

Shire of Augusta-Margaret River

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



WESTERN
AUSTRALIA

Overnight Visitor Summary - Shire of Augusta-Margaret River

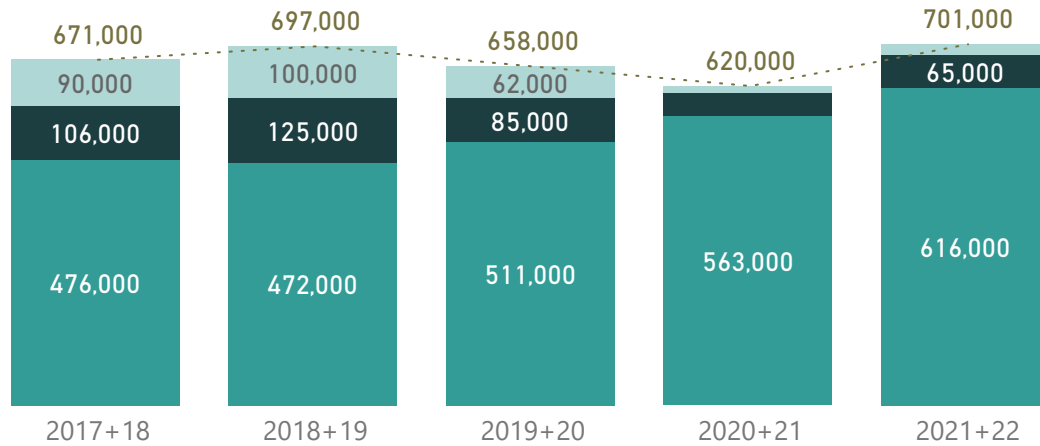
Annual Average - 2021+22

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

Total Visitors 701,000 Annual average 2021+22	Total Visitor Nights 2,404,000 Annual average 2021+22	Total Spend (\$ Million) \$461 Annual avg. 2019+20+21+22
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Overnight Visitor Trends - Annual Average

● Intrastate ● Interstate ● International Total Overnight Visitors



Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	90,000	100,000	62,000	12,000	20,000
Interstate	106,000	125,000	85,000	45,000	65,000
Intrastate	476,000	472,000	511,000	563,000	616,000
Total	671,000	697,000	658,000	620,000	701,000

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	473,000	433,000	267,000	47,000	96,000
Interstate	456,000	389,000	269,000	157,000	247,000
Intrastate	1,463,000	1,385,000	1,555,000	1,922,000	2,061,000
Total	2,392,000	2,207,000	2,090,000	2,126,000	2,404,000



Visitors

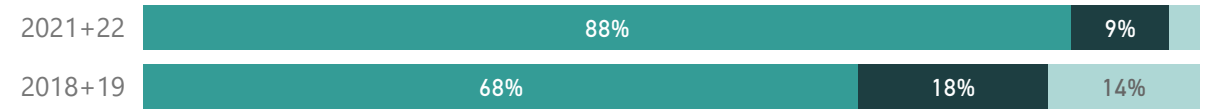


Nights

np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID

● Intrastate ● Interstate ● International



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

	Avg. Trip Length	Average Trip Spend	Average Daily Spend
Intrastate	3.2 Days	\$687	\$214
Interstate	3.4 Days	\$707	\$205
International	4.4 Days	\$518	\$117
Total	3.3 Days	\$678	\$205

Domestic + International

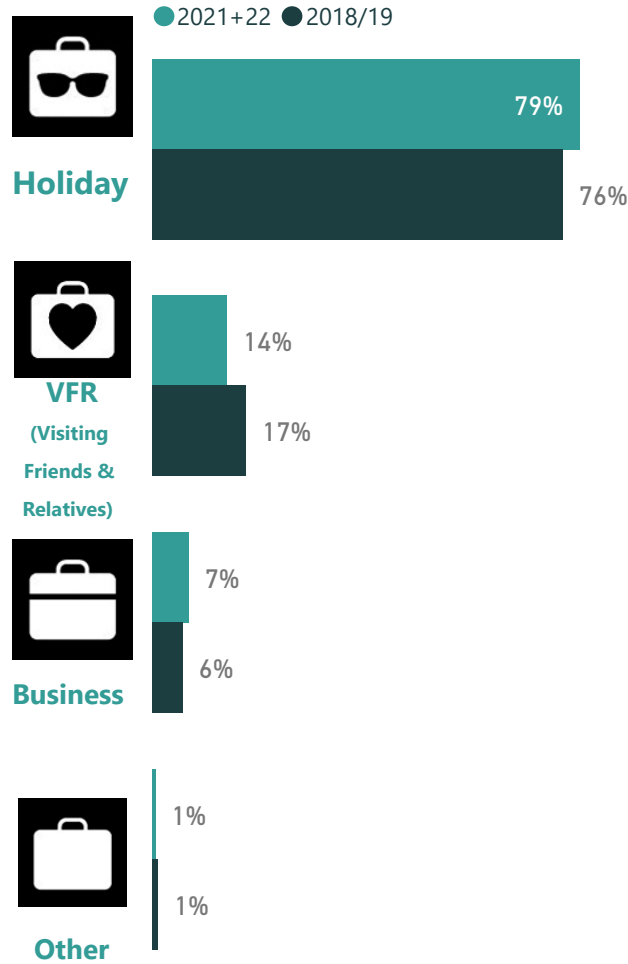
Domestic Overnight Visitor Details - Shire of Augusta-Margaret River

