



# VISITATION TO WESTERN AUSTRALIA: OVERVIEW

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  $\pm$  8.3%
- International CI: Visitors  $\pm$  3.3%, Nights  $\pm$  6.4%, Spend  $\pm$  5.6%
- Domestic Overnight CI: Visitors  $\pm$  3.4%, Nights  $\pm$  4.7%, Spend  $\pm$  4.7%

Sample Sizes for Western Australia 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
- Domestic Overnight: Spend n= 4,505, Visitors n= 4,505
- International: Spend n= 5,646, Visitors n= 5,392

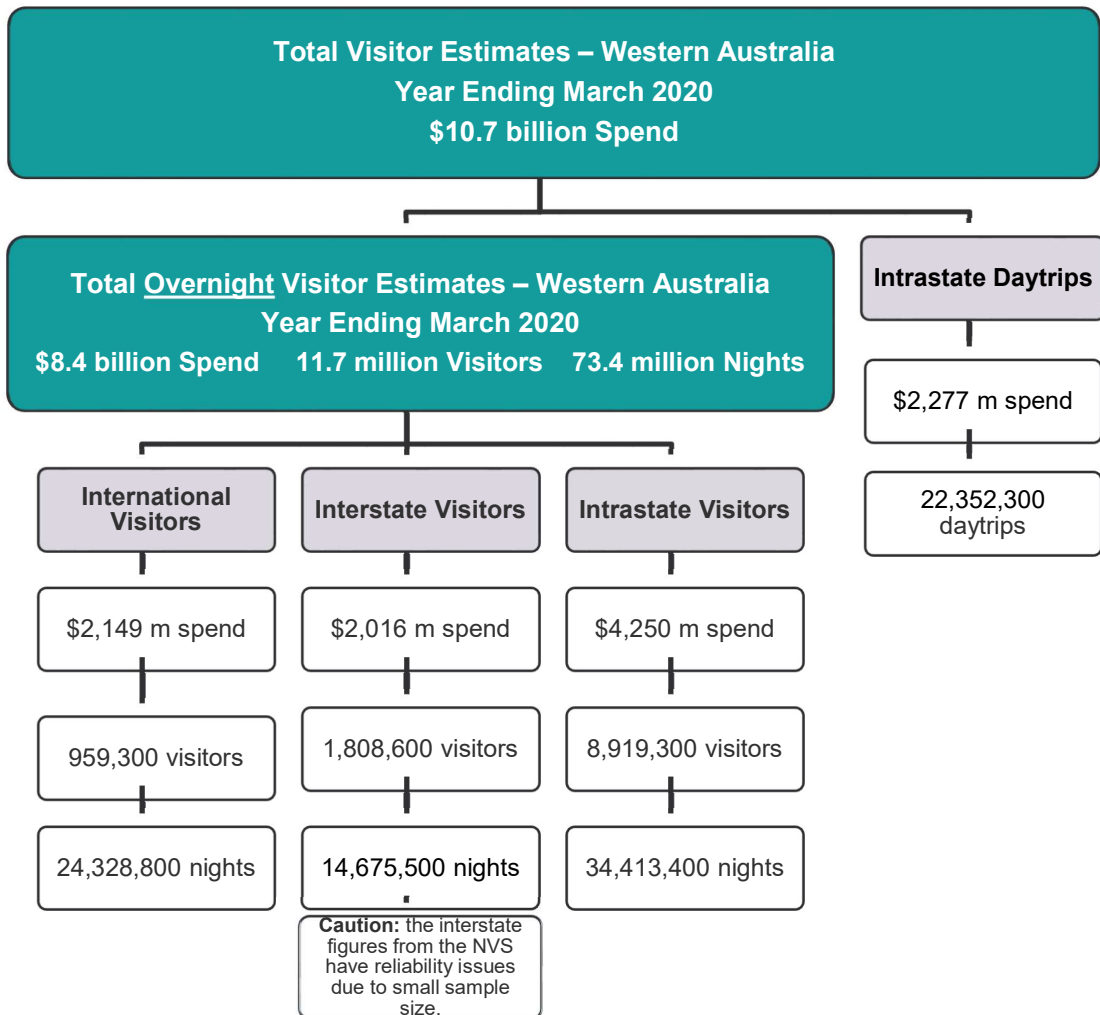
# Visitation to and in Western Australia

