

Shire of Denmark

Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning
June 2022



Overnight Visitor Summary - Shire of Denmark

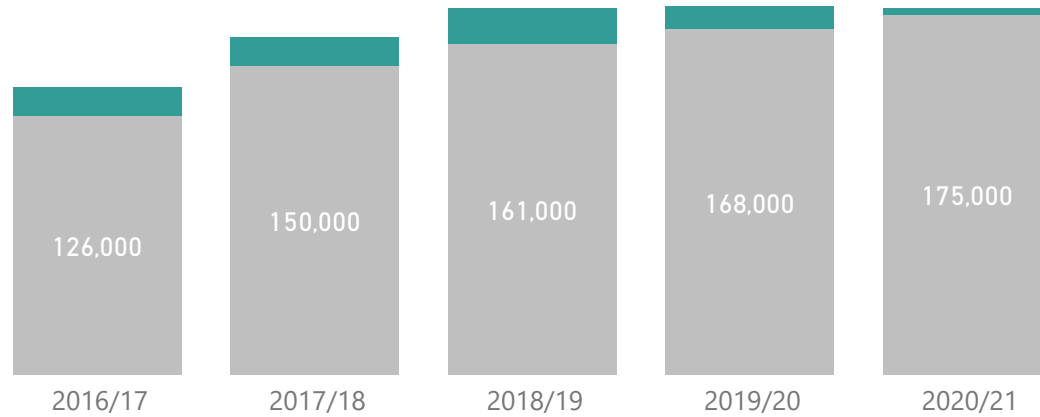
Two Year Average - 2020/21

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

Total Visitors 177,000 Annual average 2020/21	Total Visitor Nights 702,000 Annual average 2020/21	Total Spend (\$ Million) \$108 Annual average 2018/19/20/21
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Overnight Visitor Trends - Annual Average

● Domestic ● International



Visitors

Market	2016/17	2017/18	2018/19	2019/20	2020/21
Domestic	126,000	150,000	161,000	168,000	175,000
International	14,000	14,000	17,000	11,000	3,000
Total	140,000	164,000	178,000	179,000	177,000

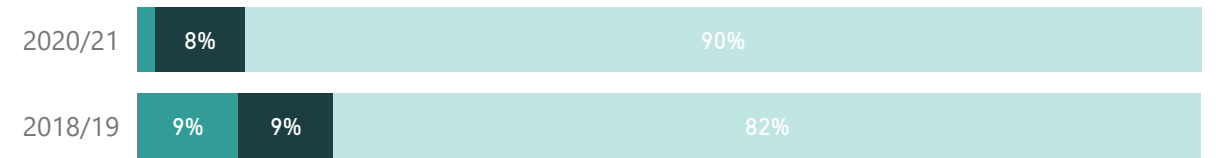


Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
Domestic	408,000	550,000	556,000	584,000	692,000
International	53,000	48,000	56,000	43,000	11,000
Total	461,000	598,000	611,000	627,000	702,000