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 Augusta-Margaret River Local Government Area (LGA).

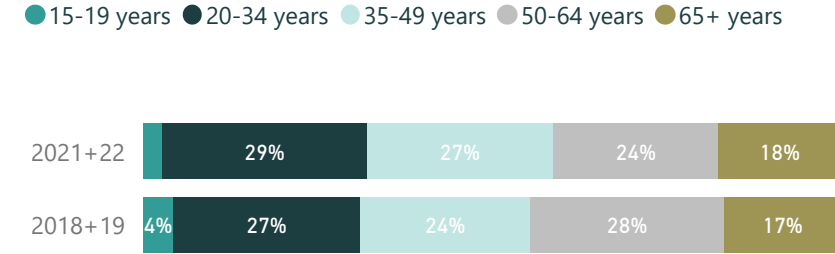
Domestic Visitors	Domestic Nights
681,000	2,308,000
Annual average 2021+22	Annual average 2021+22

Purpose of Travel

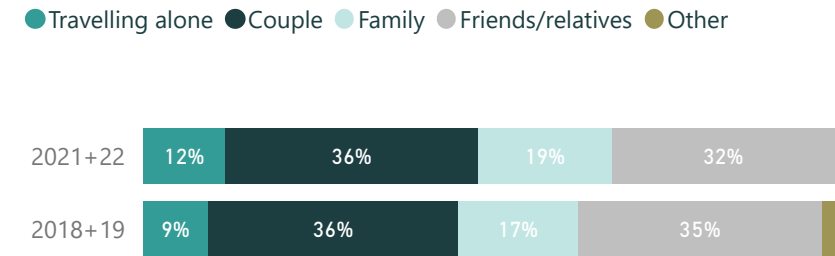


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

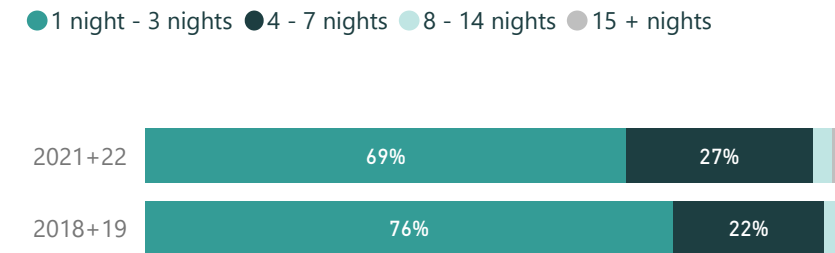
Age



Travel Party



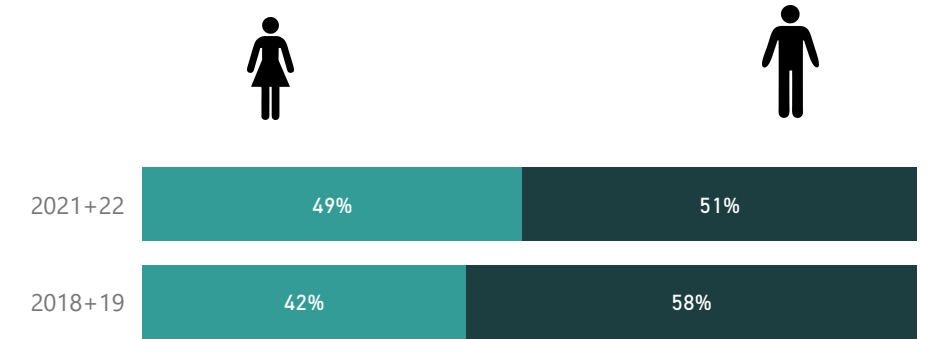
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Hotel/resort/motel or motor Inn	21%	16%
Rented house/apartment/flat or unit	21%	17%
Friends or relatives property	21%	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 Augusta-Margaret River

