

Australia's South West Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



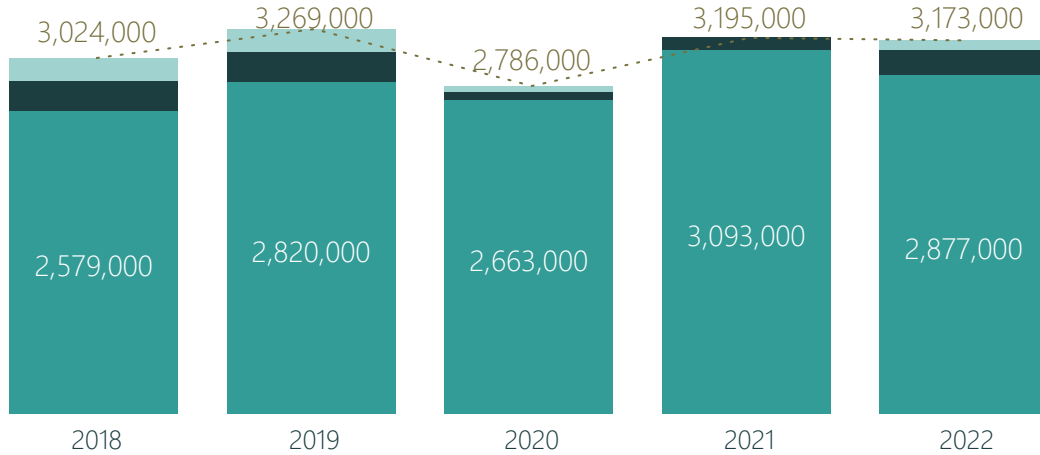
Overnight Visitor Summary 2022 - Australia's South West

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

Overnight Visitors 3,173,000 2022	Total Nights 11,331,000 2022	Total Spend (\$ million) \$2,176 2022
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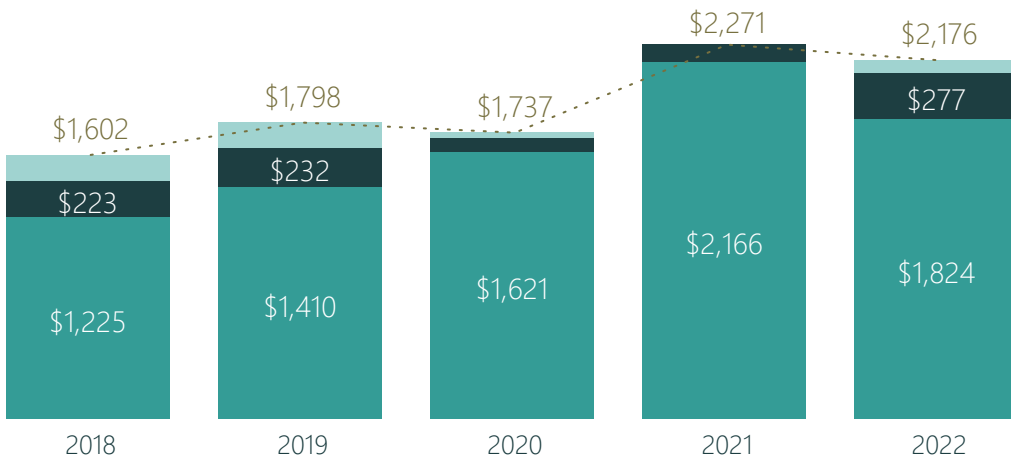
Overnight Visitors

● Intrastate ● Interstate ● International Total Overnight Visitors



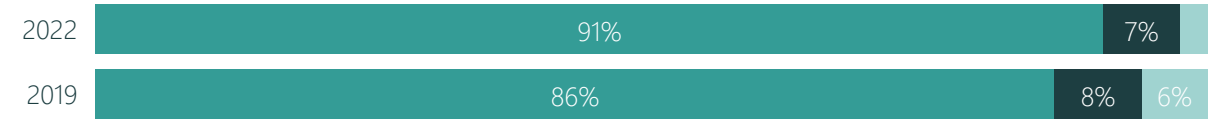
Overnight Visitors Spend (\$ millions)

● 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	3.3 Days	\$634	\$193
Interstate - 2019	4.8 Days	\$906	\$188
International - 2019	10.8 Days	\$808	\$75
 Total - 2022 Domestic + International	3.6 Days	\$686	\$192

