 Overnight Visitor Summary 2019 - Australia's South West

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

### 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>2,692,000</td>
<td>209,000</td>
<td>160,000</td>
<td>2,961,000</td>
</tr>
<tr>
<td>2016</td>
<td>2,691,000</td>
<td>212,000</td>
<td>183,000</td>
<td>2,986,000</td>
</tr>
<tr>
<td>2017</td>
<td>2,577,000</td>
<td>164,000</td>
<td>158,000</td>
<td>2,899,000</td>
</tr>
<tr>
<td>2018</td>
<td>2,579,000</td>
<td>250,000</td>
<td>195,000</td>
<td>2,924,000</td>
</tr>
<tr>
<td>2019</td>
<td>2,820,000</td>
<td>256,000</td>
<td>193,000</td>
<td>3,269,000</td>
</tr>
</tbody>
</table>

### Average length of stay (nights)

Three Year Average - 2017/18/19

<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>3.0</td>
<td>4.8</td>
<td>3.6</td>
<td>10.8</td>
</tr>
<tr>
<td>2016</td>
<td>3.2</td>
<td>4.0</td>
<td>3.6</td>
<td>10.8</td>
</tr>
<tr>
<td>2017</td>
<td>3.2</td>
<td>4.0</td>
<td>3.6</td>
<td>10.8</td>
</tr>
</tbody>
</table>

### Average trip spend

Three Year Average - 2017/18/19

<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>$465</td>
<td>$789</td>
<td>$788</td>
<td>$153</td>
</tr>
<tr>
<td>2016</td>
<td>$509</td>
<td>$789</td>
<td>$788</td>
<td>$164</td>
</tr>
<tr>
<td>2017</td>
<td>$509</td>
<td>$789</td>
<td>$788</td>
<td>$164</td>
</tr>
</tbody>
</table>

### Average daily spend

Three Year Average - 2017/18/19

<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>$153</td>
<td>$164</td>
<td>$73</td>
<td>$390</td>
</tr>
<tr>
<td>2016</td>
<td>$153</td>
<td>$164</td>
<td>$73</td>
<td>$390</td>
</tr>
<tr>
<td>2017</td>
<td>$153</td>
<td>$164</td>
<td>$73</td>
<td>$390</td>
</tr>
</tbody>
</table>
Intrastate Overnight Visitor Details - Australia's South West

Three Year Average - 2017/18/19

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

### Purpose of Travel

- **Holiday**: 57%
- **VFR (Visiting Friends & Relatives)**: 29%
- **Business**: 12%
- **Other**: 3%

### Age

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

### Travel Party

- Travelling alone: 21%
- Adult couple: 29%
- Family group: 19%
- Friends/relatives: 27%
- Other: 4%

### Length of Stay

- 1 night - 3 nights: 76%
- 4 - 7 nights: 21%
- 8 - 14 nights: 3%
- 15 + nights: 1%

### 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.
Interstate Overnight Visitor Details - Australia's South West

Three Year Average - 2017/18/19

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

### Purpose of Travel

- **Holiday**: 61%
- **VFR (Visiting Friends & Relatives)**: 29%
- **Business**: 11%
- **Other**: 1%

### Age

- 15-19 years: 3%
- 20-34 years: 25%
- 35-49 years: 21%
- 50-64 years: 30%
- 65+ years: 21%

### Travel Party

- Travelling alone: 14%
- Adult couple: 38%
- Family group: 15%
- Friends/relatives: 25%
- Other: 7%

### Length of Stay

- 1 night - 3 nights: 62%
- 4 - 7 nights: 29%
- 8 - 14 nights: 8%
- 15 + nights: 2%

### Top 3 Home State/Territory

- Victoria: 32%
- New South Wales: 30%
- Queensland: 19%

### Gender

- Male: 50%
- Female: 50%

### 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 South West

Three Year Average - 2017/18/19

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

Purpose of Travel

- Holiday: 80%
- VFR (Visiting Friends & Relatives): 19%
- Business: 2%
- Other: 3%

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: 2%
- 20-34 years: 30%
- 35-49 years: 23%
- 50-64 years: 27%
- 65+ years: 17%

Travel Party

- Travelling alone: 41%
- Adult couple: 31%
- Family group: 15%
- Friends/relatives: 11%
- Other: 1%

Gender

- Female: 54%
- Male: 46%

Top 3 International Markets

- United Kingdom: 19%
- Singapore: 14%
- Malaysia: 8%

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.

International Visitors (Average Annual 2017-19): 182,000
International Spend (Average Annual 2017-19): $147M

Length of Stay

- 1 night - 3 nights: 64%
- 4 - 7 nights: 21%
- 8 - 14 nights: 6%
- 15 + nights: 10%
## Travel behaviours of visitors to Australia's South West

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

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

### 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>32%</td>
<td>35%</td>
<td>26%</td>
</tr>
<tr>
<td>Caravan park or commercial</td>
<td>Hotel/resort/motel or motor Inn</td>
<td>Friends or relatives property</td>
</tr>
<tr>
<td>camping ground</td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>Hotel/resort/motel or motor Inn</td>
<td></td>
<td>Rented house/apartment/flat or unit</td>
</tr>
<tr>
<td>15%</td>
<td></td>
<td>9%</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>Eat out at a restaurant / cafe</td>
<td>Eat out at a restaurant / cafe</td>
</tr>
<tr>
<td>62%</td>
<td>76%</td>
<td>95%</td>
</tr>
<tr>
<td>Go to the beach</td>
<td>Go to the beach</td>
<td>Sightseeing/looking around</td>
</tr>
<tr>
<td>41%</td>
<td>55%</td>
<td>85%</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>Visit wineries</td>
<td>Go to the beach</td>
</tr>
<tr>
<td>40%</td>
<td>50%</td>
<td>84%</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>Busselton</td>
<td>Augusta-Margaret River</td>
<td>Augusta-Margaret River</td>
</tr>
<tr>
<td>28%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Augusta-Margaret River</td>
<td>Busselton</td>
<td>Busselton</td>
</tr>
<tr>
<td>18%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Albany</td>
<td>Albany</td>
<td>Albany</td>
</tr>
<tr>
<td>14%</td>
<td>25%</td>
<td>27%</td>
</tr>
</tbody>
</table>

*International visitors may have undertaken the activity in the region or elsewhere in Australia.
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.

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>3,738</td>
<td>3.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>International</td>
<td>3,263</td>
<td>4.4%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Interstate</td>
<td>299</td>
<td>13.2%</td>
<td>17.7%</td>
</tr>
</tbody>
</table>

Source

Tourism Research Australia, National and International Visitor Surveys, 2019

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):** 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.