

AUSTRALIA'S SOUTH WEST

Overnight Visitor Fact Sheet
Years Ending December 2014



All data is sourced from Tourism Research Australia's National and International Visitor Surveys.

The estimates of visitor number and nights in this fact sheet are based on information obtained from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS respectively) - a sample of visitors coming to or travelling within Western Australia. As with all surveys, the estimates are subject to sampling variability. This means the survey results may vary from the results that would have been produced if all visitors had been interviewed in a census.

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.

PLEASE NOTE: In January 2014, the NVS methodology was improved to bring the survey sample more in line with the Australian population. Consequently, **domestic estimates for 2014 onwards are not comparable to estimates for 2013 and prior**. Domestic estimates in this report should not be compared to previous versions of this publication. More information on the change to the NVS methodology is available [here](#).

**AUSTRALIA'S SOUTH WEST VISITOR SAMPLE SIZE BASED ON
TOURISM RESEARCH AUSTRALIA'S NATIONAL AND INTERNATIONAL
VISITOR SURVEYS**

Year Ending (YE) Dec 2014	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	1,067	±7.5%	±12.6%
Interstate Visitors	72	±30.3%	±41.1%
International Visitors	920	±8.8%	±19.5%

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).

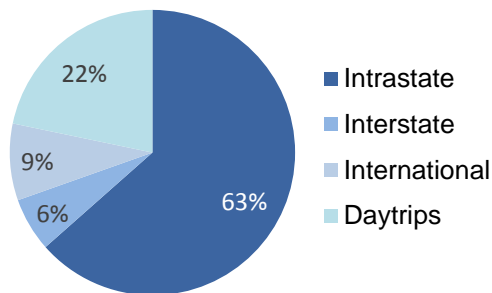
AUSTRALIA'S SOUTH WEST VISITOR SUMMARY

YEAR ENDING DECEMBER 2014

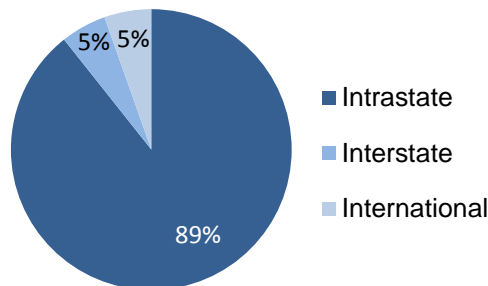
	Spend \$ million	Visitors '000	Nights '000	Avg Stay Nights	Avg trip spend \$	Avg nightly spend \$
Intrastate Overnight	1,008	2,105	6,680	3.2	479	151
Interstate Overnight	97	124	620	5.0	782	156
International Overnight	138	128	2,043	16.0	1,080	67
Intrastate Daytrips	345	2,996	n/a	n/a	115	n/a
TOTAL	1,587					

Source: Tourism Research Australia – National Visitor Survey (Visitors aged 15+ years); International Visitor Survey (Visitors aged 15+ years) Note that visitor numbers, nights and spend are estimates based on the results of the surveys.

SOURCE OF VISITOR SPEND IN AUSTRALIA'S SOUTH WEST



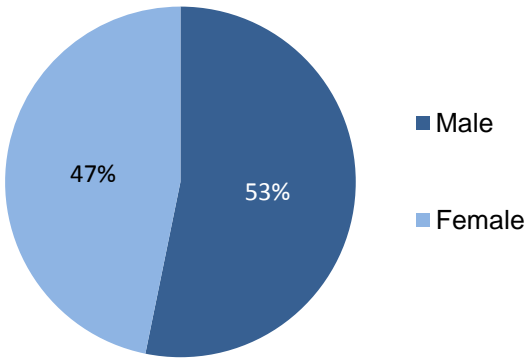
SOURCE OF OVERNIGHT VISITORS TO AUSTRALIA'S SOUTH WEST



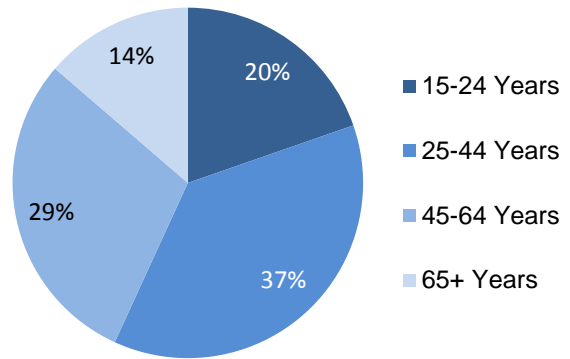
INTRASTATE VISITOR SUMMARY WESTERN AUSTRALIANS TRAVELLING TO AUSTRALIA'S SOUTH WEST

