

Australia's Coral Coast Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



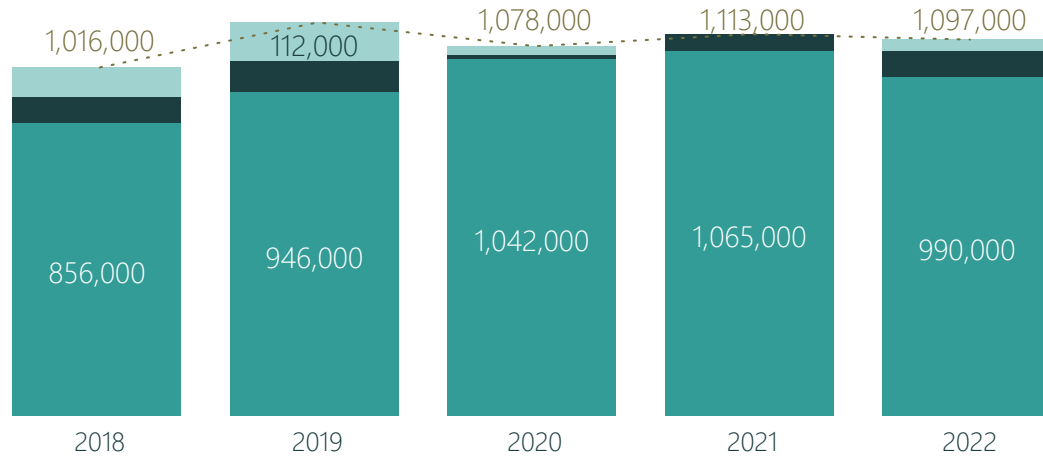
Overnight Visitor Summary 2022 - Australia's Coral Coast

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Overnight Visitors 1,097,000 2022	Total Nights 5,282,000 2022	Total Spend (\$ million) \$942 2022
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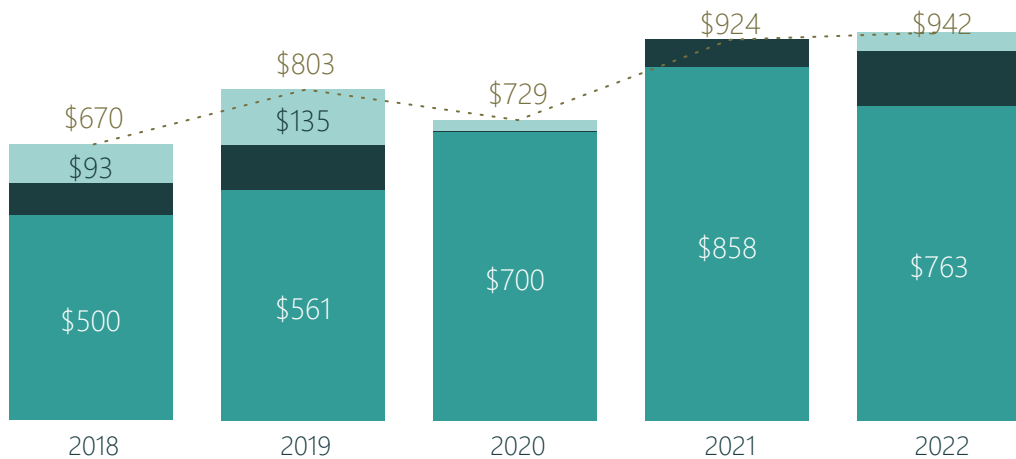
Overnight Visitors

● Intrastate ● Interstate ● International Total Overnight Visitors



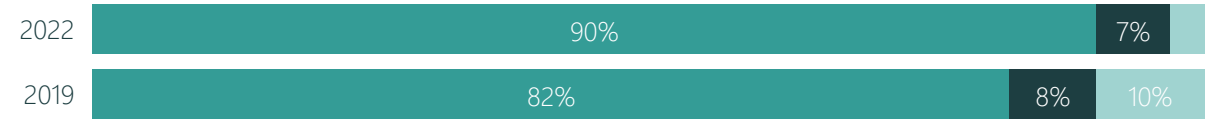
Overnight Visitors Spend (\$ millions)

