

Shire of Ashburton

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



WESTERN
AUSTRALIA

Overnight Visitor Summary - Shire of Ashburton

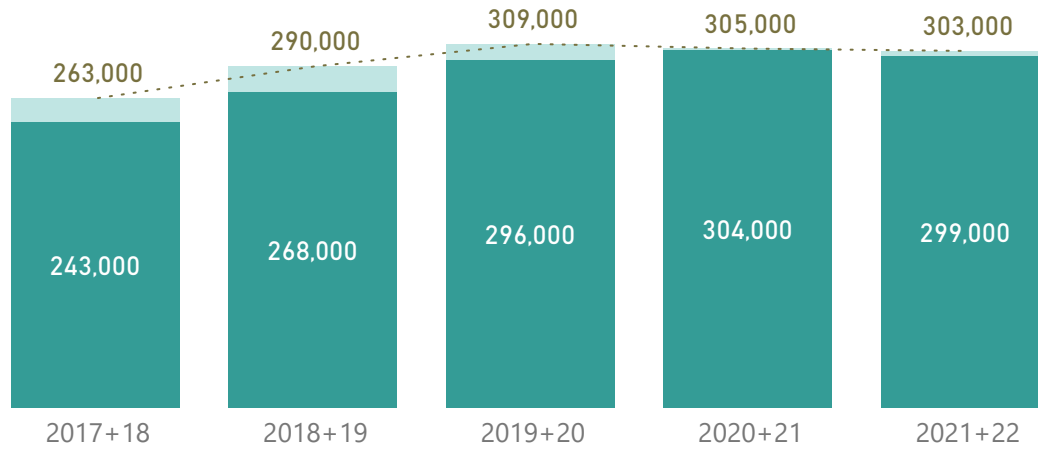
Annual Average - 2021+22

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

Total Visitors 303,000 Annual average 2021+22	Total Visitor Nights 1,995,000 Annual average 2021+22	Total Spend (\$ Million) \$184 Annual avg. 2019+20+21+22
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Overnight Visitor Trends - Annual Average

● International ● Domestic Total Overnight Visitors



Visitors

Market	2017+18	2018+19	2019+20	2020+21	2021+22
Domestic	243,000	268,000	296,000	304,000	299,000
International	20,000	22,000	13,000	np	4,000
Total	263,000	290,000	309,000	305,000	303,000



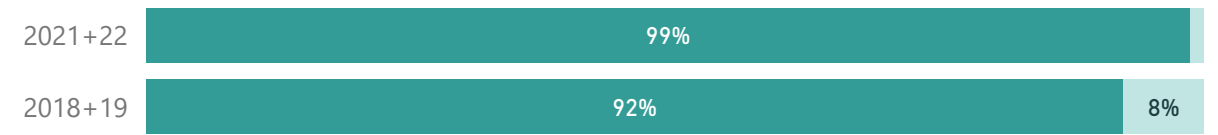
Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
Domestic	1,989,000	1,873,000	2,270,000	2,356,000	1,962,000
International	206,000	159,000	82,000	np	33,000
Total	2,195,000	2,032,000	2,351,000	2,369,000	1,995,000

np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - Annual Average 2019+20+21+22



Avg. Trip Length



Average Trip Spend



Average Daily Spend

Domestic	7.1 Days	\$611	\$86
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International	6.7 Days	\$294	\$44
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Total

Domestic + International

7.1
Days

\$602

\$85

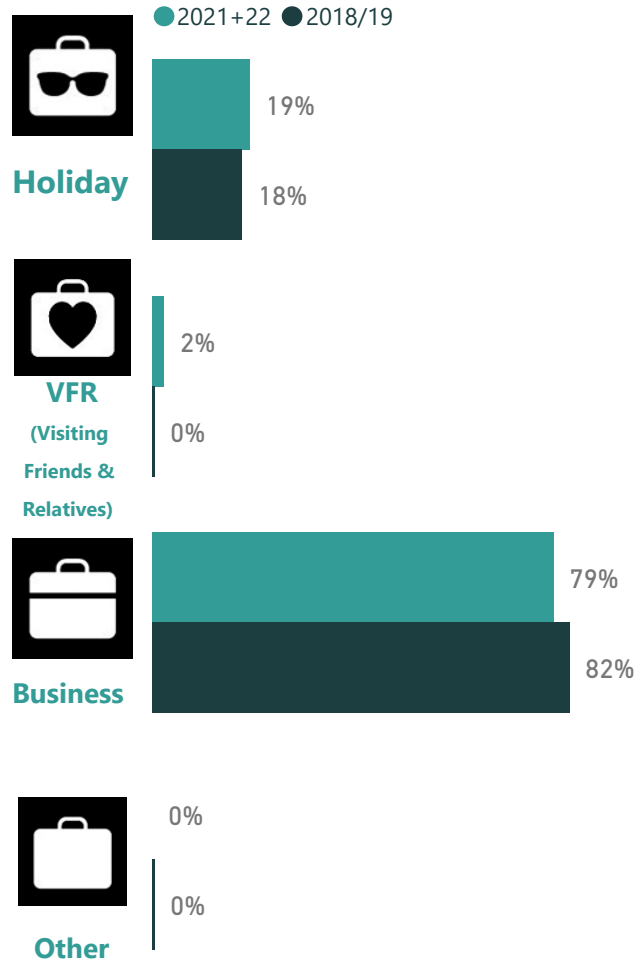
Domestic Overnight Visitor Details - Shire of Ashburton

