



DOMESTIC VISITATION – FAST FACTS

YEAR ENDING MARCH 2020

Prepared by Tourism WA - Strategy and Research

July 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 from 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 March 2020 estimates:

- Intrastate CI: Visitors \pm 3.7%, Nights \pm 5.6%, Spend \pm 5.1%
- Interstate CI: Visitors \pm 8.1%, Nights \pm 8.5%, Spend \pm 9.0%
- Intrastate Daytrip CI: Visitors \pm 4.1%, Spend \pm 8.5%

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

- Intrastate Visitors: Spend n= 3,753, Visitors n= 3,753
- Interstate Visitors: Spend n= 752, Visitors n= 752
- Intrastate Daytrip: Spend n= 2,422, Visitors n= 2,422

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).

DOMESTIC VISITATION TO/IN WESTERN AUSTRALIA YEAR ENDING (YE) MARCH 2020 SUMMARY

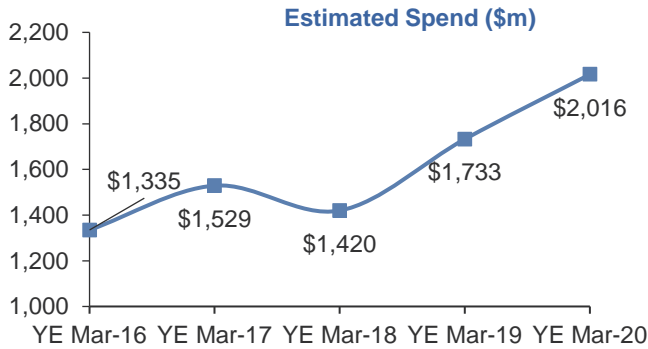
- The number of interstate visitors to Western Australia increased (+) 5.8% to 1.81 million visitors for YE March 2020.
- Interstate spend in WA increased by (+) 16.4% to \$2.02 billion as a result of an increase from both leisure and business visitors, as well as an increase in their average length of stay.
- WA's market share of interstate visitors grew by 0.1% points to 5.2% whilst share of spend grew by 0.5% points to 7.0%.
- Positively, WA received 466,500 interstate holiday visitors, an increase of 6.0% compared to the previous year.
- West Australians took more overnight trips within the State compared to the previous year, increasing (+) 5.4% to 8.9 million intrastate overnight visitors. This growth was driven by VFR (+15.6%) and Business (+37.5%), however holiday saw a decline (-6.9%).
- Intrastate spend in WA increased by (+) 3.6% to \$4.3 billion as a result of the increase in visitation, as well as a growth in average length of stay.
- The number of daytrips taken in WA increased (+) 0.7% to 22.4 million daytrips, driven by growth in VFR (+3.8%) and Business (17.8%), however holiday declined (-6.8%).

Total interstate overnight visitors to Western Australia*

SPEND

+16.4%

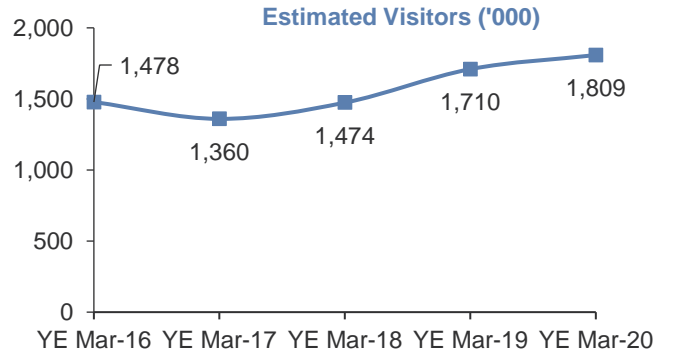
- \$2,016 million in spend
- Average daily spend: \$137
- Average spend per visitor: \$1,115
- 7.0% of interstate spend in Australia



VISITORS

+5.8%

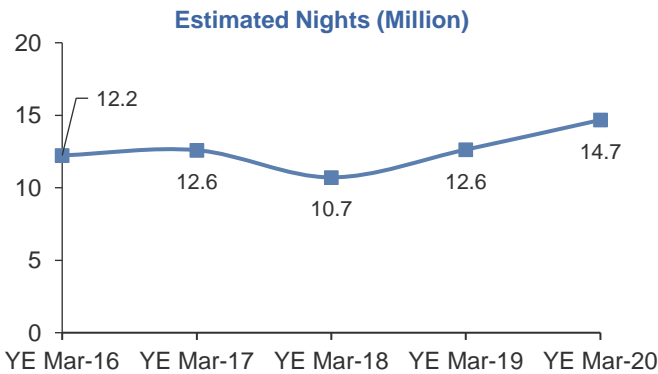
- 1.8 million interstate visitors
- 5.2% of interstate visitors to Australia



