

# The Margaret River Region Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning  
April 2023



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - The Margaret River Region

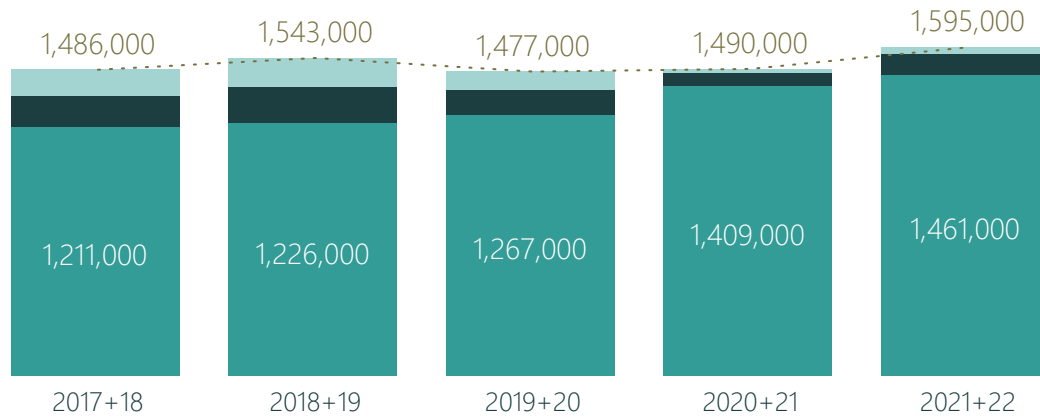
Annual Average - 2021+22

The data in this factsheet refers to visitors who have spent at least one night in The Margaret River Region

<b>Total Visitors</b> <b>1,595,000</b> Annual average 2021+22	<b>Total Visitor Nights</b> <b>5,717,000</b> Annual average 2021+22	<b>Total Spend (\$ Million)</b> <b>\$1,046</b> Annual average 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	127,000	139,000	88,000	18,000	30,000
Interstate	148,000	178,000	122,000	64,000	104,000
Intrastate	1,211,000	1,226,000	1,267,000	1,409,000	1,461,000
<b>Total</b>	<b>1,486,000</b>	<b>1,543,000</b>	<b>1,477,000</b>	<b>1,490,000</b>	<b>1,595,000</b>

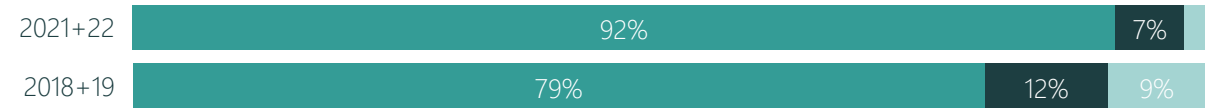


Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	862,000	779,000	538,000	120,000	179,000
Interstate	653,000	613,000	448,000	292,000	523,000
Intrastate	3,663,000	3,674,000	4,002,000	4,850,000	5,016,000
<b>Total</b>	<b>5,178,000</b>	<b>5,065,000</b>	<b>4,987,000</b>	<b>5,262,000</b>	<b>5,717,000</b>

## 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	<b>3.3</b> Days	<b>\$696</b>	<b>\$211</b>
Interstate	<b>4.3</b> Days	<b>\$864</b>	<b>\$201</b>
International	<b>6.1</b> Days	<b>\$593</b>	<b>\$98</b>
<b>Total</b> Domestic + International	<b>3.5</b> Days	<b>\$705</b>	<b>\$202</b>



Total

Domestic + International

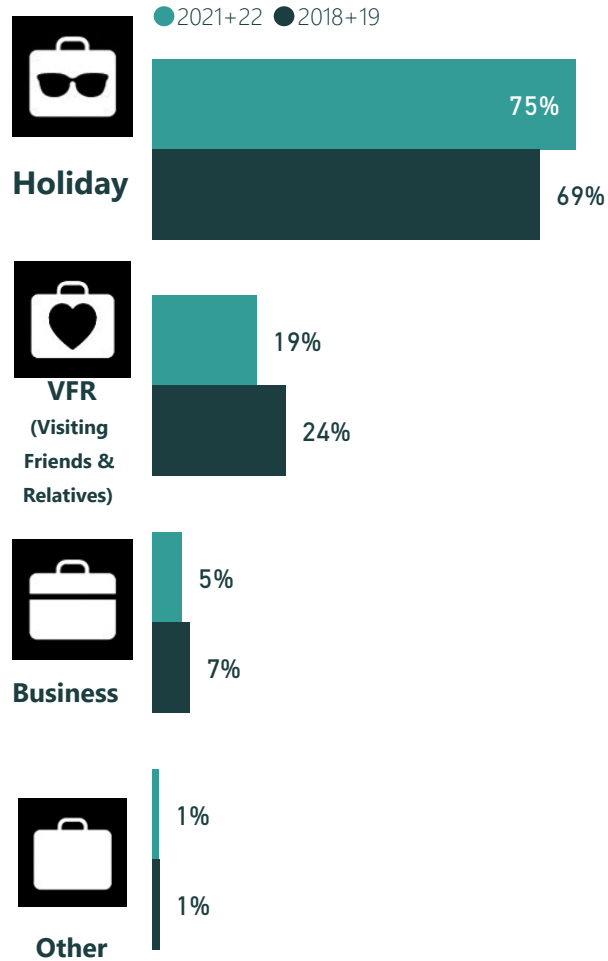
# Domestic Overnight Visitor Details - The Margaret River Region

