

# Shire of Shark Bay

## Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning  
April 2023



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - Shire of Shark Bay

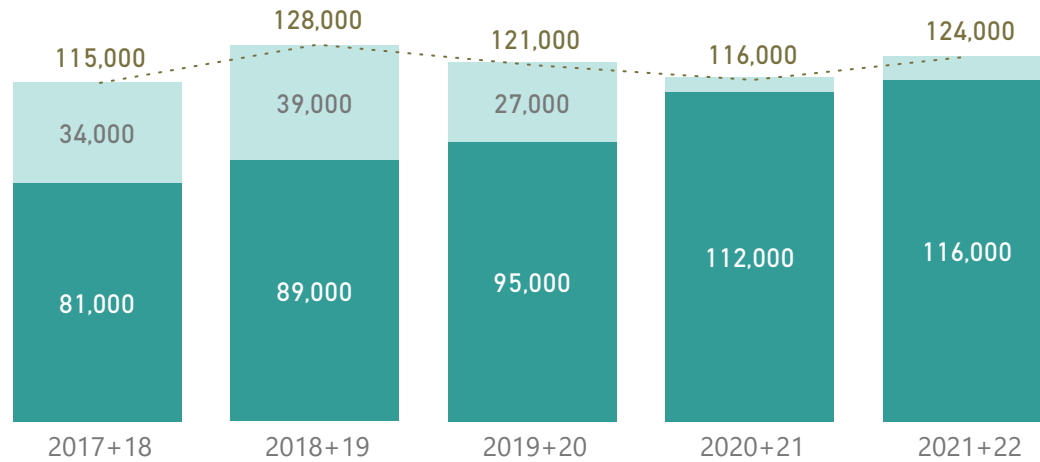
## Annual Average - 2021+22

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

|  |  |   |
|--|--|---|
| Total Visitors<br><b>124,000</b><br>Annual average 2021+22 | Total Visitor Nights<br><b>676,000</b><br>Annual average 2021+22 | Total Spend (\$ Million)<br><b>\$103</b><br>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      | 81,000         | 89,000         | 95,000         | 112,000        | 116,000        |
| International | 34,000         | 39,000         | 27,000         | 5,000          | 8,000          |
| <b>Total</b>  | <b>115,000</b> | <b>128,000</b> | <b>121,000</b> | <b>116,000</b> | <b>124,000</b> |



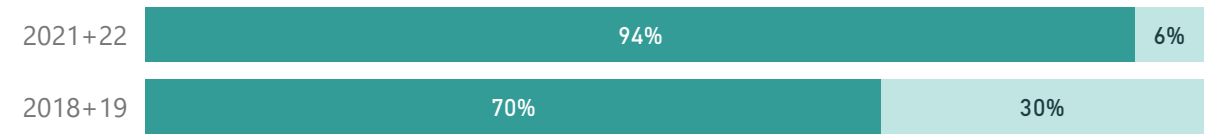
Nights

| Market        | 2017+18        | 2018+19        | 2019+20        | 2020+21        | 2021+22        |
|---------------|----------------|----------------|----------------|----------------|----------------|
| Domestic      | 349,000        | 303,000        | 361,000        | 513,000        | 625,000        |
| International | 137,000        | 140,000        | 84,000         | 20,000         | 51,000         |
| <b>Total</b>  | <b>485,000</b> | <b>443,000</b> | <b>445,000</b> | <b>532,000</b> | <b>676,000</b> |