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

4.2
Days

\$644

\$166



Total

4.0
Days

\$607

\$164

Domestic + International

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

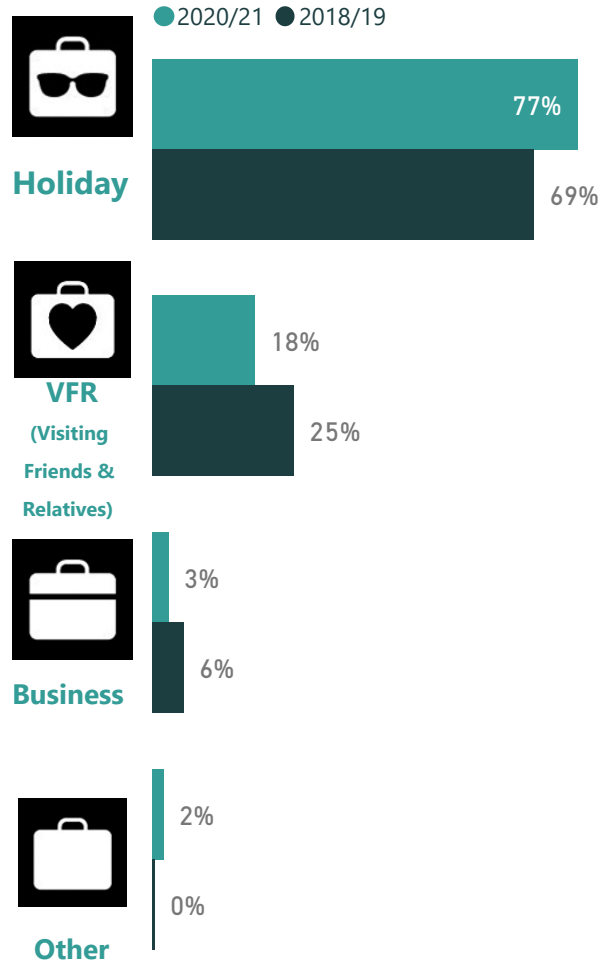
Domestic Overnight Visitor Details - Shire of Denmark

Two Year Average - 2020/21

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

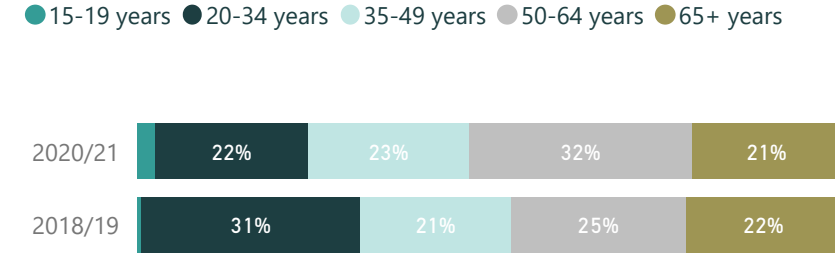
Domestic Visitors	Domestic Nights
175,000	692,000
Annual average 2020/21	Annual average 2020/21