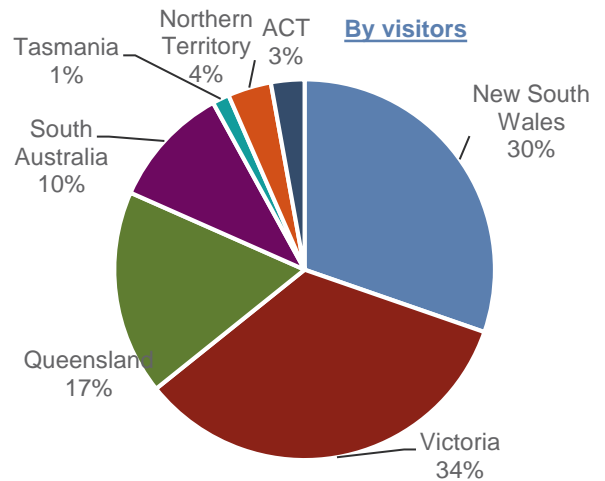
VISITOR NIGHTS

+16.2%

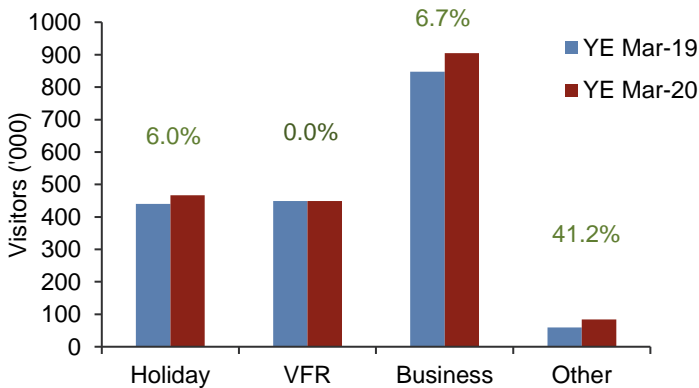
- 14.7 million nights
- Average length of stay: 8.1 nights
- 9.7% of interstate visitor nights in Australia



SOURCE

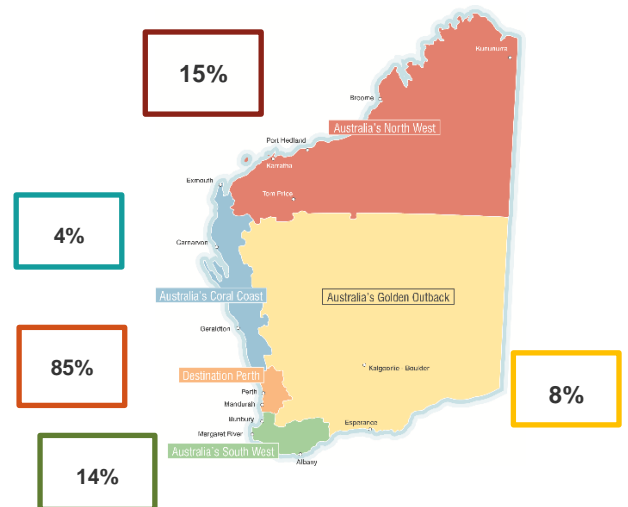


PURPOSE OF VISIT



Note: *Estimates are based on a sample size of 752 and must be considered with the following confidence intervals: Visitors ± 8.1%, Nights ± 8.5%, Spend ± 9.0%

REGIONAL DISPERSAL

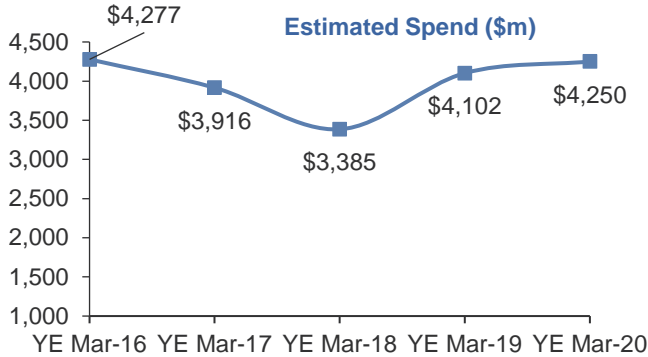


Total intrastate overnight visitors in Western Australia

SPEND

+3.6%

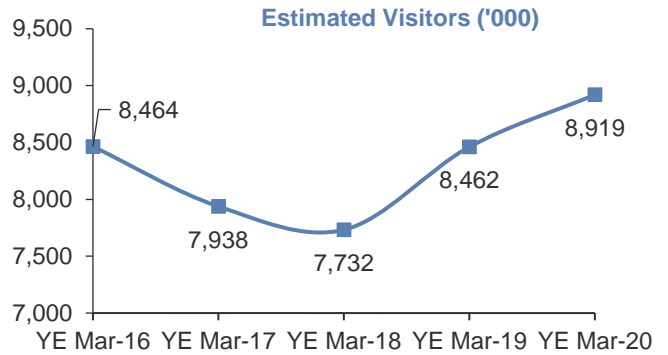
- \$4,250 million in spend
- Average daily spend: \$123
- Average spend per visitor: \$476



