

# Australia's North West Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning  
April 2023



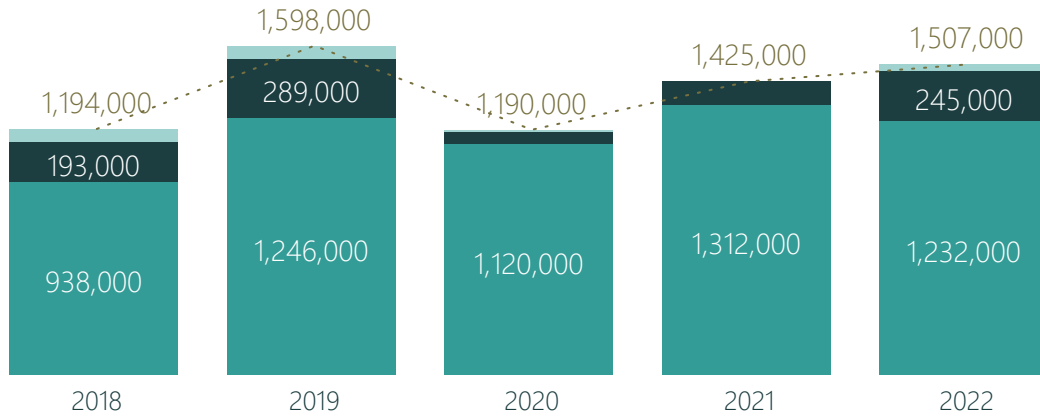
# Overnight Visitor Summary 2022 - Australia's North West

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

Overnight Visitors <b>1,507,000</b> 2022	Total Nights <b>12,283,000</b> 2022	Total Spend (\$ million) <b>\$1,661</b> 2022
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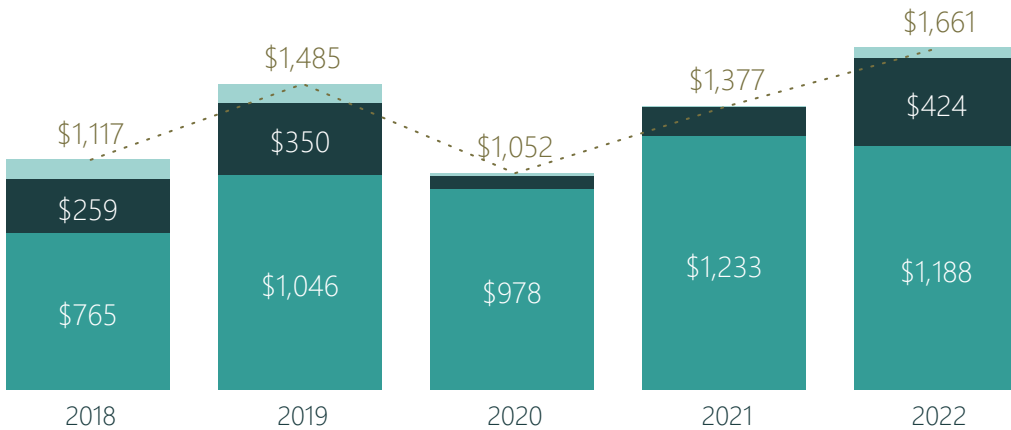
## Overnight Visitors

● Intrastate ● Interstate ● International ..... Total Overnight Visitors



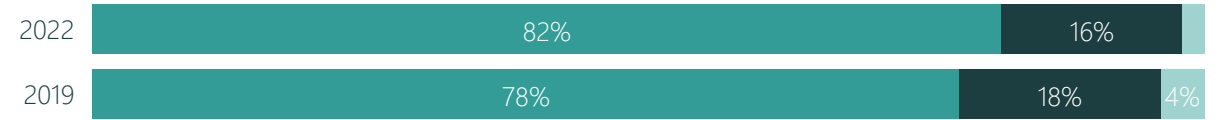
## Overnight Visitors Spend (\$ millions)

