

# Shire of Exmouth

## Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning  
June 2022



# Overnight Visitor Summary - Shire of Exmouth

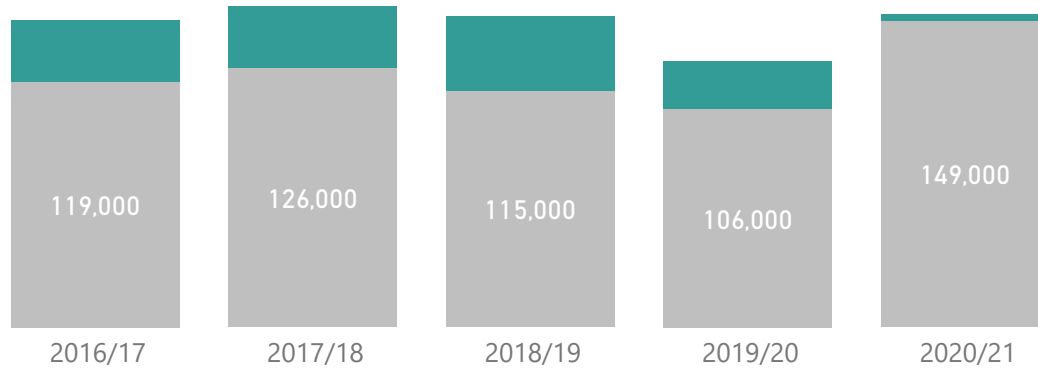
## Two Year Average - 2020/21

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

Total Visitors <b>152,000</b> Annual average 2020/21	Total Visitor Nights <b>784,000</b> Annual average 2020/21	Total Spend (\$ Million) <b>\$152</b> 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	119,000	126,000	115,000	106,000	149,000
International	30,000	30,000	36,000	23,000	3,000
<b>Total</b>	<b>149,000</b>	<b>156,000</b>	<b>151,000</b>	<b>129,000</b>	<b>152,000</b>



Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
Domestic	992,000	948,000	878,000	769,000	774,000
International	129,000	166,000	202,000	106,000	10,000
<b>Total</b>	<b>1,120,000</b>	<b>1,114,000</b>	<b>1,080,000</b>	<b>874,000</b>	<b>784,000</b>