## Summary for Year Ending March 2020

In YE March 2020, 22.4 million daytrips were taken within the State and 11.7 million overnight (domestic and international) visitors came to or travelled within WA. Together, these visitors spent \$10.7 billion in the State, \$5.1 billion (48%) of which was spent in Regional WA.

Overall, in YE March 2020, WA saw a (+) 2.2% increase in the number of visitors (overnight and daytrip) to/within WA. Total visitor spend in the State increased by (+) 5.5%, due to the increase in visitor nights (+11.5%).

Encouragingly, WA saw a (+) 4.1% and (+) 17.5% in total overnight visitors to WA for VFR and Business purposes respectively.

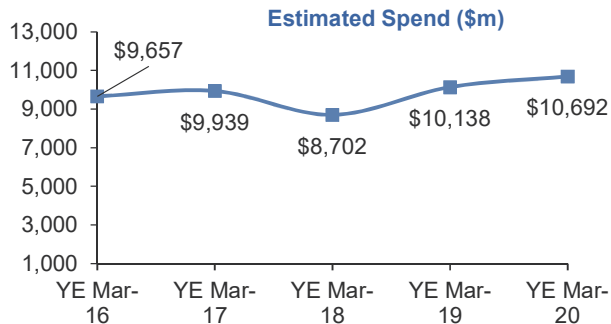


## Total visitors to/within Western Australia Market Overview

### SPEND

+5.5%

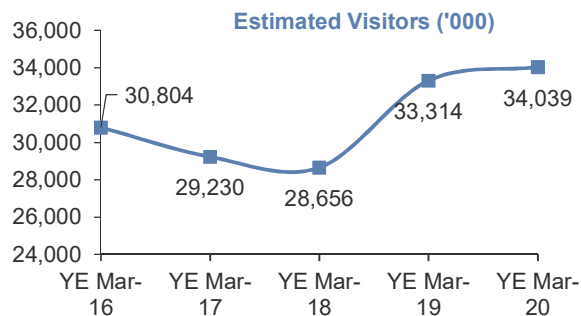
- \$10,692 million in spend
- Average daily spend: \$146
- Average spend per visitor: \$314
- 9.3% of total spend in Australia



### VISITORS

+2.2%

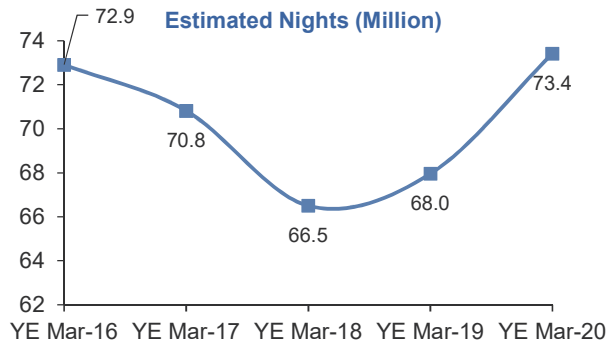
- 34.0 million total visitors (including both overnight visitors and daytrips)
- 9.5% of total visitors to Australia



### VISITOR NIGHTS

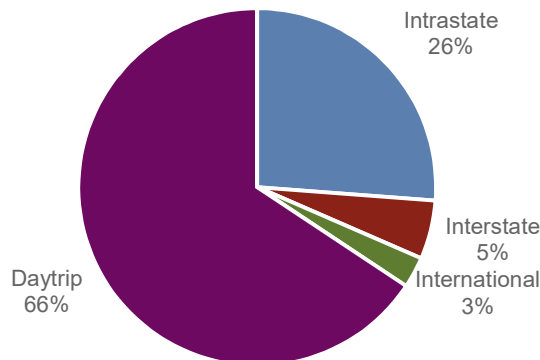
+11.5%

- 73.4 million nights
- Average length of stay: 6.3 nights (based on overnight visitors only)
- 11.1% of total visitor nights in Australia

