

Shire of Wyndham-East Kimberley

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



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AUSTRALIA

Overnight Visitor Summary - Shire of Wyndham-East Kimberley

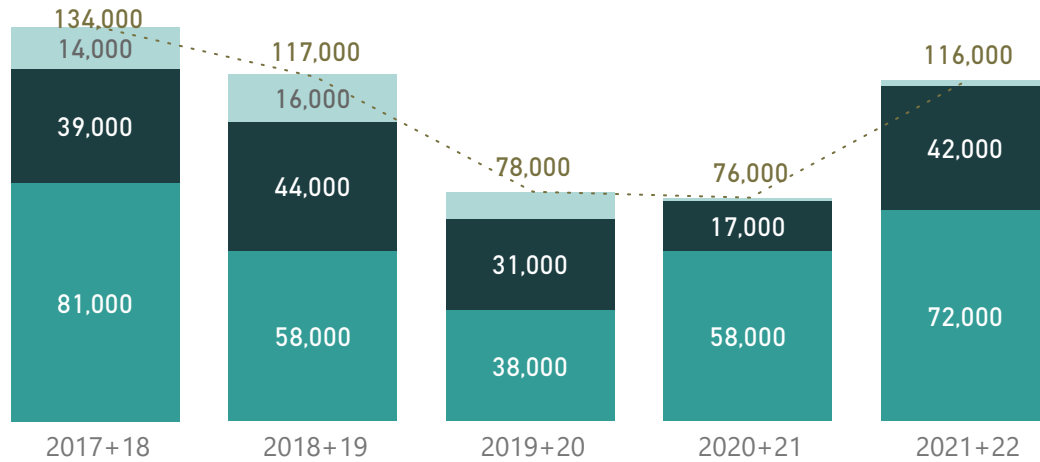
Annual Average - 2021+22

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

Total Visitors 116,000 Annual average 2021+22	Total Visitor Nights 636,000 Annual average 2021+22	Total Spend (\$ Million) \$100 Annual avg. 2019+20+21+22
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Overnight Visitor Trends - Annual Average

● Intrastate ● Interstate ● International Total Overnight Visitors



Visitors

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	14,000	16,000	9,000	np	2,000
Interstate	39,000	44,000	np	np	np
Intrastate	81,000	58,000	np	58,000	72,000
Total	134,000	117,000	78,000	76,000	116,000



Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	161,000	203,000	122,000	np	43,000
Interstate	254,000	268,000	np	np	np
Intrastate	444,000	420,000	np	281,000	395,000
Total	858,000	890,000	499,000	362,000	636,000

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	5.5 Days	\$1,191	\$217
Interstate	5.0 Days	\$815	\$163
International	15.0 Days	\$773	\$52
Total	5.9 Days	\$1,026	\$175

Domestic + International

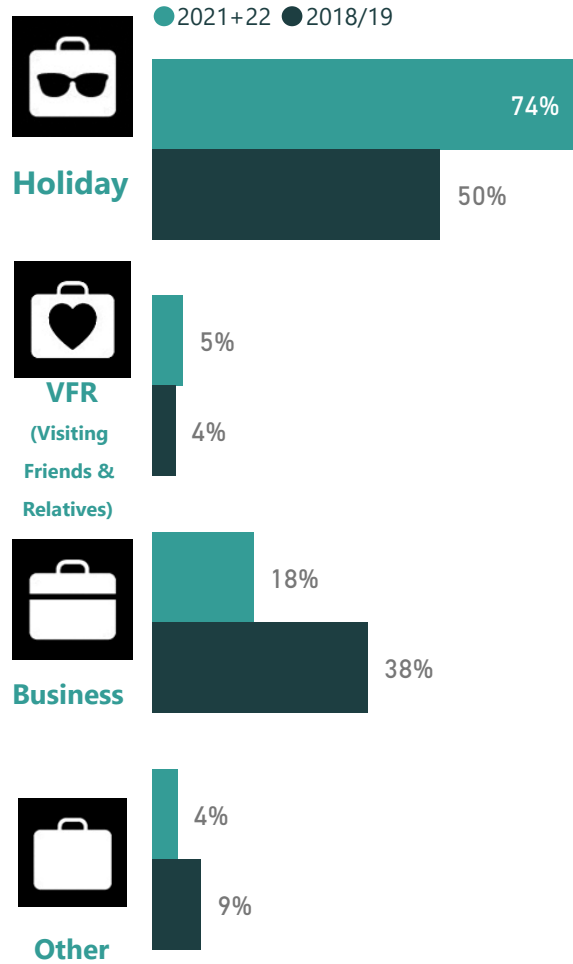
Domestic Overnight Visitor Details - Shire of Wyndham-East Kimberley

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 Wyndham-East Kimberley Local Government Area (LGA).

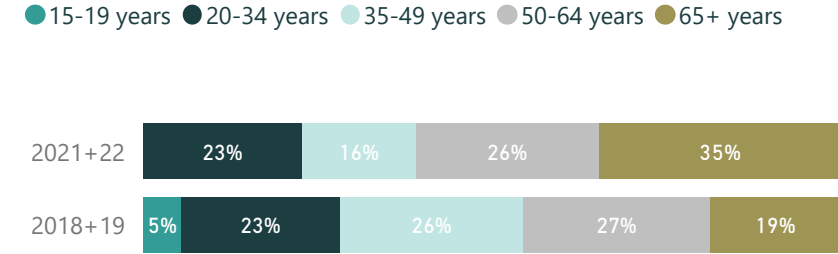
Domestic Visitors	Domestic Nights
114,000	593,000
Annual average 2021+22	Annual average 2021+22