Purpose of Travel

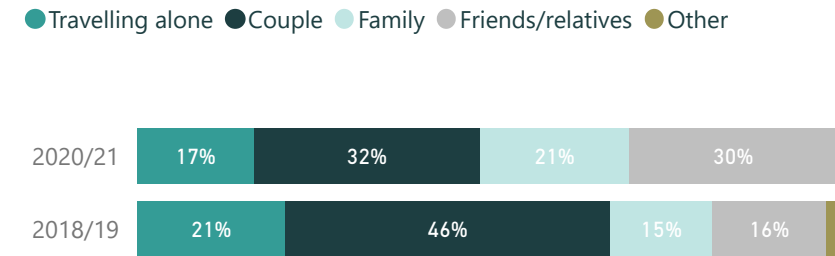


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

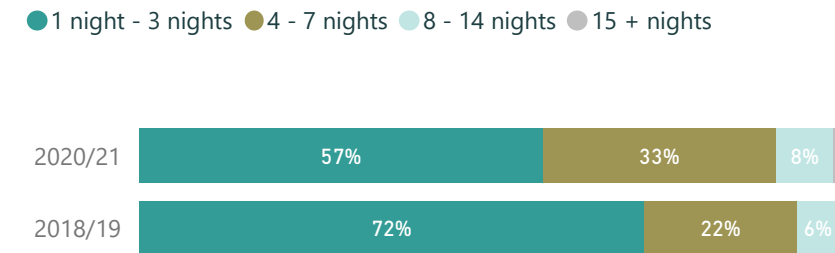
Age



Travel Party



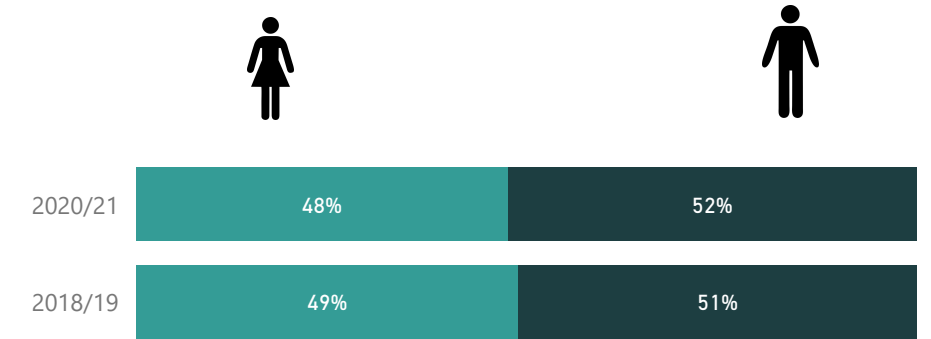
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19	2020/21
Friends or relatives property	33%	21%
Caravan park or commercial camping ground	25%	29%
Rented house/apartment/flat or unit	11%	21%

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 Denmark

Two Year Average - 2018/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Denmark 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

17,000

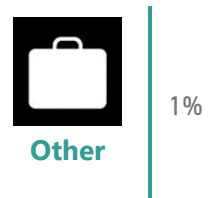
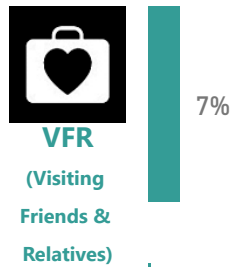
Annual average 2018/19

International Nights

56,000

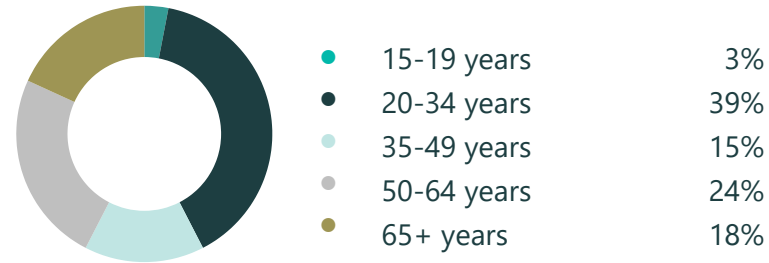
Annual average 2018/19

Purpose of Travel

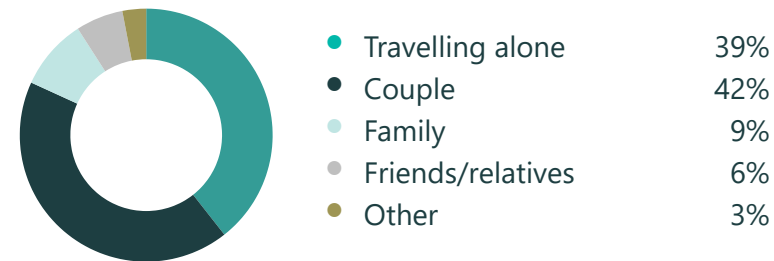


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



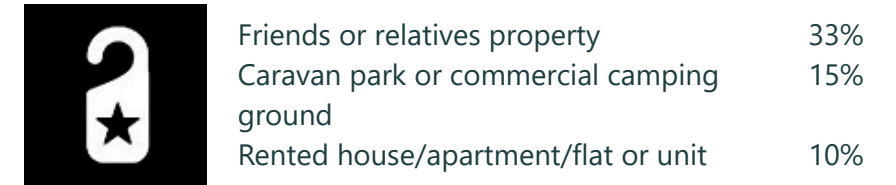
Travel Party



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 Denmark 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	136	19.9%	31.6%	135	19.0%	28.1%
Interstate	17	59.5%	129.2%	14	62.3%	137.6%
Domestic	153	19.0%	30.8%	149	18.2%	27.6%
International	213	16.9%	72.1%			

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