## 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

**5.2**  
Days

**\$1,066**

**\$166**



Total

**5.2**  
Days

**\$1,000**

**\$163**

Domestic + International

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

# Domestic Overnight Visitor Details - Shire of Exmouth

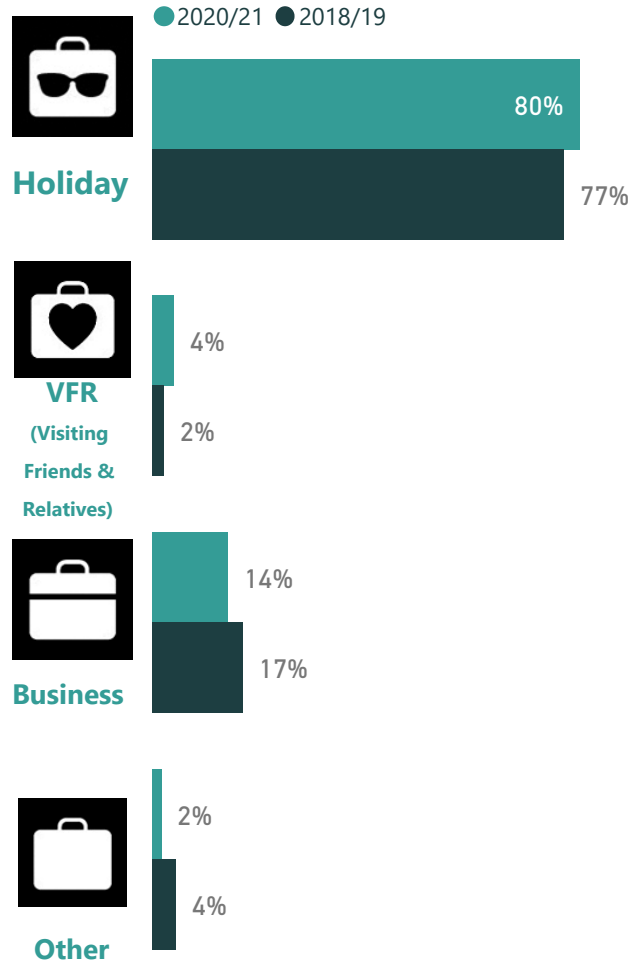
Two Year Average - 2020/21

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

Domestic Visitors  
**149,000**  
Annual average 2020/21

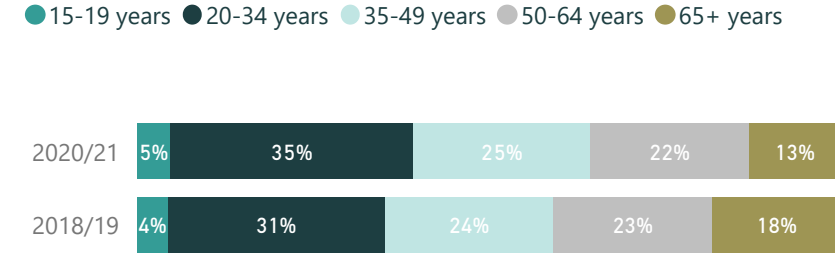
Domestic Nights  
**774,000**  
Annual average 2020/21

## Purpose of Travel

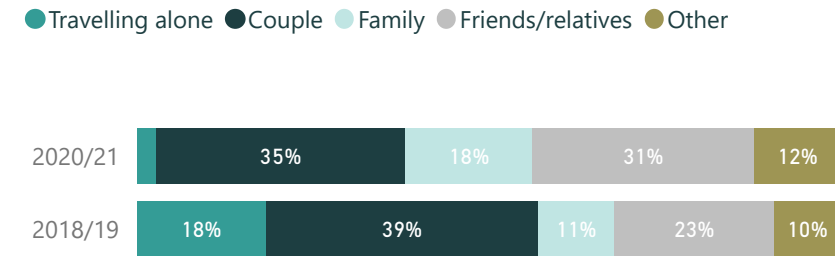


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

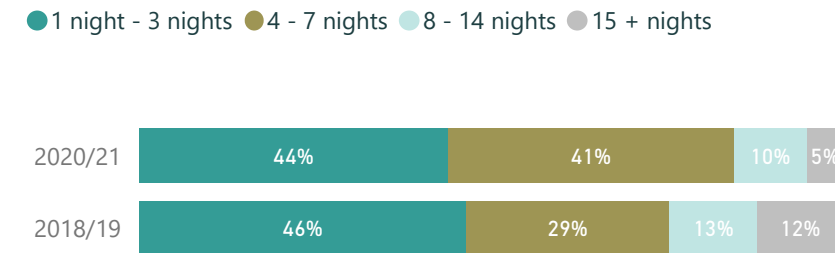
## Age



## Travel Party



## Length of Stay

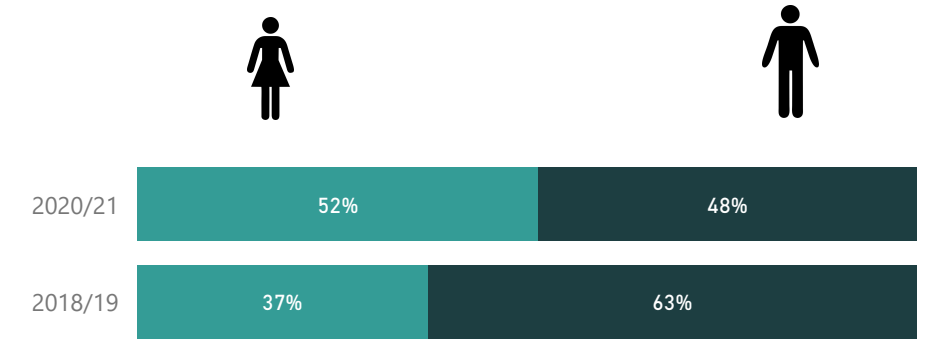


## Top 3 accommodation (% of nights)



Accommodation	2018/19	2020/21
Caravan park or commercial camping ground	38%	31%
Caravan or camping - non commercial	18%	23%
Hotel/resort/motel or motor Inn	5%	14%

