The Gascoyne Region

Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning
July 2022

Tourism WESTERN AUSTRALIA

GOVERNMENT OF WESTERN AUSTRALIA

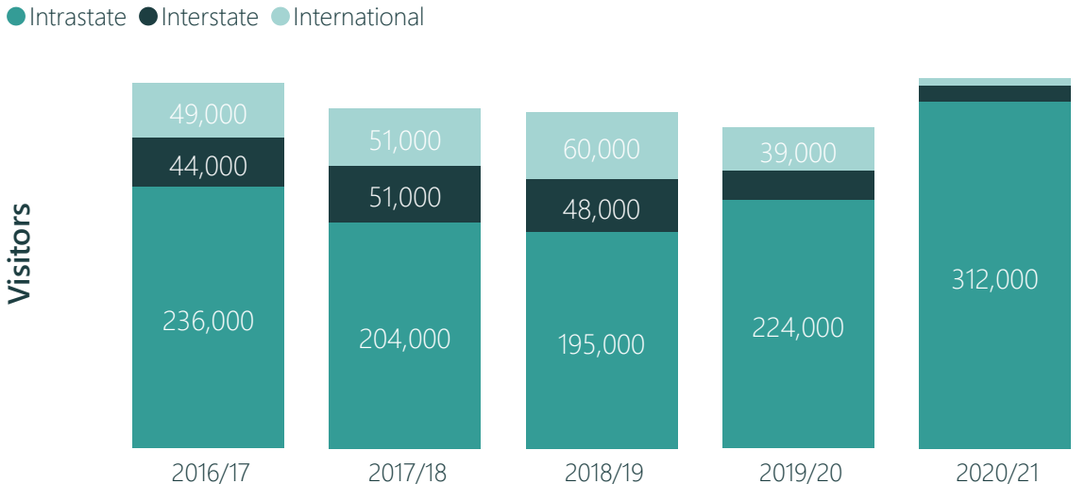
Overnight Visitor Summary - The Gascoyne Region

Two Year Average - 2020/21

The data in this factsheet refers to visitors who have spent at least one night in The Gascoyne Region

Total Visitors	Total Visitor Nights	Total Spend ($ Million)
332,000	2,121,000	$362
Annual average 2020/21	Annual average 2020/21	Annual average 2018/19/20/21

Overnight Visitor Trends - Annual Average



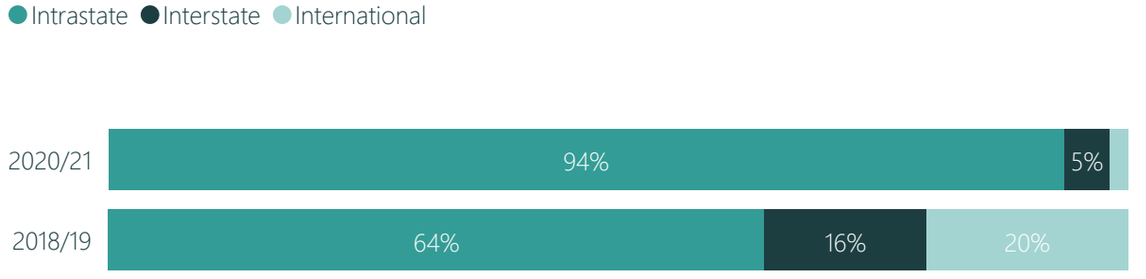
Visitors

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	49,000	51,000	60,000	39,000	6,000
Interstate	44,000	51,000	48,000	np	np
Intrastate	236,000	204,000	195,000	224,000	312,000
Total	329,000	306,000	303,000	289,000	332,000

Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	412,000	463,000	507,000	299,000	62,000
Interstate	276,000	299,000	287,000	np	np
Intrastate	1,850,000	1,681,000	1,393,000	1,499,000	1,934,000
Total	2,538,000	2,442,000	2,186,000	1,987,000	2,121,000

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics

	Avg. Trip Length 2020/21	Average Trip Spend 2018/19/20/21	Average Daily Spend 2018/19/20/21
Intrastate	6.2 Days	$1,158	$176
Total Domestic + International	6.4 Days	$1,139	$168

