

Shire of Northampton

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



WESTERN
AUSTRALIA

Overnight Visitor Summary - Shire of Northampton

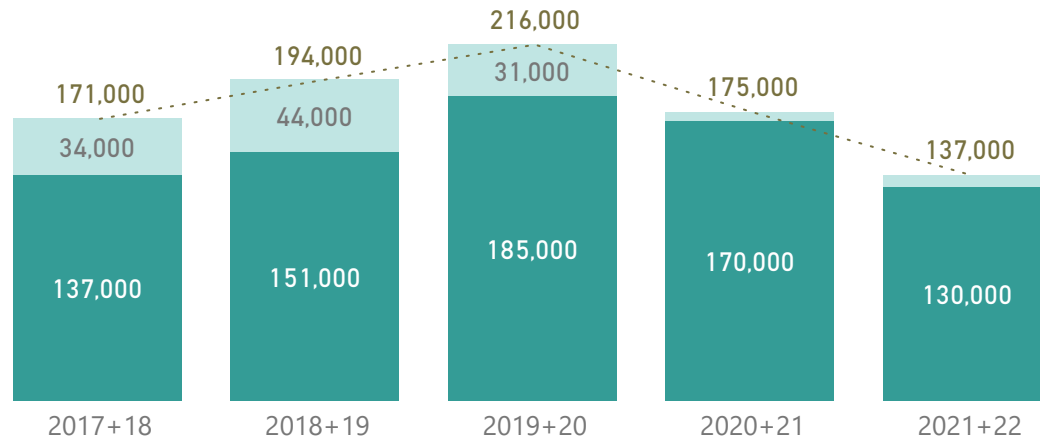
Annual Average - 2021+22

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

Total Visitors 137,000 Annual average 2021+22	Total Visitor Nights 651,000 Annual average 2021+22	Total Spend (\$ Million) \$100 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	137,000	151,000	185,000	170,000	130,000
International	34,000	44,000	31,000	5,000	7,000
Total	171,000	194,000	216,000	175,000	137,000



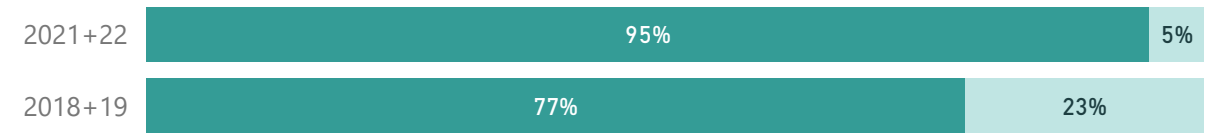
Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
Domestic	420,000	538,000	755,000	853,000	636,000
International	75,000	90,000	66,000	11,000	15,000
Total	495,000	628,000	821,000	864,000	651,000

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	4.4 Days	\$590	\$134
International	2.1 Days	\$368	\$173
Total Domestic + International	4.2 Days	\$567	\$136