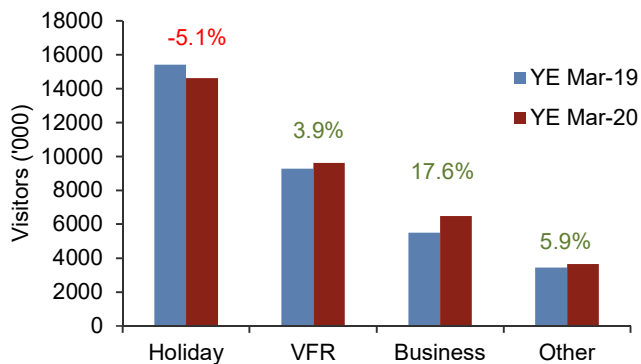


### SOURCE

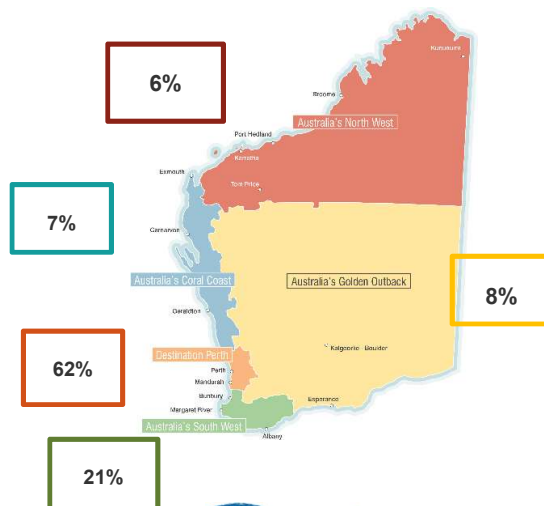
#### By visitors



### PURPOSE OF VISIT



### VISITOR DISPERSAL

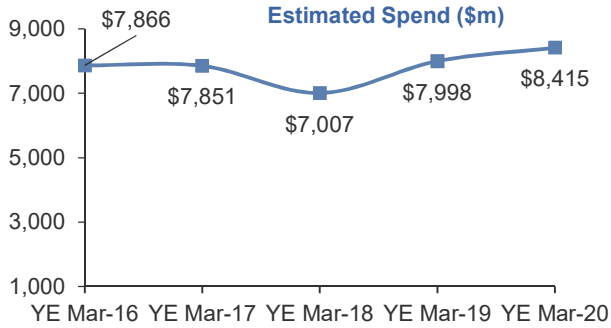


# Overnight visitors to/within Western Australia Market Overview

## SPEND

+5.2%

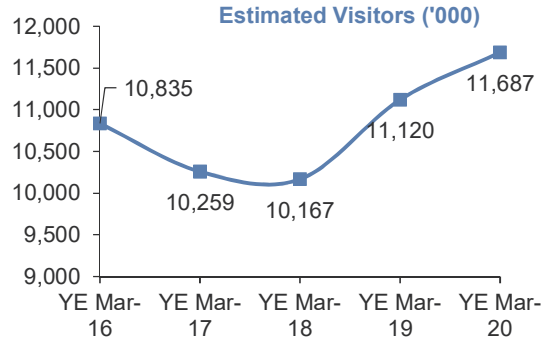
- \$8,415 million in spend
- Average daily spend: \$115
- Average spend per visitor: \$720
- 9.3% of total overnight spend in Australia