Annual Average - 2021+22 vs. 2018+19

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

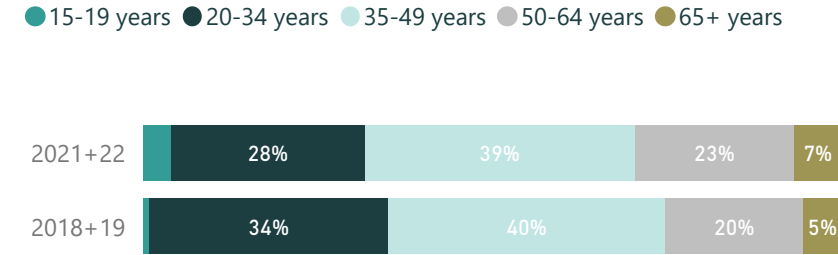
Domestic Visitors	Domestic Nights
299,000	1,962,000
Annual average 2021+22	Annual average 2021+22

Purpose of Travel

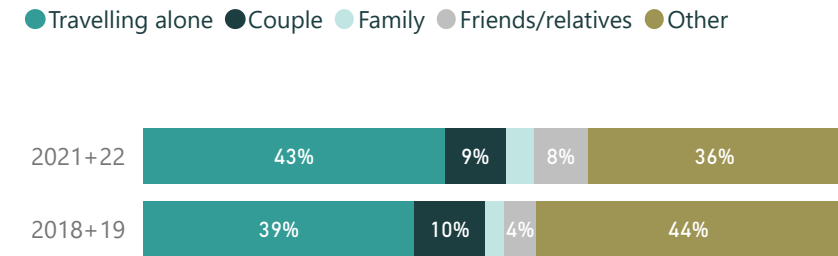


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

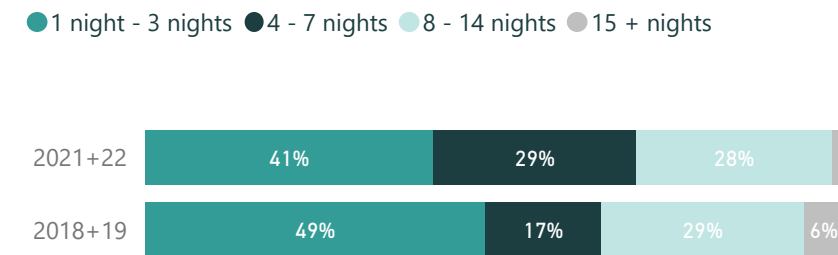
Age



Travel Party



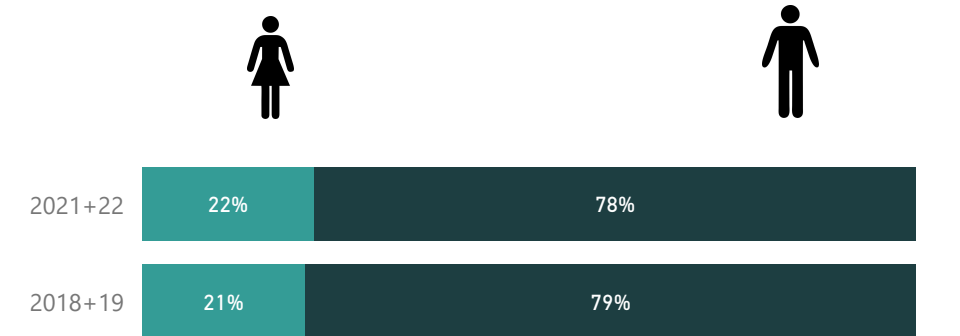
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Other Accommodation	61%	64%
Other Private Accommodation	17%	10%
Hotel/resort/motel or motor Inn	6%	8%

