

# Shire of Denmark

## Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning  
April 2023



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - Shire of Denmark

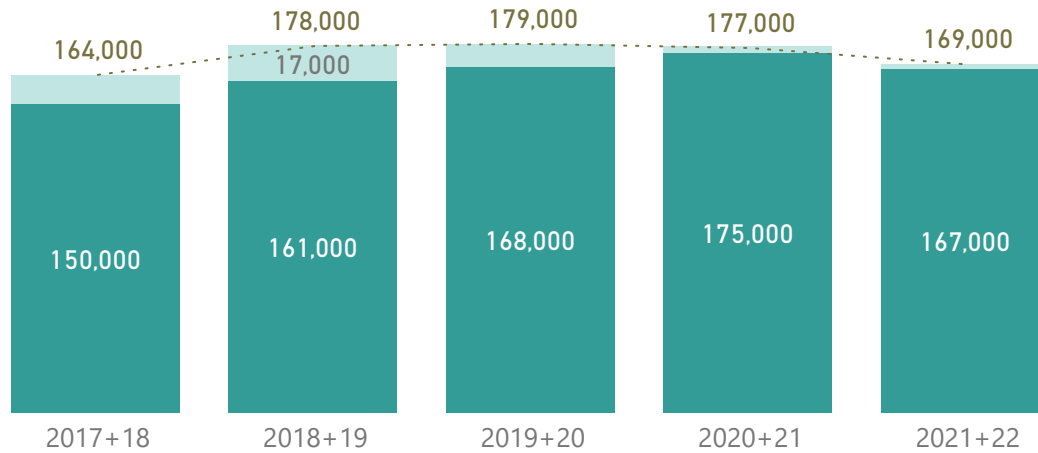
## Annual Average - 2021+22

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

Total Visitors <b>169,000</b> Annual average 2021+22	Total Visitor Nights <b>640,000</b> Annual average 2021+22	Total Spend (\$ Million) <b>\$108</b> Annual avg. 2019+20+21+22
--	--	---

## Overnight Visitor Trends - Annual Average

● International ● Domestic ..... Total Overnight Visitors



Visitors

Market	2017+18	2018+19	2019+20	2020+21	2021+22
Domestic	150,000	161,000	168,000	175,000	167,000
International	14,000	17,000	11,000	3,000	2,000
<b>Total</b>	<b>164,000</b>	<b>178,000</b>	<b>179,000</b>	<b>177,000</b>	<b>169,000</b>

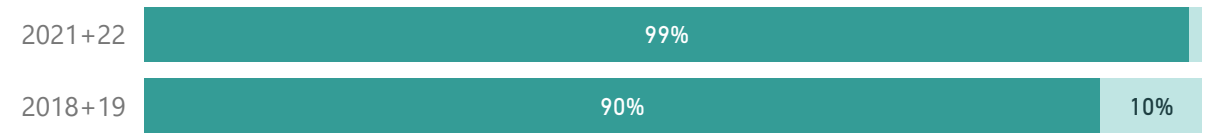


Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
Domestic	550,000	556,000	584,000	692,000	630,000
International	48,000	56,000	43,000	11,000	10,000
<b>Total</b>	<b>598,000</b>	<b>611,000</b>	<b>627,000</b>	<b>702,000</b>	<b>640,000</b>

## 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	<b>3.6</b> Days	<b>\$633</b>	<b>\$174</b>
International	<b>4.1</b> Days	<b>\$308</b>	<b>\$75</b>
 Total	<b>3.6</b> Days	<b>\$621</b>	<b>\$170</b>

