

Shire of Exmouth

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



WESTERN
AUSTRALIA

Overnight Visitor Summary - Shire of Exmouth

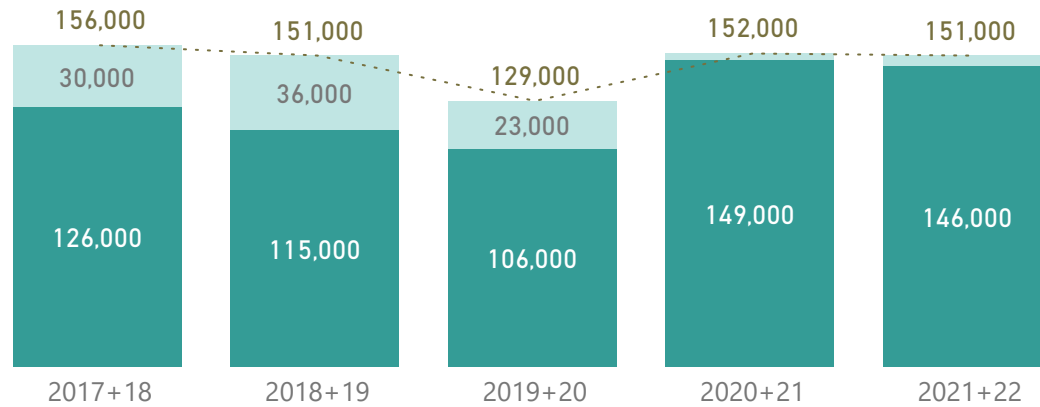
Annual Average - 2021+22

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

Total Visitors 151,000 Annual average 2021+22	Total Visitor Nights 804,000 Annual average 2021+22	Total Spend (\$ Million) \$161 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	126,000	115,000	106,000	149,000	146,000
International	30,000	36,000	23,000	3,000	5,000
Total	156,000	151,000	129,000	152,000	151,000

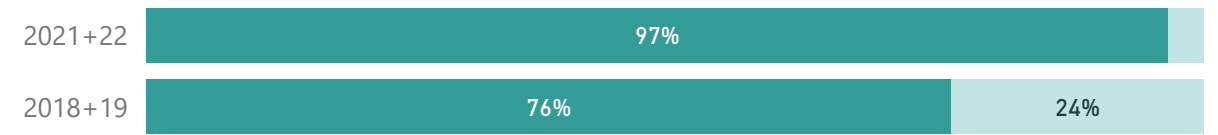


Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
Domestic	948,000	878,000	769,000	774,000	767,000
International	166,000	202,000	106,000	9,000	38,000
Total	1,114,000	1,080,000	874,000	783,000	804,000

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	6.1 Days	\$1,202	\$197
International	5.1 Days	\$679	\$133
Total Domestic + International	6.0 Days	\$1,150	\$192

Domestic Overnight Visitor Details - Shire of Exmouth

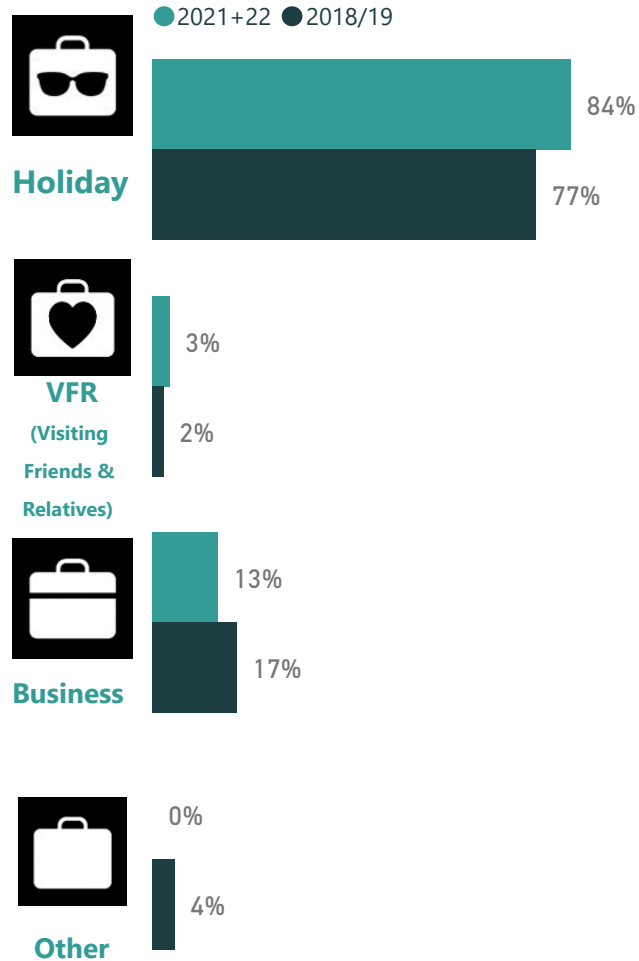
Annual Average - 2021+22 vs. 2018+19

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

Domestic Visitors
146,000
Annual average 2021+22

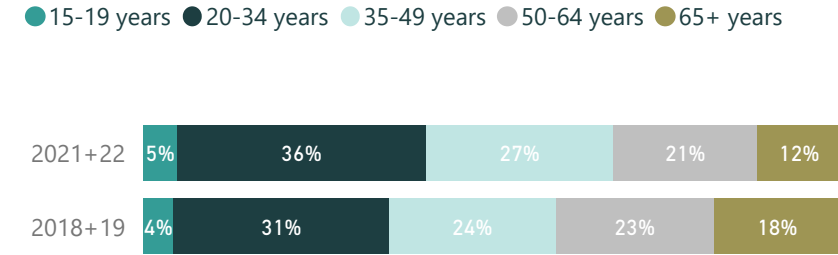
Domestic Nights
767,000
Annual average 2021+22