● 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	<b>7.1</b> Days	<b>\$964</b>	<b>\$136</b>
Interstate - 2019	<b>10.8</b> Days	<b>\$1,211</b>	<b>\$112</b>
International - 2019	<b>27.4</b> Days	<b>\$1,413</b>	<b>\$52</b>
 Total - 2022 Domestic + International	<b>8.2</b> Days	<b>\$1,102</b>	<b>\$135</b>

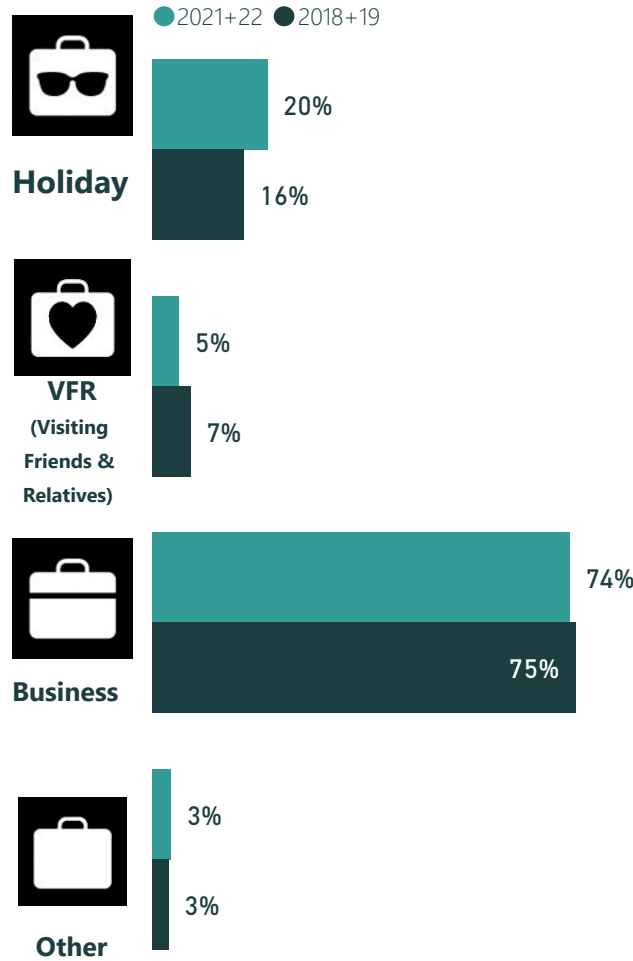
# Intrastate Overnight Visitor Details - Australia's North West

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 North West

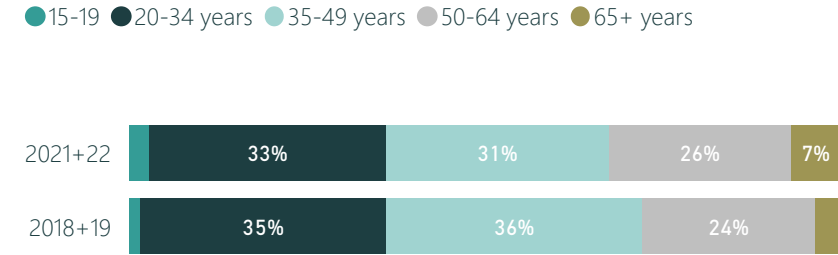
<b>Intrastate Visitors</b> <span style="font-size: 2em; font-weight: bold; color: white;">1,273,000</span> Annual Average 2021+22	<b>Intrastate Nights</b> <span style="font-size: 2em; font-weight: bold; color: white;">9,304,000</span> Annual Average 2020+21
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## Purpose of Travel

