



# THE KIMBERLEY 2018 VISITOR FACTSHEET

Produced 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 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 (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.

### The Kimberley Visitor Sample Size

| YE Dec 2016/17/18      | Sample Size | 95% Confidence Intervals |                |
|------------------------|-------------|--------------------------|----------------|
|                        |             | Visitors                 | Visitor Nights |
| Intrastate Visitors    | 306         | ±12.4%                   | ±15.4%         |
| Interstate Visitors    | 227         | ±18.0%                   | ±17.1%         |
| International Visitors | 825         | ±9.4%                    | ±19.5%         |

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 KIMBERLEY

## OVERNIGHT VISITOR SUMMARY

|  | YE Dec 2016/17/18<br>Annual Average<br>Visitors | YE Dec 2016/17/18<br>% |
|--|---|------------------------|
| <b>Estimated Visitors</b>                        |   |                        |
| Intrastate                                       | 255,300   | 62%                    |
| Interstate                                       | 119,700   | 29%                    |
| International                                    | 37,700  | 9%                     |
| <b>Total</b>                                     | <b>412,700</b>                                  | <b>100%</b>            |
| <b>Estimated Visitor Nights</b>                  |   |                        |
| Intrastate                                       | 1,499,300                                       | 44%                    |
| Interstate                                       | 1,211,600                                       | 36%                    |
| International                                    | 679,800   | 20%                    |
| <b>Total</b>                                     | <b>3,390,700</b>                                | <b>100%</b>            |
| <b>Average Length of Stay (Estimated Nights)</b> |   |                        |
| Intrastate                                       | 5.9   | -                      |
| Interstate                                       | 10.1  | -                      |
| International                                    | 18.1  | -                      |
| <b>Total</b>                                     | <b>8.2</b>                                      | -                      |

### Visitors by Purpose

|   | YE Dec 2016/17/18<br>Annual Average<br>Visitors | YE Dec 2016/17/18<br>% |
|---|---|------------------------|
| <b>Estimated Domestic Visitors</b>      |   |                        |
| Holiday                                 | 186,200   | 50%                    |
| Business                                | 130,100   | 35%                    |
| Visiting friends and relatives          | 45,200  | 12%                    |
| Other                                   | 17,300  | 5%                     |
| <b>Estimated International Visitors</b> |   |                        |
| Holiday                                 | 29,200  | 78%                    |
| Visiting friends and relatives          | 2,600   | 7%                     |
| Business                                | 2,300   | 6%                     |
| Other                                   | 4,800   | 13%                    |

# VISITOR PROFILES

## OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE KIMBERLEY

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

### Visitors by Gender

|   | YE Dec 2016/17/18<br>Annual Average<br>Visitors | YE Dec 2016/17/18<br>% |
|---|---|------------------------|
| <b>Estimated Domestic Visitors</b>      |   |                        |
| Male                                    | 214,500   | 57%                    |
| Female                                  | 160,600   | 43%                    |
| <b>Total</b>                            | <b>375,100</b>                                  | <b>100%</b>            |
| <b>Estimated International Visitors</b> |   |                        |
| Male                                    | 19,800  | 53%                    |
| Female                                  | 17,800  | 47%                    |
| <b>Total</b>                            | <b>37,700</b>                                   | <b>100%</b>            |

### Visitors by Age

|   | YE Dec 2016/17/18<br>Annual Average<br>Visitors | YE Dec 2016/17/18<br>% |
|---|---|------------------------|
| <b>Estimated Domestic Visitors</b>      |   |                        |
| 15-19 Years                             | 2,900   | 1%                     |
| 20-34 Years                             | 125,600   | 33%                    |
| 35-49 Years                             | 90,800  | 24%                    |
| 50-64 Years                             | 92,200  | 25%                    |
| 65+ Years                               | 63,600  | 17%                    |
| <b>Total</b>                            | <b>375,100</b>                                  | <b>100%</b>            |
| <b>Estimated International Visitors</b> |   |                        |
| 15-19 Years                             | 1,200   | 3%                     |
| 20-34 Years                             | 16,100  | 43%                    |
| 35-49 Years                             | 6,600   | 18%                    |
| 50-64 Years                             | 8,000   | 21%                    |
| 65+ Years                               | 5,700   | 15%                    |
| <b>Total</b>                            | <b>37,700</b>                                   | <b>100%</b>            |

# TRIP INFORMATION

## OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE KIMBERLEY

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

### 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 Kimberley.

|   | YE Dec 2016/17/18<br>Annual Average<br>Visitors | YE Dec 2016/17/18<br>% |
|---|---|------------------------|
| <b>Estimated Domestic Visitors</b>        |   |                        |
| Hotel/resort/motel or motor Inn           | 174,400   | 47%                    |
| Caravan park or commercial camping ground | 49,300  | 13%                    |
| Other Accommodation                       | 47,800  | 13%                    |
| <b>Estimated International Visitors</b>   |   |                        |
| Hotel/resort/motel or motor Inn           | 13,200  | 35%                    |
| Caravan park or commercial camping ground | 11,100  | 29%                    |
| Caravan or camping - non commercial       | 8,400   | 22%                    |

### Travel Party

|   | YE Dec 2016/17/18<br>Annual Average<br>Visitors | YE Dec 2016/17/18<br>% |
|---|---|------------------------|
| <b>Estimated Domestic Visitors</b>      |   |                        |
| Adult Couple                            | 106,100   | 28%                    |
| Travelling alone                        | 92,800  | 25%                    |
| Other                                   | 70,600  | 19%                    |
| Friends / relatives                     | 62,500  | 17%                    |
| Family group - parent(s) and children   | 43,100  | 11%                    |
| <b>Total</b>                            | <b>375,100</b>                                  | <b>100%</b>            |
| <b>Estimated International Visitors</b> |   |                        |
| Travelling Alone                        | 18,500  | 49%                    |
| Adult couple                            | 11,400  | 30%                    |
| Friends / relatives                     | 3,200   | 8%                     |
| Family group - parent(s) and children   | 2,800   | 7%                     |
| Other                                   | 1,900   | 5%                     |
| <b>Total</b>                            | <b>37,700</b>                                   | <b>100%</b>            |

## 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](http://www.tra.gov.au)

## THE KIMBERLEY DEVELOPMENT COMMISSION AREA

The Kimberley is made up of four local government authorities:

- Broome
- Derby-West Kimberley
- Halls Creek
- Wyndham-East Kimberley