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

**4.7**

Days

**\$891**

**\$191**

International

**4.0**

Days

**\$500**

**\$126**



Total

**4.6**

Days

**\$837**

**\$183**

Domestic + International

# Domestic Overnight Visitor Details - Shire of Shark Bay

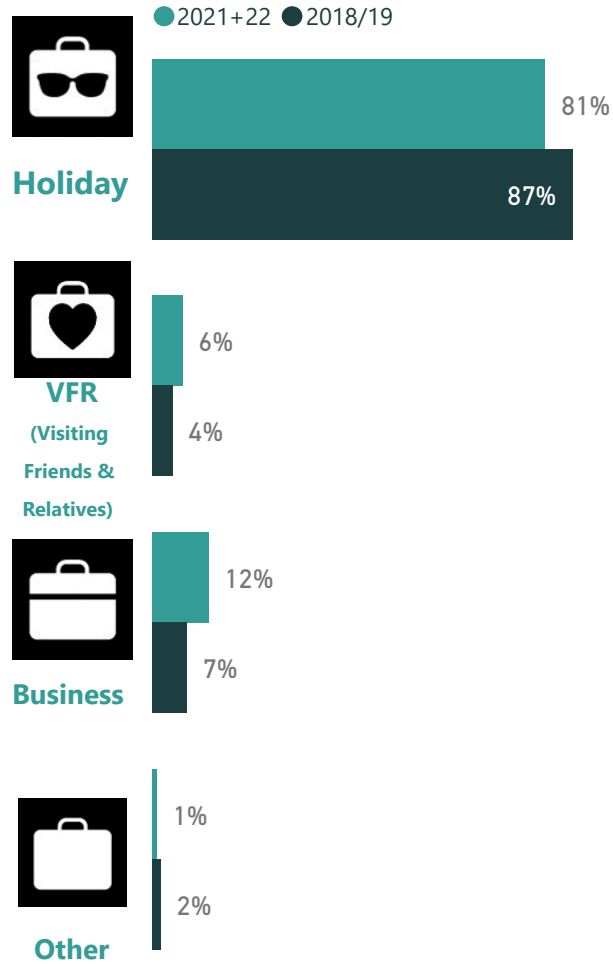
Annual Average - 2021+22 vs. 2018+19

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

Domestic Visitors  
**116,000**  
Annual average 2021+22

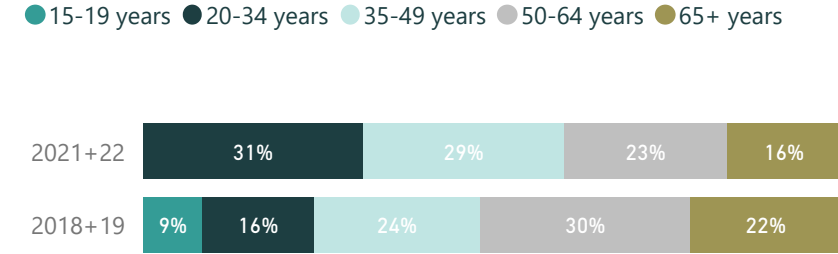
Domestic Nights  
**625,000**  
Annual average 2021+22

