

The Gascoyne Region Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



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AUSTRALIA

Overnight Visitor Summary - The Gascoyne Region

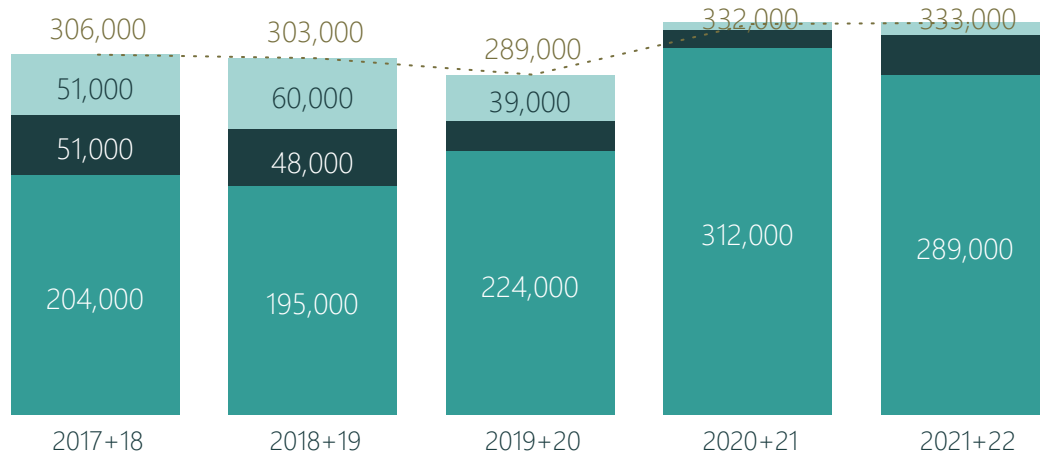
Annual Average - 2021+22

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

Total Visitors 333,000 Annual average 2021+22	Total Visitor Nights 2,178,000 Annual average 2021+22	Total Spend (\$ Million) \$380 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	51,000	60,000	39,000	6,000	11,000
Interstate	51,000	48,000	np	np	np
Intrastate	204,000	195,000	224,000	312,000	289,000
Total	306,000	303,000	289,000	332,000	333,000

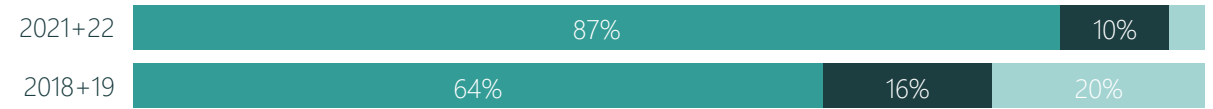


Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	463,000	507,000	299,000	62,000	136,000
Interstate	299,000	287,000	np	np	np
Intrastate	1,681,000	1,393,000	1,499,000	1,934,000	1,826,000
Total	2,442,000	2,186,000	1,987,000	2,121,000	2,178,000

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	6.5 Days	\$1,216	\$187
Interstate	6.8 Days	\$1,533	\$227
International	8.7 Days	\$1,040	\$120
Total Domestic + International	6.7 Days	\$1,234	\$184



Total

Domestic + International

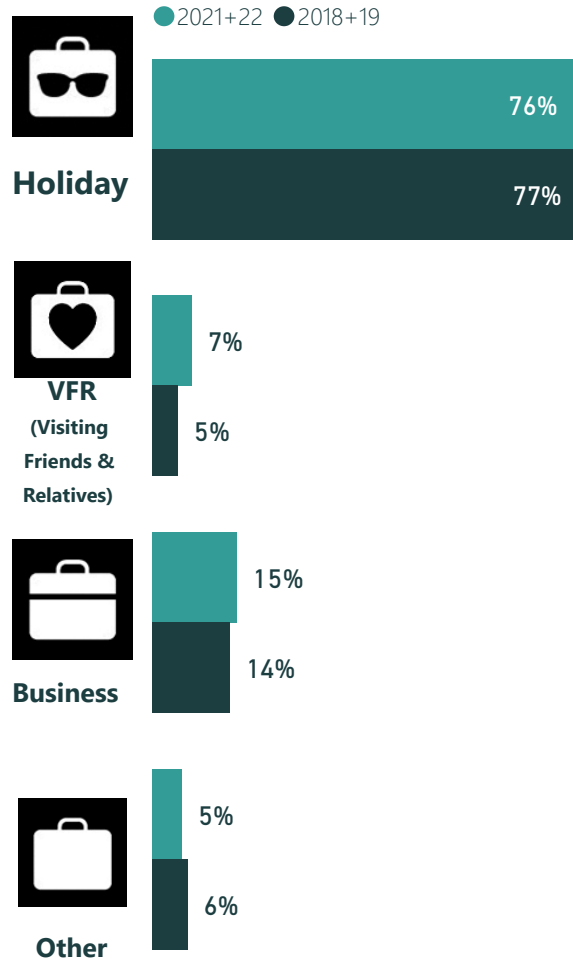
Domestic Overnight Visitor Details - The Gascoyne Region