Annual Average - 2018+19

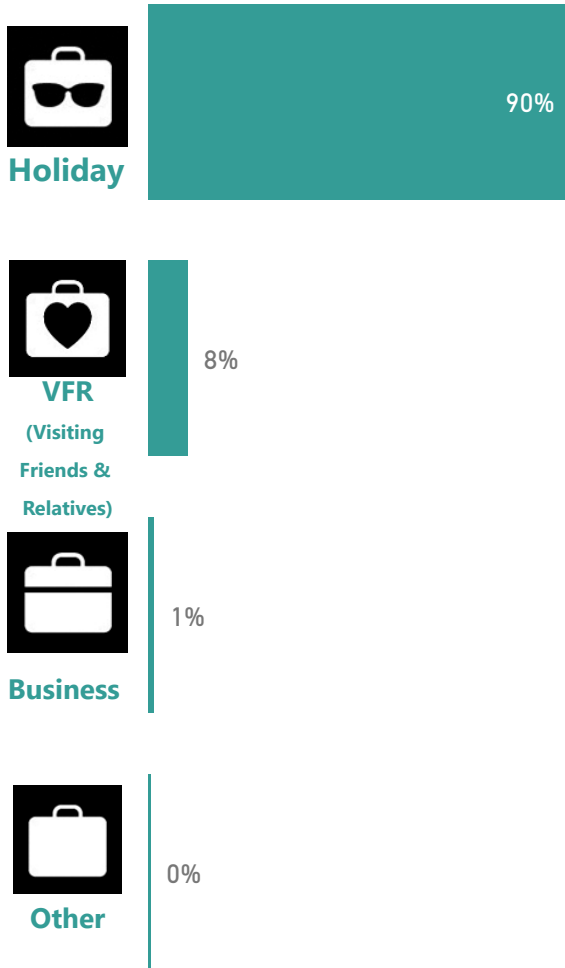
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River Local Government Area (LGA).

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
100,000
Annual average 2018+19

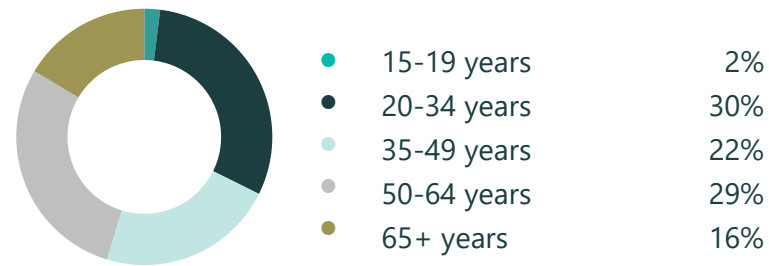
International Nights
433,000
Annual average 2018+19

Purpose of Travel

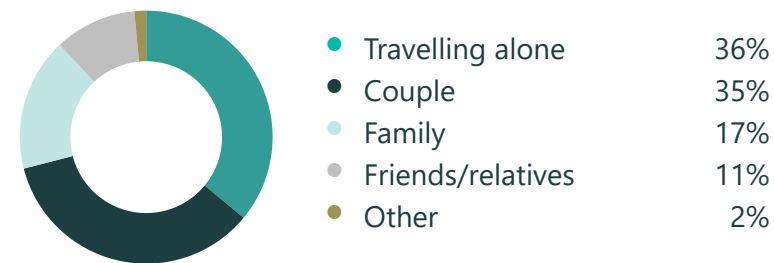


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



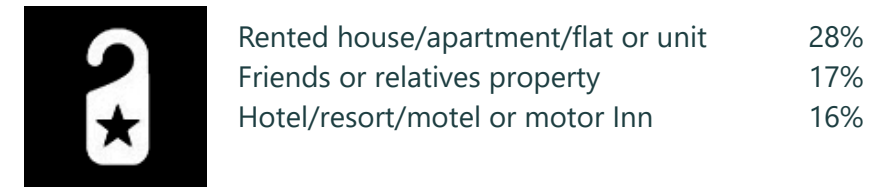
Travel Party



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 Augusta-Margaret River 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	432	11.2%	19.5%	446	9.8%	16.0%
Interstate	110	21.5%	36.7%	53	29.7%	46.0%
Domestic	542	9.9%	17.3%	499	9.3%	15.2%
International	1162	7.1%	28.7%			

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