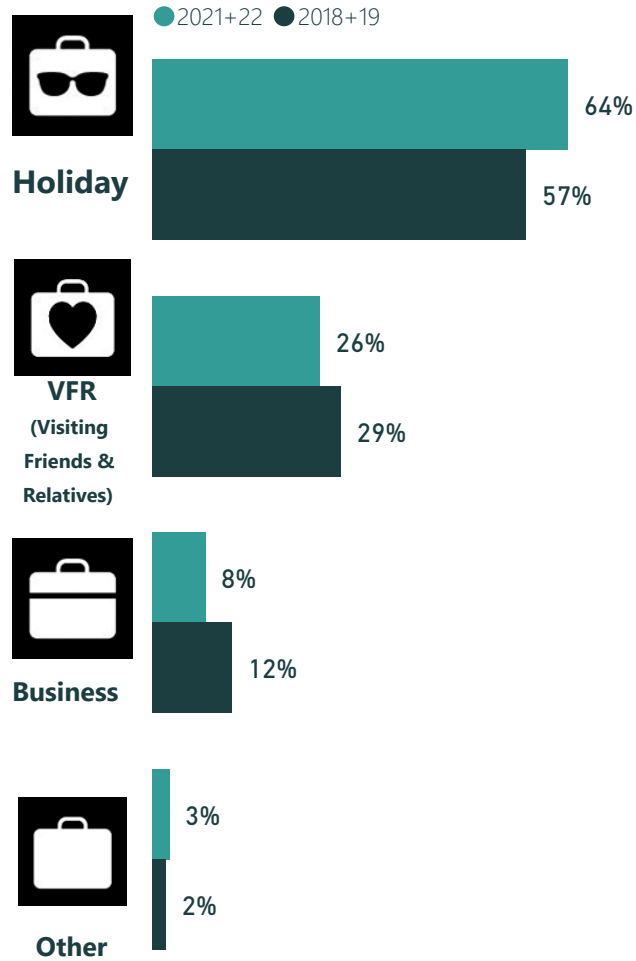
Intrastate Overnight Visitor Details - Australia's South West

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 South West

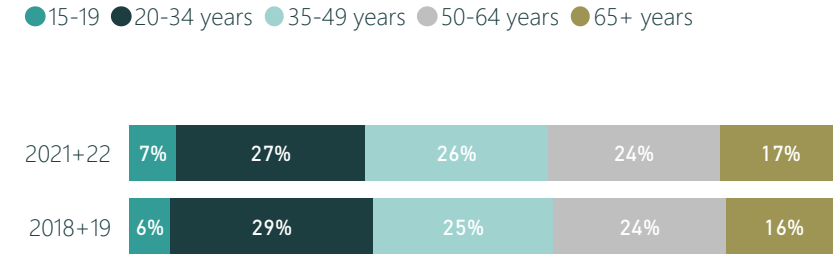
Intrastate Visitors 2,985,000 Annual Average 2021+22	Intrastate Nights 10,042,000 Annual Average 2020+21
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Purpose of Travel