● Intrastate ● Interstate ● International Total Overnight Spend







Share of Overnight Visitors - change vs. pre-COVID

● Intrastate ● Interstate ● International



Overnight Visitor Metrics

	 Avg. Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate - 2022	4.4 Days	\$771	\$176
Interstate - 2019	8.1 Days	\$1,202	\$148
International - 2019	9.0 Days	\$1,205	\$134
 Total - 2022 Domestic + International	4.8 Days	\$860	\$179

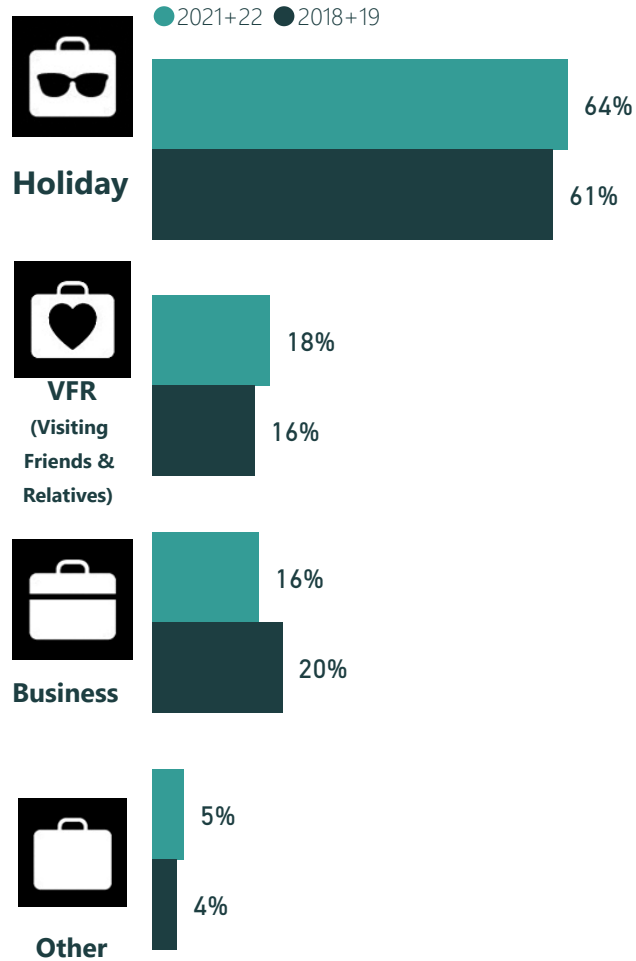
Intrastate Overnight Visitor Details - Australia's Coral Coast

Annual Average - 2021+22 vs. 2018+19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

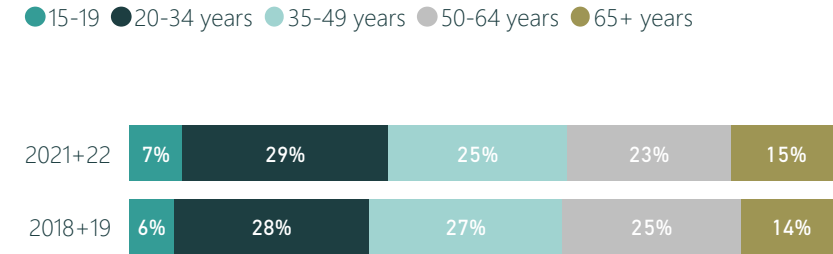
Intrastate Visitors 1,028,000 Annual Average 2021+22	Intrastate Nights 4,646,000 Annual Average 2020+21
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Purpose of Travel

