

Shire of Northampton

Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning
June 2022



Overnight Visitor Summary - Shire of Northampton

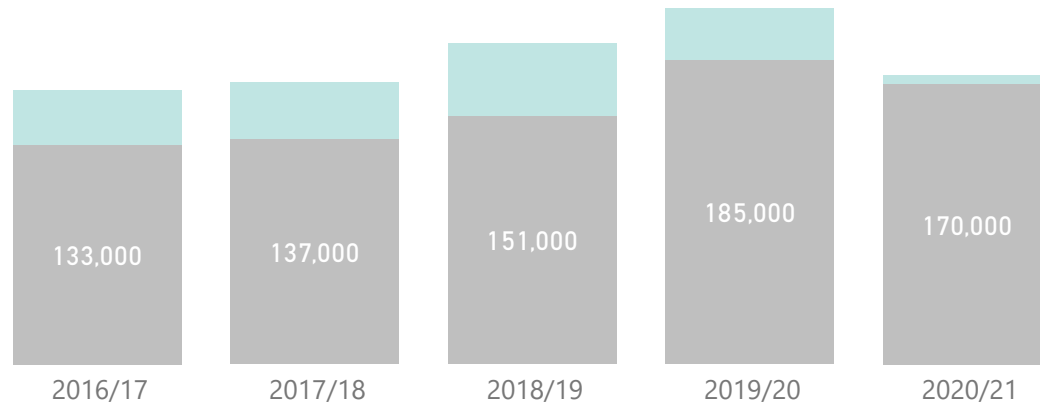
Two Year Average - 2020/21

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

Total Visitors 175,000 Annual average 2020/21	Total Visitor Nights 864,000 Annual average 2020/21	Total Spend (\$ Million) \$91 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	133,000	137,000	151,000	185,000	170,000
International	33,000	34,000	44,000	31,000	5,000
Total	165,000	171,000	194,000	216,000	175,000

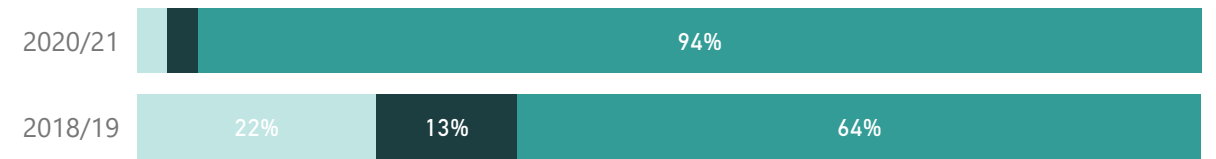


Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
Domestic	525,000	420,000	538,000	755,000	853,000
International	81,000	75,000	90,000	66,000	11,000
Total	606,000	495,000	628,000	821,000	864,000