VISITORS

+5.4%

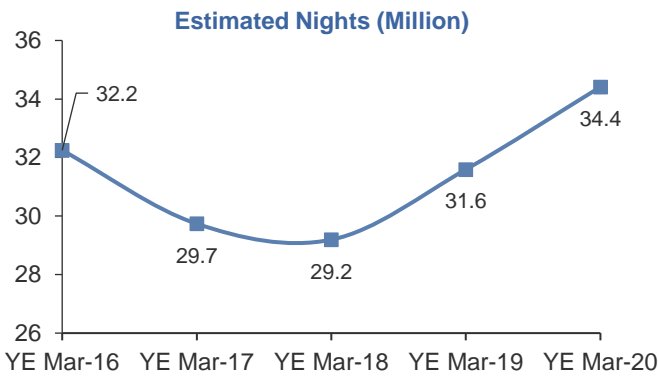
- 8.9 million intrastate visitors



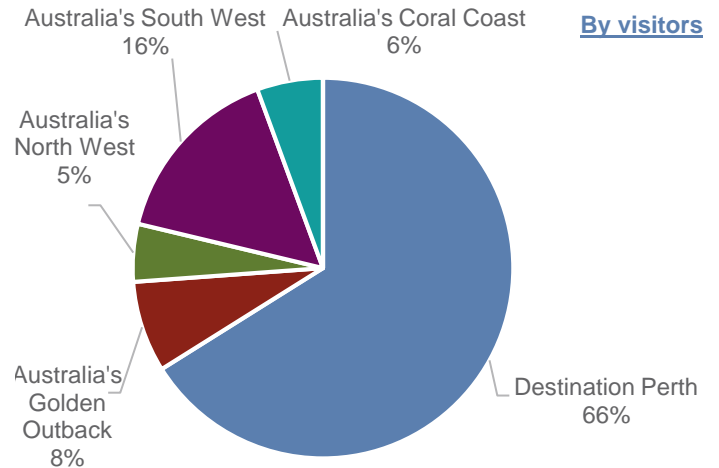
VISITOR NIGHTS

+8.9%

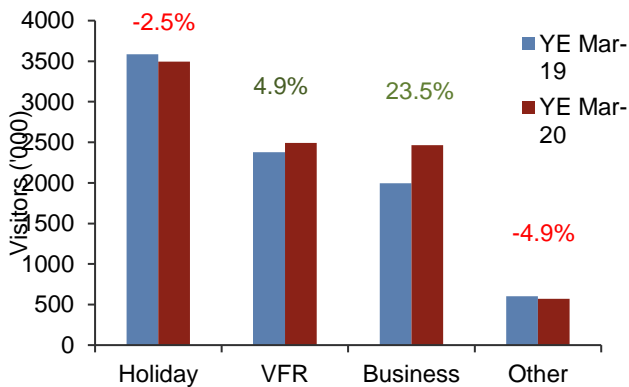
- 34.4 million nights
- Average length of stay: 3.9 nights



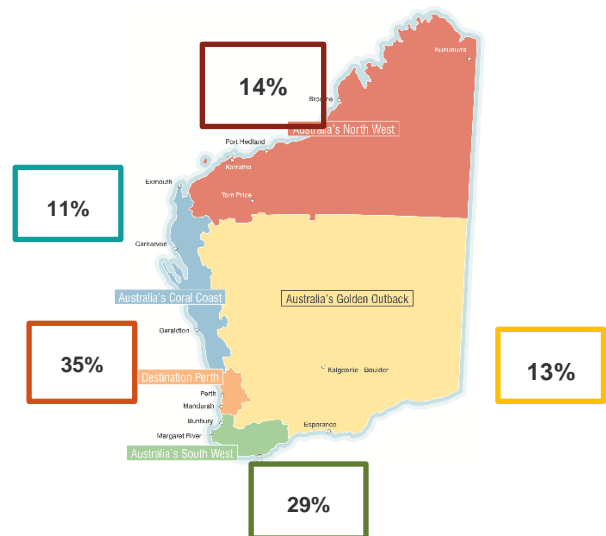
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PURPOSE OF VISIT