## VISITORS

+5.1%

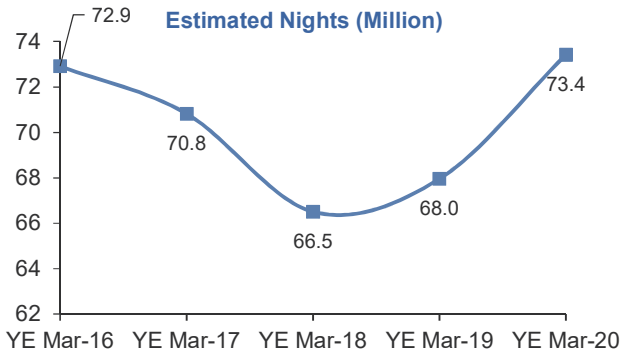
- 11.7 million total overnight visitors
- 9.7% of total overnight visitors to Australia



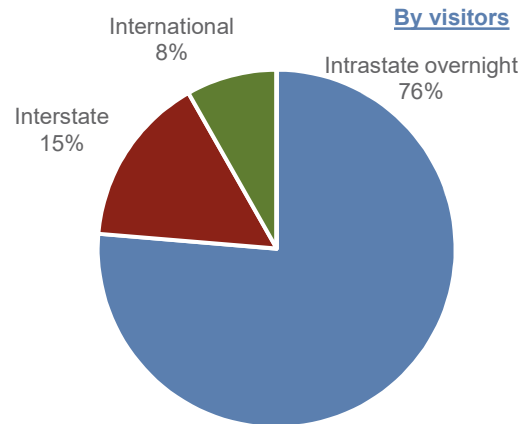
## VISITOR NIGHTS

+8.0%

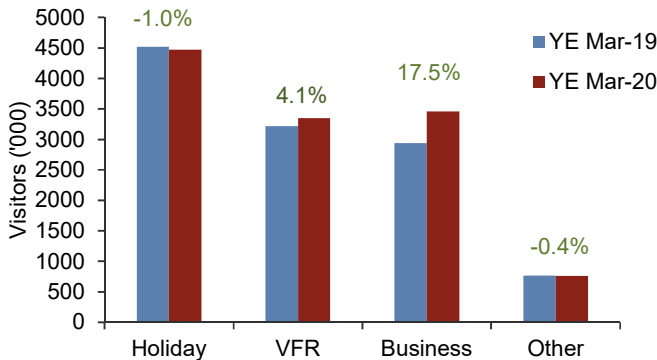
- 73.4 million nights
- Average length of stay: 6.3 nights
- 11.1% of total overnight visitor nights in Australia