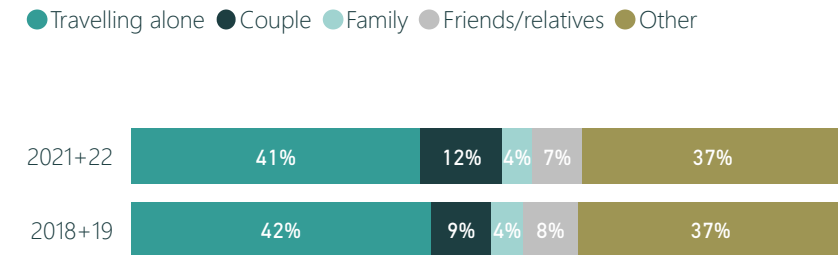


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

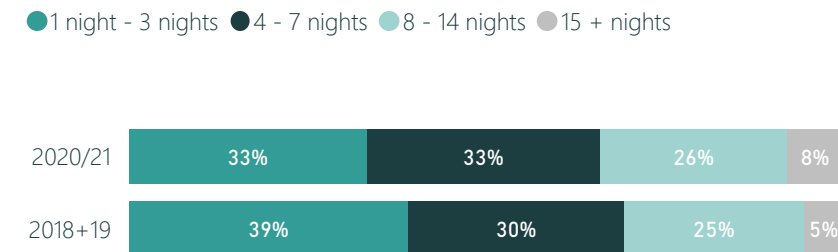
## Age



## Travel Party



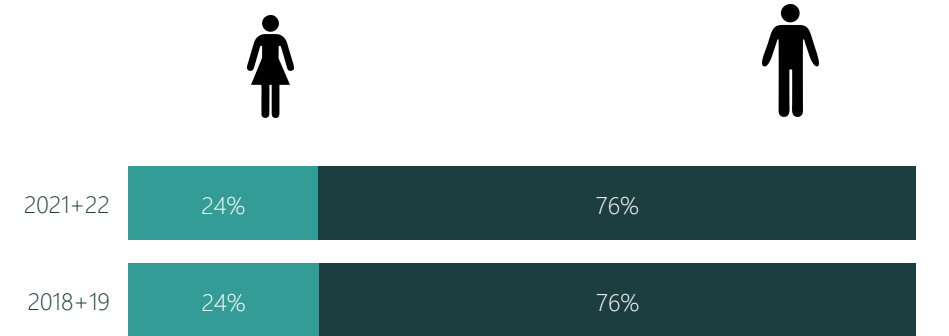
## Length of Stay in Region



## 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 North West

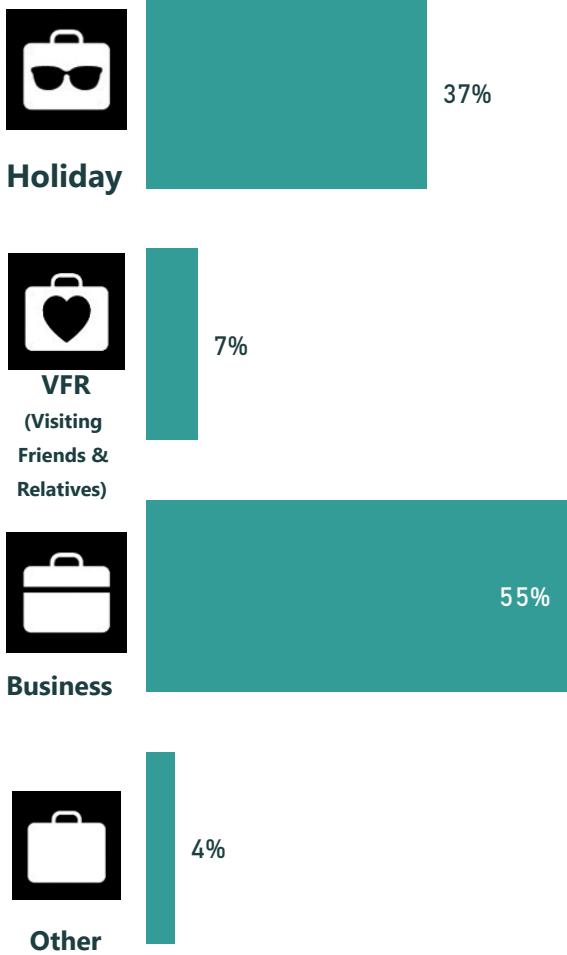
Annual Average - 2018+19

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

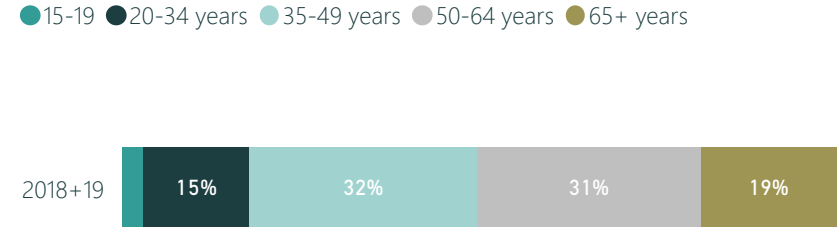
**Interstate Visitors**  
**241,000**  
 Annual Average 2018+19