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

4.8
Days

\$526

\$122



Total

4.9
Days

\$491

\$121

Domestic + International

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

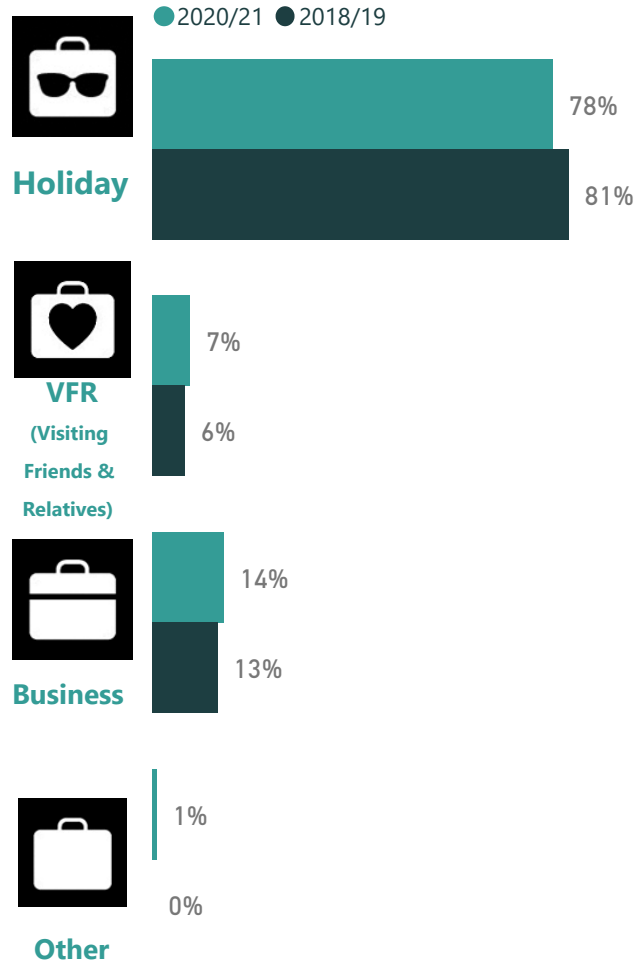
Domestic Overnight Visitor Details - Shire of Northampton

Two Year Average - 2020/21

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

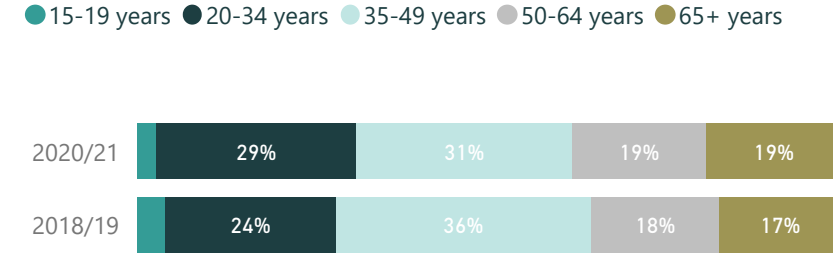
Domestic Visitors	Domestic Nights
170,000	853,000
Annual average 2020/21	Annual average 2020/21