Annual Average - 2021+22 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Margaret River Region

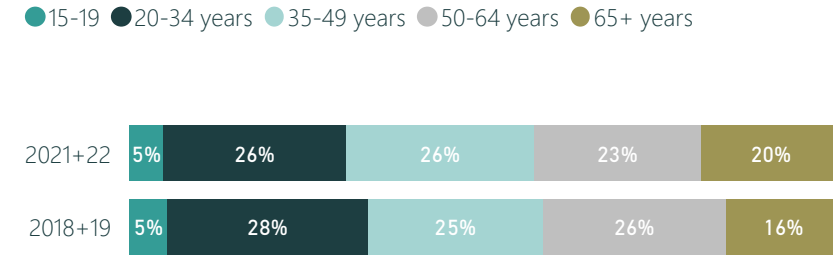
<b>Domestic Visitors</b> <b>1,565,000</b> Annual average 2021+22	<b>Domestic Nights</b> <b>5,538,000</b> Annual average 2021+22
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## Purpose of Travel

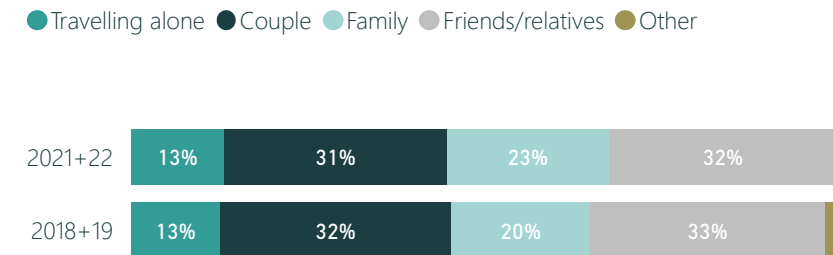


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

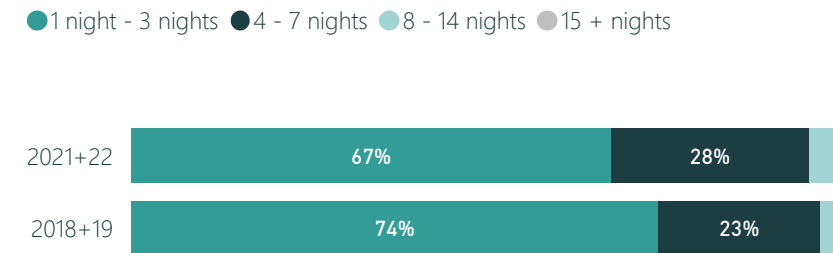
## Age



## Travel Party



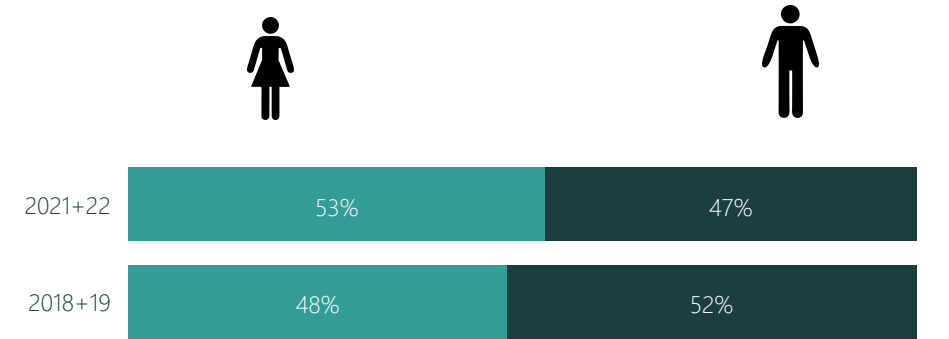
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Friends or relatives property	25%	22%
Rented house/apartment/flat or unit	21%	18%
Hotel/resort/motel or motor Inn	20%	15%

## Gender



## Top 3 activities

Activity	2018+19	2021+22
Eat out / dine at a restaurant and/or cafe	70%	69%
Go to the beach	57%	52%
Visit wineries	35%	35%