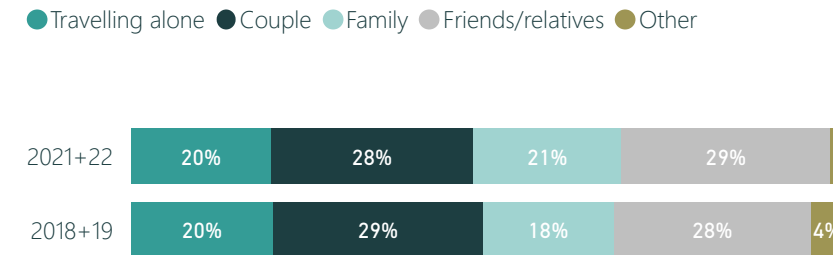


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

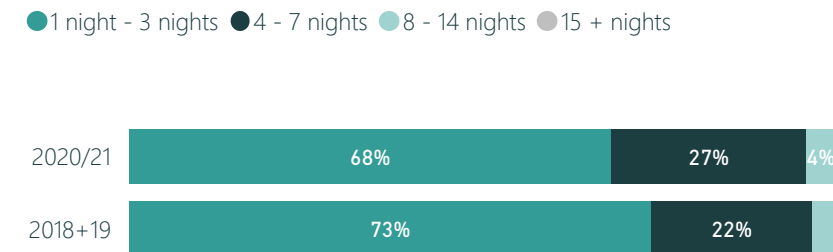
Age



Travel Party



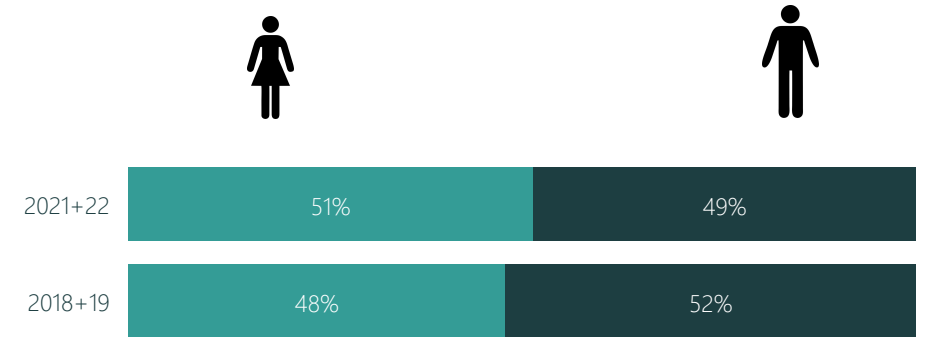
Length of Stay in Region



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 South West

Annual Average - 2018+19

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

Interstate Visitors
253,000
 Annual Average 2018+19

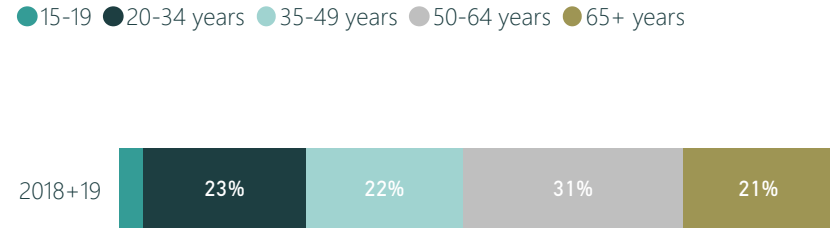
Interstate Nights
1,175,000
 Annual Average 2018+19

Purpose of Travel

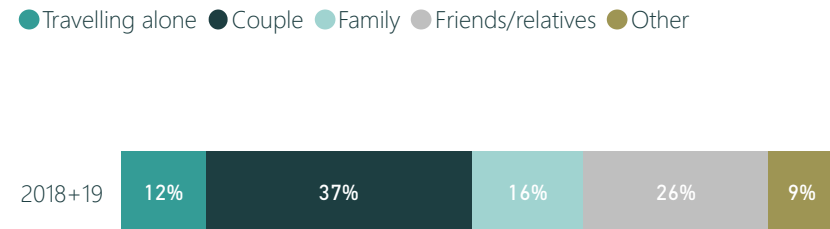


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

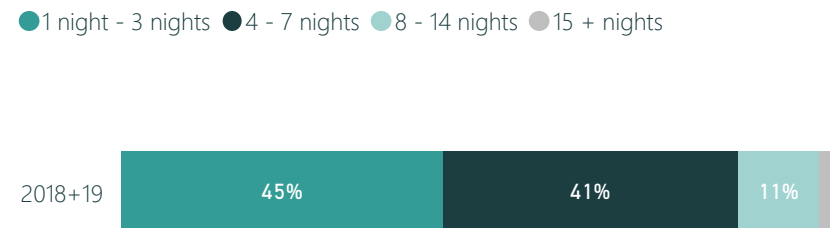
Age



Travel Party



Length of Stay in Region



Top 3 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 South West

Annual Average - 2018+19

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

International Visitors
194,000
 Annual Average 2018+19

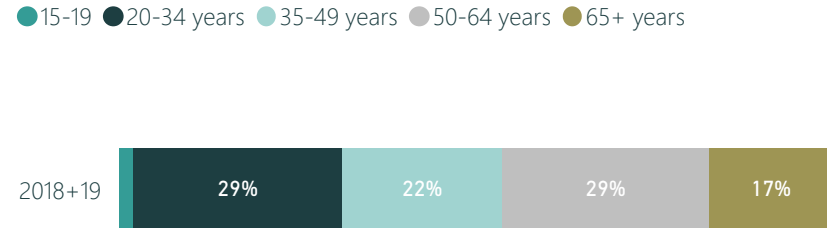
International Nights
1,983,000
 Annual Average 2018+19