Domestic + International

# Domestic Overnight Visitor Details - Shire of Denmark

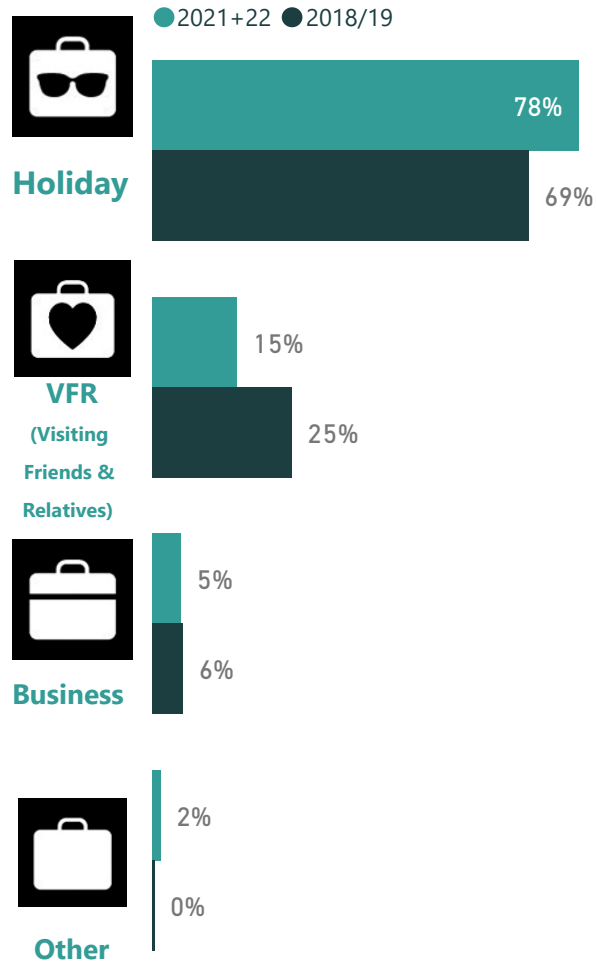
Annual Average - 2021+22 vs. 2018+19

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

Domestic Visitors  
**167,000**  
Annual average 2021+22

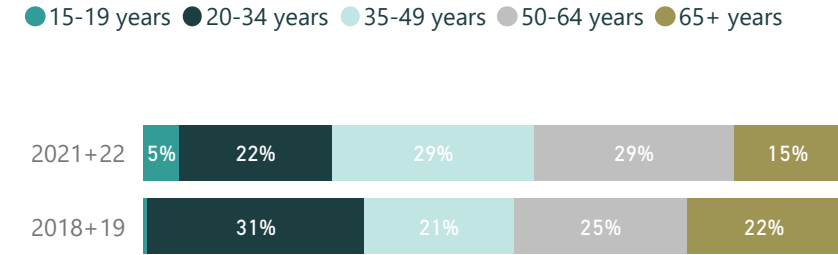
Domestic Nights  
**630,000**  
Annual average 2021+22

## Purpose of Travel

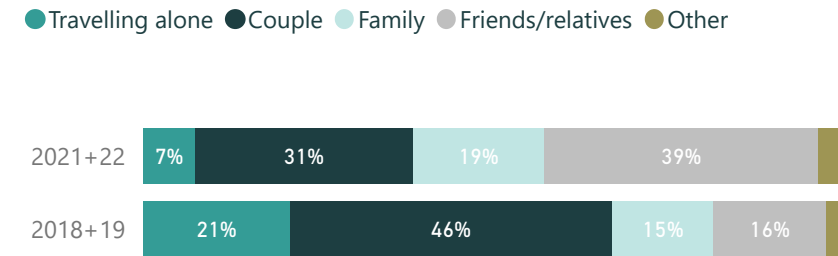


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

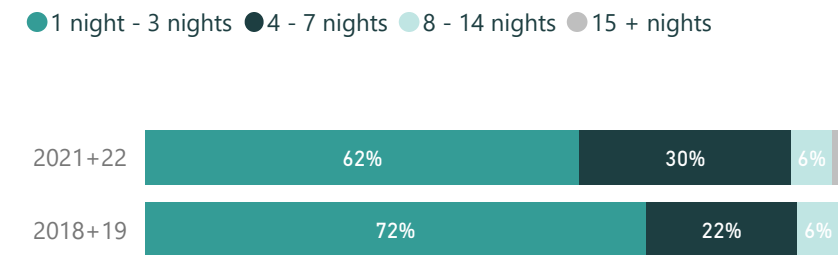
## Age



## Travel Party



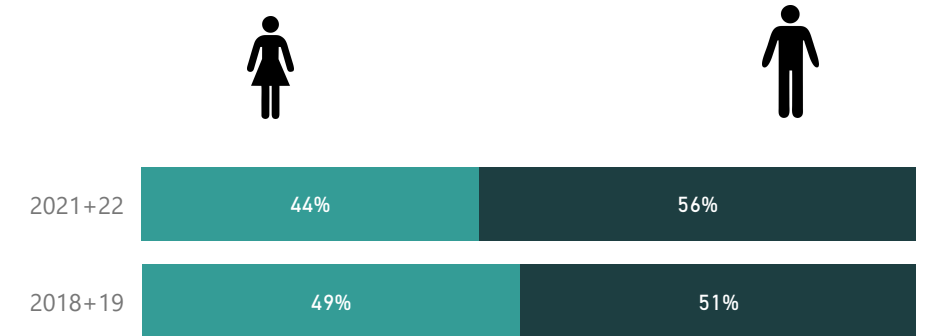
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Caravan park or commercial camping ground	25%	30%
Friends or relatives property	33%	20%
Rented house/apartment/flat or unit	11%	17%