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

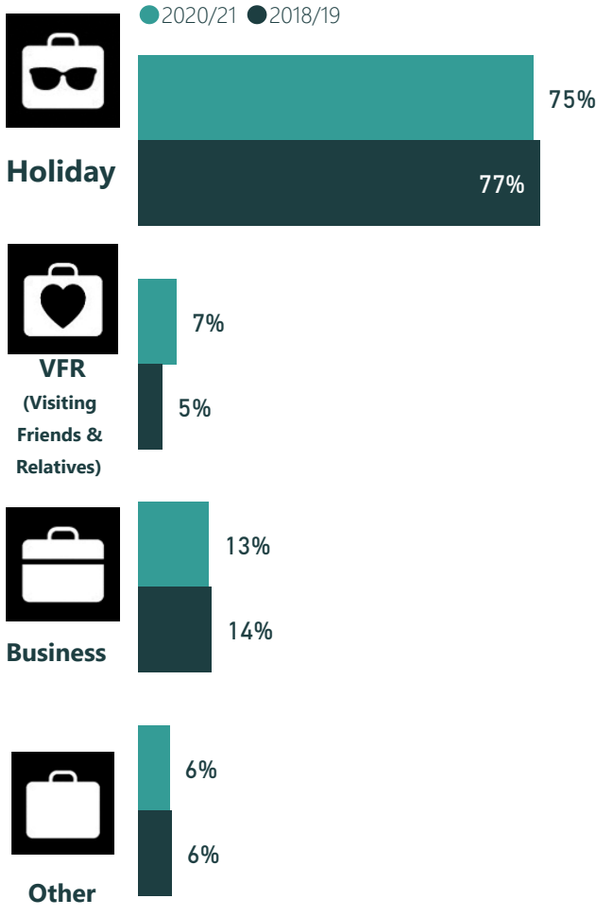
Domestic Overnight Visitor Details - The Gascoyne Region

Two Year Average - 2020/21

The data in this factsheet refers to visitors who have spent at least one night in The Gascoyne Region

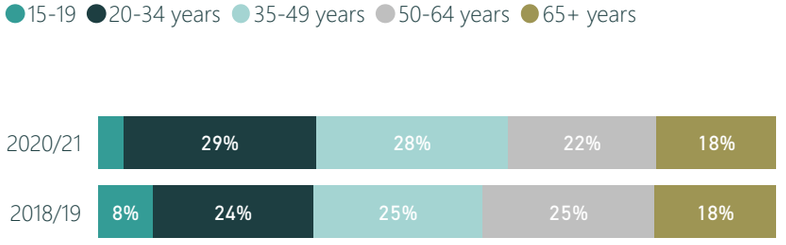
Domestic Visitors	Domestic Nights
326,000	2,059,000
Annual average 2020/21	Annual average 2020/21

Purpose of Travel

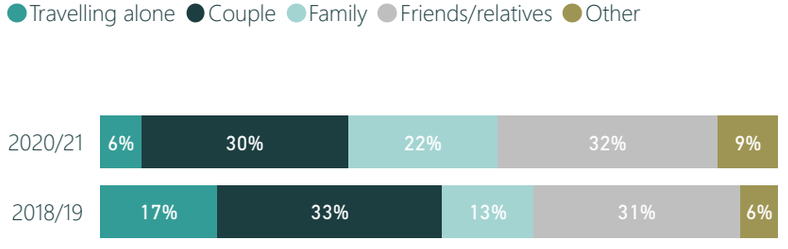


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

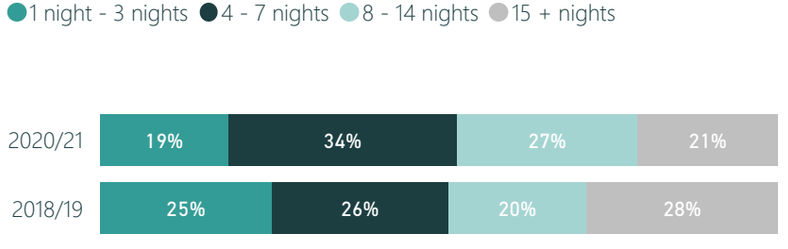
Age



Travel Party



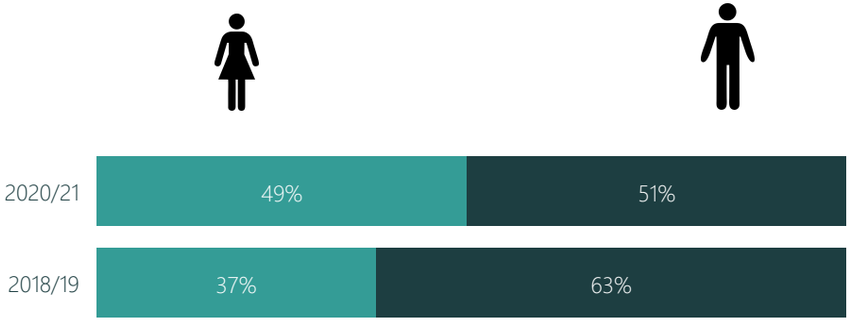
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19	2020/21
Caravan park or commercial camping ground	37%	32%
Caravan or camping - non commercial	15%	21%
Hotel/resort/motel or motor Inn	8%	15%

Gender



Top 3 activities

Activity	2018/19	2020/21
Go to the beach	56%	59%
Eat out / dine at a restaurant and/or cafe	56%	57%
Sightseeing/looking around	32%	29%

