DOMESTIC VISITATION – FAST FACTS
YEAR ENDING JUNE 2020
Prepared by Tourism WA - Strategy and Research

September 2020
PLEASE NOTE

Changes to National Visitor Survey Methodology

Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use caution when comparing results form 2019 onwards with previous time periods.

Note that 2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

For further information, see NVS Methodology.

SAMPLE SIZES AND CONFIDENCE INTERVALS

Note that estimates in this document are based on survey data and need to be considered within these Confidence Intervals (CI) for Western Australia YE June 2020 estimates:

- Intrastate CI: Visitors ± 3.9%, Nights ± 5.8%, Spend ± 5.5%
- Interstate CI: Visitors ± 9.3%, Nights ± 9.4%, Spend ± 9.9%
- Intrastate Daytrip CI: Visitors ± 4.3%, Spend ± 9.86%

Sample Sizes for Western Australia for the YE June 2020 estimates are outlined below:

- Intrastate Visitors: Spend n= 3,289, Visitors n= 3,289
- Interstate Visitors: Spend n= 574, Visitors n= 574
- Intrastate Daytrip: Spend n= 2,184, Visitors n= 2,183

DEFINITIONS

Total visitors: refers to the total number of visitors to/in WA for all main purposes of stopover, i.e. including holiday, visiting friends and relatives (VFR), business, employment, education, in transfer and so on.

Overnight Domestic Visitors: Australian residents aged 15 years and over who spent at least one night away from home in Western Australia. FIFO travel is included.

Daytrips: Daytrip visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Only intrastate daytrips are included (i.e. daytrips made by WA residents).
The number of interstate visitors to Western Australia decreased (-) 23.4% to 1.4 million visitors for YE June 2020 driven by declines from holiday (-) 18.6%, VFR (-) 24.4 and business (-) 24.8%.

However those 1.4 million visitors on average stayed longer and spent more per day compared to YE June 2019 (+ 1.1 nights and + $4 spend)

As a result, the decline in interstate spend was less severe than that of visitors, falling by (-) 10.3% to $1.58 billion.

WA’s market share of interstate spend in Australia grew by 0.6% points to 7.0%, however market share of visitors declined by (-) 0.1% points to 5.1%.

West Australians took less overnight trips within the State compared to the previous year, decreasing (-) 9.3% to 8.0 million visitors. This decline was driven by VFR (-12.6%) and holiday (-18.9%), however business saw an increase (+15.6%).

Overall intrastate spend decreased by (-) 15.3% to 3.7 billion, with only business showing an increase vs last year.

The decline in intrastate spend is worse than the decline in visitation due to holiday as average LOS, daily spend and trip spend were all down along with less visitors.

The number of daytrips taken in WA decreased (-) 11.2% to 19.9 million daytrips, driven by declines in holiday (-15.8%) and VFR (-6.0%), however business increased (+2.0%).
Total interstate overnight visitors to Western Australia*

**Spend**  
- $1,584 million in spend  
- Average daily spend: $131  
- Average spend per visitor: $1,156  
- 7.0% of interstate spend in Australia

**Visitors**  
- 1.4 million interstate visitors  
- 5.1% of interstate visitors to Australia

**Visitor Nights**  
- 12.1 million nights  
- Average length of stay: 8.8 nights  
- 9.9% of interstate visitor nights in Australia

**Source**
- New South Wales 29%  
- Victoria 34%  
- Queensland 18%  
- South Australia 10%  
- Tasmania 4%  
- Northern Territory 4%  
- ACT 3%

**Purpose of Visit**
- Holiday  
- VFR  
- Business  
- Other

**Regional Dispersal**
- 15%  
- 85%  
- 4%

Note: *Estimates are based on a sample size of 574 and must be considered with the following confidence intervals: Visitors ± 9.3%, Nights ± 9.4%, Spend ± 9.9%
Total intrastate overnight visitors in Western Australia

**Spend**
- $3,691 million in spend
- Average daily spend: $115
- Average spend per visitor: $462

![Estimated Spend ($m)](image)

**Visitors**
- 8.0 million intrastate visitors

![Estimated Visitors ('000)](image)

**Visitor Nights**
- 32.2 million nights
- Average length of stay: 4.0 nights

![Estimated Nights (Million)](image)

**Purpose of Visit**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>YE Jun-19</th>
<th>YE Jun-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>3400</td>
<td>3200</td>
</tr>
<tr>
<td>VFR</td>
<td>3000</td>
<td>2700</td>
</tr>
<tr>
<td>Business</td>
<td>2500</td>
<td>2100</td>
</tr>
<tr>
<td>Other</td>
<td>500</td>
<td>400</td>
</tr>
</tbody>
</table>

-18.9%  -12.6%  15.6%  -26.5%

**Source**

By visitors
- Destination Perth: 67%
- Australia’s Coral Coast: 6%
- Australia’s South West: 16%
- Australia’s North West: 8%
- Australia’s Golden Outback: 4%

**Regional Dispersal**

- 14% Western Australia
- 29% City of Greater Geraldton
- 36% City of Greater Bunbury
- 11% City of Greater Pemberton
- 36% City of Greater Busselton

![Map of Western Australia](image)
Total daytrip visitors in Western Australia

**SPEND**
- $2,064 million in spend
- Average spend per visitor: $103

**VISITORS**
- 20.0 million daytrip visitors

**Purpose of Visit**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>YE Jun-19</th>
<th>YE Jun-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>-15.8%</td>
<td></td>
</tr>
<tr>
<td>VFR</td>
<td>-6.0%</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>2.0%</td>
<td>-17.7%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Regional Dispersal**

- Destination Perth: 76%
- Australia’s South West: 14%
- Australia’s Golden Outback: 5%
- Australia’s Coral Coast: 3%
- Australia’s North West: 2%

- By visitors:
  - Holiday: 5%
  - VFR: 2%
  - Business: 5%
  - Other: 18%
The source of the data in this factsheet is Tourism Research Australia’s (TRA) National Visitor Survey (NVS). For more information on the methodology of this survey, see the TRA website.