BASED ON VISITOR NUMBERS IN 2014

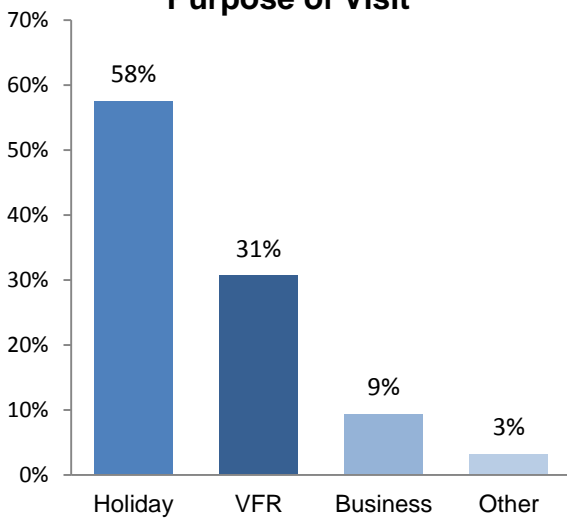
Gender



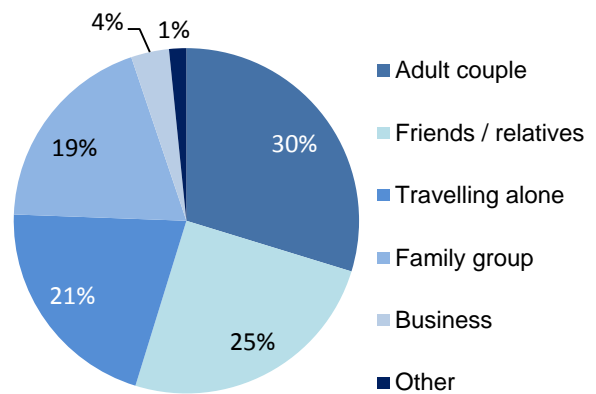
Age Group



Purpose of Visit*



Travel Party Description



***Please note:**

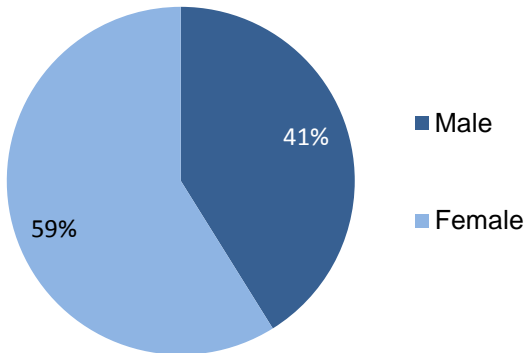
- Domestic Business Traveler includes those that have spent at least one night away from home for business; work as a driver or transport crew; conferences, exhibitions, conventions or trade fairs; training and research (employed – not students); or other work. This definition includes FIFO trips.
- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%.

INTERSTATE VISITOR SUMMARY OTHER AUSTRALIANS TRAVELLING TO AUSTRALIA'S SOUTH WEST

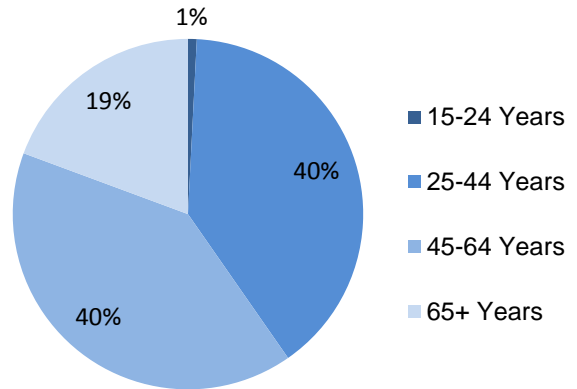
BASED ON VISITOR NUMBERS 2014

Please note: Small sample size, caution should be used when reporting these estimates due to lower levels of reliability.

