



SHIRE OF WYNDHAM-EAST KIMBERLEY

VISITOR FACTSHEET

THREE YEAR AVERAGE – 2016/2017/2018

Produced by Tourism WA - Strategy and Research

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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 the 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.

A basic assumption is that the bigger the sample (i.e. the more visitors that were interviewed) the more reliable the result. Conversely, results based on small sample sizes are less reliable. This means that smaller estimates, especially at regional levels, are less reliable than the larger estimates at State level. Combining the estimates for a number of years and working with average figures is often a better way of understanding visitation to a region.

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 (2016, 2017 and 2018).

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 changes and break in time series

PLEASE NOTE: Since 2014, there have been several methodological changes to the NVS and IVS, including back casting and reissuing of the data. As a result, estimates in this factsheet are not comparable to previous factsheets. More details about the changes to the NVS and IVS methodology can be found [here](#) on the Tourism WA corporate website.

Shire of Wyndham-East Kimberley Visitor Sample Size

YE Dec 2016/17/18	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	70	±24.6%	±32.2%
Interstate Visitors	97	±29.0%	±35.1%
International Visitors	326	±15.2%	±39.6%

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).

SHIRE OF WYNDHAM-EAST KIMBERLEY

OVERNIGHT VISITOR SUMMARY

OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE SHIRE OF WYNDHAM-EAST KIMBERLEY

BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2016, 2017 & 2018

	YE Dec 2016/17/18 Average Annual Visitors	YE Dec 2016/17/18 %
Estimated Visitors		
Intrastate	63,200	52%
Interstate	45,300	37%
International	13,500	11%
Total	122,100	100%
Estimated Visitor Nights		
Intrastate	337,900	44%
Interstate	284,500	37%
International	140,800	18%
Total	763,200	100%
Average Length of Stay (Estimated Nights)		
Intrastate	5.3	-
Interstate	6.3	-
International	10.4	-
Total	6.3	-

Visitors by Purpose

	YE Dec 2016/17/18 Average Annual Visitors	YE Dec 2016/17/18 %
Estimated Domestic Visitors		
Holiday	60,700	56%
Business	38,400	35%
Visiting friends and relatives	4,000	4%
Other	6,600	6%
Estimated International Visitors		
Holiday	12,600	93%
Visiting friends and relatives	400	3%
Business	200	1%
Other	500	4%

Visitors by Gender

	YE Dec 2016/17/18 Average Annual Visitors	YE Dec 2016/17/18 %
Estimated Domestic Visitors		
Male	57,200	53%
Female	51,400	47%
Total	108,500	100%
Estimated International Visitors		
Male	7,100	53%
Female	6,400	47%
Total	13,500	100%

Visitors by Age

	YE Dec 2016/17/18 Average Annual Visitors	YE Dec 2016/17/18 %
Estimated Domestic Visitors		
15-19 Years	2,200	2%
20-34 Years	30,900	29%
35-49 Years	26,700	25%
50-64 Years	29,400	27%
65+ Years	19,200	18%
Total	108,500	100%
Estimated International Visitors		
15-19 Years	500	3%
20-34 Years	5,600	41%
35-49 Years	2,300	17%
50-64 Years	3,000	22%
65+ Years	2,200	16%
Total	13,500	100%

Travel Party

	YE Dec 2016/17/18 Average Annual Visitors	YE Dec 2016/17/18 %
Estimated Domestic Visitors		
Adult couple	36,200	33%
Travelling alone	33,400	31%
Friends / relatives	18,900	17%
Other	12,200	11%
Family group - parent(s) and children	7,900	7%
Total	108,500	100%
Estimated International Visitors		
Adult couple	5,700	42%
Travelling Alone	5,100	38%
Family group - parent(s) and children	1,300	10%
Friends / relatives	1,200	8%
Other	300	2%
Total	13,500	100%

Accommodation choices

	YE Dec 2016/17/18 Average Annual Visitors	YE Dec 2016/17/18 %
Estimated Domestic Visitors		
Hotel/resort/motel or motor Inn	37,500	35%
Caravan park or commercial camping ground	22,100	20%
Caravan or camping - non commercial	18,100	17%
Estimated International Visitors		
Caravan park or commercial camping ground	6,100	45%
Caravan or camping - non commercial	3,900	29%
Hotel/resort/motel or motor Inn	2,400	18%

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 data for this factsheet refers to the Shire of Wyndham-East Kimberley Local Government Area (LGA).