## 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 Denmark

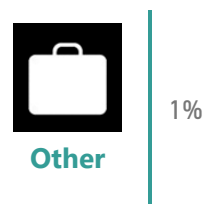
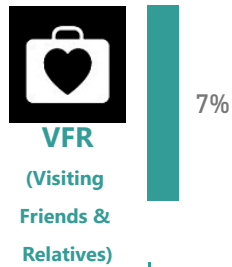
Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Denmark 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.

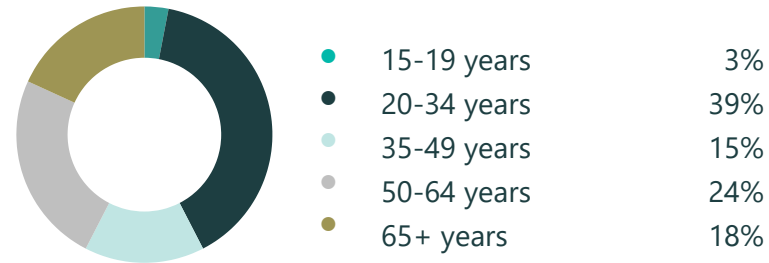
International Visitors	International Nights
<b>17,000</b>	<b>56,000</b>
Annual average 2018+19	Annual average 2018+19

## Purpose of Travel

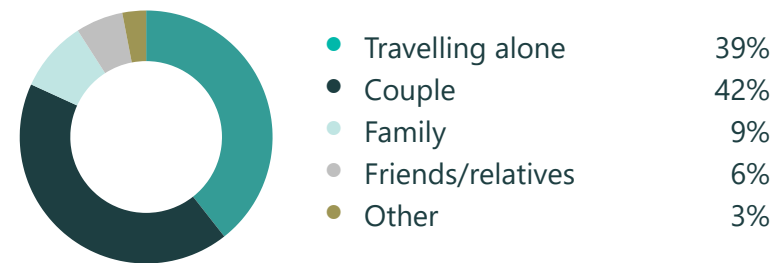


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

## Age



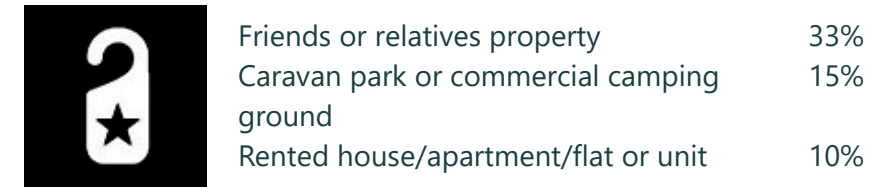
## Travel Party



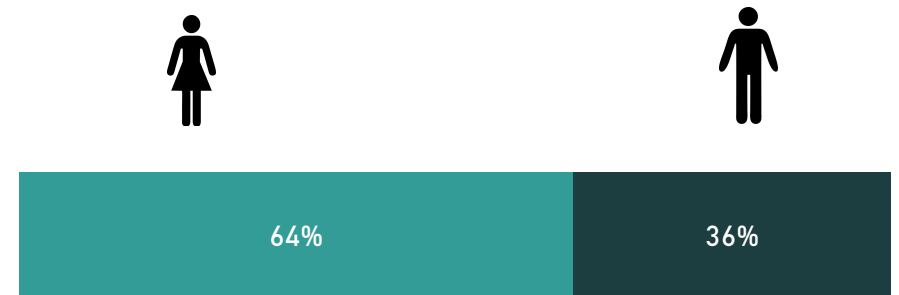
## Length of Stay



## 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 Denmark 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	136	19.9%	31.6%	122	19.4%	29.7%
Interstate	17	59.5%	129.2%	14	65.7%	126.1%
Domestic	153	19.0%	30.8%	136	18.6%	28.9%
International	213	16.9%	72.1%			

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, 2022