Purpose of Travel

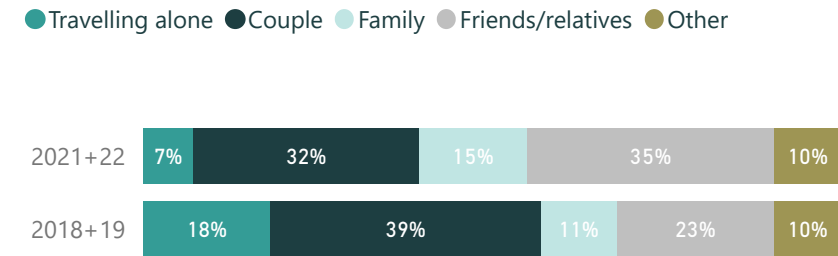


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

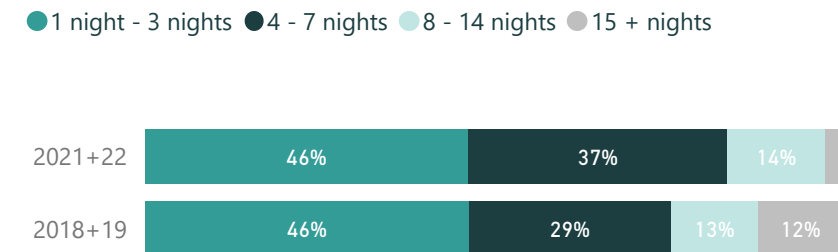
Age



Travel Party



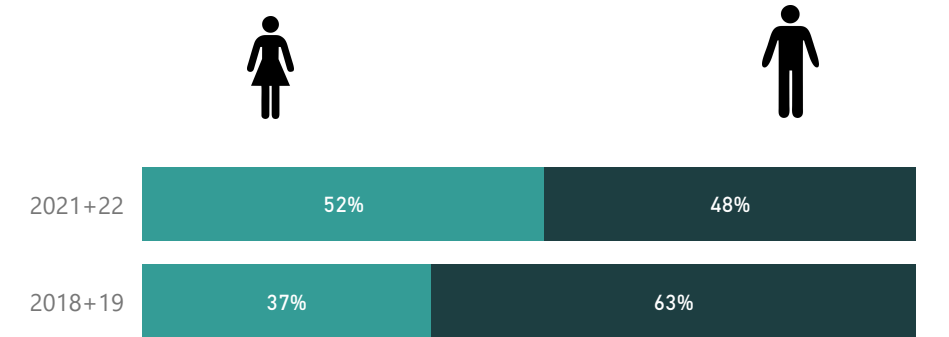
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Caravan park or commercial camping ground	38%	31%
Caravan or camping - non commercial	18%	22%
Hotel/resort/motel or motor Inn	5%	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 Exmouth

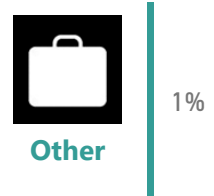
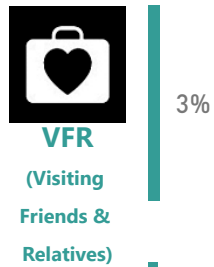
Annual Average - 2018+19

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

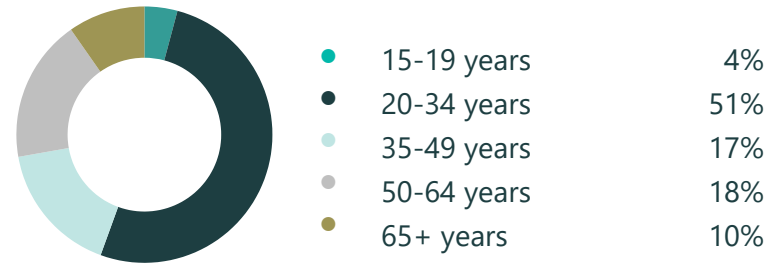
International Visitors	International Nights
36,000	202,000
Annual average 2018+19	Annual average 2018+19

Purpose of Travel

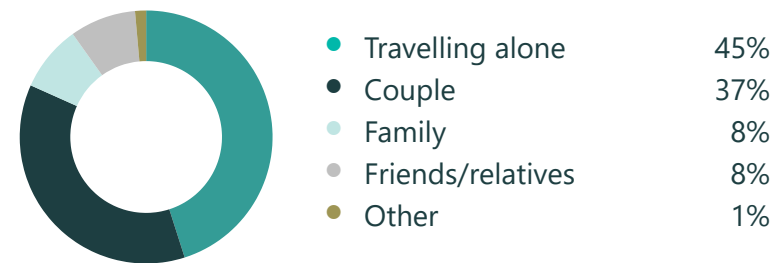


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



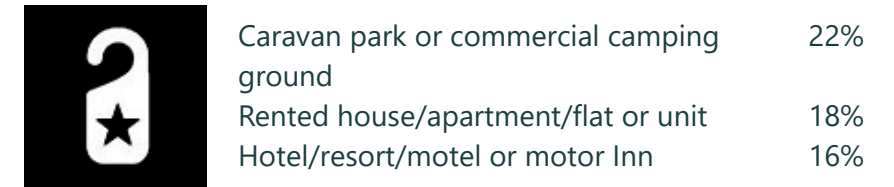
Travel Party



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 Exmouth 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	81	26.2%	27.3%	82	22.2%	28.4%
Interstate	32	42.6%	55.5%	23	44.2%	67.9%
Domestic	113	22.4%	24.5%	105	19.9%	26.2%
International	510	11.6%	40.4%			

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