Annual Average - 2021+22 vs 2018+19

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

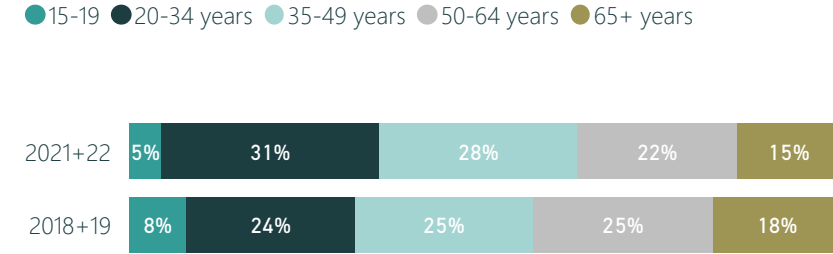
Domestic Visitors	Domestic Nights
322,000	2,042,000
Annual average 2021+22	Annual average 2021+22

Purpose of Travel

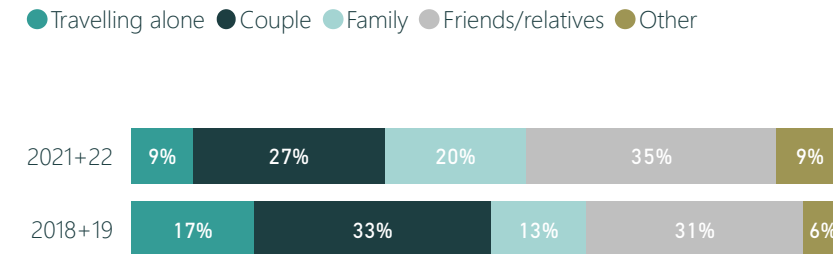


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

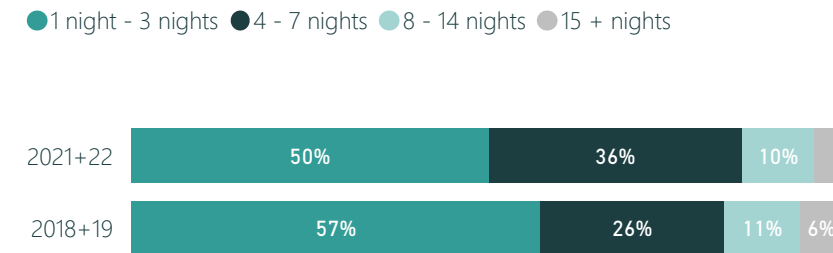
Age



Travel Party



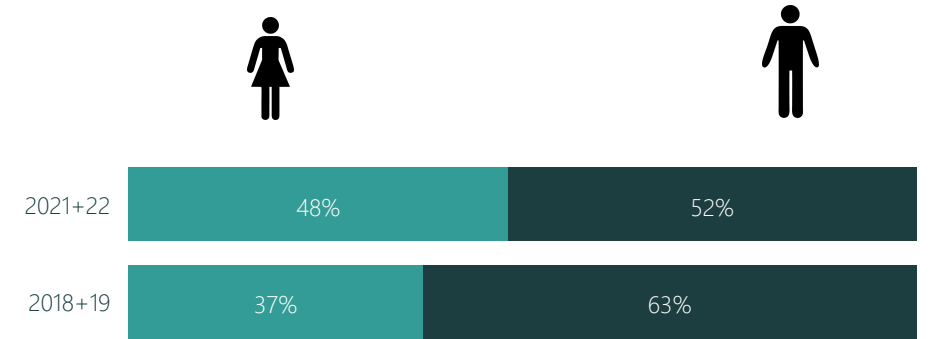
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018+19	2021+22
Caravan park or commercial camping ground	37%	33%
Caravan or camping - non commercial	15%	24%
Hotel/resort/motel or motor Inn	8%	13%

