



THE GASCOYNE 2017 VISITOR FACTSHEET

Produced Tourism WA - Strategy and Research

April 2018

IMPORTANT NOTE

All data is sourced from Tourism Research Australia's National and International Visitor Surveys unless stated otherwise.

The estimates of visitor number and nights in this fact sheet are based on information obtained from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS respectively) - a sample of visitors coming to or travelling within Western Australia. As with all surveys, the estimates are subject to sampling variability. This means the survey results may vary from the results that would have been produced if all visitors had been interviewed in a census.

Interstate estimates are based on smaller sample sizes than either the intrastate or international measures, and can fluctuate significantly.

To increase the sample size and hence improve the reliability of the data, estimates in this document are based on an average of the past three calendar years (2015, 2016 and 2017).

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 the Gascoyne 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 changes and break in time series

In January 2014, the NVS methodology was improved to bring the survey sample more in line with the Australian population. Consequently, domestic estimates for 2014 onwards are not comparable to estimates for 2013 and prior. More information on the change to the NVS methodology is available [here](#) on the Tourism WA corporate website.

In September 2016, TRA confirmed there was a methodology issue with the NVS impacting the domestic estimates for all States and Territories. TRA have now corrected the issue and all domestic estimates from the commencement of the dual frame data collection (2014 to 2016) have been back cast and reissued. Revisions have been made for all States and Territories and across all purposes of travel, although WA was one of the most impacted States. 2014 and 2015 estimates have seen the most significant revisions; only minor revisions were required for the 2016 estimates as they were not as impacted by the methodology issue. By correcting this methodology issue the revised estimates, and estimates produced by the NVS moving forward, more the Gascoyneurately reflect the Australian population and domestic travel across the country.

The Gascoyne Visitor Sample Size

YE Dec 2015/16/17	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	330	±12.4%	±13.6%
Interstate Visitors	62	±31.1%	±37.6%
International Visitors	1,063	±8.3%	±24.3%

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% (highlighted in red).

THE GASCOYNE

OVERNIGHT VISITOR SUMMARY

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Visitors		
Intrastate	253,300	74%
Interstate	39,500	12%
International	48,600	14%
Total	341,400	100%
Estimated Visitor Nights		
Intrastate	1,900,700	74%
Interstate	247,100	10%
International	417,300	16%
Total	2,565,100	100%
Average Length of Stay (Estimated Nights)		
Intrastate	7.5	-
Interstate	6.3	-
International	8.6	-
Total	7.5	-

Visitors by Purpose

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Holiday	196,100	67%
Business	58,700	20%
Visiting friends and relatives	19,200	7%
Other	31,700	11%
Estimated International Visitors		
Holiday or leisure	45,700	94%
Visiting friends and relatives	1,700	4%
Business	900	2%
Other	900	2%

VISITOR PROFILES

OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE GASCOYNE

BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

Visitors by Gender

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Male	182,600	62%
Female	110,100	38%
Total	292,800	100%
Estimated International Visitors		
Male	23,500	48%
Female	25,000	52%
Total	48,600	100%

Visitors by Age

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
15-19 Years	13,000	4%
20-34 Years	82,300	28%
35-49 Years	91,400	31%
50-64 Years	60,200	21%
65+ Years	45,800	16%
Total	292,800	100%
Estimated International Visitors		
15-19 Years	2,000	4%
20-34 Years	22,400	46%
35-49 Years	8,200	17%
50-64 Years	11,000	23%
65+ Years	4,900	10%
Total	48,600	100%

TRIP INFORMATION

OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE GASCOYNE

BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

Top Three Accommodation Choices

Please note:

- *Accommodation* is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to the Gascoyne.

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Caravan park or commercial camping ground	92,000	31%
Hotel/resort/motel or motor Inn	68,600	23%
Caravan or camping - non commercial	66,000	23%
Estimated International Visitors		
Caravan park or commercial camping ground	19,800	41%
Hotel/resort/motel or motor Inn	13,200	27%
Caravan or camping - non commercial	9,700	20%

Travel Party

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Friends / relatives	80,500	28%
Adult Couple	79,900	27%
Family group - parent(s) and children	60,600	21%
Travelling alone	42,100	14%
Other	29,600	10%
Total	292,800	100%
Estimated International Visitors		
Travelling Alone	21,500	44%
Adult couple	16,300	34%
Friends / relatives	5,100	10%
Family group - parent(s) and children	4,900	10%
Other	800	2%
Total	48,600	100%

DEFINITIONS

‘Domestic Visitors’ (Intrastate and Interstate)

Australian residents aged 15 years and over who spent at least one night away from home in Western Australia

‘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.

For information about the methodology of these surveys, please see the Tourism Research Australia website: www.tra.gov.au

THE GASCOYNE DEVELOPMENT COMMISSION AREA

‘The Gascoyne’ region is made up of four local government authorities:

- Carnarvon
- Exmouth
- Shark Bay
- Upper Gascoyne