Overnight Visitor Summary - Margaret River Region

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Margaret River Region.

Overnight Visitor Trends - Rolling Three Year Average

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrastate</td>
<td>1,136,000</td>
<td>1,258,000</td>
<td>1,261,000</td>
<td>1,252,000</td>
<td>1,219,000</td>
</tr>
<tr>
<td>Interstate</td>
<td>125,000</td>
<td>136,000</td>
<td>135,000</td>
<td>146,000</td>
<td>160,000</td>
</tr>
<tr>
<td>International</td>
<td>97,000</td>
<td>114,000</td>
<td>124,000</td>
<td>131,000</td>
<td>131,000</td>
</tr>
<tr>
<td>Total</td>
<td>1,358,000</td>
<td>1,508,000</td>
<td>1,520,000</td>
<td>1,529,000</td>
<td>1,510,000</td>
</tr>
</tbody>
</table>

Average Annual Nights: 5,374,000
Average Annual Spend ($ Million)*: $910

*Four year average 2016/17/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Margaret River Region.

Domestic Visitors: 3,779,000
International Visitors: 578,000
Total Visitors: 4,357,000

Domestic Nights: 5,143,000
International Nights: 560,000
Total Nights: 5,703,000

Average trip spend*: Intrastate 82%, Interstate 10%, International 9%
Average daily spend*: Intrastate 3.1, Interstate 4.2, International 7.0

Average length of Stay (nights): 7.0

Visitors by Market

Average Annual Visitors: 1,529,000

Domestic Visitors: 1,529,000
International Visitors: 598,000
Total Visitors: 2,127,000

Domestic Nights: 5,374,000
International Nights: 598,000
Total Nights: 6,972,000

Average length of Stay (nights): 7.0

Average trip spend*: Domestic $591, International $598
Average daily spend*: Domestic $184, International $91

*Four year average 2016/17/18/19
Domestic Overnight Visitor Details - Margaret River Region

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Margaret River Region.

Purpose of Travel^:
- Holiday: 69%
- VFR (Visiting Friends & Relatives): 24%
- Business: 6%
- Other: 1%

Age:
- 15-19 years: 6%
- 20-34 years: 30%
- 35-49 years: 24%
- 50-64 years: 25%
- 65+ years: 16%

Travel Party:
- Travelling alone: 14%
- Adult couple: 32%
- Family group: 20%
- Friends/relatives: 32%
- Other: 2%

Length of Stay:
- 1 night - 3 nights: 73%
- 4 - 7 nights: 23%
- 8 - 14 nights: 3%
- 15 + nights: 1%

Top 3 accommodation (% of nights):
- Friends or relatives property: 26%
- Rented house/apartment/flat or unit: 21%
- Hotel/resort/motel or motor Inn: 20%

Gender:
- Female: 49%
- Male: 51%

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

^Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.
International Overnight Visitor Details - Margaret River Region

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Margaret River Region.

Purpose of Travel^:
- Holiday: 87%
- VFR (Visiting Friends & Relatives): 12%
- Business: 1%
- Other: 1%

Age:
- 15-19 years: 2%
- 20-34 years: 30%
- 35-49 years: 25%
- 50-64 years: 26%
- 65+ years: 17%

Travel Party:
- Travelling alone: 37%
- Adult couple: 34%
- Family group: 16%
- Friends/relatives: 12%
- Other: 1%

Length of Stay:
- 1 night - 3 nights: 72%
- 4 - 7 nights: 19%
- 8 - 14 nights: 4%
- 15 + nights: 5%

Top 3 accommodation (% of nights):
- Rented house/apartment/flat or unit: 30%
- Friends or relatives property: 28%
- Hotel/resort/motel or motor Inn: 13%

Gender:
- Female: 56%
- Male: 44%

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 Region 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 Margaret River Region

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 (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.

Over time, 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.

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)

<table>
<thead>
<tr>
<th></th>
<th>Sample Size</th>
<th>95% Confidence Interval Visitors (±)</th>
<th>95% Confidence Interval Nights (±)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>International</td>
<td>2,349</td>
<td>5.2%</td>
</tr>
<tr>
<td></td>
<td>Domestic</td>
<td>1,868</td>
<td>5.3%</td>
</tr>
<tr>
<td></td>
<td>Interstate</td>
<td>209</td>
<td>16.3%</td>
</tr>
<tr>
<td></td>
<td>Intrastate</td>
<td>1,659</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

Definitions

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

**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.

**Margaret River Region:** Local Government Areas (LGAs) of Shire of Augusta-Margaret River and City of Busselton.

Source

Tourism Research Australia, National and International Visitor Surveys, 2019