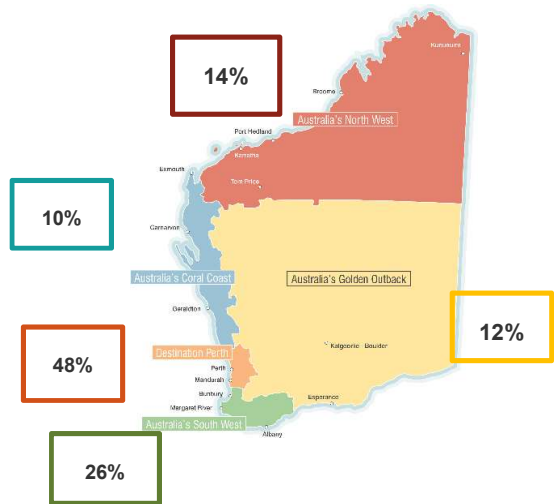
## SOURCE



## PURPOSE OF VISIT



## VISITOR DISPERSAL

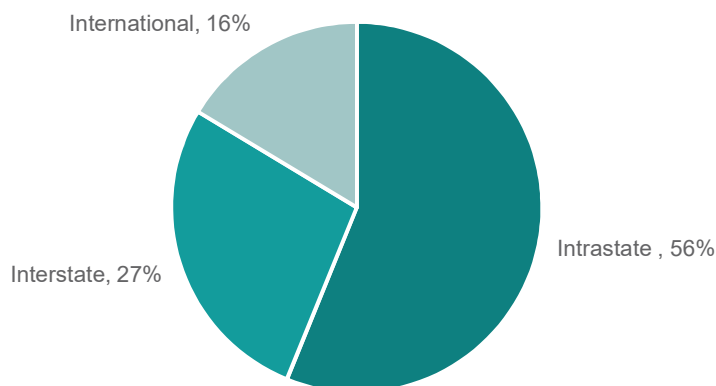


# Overnight Visitation to WA Tourism Regions

## Destination Perth Overnight Visitation Summary

	YE Mar-19	YE Mar-20	% Change YE Mar-20 – YE Mar-19	3 Year AAGR <sup>^</sup>
<b>Total</b>				
Spend (\$m)	4,258	4,207	-1.2%	6.1%
Visitors	5,403,600	5,620,200	4.0%	6.5%
Nights	34,039,700	34,629,500	1.7%	0.5%
<b>Domestic Total</b>				
Spend (\$m)	2,472	2,443	-1.2%	14.0%
Visitors	4,500,900	4,701,200	4.5%	7.9%
Nights	15,353,900	16,162,700	5.3%	12.1%
<b>Intrastate</b>				
Visitors	3,118,300	3,155,800	1.2%	6.1%
Nights	8,537,400	8,182,600	-4.2%	7.7%
<b>Interstate</b>				
Visitors	1,382,600	1,545,400	11.8%	11.8%
Nights	6,816,500	7,980,100	17.1%	17.1%
<b>International</b>				
Spend (\$m)	1,786	1,764	-1.2%	-2.6%
Visitors	902,700	919,000	1.8%	0.1%
Nights	18,685,800	18,466,800	-1.2%	-7.1%

### Visitors:



Note that estimates on this page are based on survey data and need to be considered with these Confidence Intervals.

**Domestic CI:** Visitors ± 5.1%, Nights ± 8.1%;

**Intrastate CI:**

Visitors ± 6.2%, Nights ± 11.4%;

**Interstate CI:** Visitors ± 8.8%, Nights ± 11.5%;

**International CI:**

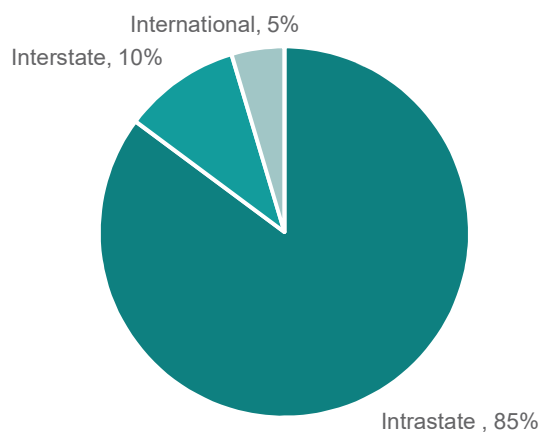
Visitors ± 3.4%, Nights ± 7.3%.

<sup>^</sup> AAGR = Average Annual Growth Rate

## Australia's Golden Outback Overnight Visitation Summary

	YE Mar-19	YE Mar-20	% Change YE Mar-20 – YE Mar-19	3 Year AAGR <sup>^</sup>
<b>Total</b>				
Spend (\$m)	487	690	41.7%	33.0%
Visitors	1,132,000	1,397,200	23.4%	13.2%
Nights	4,850,200	7,639,300	57.5%	23.0%
<b>Domestic Total</b>				
Spend (\$m)	454	653	43.8%	33.9%
Visitors	1,072,100	1,332,900	24.3%	12.9%
Nights	4,148,700	6,817,400	64.3%	22.5%
<b>Intrastate</b>				
Visitors	931,300	1,190,300	27.8%	11.5%
Nights	3,294,000	5,529,500	67.9%	19.6%
<b>Interstate</b>				
Visitors	140,800	142,600	1.3%	27.1%
Nights	854,800	1,287,900	50.7%	38.4%
<b>International</b>				
Spend (\$m)	33	37	12.1%	19.3%
Visitors	59,900	64,300	7.3%	20.5%
Nights	701,500	821,900	17.2%	27.5%

### Visitors:



Note that estimates on this page are based on survey data and need to be considered with these Confidence Intervals.