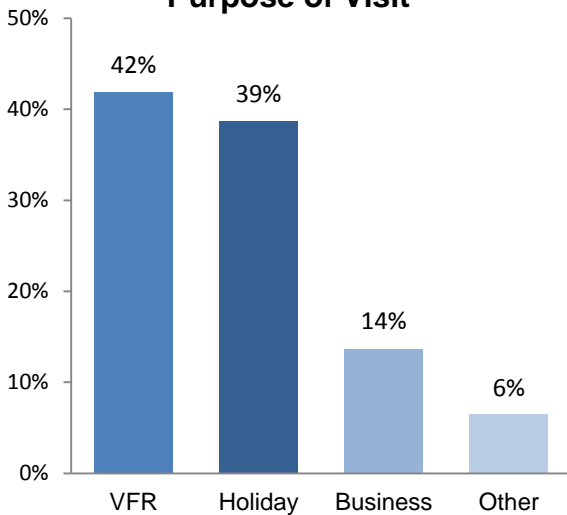
Gender



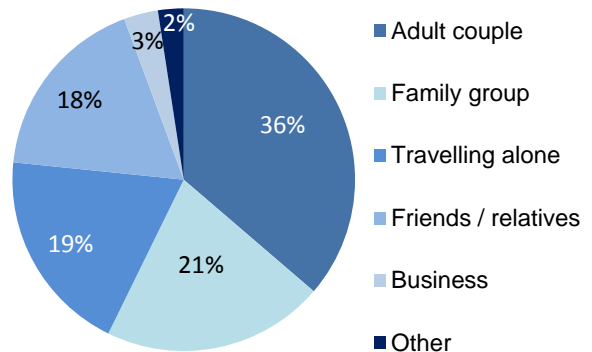
Age Group



Purpose of Visit*



Travel Party Description



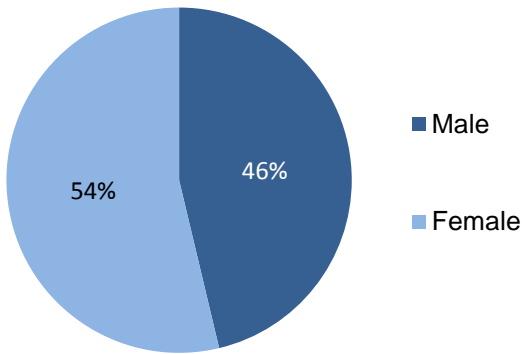
***Please note:**

- Domestic Business Traveler includes those that have spent at least one night away from home for business; work as a driver or transport crew; conferences, exhibitions, conventions or trade fairs; training and research (employed – not students); or other work. This definition includes FIFO trips.
- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%.

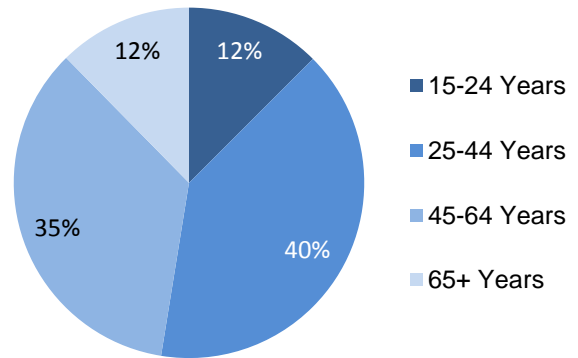
INTERNATIONAL VISITOR SUMMARY INTERNATIONAL VISITORS TRAVELLING TO AUSTRALIA'S SOUTH WEST

BASED ON VISITOR NUMBERS 2014

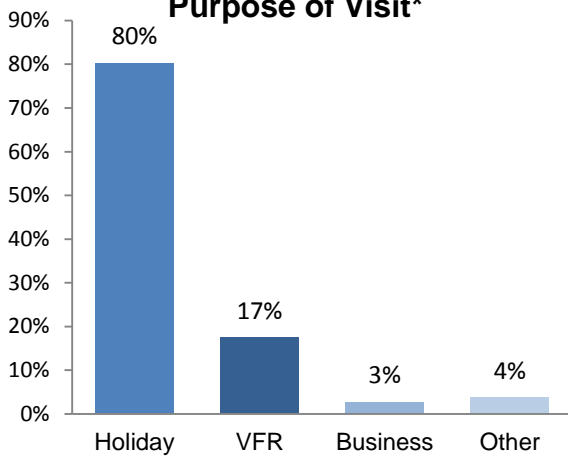
Gender



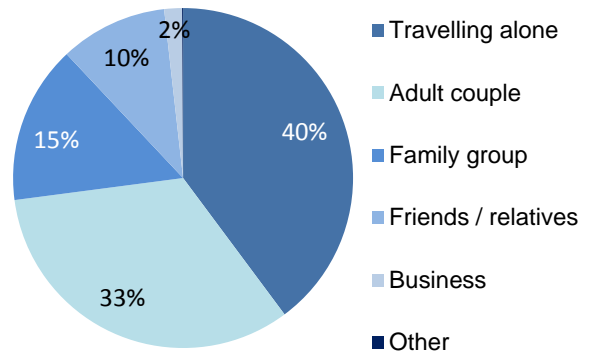
Age Group



Purpose of Visit*



Travel Party Description



***Please note:**

- International Business Traveler includes those that have traveled for business or to attend a convention, conference, seminar, trade fair, or exhibition.
- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%.