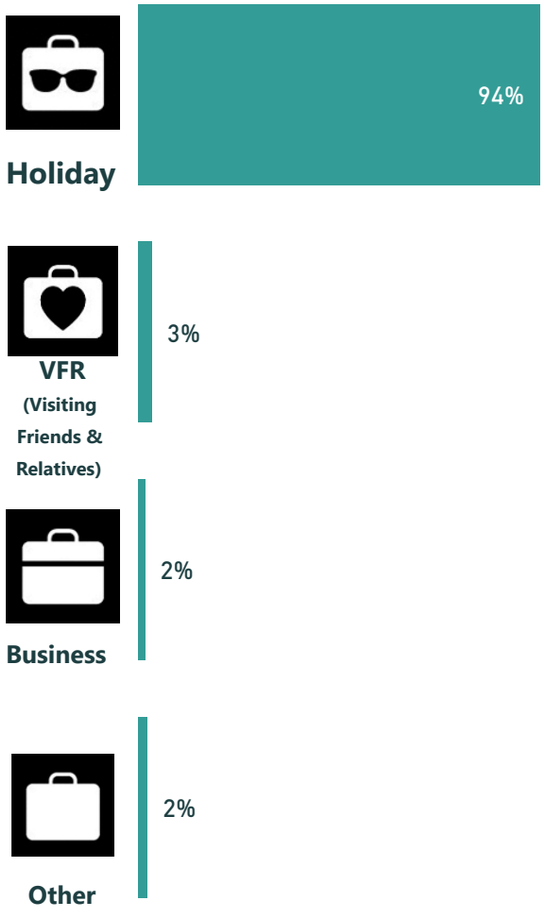
International Overnight Visitor Details - The Gascoyne Region

Two Year Average - 2018/19

The data in this factsheet refers to visitors who have spent at least one night in The Gascoyne Region

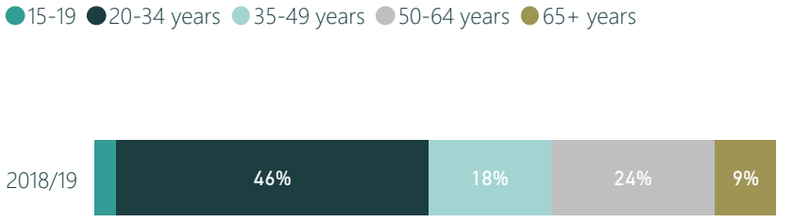
International Visitors	International Nights
60,000	569,000
Annual average 2018/19	Annual average 2018/19

Purpose of Travel

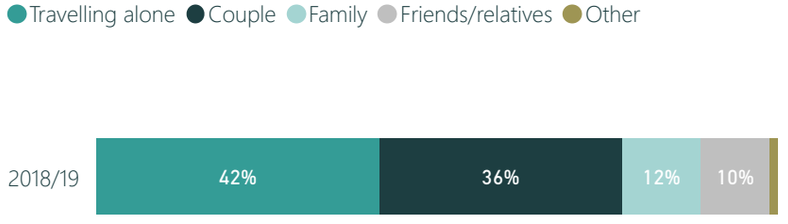


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

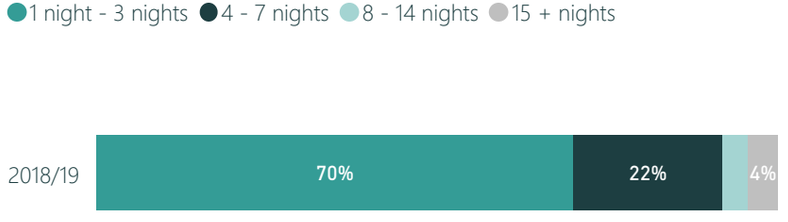
Age



Travel Party



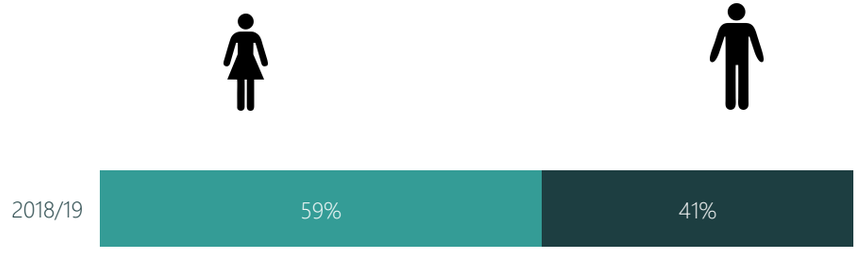
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19
Caravan park or commercial camping ground	28%
Rented house/apartment/flat or unit	16%
Other Private Accommodation	15%

Gender



Top 3 activities*

*International visitors may have undertaken the activity in the region or elsewhere in Australia

Activity	2018/19
Go to the beach	95%
Eat out / dine at a restaurant and/or cafe	95%
Visit national parks / state parks	92%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Gascoyne Region

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.

Definitions

Domestic Visitors (Intrastate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

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

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	202	17%	19%	252	14%	17%
Interstate	49	35%	43%	14	63%	64%
Domestic	251	16%	18%	266	13%	16%
International	793	9%	27%			

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%.

Source

Tourism Research Australia, International and National Visitor Surveys, 2021.
Local Government Areas included to make up Gascoyne Region: Shire of Carnarvon, Shire of Exmouth, Shire of Shark Bay, Shire of Upper Gascoyne