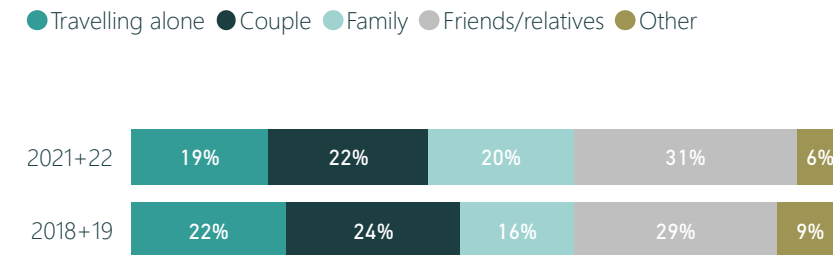


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

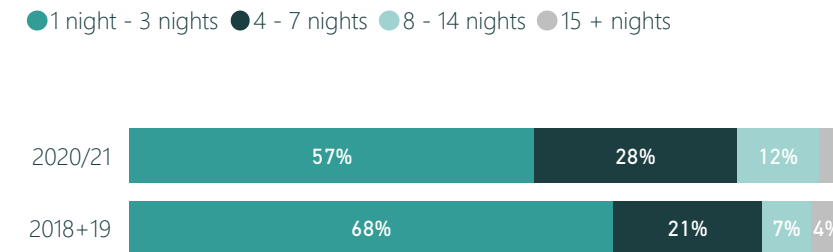
Age



Travel Party



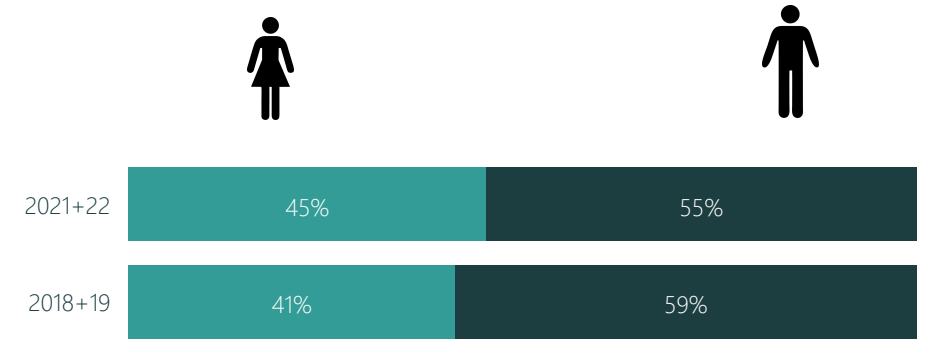
Length of Stay in Region



Top 3 Home Local Government Area (LGA)



Gender



Definition

Domestic Visitors (Intrastate): Western 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.

Interstate Overnight Visitor Details - Australia's Coral Coast

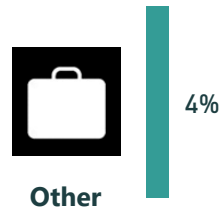
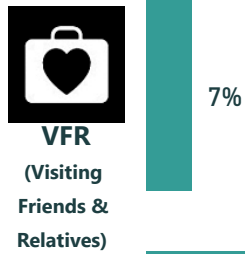
Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Interstate Visitors
81,000
 Annual Average 2018+19

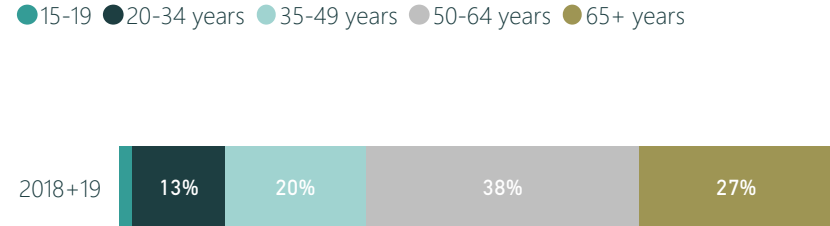
Interstate Nights
614,000
 Annual Average 2018+19