Gender



Top 3 activities

Activity	2018+19	2021+22
Go to the beach	56%	58%
Eat out / dine at a restaurant and/or cafe	56%	55%
Pubs, clubs, discos etc	25%	36%

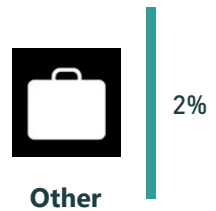
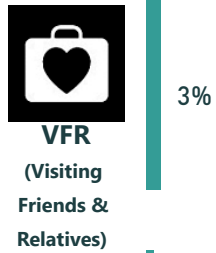
International Overnight Visitor Details - The Gascoyne Region

Annual Average - 2018+19

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

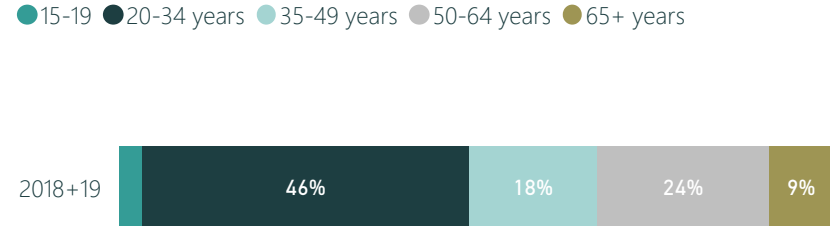
International Visitors	International Nights
60,000	507,000
Annual average 2018+19	Annual average 2018+19

Purpose of Travel

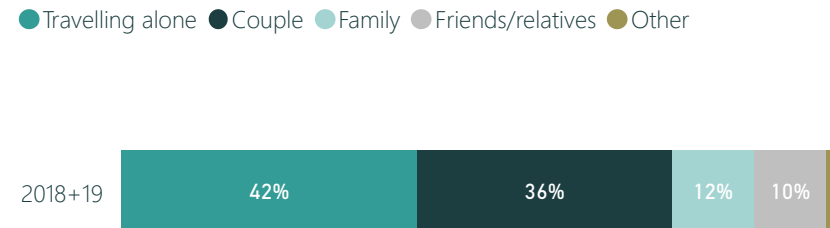


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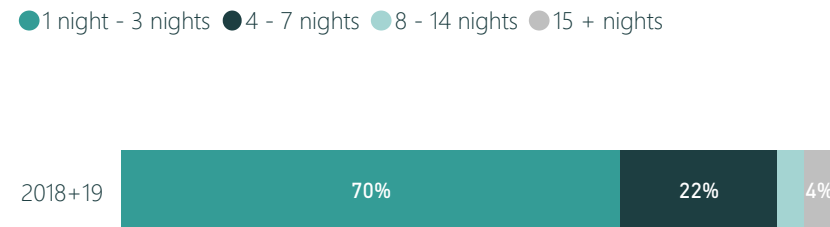
Age



Travel Party



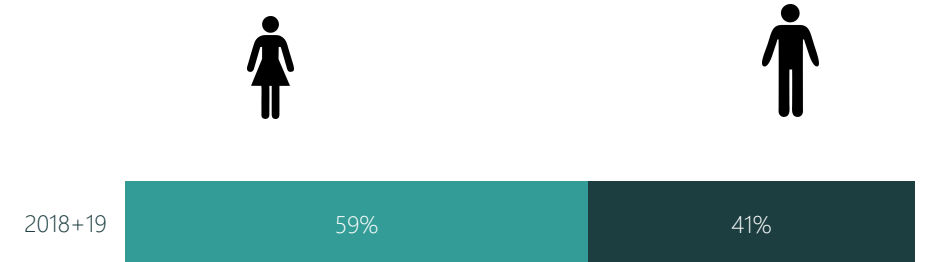
Length of Stay



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 Gascoyne 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	202	17%	19%	219	14%	17%
Interstate	49	35%	43%	29	41%	49%
Domestic	251	16%	18%	248	13%	16%
International	793	9%	27%			

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 Gascoyne Region: Shire of Carnarvon, Shire of Exmouth, Shire of Shark Bay, Shire of Upper Gascoyne