## Purpose of Travel

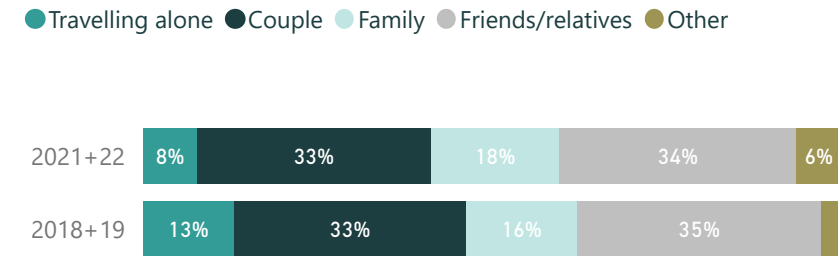


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

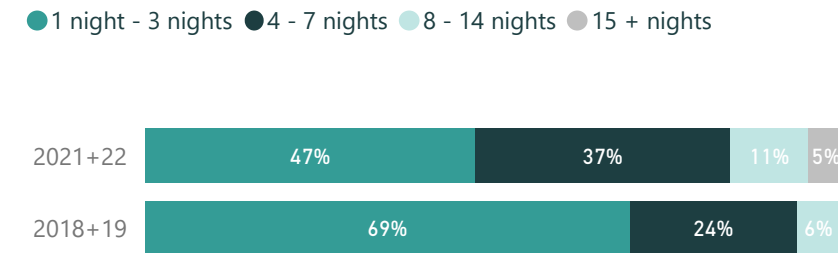
## Age



## Travel Party



## Length of Stay

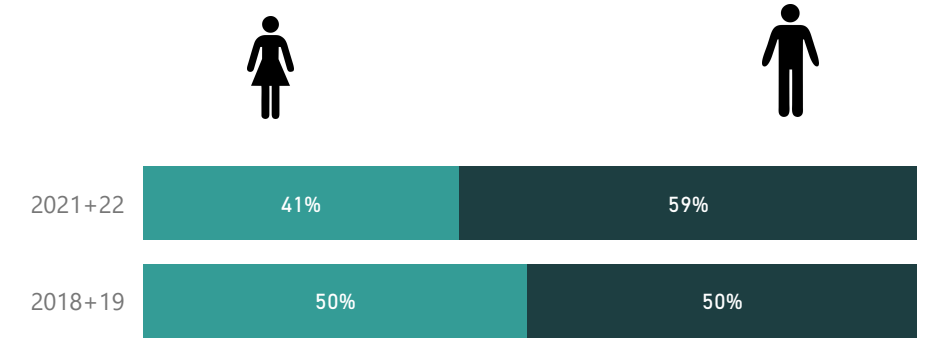


## Top 3 accommodation (% of nights)



| Accommodation                             | 2018+19 | 2021+22 |
|---|---------|---------|
| Caravan park or commercial camping ground | 32%     | 34%     |
| Caravan or camping - non commercial       | 13%     | 18%     |
| Hotel/resort/motel or motor Inn           | 12%     | 10%     |

## 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 Shark Bay

Annual Average - 2018+19

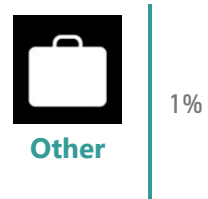
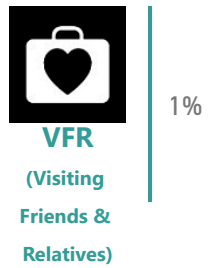
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Shark Bay Local Government Area (LGA).

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  
**39,000**  
Annual average 2018+19

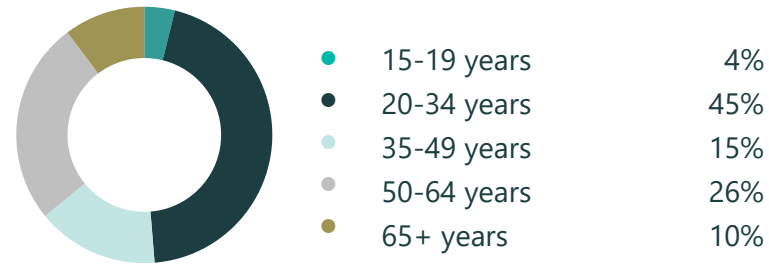
International Nights  
**140,000**  
Annual average 2018+19

## Purpose of Travel

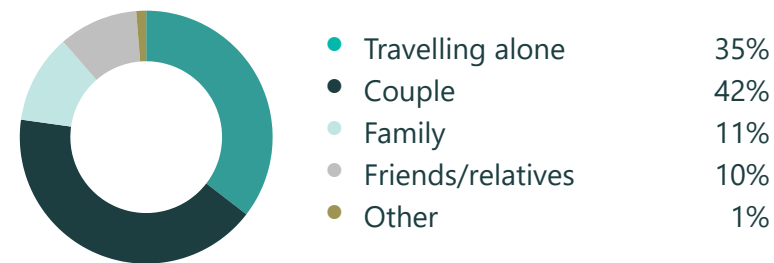


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

## Age



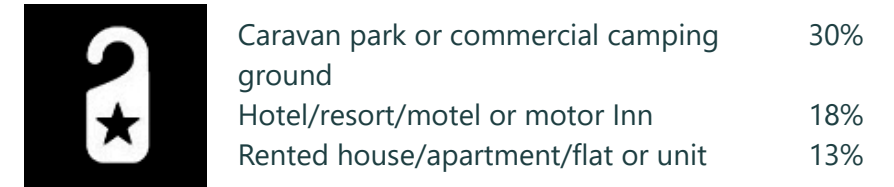
## Travel Party



## 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 Shark Bay 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<br>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     | 70          | 29.9%                                | 46.2%                              | 81          | 23.5%                                | 29.7%                              |
| Interstate     | 26          | 48.0%                                | 94.9%                              | 11          | 68.0%                                | 135.7%                             |
| Domestic       | 96          | 25.5%                                | 41.6%                              | 92          | 22.3%                                | 29.0%                              |
| International  | 511         | 11.2%                                | 47.8%                              |             |                                      |                                    |

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