## 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 Exmouth

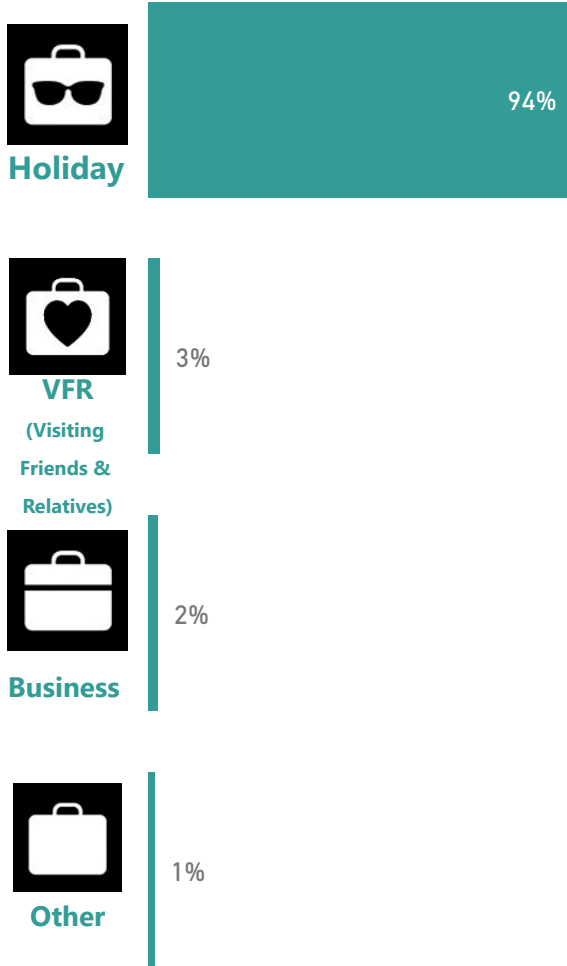
Two Year Average - 2018/19

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

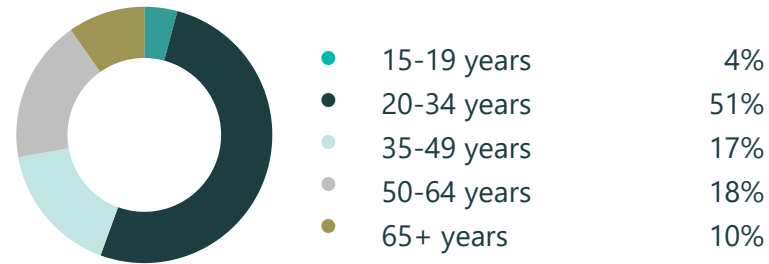
International Visitors	International Nights
<b>36,000</b>	<b>202,000</b>
Annual average 2018/19	Annual average 2018/19

## Purpose of Travel

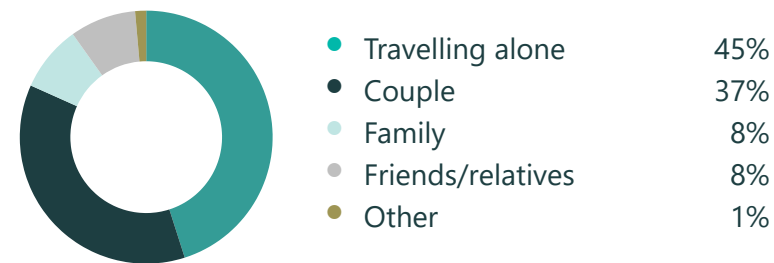


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

## Age



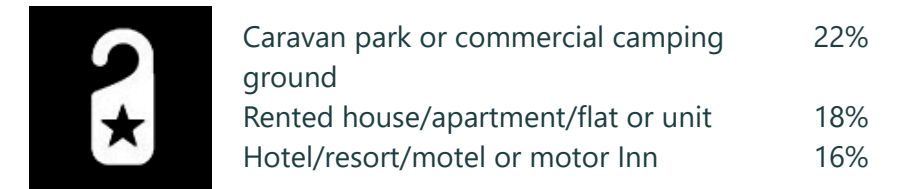
## Travel Party



## 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 Exmouth 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		81	26.2%	27.3%	105	20.7%	27.5%
Interstate		32	42.6%	55.5%	13	63.7%	82.3%
Domestic		113	22.4%	24.5%	118	19.7%	26.1%
International		510	11.6%	40.4%			

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