Purpose of Travel

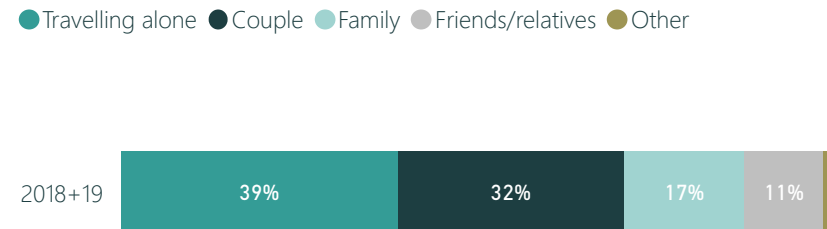


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

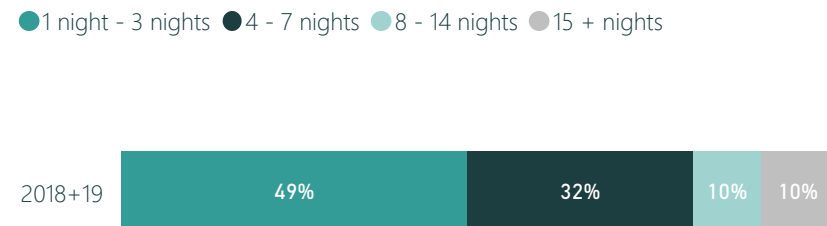
Age



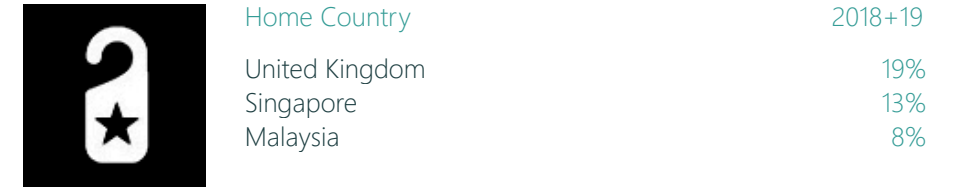
Travel Party



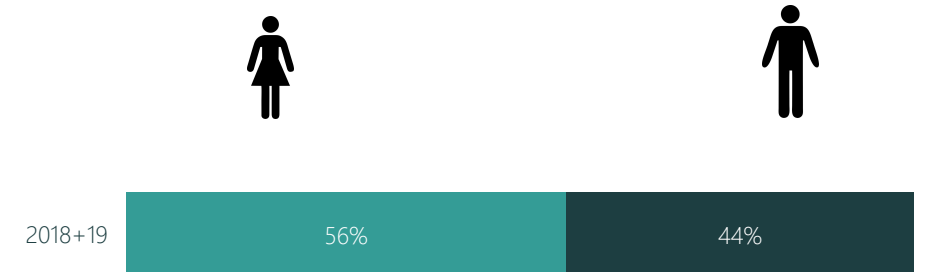
Length of Stay in Region



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 South 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 South West

Top 3 accommodation (% of nights) - Intrastate

	Accommodation	2018+19	2021+22
	Friends or relatives property	32%	25%
Caravan park or commercial camping ground	14%	18%	
Hotel/resort/motel or motor Inn	16%	14%	

Top 3 accommodation (% of nights) - Interstate

	Accommodation	2018+19
	Hotel/resort/motel or motor Inn	40%
Friends or relatives property	18%	
Rented house/apartment/flat or unit	16%	


Top 3 accommodation (% of nights) - International

	Accommodation	2018+19
	Friends or relatives property	28%
Rented house/apartment/flat or unit	27%	
Other Private Accommodation	14%	

Top 3 activities - Intrastate

	Activity	2018+19	2021+22
	Eat out / dine at a restaurant and/or cafe	62%	61%
Go to the beach	41%	42%	
Visit friends & relatives	41%	29%	

Top 3 activities - Interstate

	Activity	2018+19
	Eat out / dine at a restaurant and/or cafe	75%
Go to the beach	53%	
Visit wineries	46%	

Top 3 activities - International*

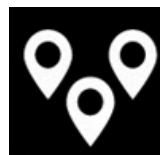
*International visitors may have undertaken the activity in the region or elsewhere in Australia

	Activity	2018+19
	Eat out / dine at a restaurant and/or cafe	95%
Sightseeing/looking around	85%	
Go to the beach	84%	

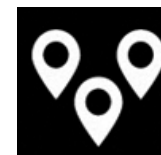
Top 3 Local Government Areas (LGA's) visited - Intrastate

	LGA Visited	2018+19	2021+22
	Busselton	29%	29%
Augusta Margaret River	17%	21%	
Albany	14%	12%	

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

	LGA Visited	2018+19	2021+22
	Augusta Margaret River	49%	41%
Busselton	25%	30%	
Albany	25%	20%	

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

	LGA Visited	2018+19
	Augusta Margaret River	51%
Busselton	28%	
Albany	27%	

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Australia's South 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	2,504	5%	8%	2,159	4%	7%
Interstate	223	15%	21%	123	19%	23%
Domestic	2,727	5%	8%	2,282	4%	7%
International	2,244	5%	15%			

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