Purpose of Travel

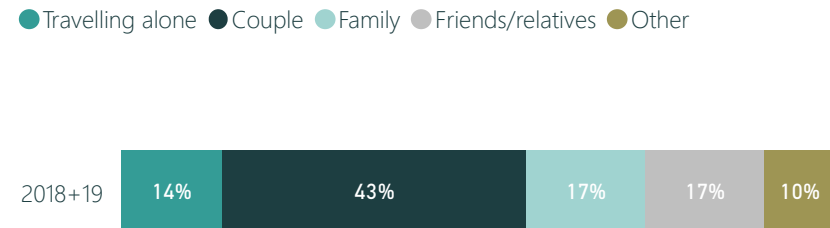


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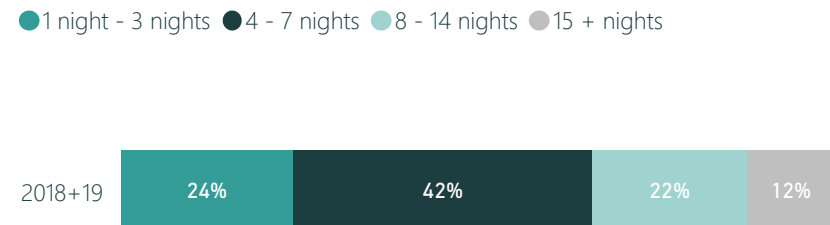
Age



Travel Party



Length of Stay in Region



Top 3 Home State/Territory



Gender



Definition

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.

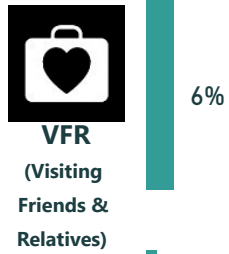
International Overnight Visitor Details - Australia's Coral Coast

Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

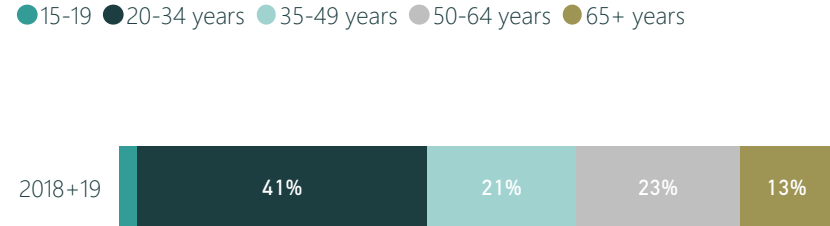
International Visitors	International Nights
99,000	1,054,000
Annual Average 2018+19	Annual Average 2018+19

Purpose of Travel

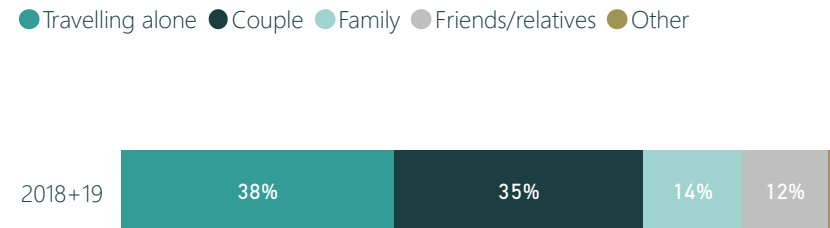


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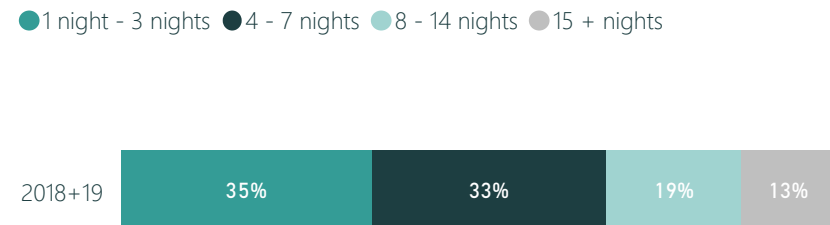
Age



