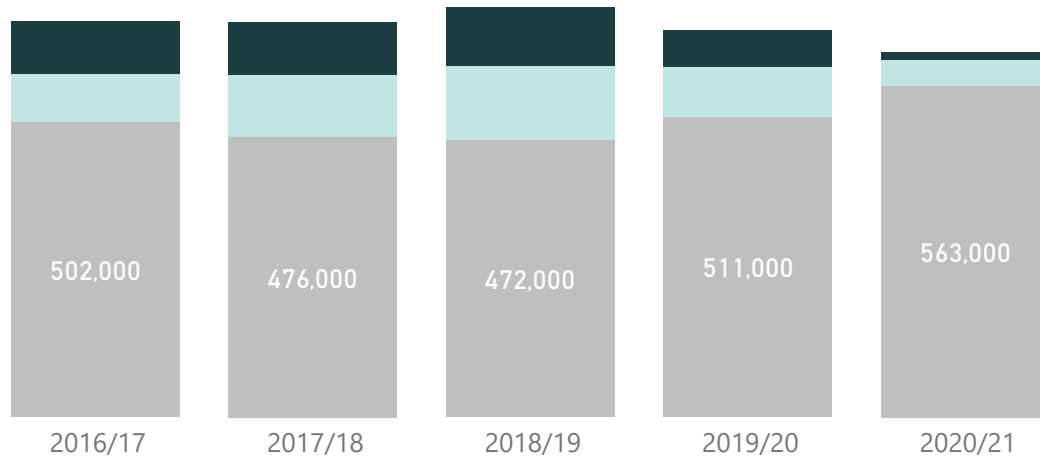
Two Year Average - 2020/21

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

Total Visitors 620,000 Annual average 2020/21	Total Visitor Nights 2,126,000 Annual average 2020/21	Total Spend (\$ Million) \$417 Annual average 2018/19/20/21
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Overnight Visitor Trends - Annual Average

● Intrastate ● Interstate ● International



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

3.4
Days

\$654

\$205



Total

Domestic + International

3.4
Days

\$633

\$192

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



Visitors

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	90,000	90,000	100,000	62,000	12,000
Interstate	82,000	106,000	125,000	85,000	45,000
Intrastate	502,000	476,000	472,000	511,000	563,000
Total	674,000	671,000	697,000	658,000	620,000



Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	529,000	473,000	433,000	267,000	47,000
Interstate	397,000	456,000	389,000	269,000	157,000
Intrastate	1,447,000	1,463,000	1,385,000	1,555,000	1,922,000
Total	2,372,000	2,392,000	2,207,000	2,090,000	2,126,000

np = not publishable due to small sample size

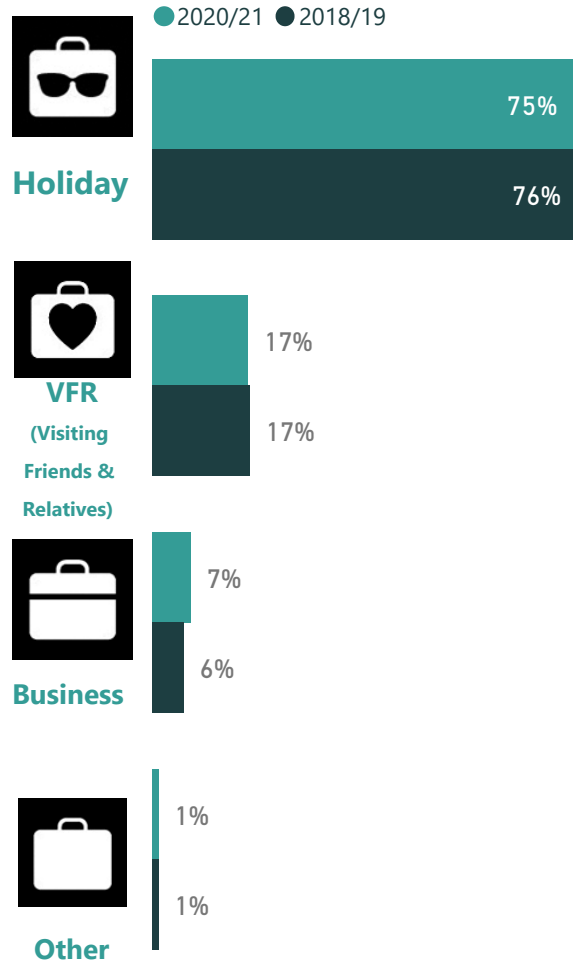
Domestic Overnight Visitor Details - Shire of Augusta-Margaret River

Two Year Average - 2020/21

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

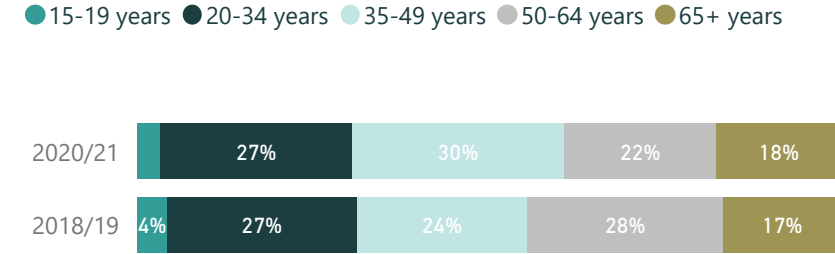
Domestic Visitors	Domestic Nights
608,000	2,079,000
Annual average 2020/21	Annual average 2020/21