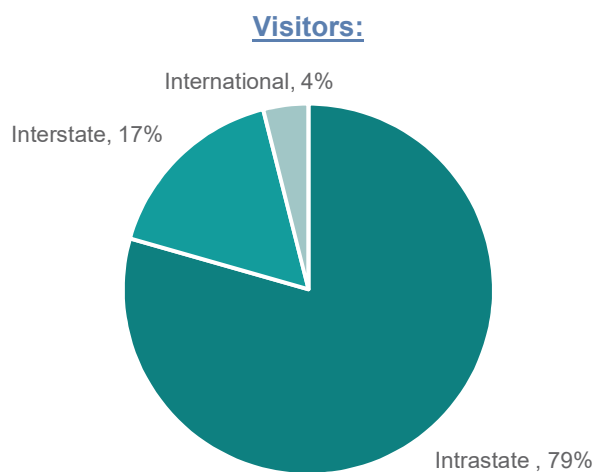
**Domestic CI:** Visitors ± 9.4%, Nights ± 12.5%;      **Intrastate CI:** Visitors ± 10.0%, Nights ± 13.9%;

**Interstate CI:** Visitors ± 28.3%, Nights ± 28.6%;      **International CI:** Visitors ± 12.2%, Nights ± 29.4%.

<sup>^</sup> **AAGR** = Average Annual Growth Rate

## Australia's North West Overnight Visitation Summary

	YE Mar-19	YE Mar-20	% Change YE Mar-20 – YE Mar-19	3 Year AAGR <sup>▲</sup>
<b>Total</b>				
Spend (\$m)	923	1,119	21.2%	30.6%
Visitors	1,292,900	1,626,200	25.8%	18.8%
Nights	11,318,800	13,371,400	18.1%	15.6%
<b>Domestic Total</b>				
Spend (\$m)	837	1,028	22.8%	33.0%
Visitors	1,234,300	1,562,300	26.6%	19.7%
Nights	9,939,400	11,543,500	16.1%	15.4%
<b>Intrastate</b>				
Visitors	1,002,400	1,291,500	28.8%	20.3%
Nights	7,125,600	8,571,900	20.3%	17.8%
<b>Interstate</b>				
Visitors	231,900	270,800	16.8%	16.9%
Nights	2,813,800	2,971,600	5.6%	9.3%
<b>International</b>				
Spend (\$m)	86	91	5.8%	10.2%
Visitors	58,600	63,900	9.0%	2.3%
Nights	1,379,400	1,827,900	32.5%	16.6%



Note that estimates on this page are based on survey data and need to be considered with these Confidence Intervals.

**Domestic CI:** Visitors ± 8.7%, Nights ± 9.6%;

**Intrastate CI:**

Visitors ± 9.6%, Nights ± 11.1%;

**Interstate CI:** Visitors ± 20.7%, Nights ± 18.9%;

**International CI:**

Visitors ± 12.3%, Nights ± 20.5%.

