The Mid West Region

Overnight Visitor Factsheet 2021

Prepared by Tourism WA Insights and Planning
July 2022

Tourism WESTERN AUSTRALIA

GOVERNMENT OF WESTERN AUSTRALIA

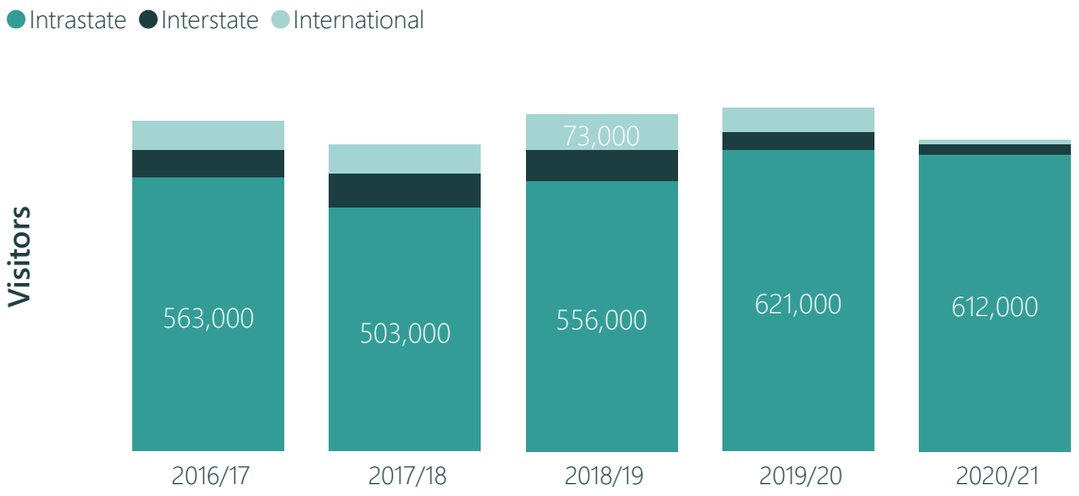
Overnight Visitor Summary - The Mid West Region

Two Year Average - 2020/21

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

Total Visitors	Total Visitor Nights	Total Spend ($ Million)
640,000	2,793,000	$362
Annual average 2020/21	Annual average 2020/21	Annual average 2018/19/20/21

Overnight Visitor Trends - Annual Average



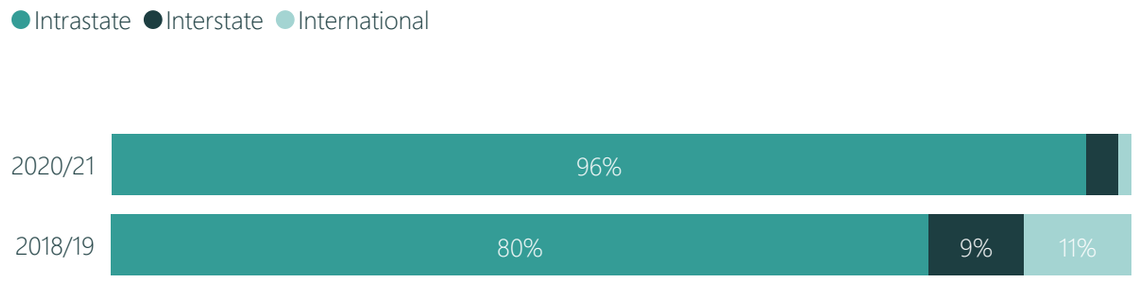
Visitors

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	59,000	59,000	73,000	49,000	8,000
Interstate	58,000	69,000	65,000	np	np
Intrastate	563,000	503,000	556,000	621,000	612,000
Total	679,000	631,000	693,000	706,000	640,000

Nights

Market	2016/17	2017/18	2018/19	2019/20	2020/21
International	439,000	393,000	344,000	210,000	41,000
Interstate	267,000	306,000	333,000	np	np
Intrastate	2,099,000	1,971,000	2,265,000	2,597,000	2,587,000
Total	2,804,000	2,669,000	2,941,000	2,999,000	2,793,000

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	4.2 Days	$539	$130
Total Domestic + International	4.4 Days	$543	$126