Total

Domestic + International

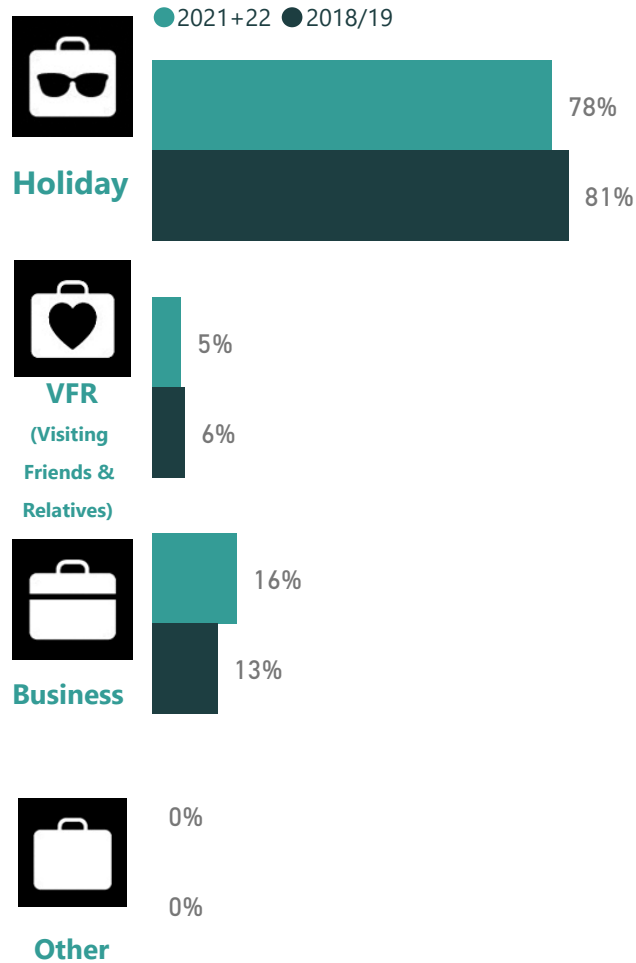
Domestic Overnight Visitor Details - Shire of Northampton

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 Northampton Local Government Area (LGA).

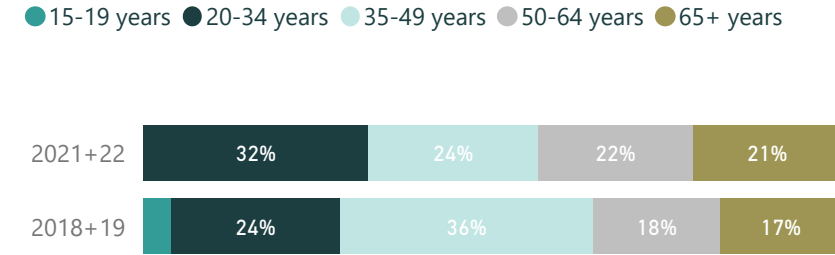
Domestic Visitors	Domestic Nights
130,000	636,000
Annual average 2021+22	Annual average 2021+22

