Shire of Ashburton
Overnight Visitor Factsheet 2017/18/19
Prepared by Tourism WA Strategy and Research
August 2020
## Overnight Visitor Summary - Shire of Ashburton

### Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

### Overnight Visitor Trends - Rolling Three Year Average

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrastate</td>
<td>196,000</td>
<td>230,000</td>
<td>250,000</td>
<td>217,000</td>
<td>254,000</td>
</tr>
<tr>
<td>Interstate</td>
<td>25,000</td>
<td>34,000</td>
<td>42,000</td>
<td>44,000</td>
<td>48,000</td>
</tr>
<tr>
<td>International</td>
<td>25,000</td>
<td>26,000</td>
<td>25,000</td>
<td>22,000</td>
<td>22,000</td>
</tr>
<tr>
<td>Total</td>
<td>246,000</td>
<td>290,000</td>
<td>317,000</td>
<td>283,000</td>
<td>324,000</td>
</tr>
</tbody>
</table>

### Visitors by Market

- **Intrastate**: 78%
- **Interstate**: 15%
- **International**: 7%

### Average length of Stay (nights)

- Intrastate: 6.7
- Interstate: 12.7
- International: 8.8
- Total: 7.8

### Average trip spend*

- Intrastate: $466
- Interstate: $418
- International: $462

### Average daily spend*

- Intrastate: $54
- Interstate: $30
- International: $51

*Four year average 2015/16/17/18

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**Note:**

- The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).
Domestic Overnight Visitor Details - Shire of Ashburton

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

Purpose of Travel

- **Holiday**: 18%
- **VFR (Visiting Friends & Relatives)**: 1%
- **Business**: 80%
- **Other**: 1%

Purpose of Travel:
- **VFR (Visiting Friends & Relatives)**: 1%
- **Business**: 80%
- **Other**: 1%

Age

- 15-19 years: 1%
- 20-34 years: 36%
- 35-49 years: 36%
- 50-64 years: 22%
- 65+ years: 5%

Accommodation

- Caravan or camping - non commercial: 5%
- Hotel/resort/motel or motor Inn: 5%
- Rented house/apartment/flat or unit: 5%

Travel Party

- Travelling alone: 40%
- Adult couple: 10%
- Family group: 3%
- Friends/relatives: 5%
- Other: 42%

Length of Stay

- 1 night - 3 nights: 39%
- 4 - 7 nights: 24%
- 8 - 14 nights: 30%
- 15 + nights: 8%

Definitions

Domestic Visitors (intrastate and interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.
International Overnight Visitor Details - Shire of Ashburton

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

Purpose of Travel

- **Holiday**: 81%
- **VFR (Visiting Friends & Relatives)**: 0%
- **Business**: 11%
- **Other**: 9%

Age

- 15-19 years: 3%
- 20-34 years: 47%
- 35-49 years: 18%
- 50-64 years: 25%
- 65+ years: 8%

Travel Party

- Travelling alone: 55%
- Adult couple: 32%
- Family group: 5%
- Friends/relatives: 5%
- Other: 5%

Length of Stay

- 1 night - 3 nights: 70%
- 4 - 7 nights: 13%
- 8 - 14 nights: 4%
- 15 + nights: 13%

Top 3 accommodation (% of nights)

- Caravan or camping - non commercial: 12%
- Caravan park or commercial camping ground: 11%
- Hotel/resort/motel or motor Inn: 4%

Gender

- Female: 48%
- Male: 52%

Definitions

**International Visitors**: aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.
Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA)

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, estimates in this document are based on an average of the past three calendar years (2017, 2018 and 2019).

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.

Since 2018, changes have been made to both the IVS and the NVS. 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.

The IVS and NVS collect expenditure information based on whole trips, hence expenditure data is available at a state/territory and tourism region level only. However, each calendar year, TRA models estimated expenditure at the LGA level for domestic and international overnight visitors (where sample size allows). Where available, this estimated expenditure has been included in this factsheet. For more information see Local Government Area Profiles on Tourism Research Australia’s website.

<table>
<thead>
<tr>
<th>Market</th>
<th>Sample Size</th>
<th>95% Confidence Interval Visitors (±)</th>
<th>95% Confidence Interval Nights (±)</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>457</td>
<td>12.2%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Domestic</td>
<td>359</td>
<td>11.4%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Interstate</td>
<td>66</td>
<td>28.2%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Intrastate</td>
<td>293</td>
<td>12.4%</td>
<td>14.4%</td>
</tr>
</tbody>
</table>

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).

Definitions

**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

**International Visitors:** International visitors aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

Source

Tourism Research Australia, National and International Visitor Surveys, 2019