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

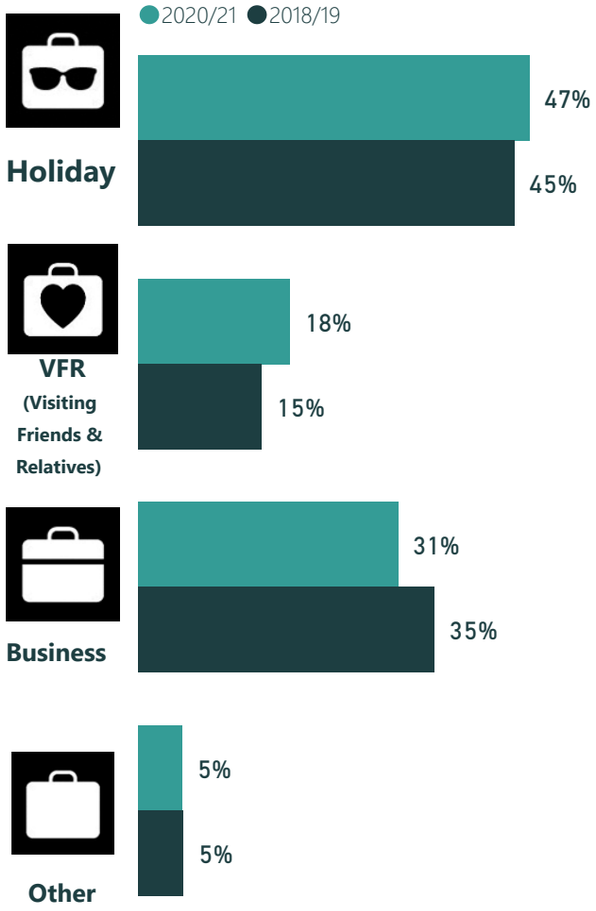
Domestic Overnight Visitor Details - The Mid West Region

Two Year Average - 2020/21

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

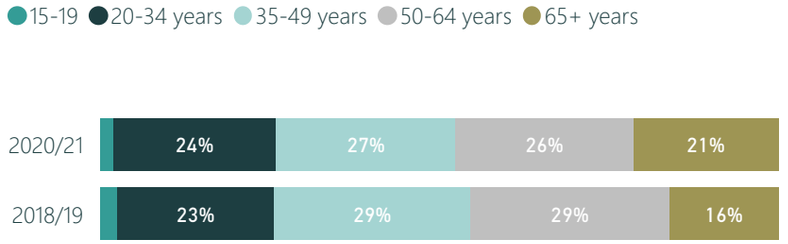
Domestic Visitors	Domestic Nights
632,000	2,753,000
Annual average 2020/21	Annual average 2020/21

Purpose of Travel

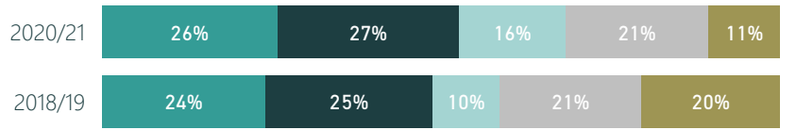


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

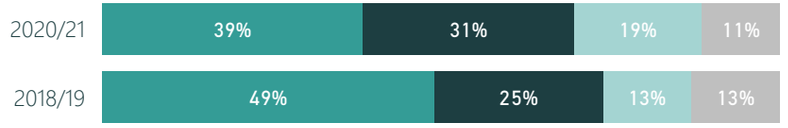
Age



Travel Party



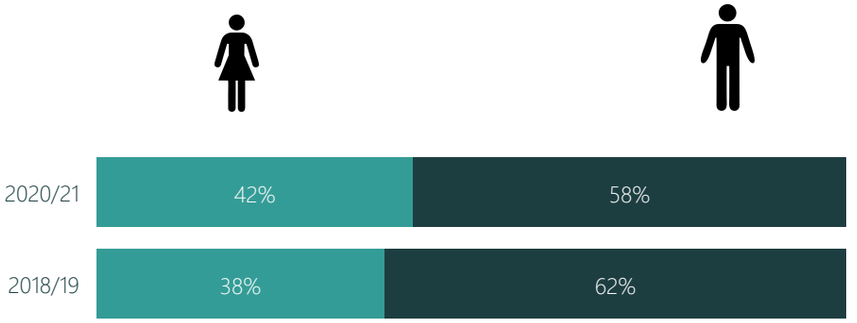
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19	2020/21
Other Accommodation	28%	26%
Friends or relatives property	21%	16%
Caravan park or commercial camping ground	13%	15%

Gender



Top 3 activities

Activity	2018/19	2020/21
Eat out / dine at a restaurant and/or cafe	50%	39%
Go to the beach	30%	30%
Sightseeing/looking around	27%	24%