**Interstate Nights**  
**2,694,000**  
 Annual Average 2018+19

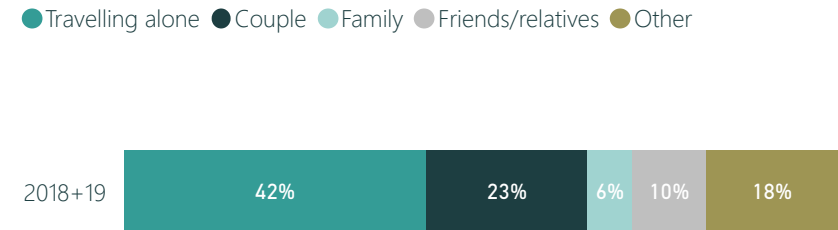
## Purpose of Travel



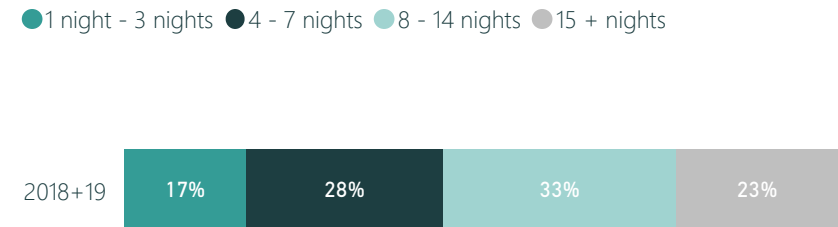
## Age



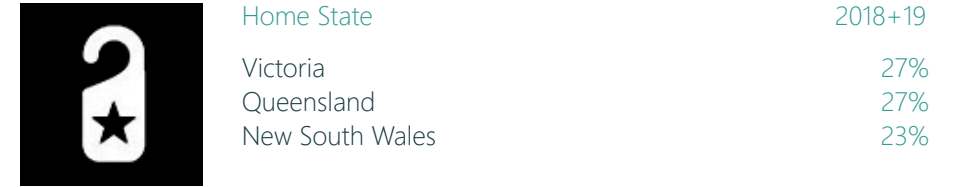
## Travel Party



## 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.

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

# International Overnight Visitor Details - Australia's North West

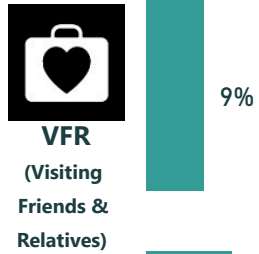
Annual Average - 2018+19

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**International Visitors**  
**63,000**  
 Annual Average 2018+19

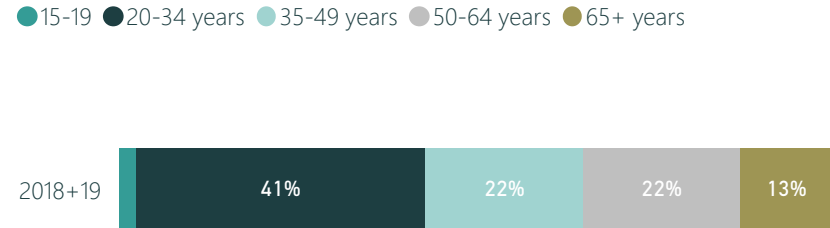
**International Nights**  
**1,592,000**  
 Annual Average 2018+19

