### Overnight Visitor Summary 2019 - Australia’s Golden Outback

The data in this factsheet refers to visitors who have spent at least one night in Australia’s Golden Outback.

#### Overnight Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Intrastate</th>
<th>Interstate</th>
<th>Internat’l</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>965,000</td>
<td>130,000</td>
<td>81,000</td>
<td>1,140,000</td>
</tr>
<tr>
<td>2016</td>
<td>988,000</td>
<td>146,000</td>
<td>101,000</td>
<td>1,191,000</td>
</tr>
<tr>
<td>2017</td>
<td>893,000</td>
<td>81,000</td>
<td>108,000</td>
<td>1,015,000</td>
</tr>
<tr>
<td>2018</td>
<td>922,000</td>
<td>98,000</td>
<td>1,080,000</td>
<td>1,080,000</td>
</tr>
<tr>
<td>2019</td>
<td>1,268,000</td>
<td>193,000</td>
<td>1,015,000</td>
<td>1,529,000</td>
</tr>
</tbody>
</table>

#### Average length of stay (nights)

<table>
<thead>
<tr>
<th>Year</th>
<th>Intrastate</th>
<th>Interstate</th>
<th>Internat’l</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>4.6</td>
<td>8.7</td>
<td>5.5</td>
<td>5.5</td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Overnight Visitor Spend ($ millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Intrastate</th>
<th>Interstate</th>
<th>Internat’l</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$472</td>
<td>$356</td>
<td>$193</td>
<td>$953</td>
</tr>
<tr>
<td>2016</td>
<td>$539</td>
<td>$385</td>
<td>$179</td>
<td>$1,004</td>
</tr>
<tr>
<td>2017</td>
<td>$576</td>
<td>$311</td>
<td>$135</td>
<td>$1,022</td>
</tr>
<tr>
<td>2018</td>
<td>$554</td>
<td>$365</td>
<td>$135</td>
<td>$1,054</td>
</tr>
<tr>
<td>2019</td>
<td>$554</td>
<td>$40</td>
<td>$135</td>
<td>$1,135</td>
</tr>
</tbody>
</table>

#### Market Breakdown

- Intrastate
- Interstate
- International

- **Intrastate**: 85%
- **Interstate**: 11%
- **International**: 5%
Intrastate Overnight Visitor Details - Australia's Golden Outback

Three Year Average - 2017/18/19

The data in this factsheets refers to visitors who have spent at least one night in Australia's Golden Outback.

Purpose of Travel

- Holiday: 29%
- VFR (Visiting Friends & Relatives): 21%
- Business: 46%
- Other: 4%

Age

- 15-19 years: 5%
- 20-34 years: 29%
- 35-49 years: 27%
- 50-64 years: 27%
- 65+ years: 13%

Travel Party

- Travelling alone: 36%
- Adult couple: 17%
- Family group: 11%
- Friends/relatives: 14%
- Other: 23%

Length of Stay

- 1 night - 3 nights: 66%
- 4 - 7 nights: 23%
- 8 - 14 nights: 9%
- 15 + nights: 2%

Top 3 Home Local Government Area (LGA)

- Kalgoorlie/Boulder: 9%
- Stirling: 6%
- Swan: 4%

Gender

- Female: 34%
- Male: 66%

Definitions

Domestic Visitors (intrastate): Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Intrastate Visitors (Average Annual 2017-19): 1,028,000

Intrastate Spend (Average Annual 2017-19): $410M

Note: Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.
Interstate Overnight Visitor Details - Australia's Golden Outback

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback.

Purpose of Travel

- **Holiday**: 46%
- **VFR (Visiting Friends & Relatives)**: 15%
- **Business**: 40%
- **Other**: 2%

Age

- 15-19 years: 2%
- 20-34 years: 19%
- 35-49 years: 25%
- 50-64 years: 26%
- 65+ years: 28%

Travel Party

- Travelling alone: 31%
- Adult couple: 34%
- Family group: 10%
- Friends/relatives: 13%
- Other: 13%

Length of Stay

- 1 night - 3 nights: 55%
- 4 - 7 nights: 22%
- 8 - 14 nights: 13%
- 15 + nights: 10%

Top 3 Home State/Territory

- New South Wales: 26%
- Victoria: 24%
- Queensland: 23%

Definitions

**Domestic Visitors (interstate)**: Australian residents from outside of Western Australia aged 15 years and over who spent at least one night at a place at least 40km from their home.

Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.
International Overnight Visitor Details - Australia's Golden Outback

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback.

### Purpose of Travel

- **Holiday**: 79%
- **VFR (Visiting Friends & Relatives)**: 14%
- **Business**: 5%
- **Other**: 6%

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

### Age

- 15-19 years: 3%
- 20-34 years: 39%
- 35-49 years: 16%
- 50-64 years: 29%
- 65+ years: 14%

### Travel Party

- Travelling alone: 46%
- Adult couple: 34%
- Family group: 7%
- Friends/relatives: 11%
- Other: 2%

### Length of Stay

- 1 night - 3 nights: 67%
- 4 - 7 nights: 14%
- 8 - 14 nights: 10%
- 15 + nights: 10%

### Top 3 International Markets

- Germany: 14%
- United Kingdom: 14%
- New Zealand: 9%

### International Visitors

(Average Annual 2017-19)

56,000

### International Spend

(Average Annual 2017-19)

$32M

### Definitions

**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.
### Travel Behaviours of Visitors to Australia's Golden Outback

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

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback.

#### Top 3 Accommodation (% of Nights)

<table>
<thead>
<tr>
<th>Intrastate</th>
<th>Interstate</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends or relatives property</td>
<td>Hotel/resort/motel or motor Inn</td>
<td>Friends or relatives property</td>
</tr>
<tr>
<td>Hotel/resort/motel or motor Inn</td>
<td>Caravan or camping - non</td>
<td>Rented house/apartment/flat or unit</td>
</tr>
<tr>
<td>Caravan or camping - non</td>
<td>commercial</td>
<td>Caravan park or commercial</td>
</tr>
<tr>
<td>commercial</td>
<td></td>
<td>camping ground</td>
</tr>
<tr>
<td>16%</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>14%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### Top 3 Leisure Activities During Trip

<table>
<thead>
<tr>
<th>Intrastate</th>
<th>Interstate</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out at a restaurant / cafe</td>
<td>Visit friends &amp; relatives</td>
<td>Eat out at a restaurant / cafe</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>Pubs, clubs, discos etc</td>
<td>Sightseeing/looking around</td>
</tr>
<tr>
<td>Pubs, clubs, discos etc</td>
<td></td>
<td>Pubs, clubs, discos etc</td>
</tr>
<tr>
<td>39%</td>
<td>25%</td>
<td>46%</td>
</tr>
<tr>
<td>25%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>22%</td>
<td></td>
<td>23%</td>
</tr>
</tbody>
</table>

#### Top 3 Local Government Areas (LGA's) visited

<table>
<thead>
<tr>
<th>Intrastate</th>
<th>Interstate</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalgoorlie/Boulder</td>
<td>Esperance</td>
<td>Esperance</td>
</tr>
<tr>
<td>Esperance</td>
<td>Dundas</td>
<td>Kalgoorlie/Boulder</td>
</tr>
<tr>
<td>Leonora</td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>17%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>15%</td>
<td>7%</td>
<td>25%</td>
</tr>
<tr>
<td>7%</td>
<td></td>
<td>21%</td>
</tr>
</tbody>
</table>
Visitor Factsheet - Further Information

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).

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

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.

Definitions

Domestic Visitors (Intrastate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

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.

Sample

<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>Intrastate</td>
<td>1,405</td>
<td>6.2%</td>
<td>9.1%</td>
</tr>
<tr>
<td>International</td>
<td>1,064</td>
<td>7.7%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Interstate</td>
<td>181</td>
<td>17.7%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

Source

Tourism Research Australia, National and International Visitor Surveys, 2019