# International Overnight Visitor Details - The Margaret River Region

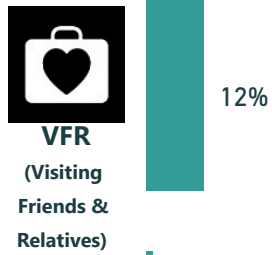
Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Margaret River Region

**International Visitors**  
**139,000**  
 Annual average 2018+19

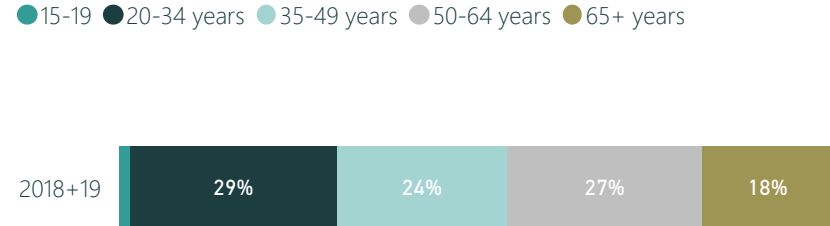
**International Nights**  
**779,000**  
 Annual average 2018+19

## Purpose of Travel

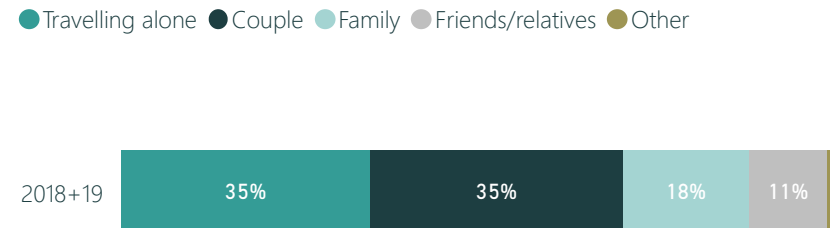


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

## Age



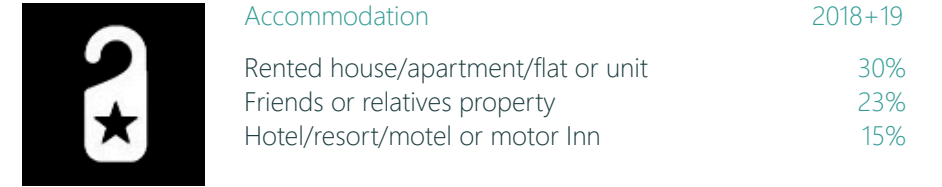
## Travel Party



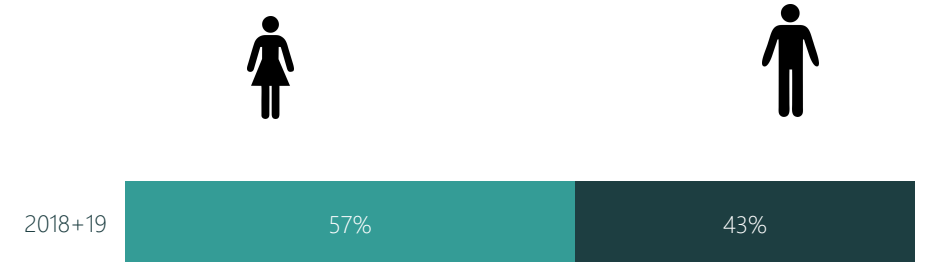
## Length of Stay



## Top 3 accommodation (% of nights)

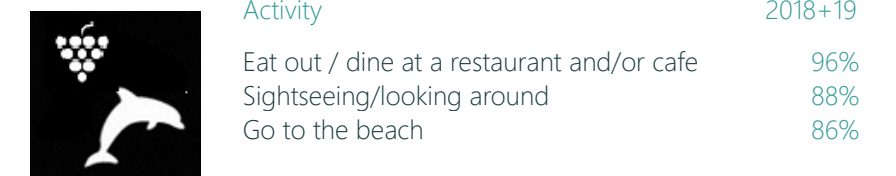


## Gender



## Top 3 activities\*

\*International visitors may have undertaken the activity in the region or elsewhere in Australia



# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Margaret River Region



## 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 guidelines.

The demographics and trip details for domestic visitors show comparisons between 2021+22 (current) and 2018+19 (pre-COVID). Due to the small number of international visitors to WA 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	1,125	7%	12%	1,054	6%	10%
Interstate	158	18%	29%	80	24%	32%
Domestic	1,283	7%	11%	1,134	6%	10%
International	1,594	6%	22%			

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):** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

**Domestic Visitors (Interstate):** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

**International Visitors:** International visitors aged 15 years and over who spent at least one night in the Region and are staying in Australia for 12 months or less.

## Source

Tourism Research Australia, International and National Visitor Surveys, 2022.  
Local Government Areas included to make up The Margaret River Region: Shire of Augusta-Margaret River and City of Busselton