## Purpose of Travel

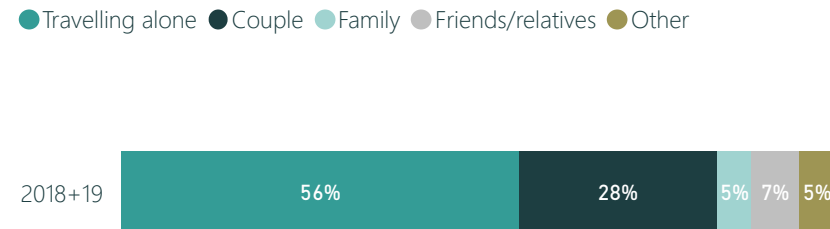


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

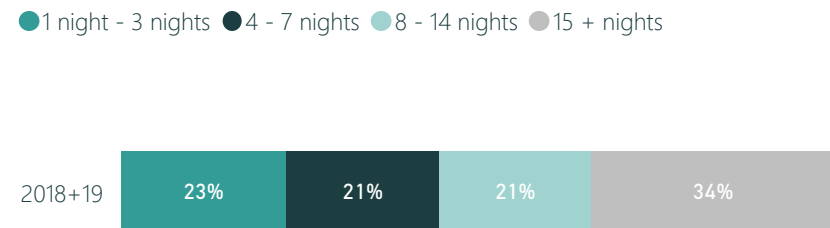
## Age



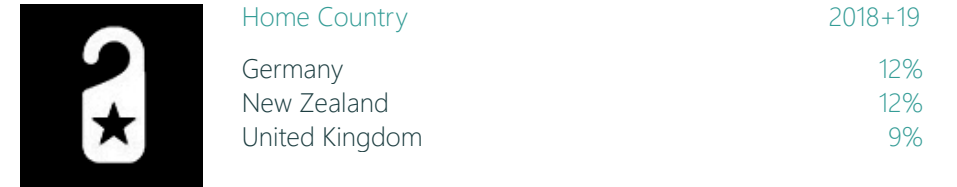
## Travel Party



## Length of Stay 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 North West


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 North West


## Top 3 accommodation (% of nights) - Intrastate

	Accommodation	2018+19	2021+22
	Hotel/resort/motel or motor Inn	10%	12%
Friends or relatives property	7%	5%	
Caravan park or commercial camping ground	4%	8%	


## Top 3 accommodation (% of nights) - Interstate

	Accommodation	2018+19
	Other Accommodation	43%
Hotel/resort/motel or motor Inn	15%	
Caravan park or commercial camping ground	11%	

## Top 3 accommodation (% of nights) - International

	Accommodation	2018+19
	Other Private Accommodation	27%
Rented house/apartment/flat or unit	21%	
Friends or relatives property	14%	

## Top 3 activities - Intrastate

	Activity	2018+19	2021+22
	Eat out / dine at a restaurant and/or cafe	31%	27%
Pubs, clubs, discos etc	21%	23%	
Exercise, gym or swimming	15%	16%	

## Top 3 activities - Interstate

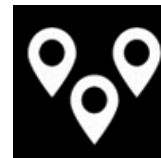
	Activity	2018+19
	Eat out / dine at a restaurant and/or cafe	50%
Go to the beach	32%	
Sightseeing/looking around	29%	

## Top 3 activities - International\*

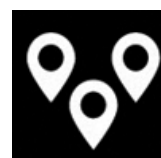
\*International visitors may have undertaken the activity in the region or elsewhere in Australia

	Activity	2018+19
	Eat out / dine at a restaurant and/or cafe	89%
Sightseeing/looking around	74%	
Go shopping for pleasure	71%	

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

	LGA Visited	2018+19	2021+22
	East Pilbara	24%	27%
Ashburton	21%	23%	
Karratha	19%	16%	

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

	LGA Visited	2018+19	2021+22
	Broome	38%	46%
Wyndham-East Kimberley	18%	23%	
Port Hedland	18%	16%	

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

	LGA Visited	2018+19
	Broome	54%
Ashburton	35%	
Port Hedland	26%	

# Visitor Factsheet - Further Information

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



## 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	853	7%	8%	883	7%	8%
Interstate	242	16%	14%	126	18%	16%
Domestic	1,095	7%	7%	1,009	6%	7%
International	805	9%	16%			

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