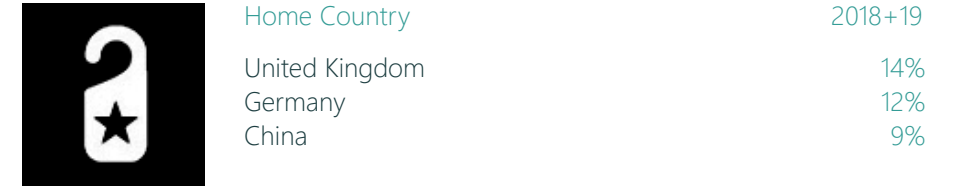
Travel Party



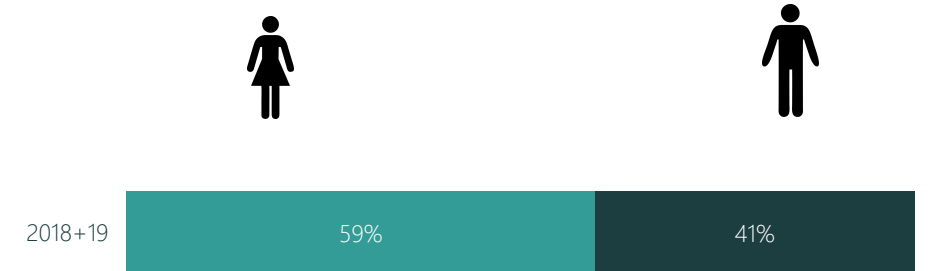
Length of Stay in Region



Top 3 International Markets



Gender



Definition


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.

Overnight Visitor Details - Australia's Coral Coast


Annual Average - 2021+22 vs. 2018+19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Top 3 accommodation (% of nights) - Intrastate

	Accommodation	2018+19	2021+22
	Caravan park or commercial camping ground	28%	26%
Friends or relatives property	20%	18%	
Caravan or camping - non commercial	11%	16%	


Top 3 accommodation (% of nights) - Interstate

	Accommodation	2018+19
	Friends or relatives property	22%
Hotel/resort/motel or motor Inn	15%	
Rented house/apartment/flat or unit	11%	


Top 3 accommodation (% of nights) - International

	Accommodation	2018+19
	Caravan park or commercial camping ground	23%
Rented house/apartment/flat or unit	19%	
Other Private Accommodation	18%	

Top 3 activities - Intrastate

	Activity	2018+19	2021+22
	Go to the beach	51%	53%
Eat out / dine at a restaurant and/or cafe	52%	46%	
Sightseeing/looking around	30%	23%	

Top 3 activities - Interstate

	Activity	2018+19
	Eat out / dine at a restaurant and/or cafe	59%
Go to the beach	46%	
Visit national parks / state parks	36%	

Top 3 activities - International*

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

	Activity	2018+19
	Eat out / dine at a restaurant and/or cafe	94%
Go to the beach	90%	
Sightseeing/looking around	89%	

Top 3 Local Government Areas (LGA's) visited - Intrastate

	LGA Visited	2018+19	2021+22
	Greater Geraldton	23%	26%
Dandaragan	20%	20%	
Gingin	18%	14%	

Top 3 Local Government Areas (LGA's) visited - Interstate

	LGA Visited	2018+19	2021+22
	Exmouth	38%	48%
Greater Geraldton	53%	32%	
Carnarvon	28%	28%	

Top 3 Local Government Areas (LGA's) - International

	LGA Visited	2018+19
	Greater Geraldton	46%
Northampton	44%	
Shark Bay	39%	

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast



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.

The demographics and trip details for intrastate visitors show comparisons between 2021+22 (current) and 2018+19 (pre-COVID). Due to the reduced number of international and interstate visitors to WA since 2019, only 2018+19 can be provided for these markets. It is hoped that in future revisions of this factsheet, it will be possible to compare international and interstate 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	837	8%	12%	750	8%	11%
Interstate	82	27%	29%	47	31%	34%
Domestic	919	8%	11%	797	7%	10%
International	1,233	7%	19%			

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, National and International Visitor Surveys, 2022