Purpose of Travel

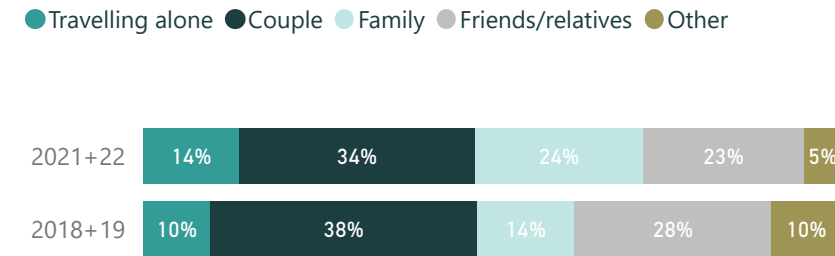


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

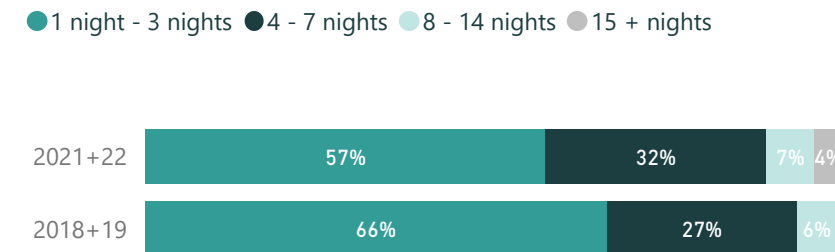
Age



Travel Party



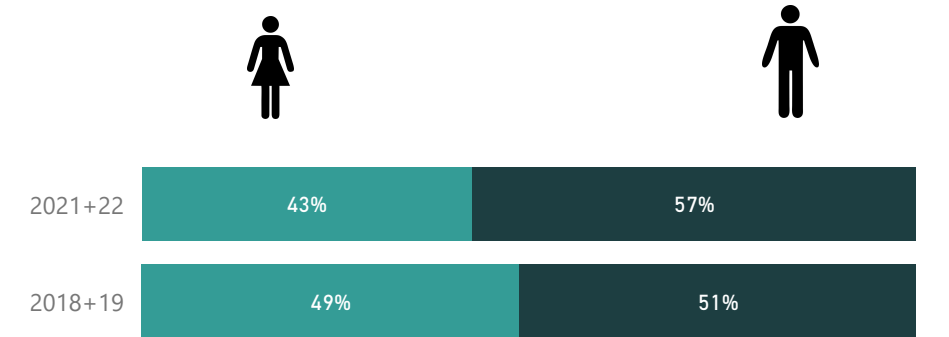
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Caravan park or commercial camping ground	25%	19%
Other Accommodation	11%	24%
Other Private Accommodation	9%	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 Northampton

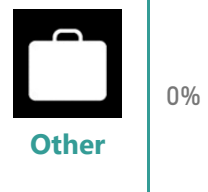
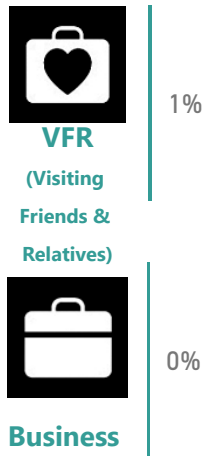
Annual Average - 2018+19

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

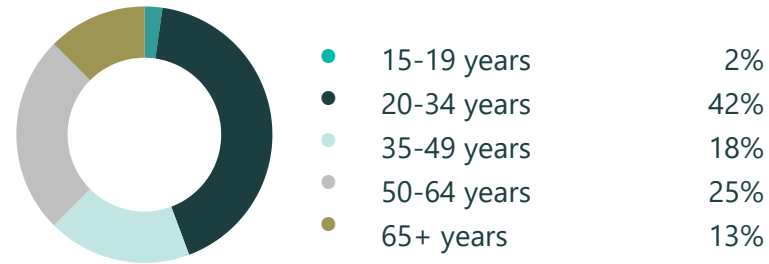
International Visitors	International Nights
44,000	90,000
Annual average 2018+19	Annual average 2018+19

Purpose of Travel

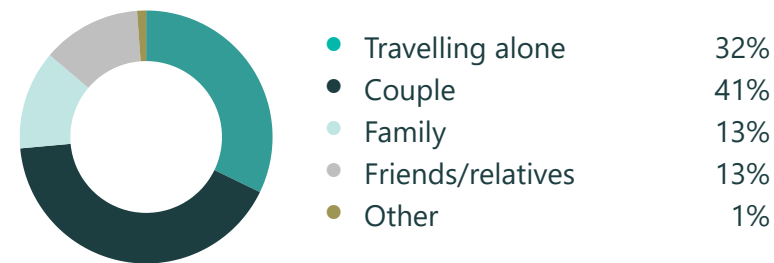


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



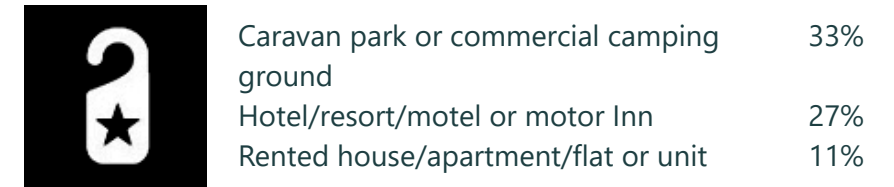
Travel Party



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 Northampton 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	114	21.5%	33.5%	92	21.9%	30.3%
Interstate	25	47.2%	86.5%	9	73.4%	91.3%
Domestic	139	19.6%	31.3%	101	21.1%	28.8%
International	557	10.6%	58.1%			

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