Purpose of Travel

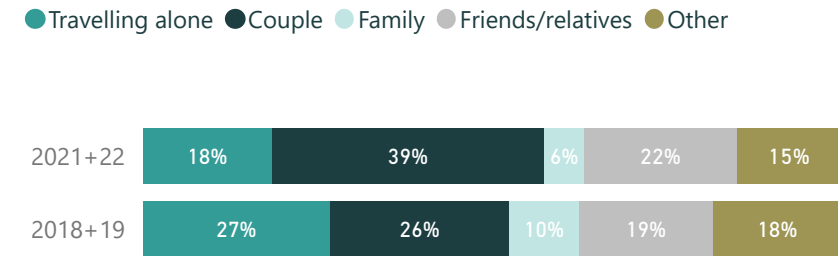


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

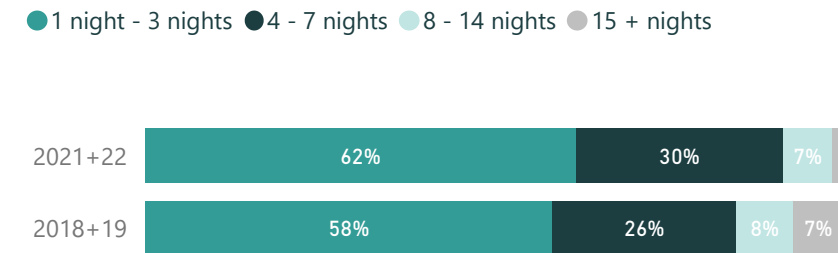
Age



Travel Party



Length of Stay

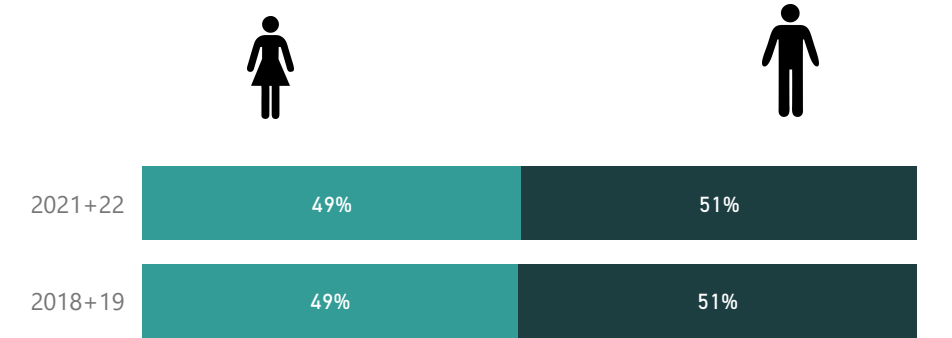


Top 3 accommodation (% of nights)



Accommodation	2018+19	2021+22
Hotel/resort/motel or motor Inn	13%	29%
Caravan park or commercial camping ground	18%	23%
In Transit - Not Stated/Not Asked	18%	11%

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 Wyndham-East Kimberley

Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Wyndham-East Kimberley 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

16,000

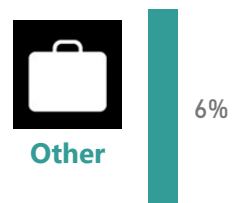
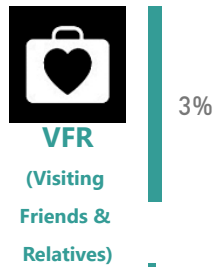
Annual average 2018+19

International Nights

203,000

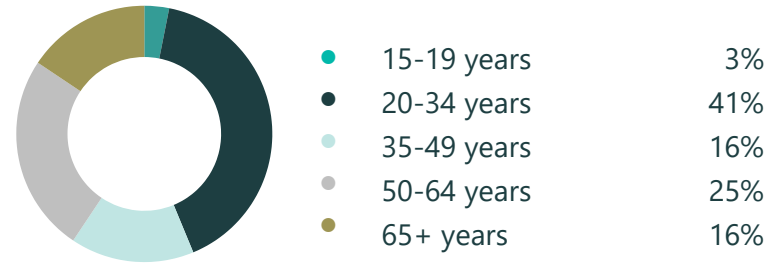
Annual average 2018+19

Purpose of Travel

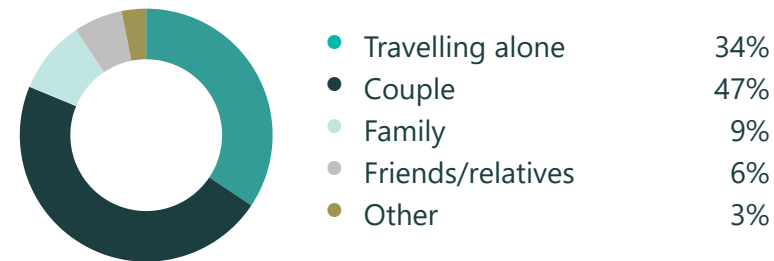


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

Age



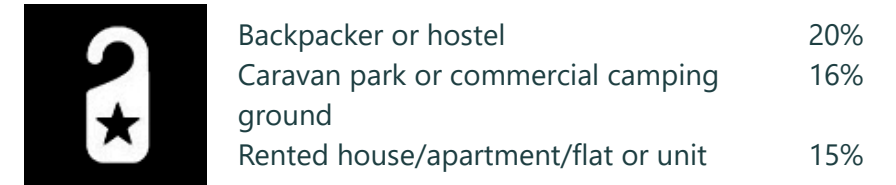
Travel Party



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 Wyndham-East Kimberley 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	45	31.6%	35.4%	61	28.3%	36.4%
Interstate	57	36.1%	44.2%	32	36.8%	51.4%
Domestic	102	23.9%	27.7%	93	22.5%	29.8%
International	234	17.2%	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