Purpose of Travel

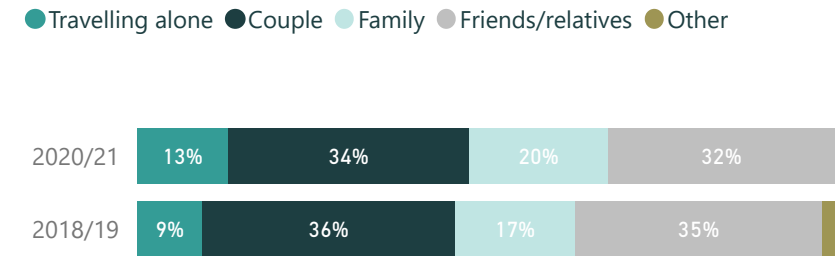


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

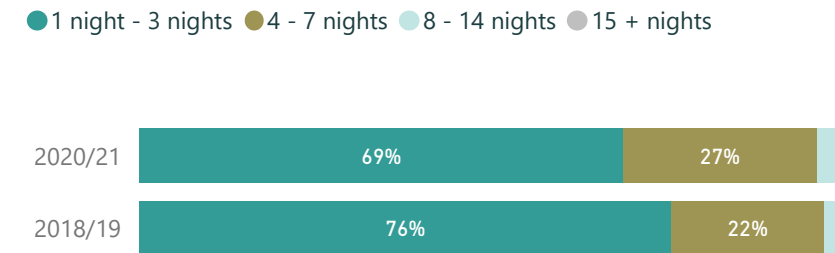
Age



Travel Party



Length of Stay

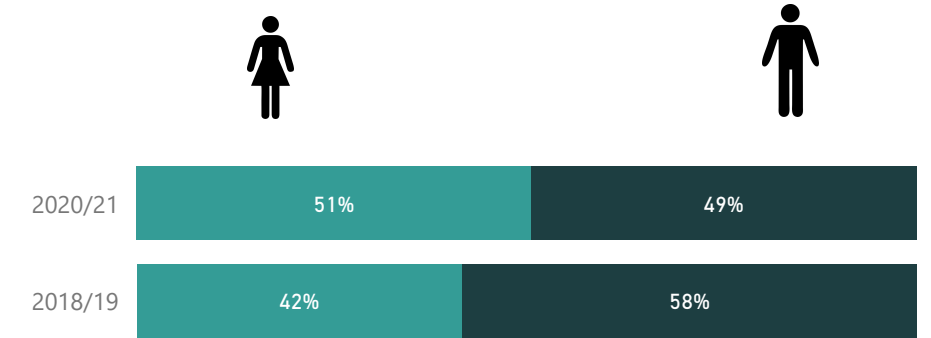


Top 3 accommodation (% of nights)



Accommodation	2018/19	2020/21
Friends or relatives property	21%	19%
Rented house/apartment/flat or unit	21%	16%
Caravan park or commercial camping ground	12%	18%

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 Augusta-Margaret River

Two Year Average - 2018/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River 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

100,000

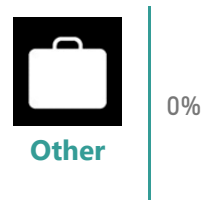
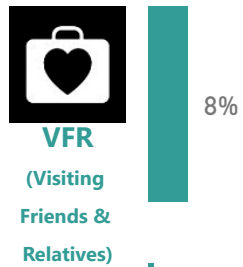
Annual average 2018/19

International Nights

433,000

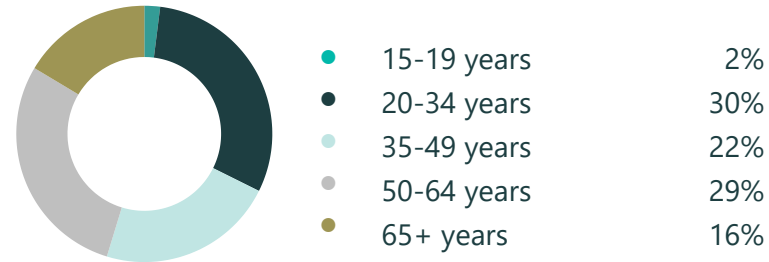
Annual average 2018/19

Purpose of Travel

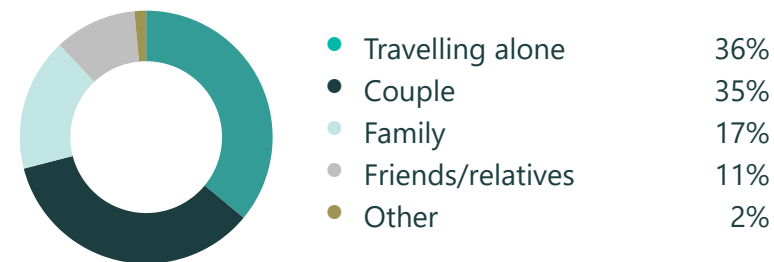


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



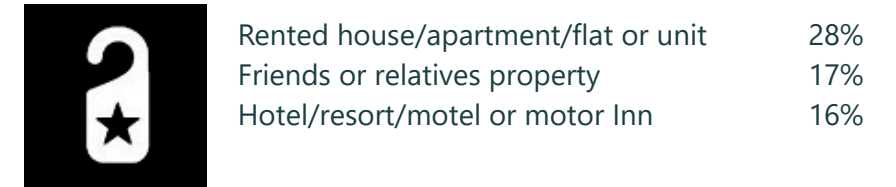
Travel Party



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 Augusta-Margaret River 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	2018/19			2020/21			
	Market	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
Intrastate		432	11.2%	19.5%	448	10.2%	16.6%
Interstate		110	21.5%	36.7%	41	35.8%	57.6%
Domestic		542	9.9%	17.3%	489	9.9%	16.0%
International		1162	7.1%	28.7%			

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