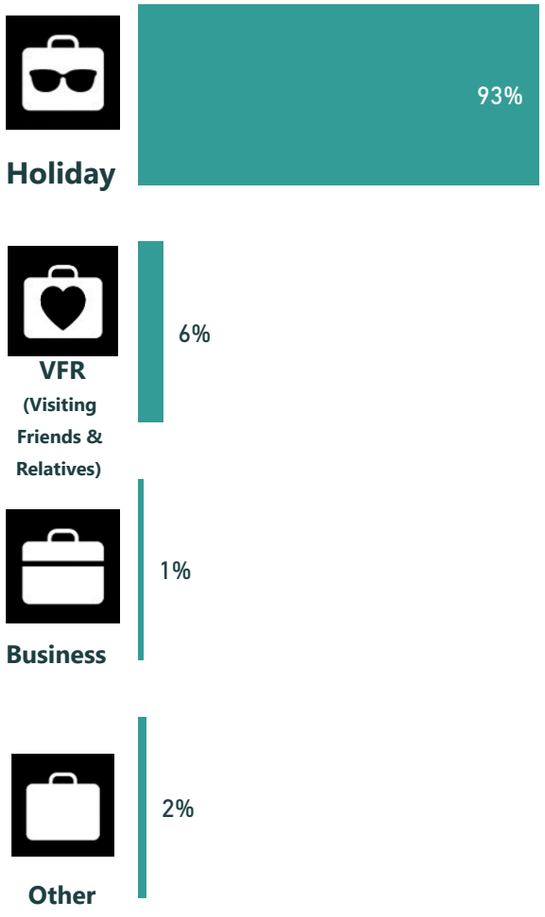
International Overnight Visitor Details - The Mid West Region

Two Year Average - 2018/19

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

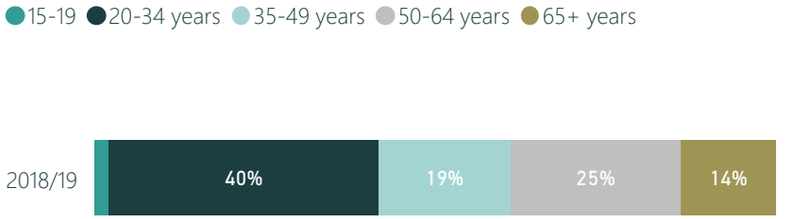
International Visitors	International Nights
73,000	384,000
Annual average 2018/19	Annual average 2018/19

Purpose of Travel

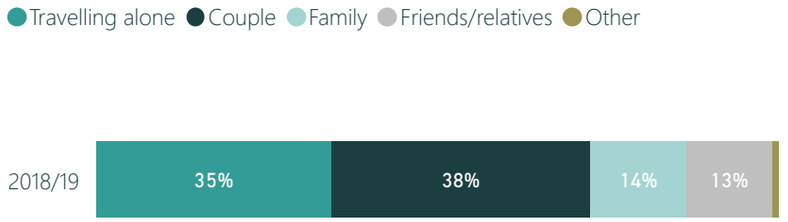


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

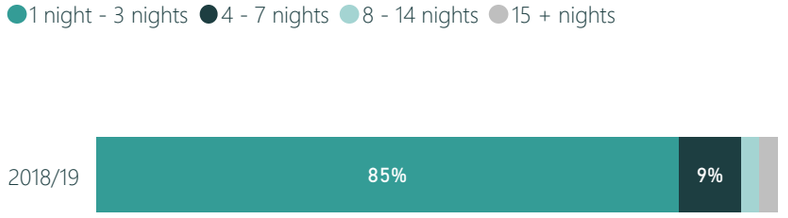
Age



Travel Party



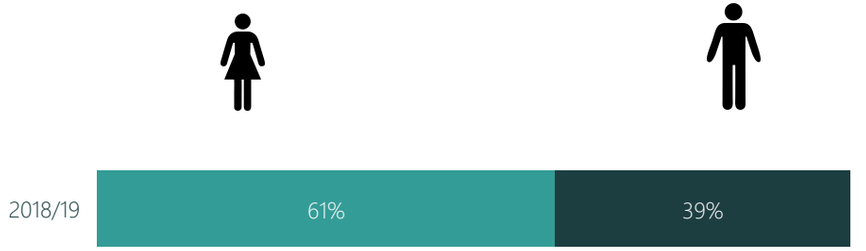
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018/19
Caravan park or commercial camping ground	22%
Rented house/apartment/flat or unit	16%
Other Private Accommodation	16%

Gender



Top 3 activities*

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

Activity	2018/19
Eat out / dine at a restaurant and/or cafe	95%
Visit national parks / state parks	91%
Sightseeing/looking around	91%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Mid West 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.

Definititions

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	528	10%	15%	491	10%	14%
Interstate	63	30%	40%	20	53%	56%
Domestic	591	10%	14%	511	10%	14%
International	896	8%	32%			

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 The Mid West Region: Shire of Carnamah, Shire of Chapman Valley, Shire of Coorow, Shire of Cue, City of Greater Geraldton, Shire of Irwin, Shire of Meekatharra, Shire of Mingenew, Shire of Morawa, Shire of Mount Magnet, Shire of Murchison, Shire of Northampton, Shire of Perenjori, Shire of Sandstone, Shire of Three Springs, Shire of Yalgoo