Purpose of Travel

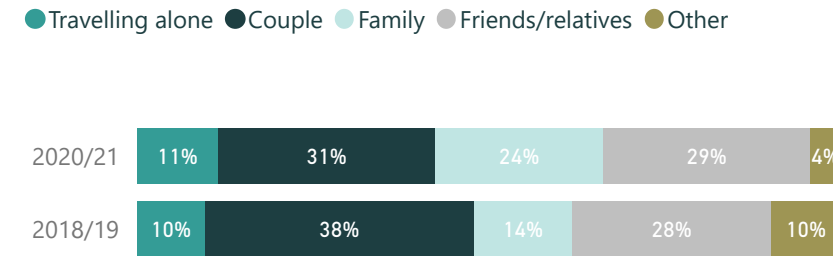


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

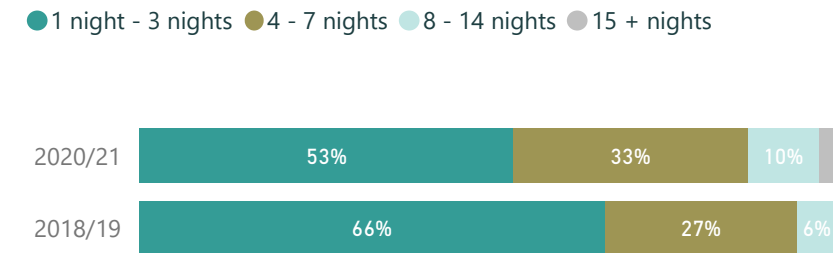
Age



Travel Party



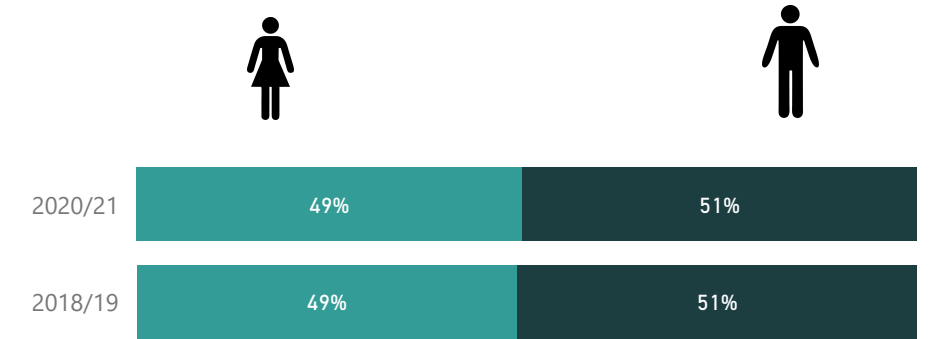
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19	2020/21
Caravan park or commercial camping ground	25%	22%
Other Accommodation	11%	23%
Other Private Accommodation	9%	13%

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 Northampton

Two Year Average - 2018/19

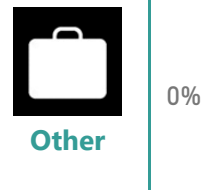
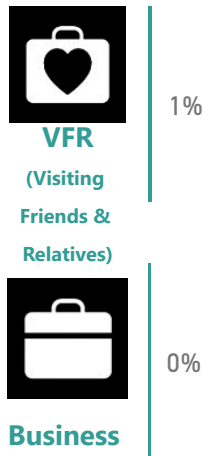
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Northampton Local Government Area (LGA).

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
44,000
Annual average 2018/19

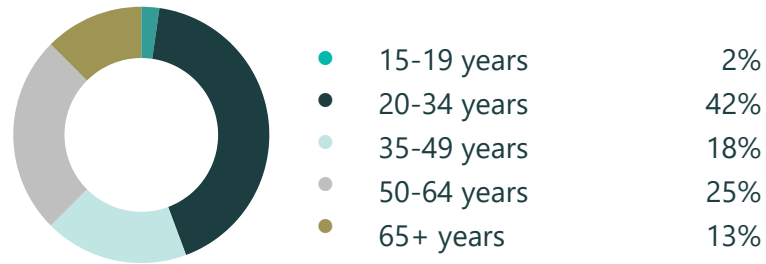
International Nights
90,000
Annual average 2018/19

Purpose of Travel

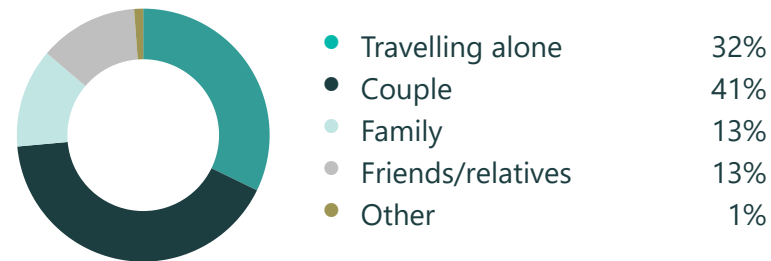


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



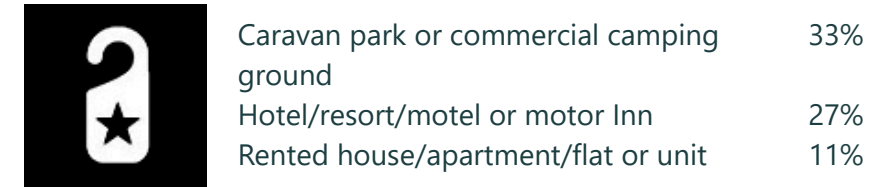
Travel Party



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 Northampton 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	114	21.5%	33.5%	139	18.7%	25.8%
Interstate	25	47.2%	86.5%	5	102.7%	91.6%
Domestic	139	19.6%	31.3%	144	18.5%	24.9%
International	557	10.6%	58.1%			

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