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 Ashburton

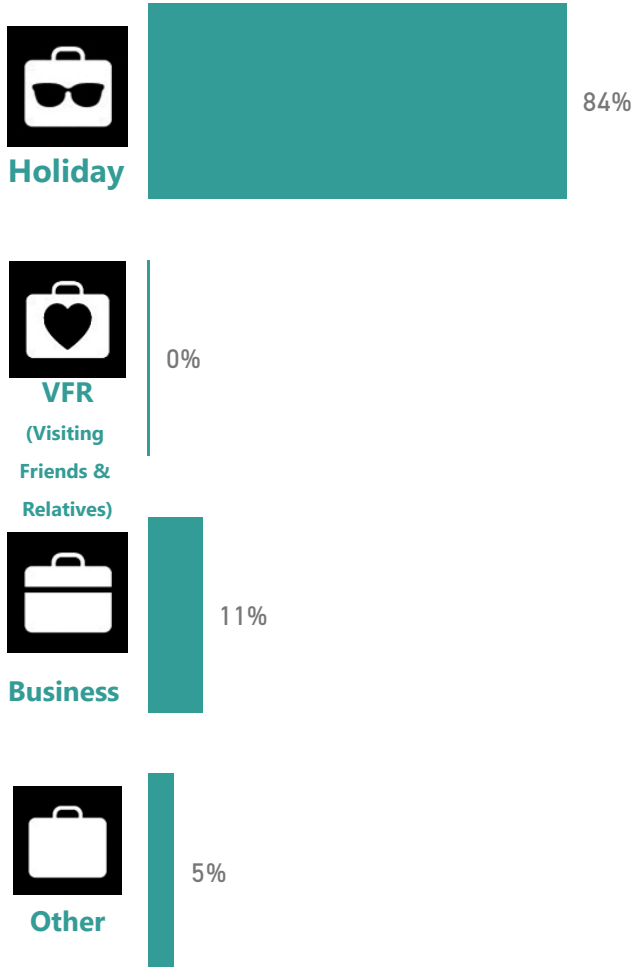
Annual Average - 2018+19

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

Due to the small number of international visitors to WA since 2019, it is not possible to show demographics or trip details past 2019.

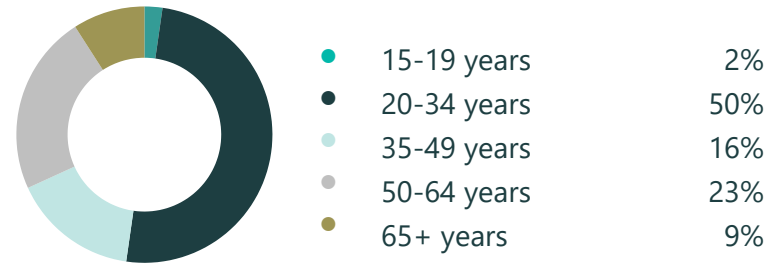
International Visitors	International Nights
22,000	159,000
Annual average 2018+19	Annual average 2018+19

Purpose of Travel

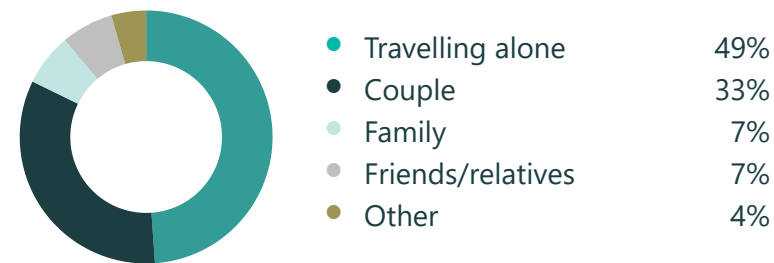


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



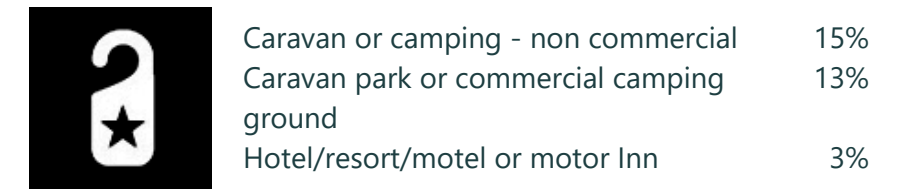
Travel Party



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 Ashburton 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 show comparisons between 2021+22 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors since 2019, 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			2021+22		
	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
Intrastate	171	15.8%	19.2%	201	14.3%	16.8%
Interstate	32	39.6%	34.5%	12	67.1%	80.7%
Domestic	203	14.8%	16.8%	213	14.0%	16.4%
International	312	14.6%	43.2%			

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, 2022