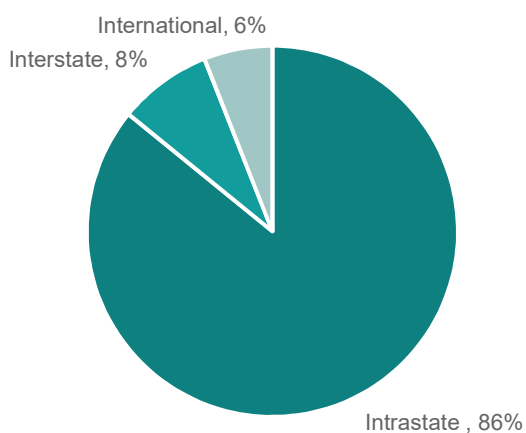
▲ **AAGR** = Average Annual Growth Rate



## Australia's South West Overnight Visitation Summary

	YE Mar-19	YE Mar-20	% Change YE Mar-20 – YE Mar-19	3 Year AAGR <sup>▲</sup>
<b>Total</b>				
Spend (\$m)	1,609	1,623	0.9%	6.1%
Visitors	3,202,100	3,052,900	-4.7%	4.3%
Nights	11,673,500	11,222,800	-3.9%	2.9%
<b>Domestic Total</b>				
Spend (\$m)	1,441	1,494	3.7%	7.3%
Visitors	3,007,400	2,870,700	-4.5%	4.4%
Nights	9,790,000	9,124,300	-6.8%	4.7%
<b>Intrastate</b>				
Visitors	2,751,300	2,621,400	-4.7%	3.4%
Nights	8,595,200	7,955,500	-7.4%	3.9%
<b>Interstate</b>				
Visitors	256,100	249,300	-2.7%	17.7%
Nights	1,194,800	1,168,800	-2.2%	10.1%
<b>International</b>				
Spend (\$m)	168	129	-23.2%	-5.4%
Visitors	194,700	182,200	-6.4%	2.1%
Nights	1,883,500	2,098,500	11.4%	-3.6%

### Visitors:



Note that estimates on this page are based on survey data and need to be considered with these Confidence Intervals.

**Domestic CI:** Visitors ± 6.4%, Nights ± 10.8%;

**Intrastate CI:**

Visitors ± 6.7%, Nights ± 11.6%;

**Interstate CI:** Visitors ± 21.5%, Nights ± 30.0%;

**International CI:**

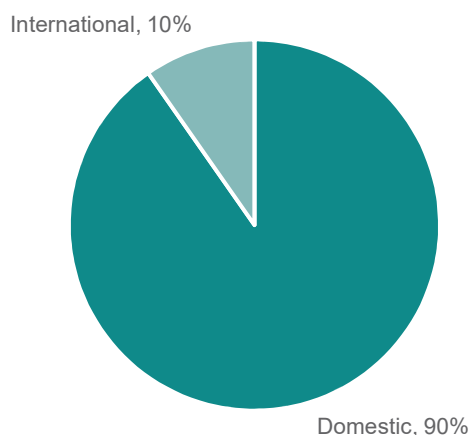
Visitors ± 7.4%, Nights ± 19.3%.

▲ AAGR = Average Annual Growth Rate

## Australia's Coral Coast Overnight Visitation Summary

	YE Mar-19	YE Mar-20	% Change YE Mar-20 – YE Mar-19	3 Year AAGR <sup>^</sup>
<b>Total</b>				
Spend (\$m)	644	710	10.2%	2.4%
Visitors	1,059,700	1,150,700	8.6%	7.1%
Nights	5,356,200	5,603,800	4.6%	-2.4%
<b>Domestic Total</b>				
Spend (\$m)	560	586	4.6%	0.5%
Visitors	969,300	1,039,000	7.2%	6.0%
Nights	4,399,600	4,545,900	3.3%	-4.4%
<b>International</b>				
Spend (\$m)	84	124	47.6%	13.1%
Visitors	90,400	111,700	23.6%	19.1%
Nights	956,600	1,057,900	10.6%	8.4%

### Visitors:



Note that estimates on this page are based on survey data and need to be considered with these Confidence Intervals.

**Domestic CI:** Visitors  $\pm$  10.6%, Nights  $\pm$  15.3%;      **International CI:** Visitors  $\pm$  9.4%, Nights  $\pm$  26.2%.

<sup>^</sup> **AAGR** = Average Annual Growth Rate

Intrastate and interstate breakdowns not available due to small sample sizes.

## SOURCE

The source of the data in this factsheet is Tourism Research Australia's (TRA) International Visitor Surveys (IVS). For more information on the methodology of these surveys, see the [TRA website](#).

## DEFINITIONS

Overnight International Visitors: International visitors aged 15 years and over who spent at least one night in the region and are visiting Australia for 12 months or less.