REGIONAL DISPERSAL

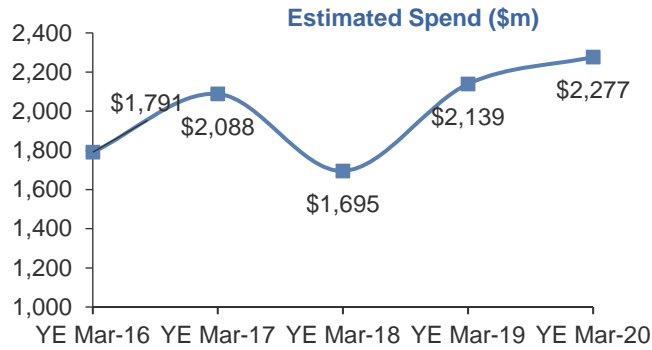


Total daytrip visitors in Western Australia

SPEND

+6.5%

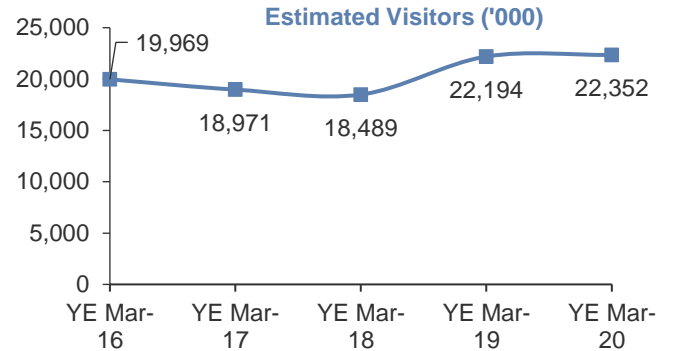
- \$2,277 million in spend
- Average spend per visitor: \$102



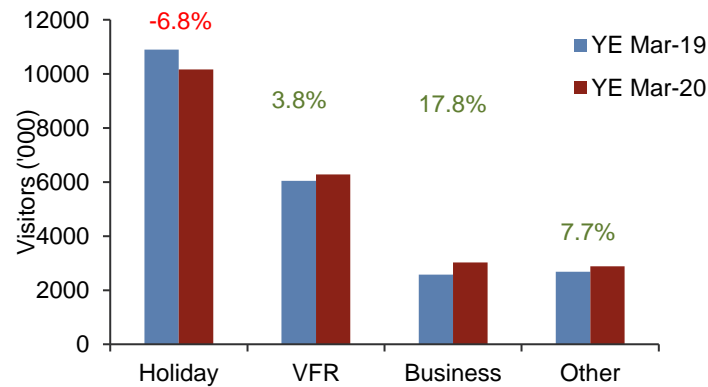
VISITORS

+0.7%

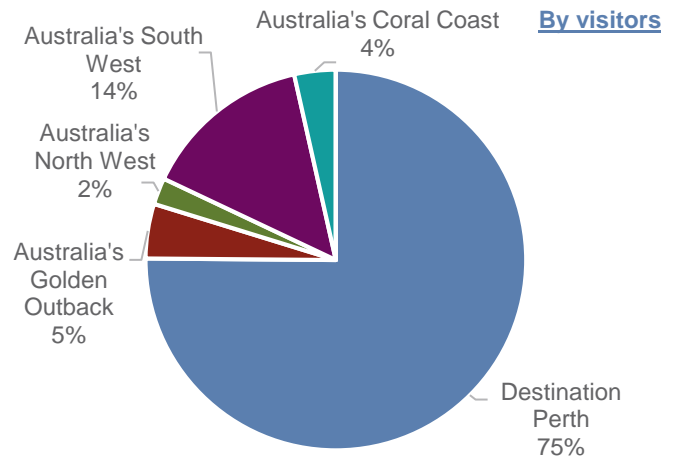
- 22.4 million daytrip visitors



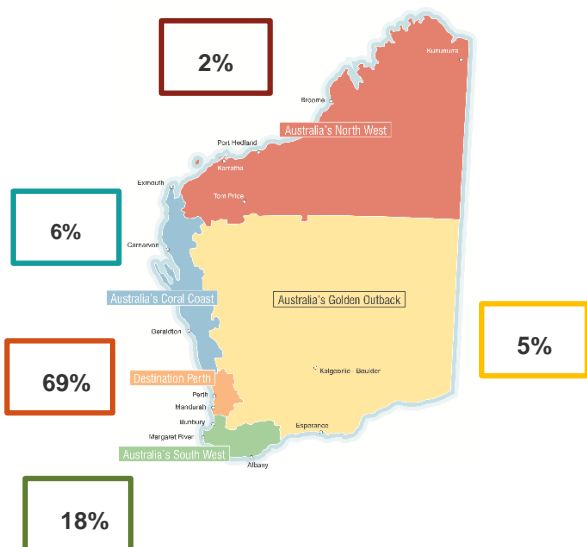
PURPOSE OF VISIT



SOURCE



REGIONAL DISPERSAL



SOURCE

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](#).