TOP FIVE INTERNATIONAL MARKETS TO AUSTRALIA'S SOUTH WEST – VISITOR COUNTRY OF ORIGIN

Please note: Base for % is from total estimated International visitor numbers to Australia's South West.

	YE Dec 2014 %
United Kingdom	22%
Singapore	13%
New Zealand	10%
USA	7%
Germany	5%

TOP THREE VISITOR ACCOMMODATION IN AUSTRALIA'S SOUTH WEST

Please note:

- *Accommodation* is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to Australia's South West.

	YE Dec 2014 %
Estimated Intrastate Visitors	
Friends or relatives property	37%
Hotel/resort/motel or motor Inn	21%
Caravan park or commercial camping ground	13%
Estimated Interstate Visitors	
Friends or relatives property	37%
Hotel/resort/motel or motor Inn	31%
Rented house/apartment/flat or unit	17%
Estimated International Visitors	
Hotel/resort/motel or motor Inn	42%
Friends or relatives property	20%
Rented house/apartment/flat or unit	16%

TOP FIVE LEISURE ACTIVITIES

Please note:

- *Leisure Activities* is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to Australia's South West.

	YE Dec 2014 %
Estimated Intrastate Visitors	
Eat out / dine at a restaurant and/or cafe	58%
Visit friends & relatives	44%
Go to the beach	39%
Sightseeing/looking around	34%
Visit wineries	23%
Estimated Interstate Visitors	
Eat out / dine at a restaurant and/or cafe	74%
Visit friends & relatives	51%
Go to the beach	42%
Visit wineries	40%
Sightseeing/looking around	38%
Estimated International Visitors*	
Eat out / dine at a restaurant and/or cafe	92%
Sightseeing/looking around	86%
Go to the beach	85%
Go shopping for pleasure	80%
Visit national parks / state parks	69%

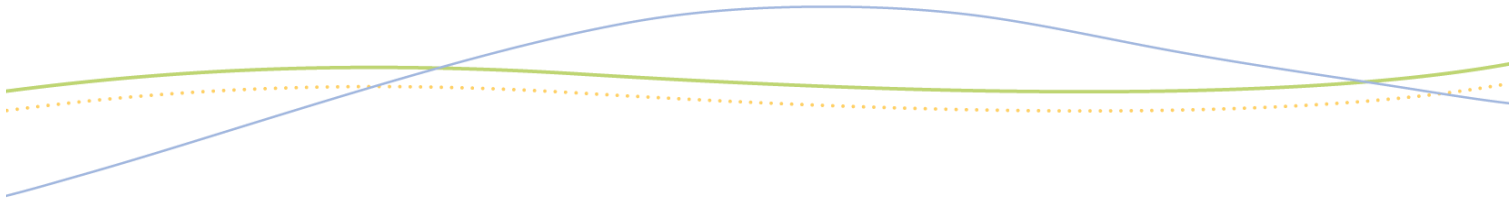
*International activities may have been undertaken anywhere in Australia.

TOP FIVE STATISTICAL AREAS LEVEL 2 VISITED IN AUSTRALIA'S SOUTH WEST

Please note:

- *Statistical Areas Level 2* is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to Australia's South West.
- A map of Statistical Areas Level 2 is available on the [Australian Bureau of Statistics](http://www.abs.gov.au) website.

YE Dec 2014 %	
Estimated Intrastate Visitors	
Busselton	15%
Albany	15%
Busselton Region	14%
Bunbury	13%
Margaret River	13%
Estimated Interstate Visitors	
Margaret River	32%
Albany	21%
Bunbury	18%
Busselton	15%
Busselton Region	10%
Estimated International Visitors	
Margaret River	43%
Albany	31%
Busselton	17%
Pemberton	13%
Bunbury	13%



Fact Sheet Sources:

- **Tourism Research Australia - National Visitor Survey YE Dec 2014**
 - Overnight Domestic Visitors Definition: Australian residents aged 15 years and over who spent at least one night away from home

- **Tourism Research Australia - International Visitor Survey YE Dec 2014**
 - Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in the region