



**KIMBERLEY DEVELOPMENT
COMMISSION AREA**
Overnight Visitor Fact Sheet
Year Ending December 2014



Unless otherwise stated, 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](#).

KIMBERLEY DEVELOPMENT COMMISSION AREA VISITOR SAMPLE SIZE BASED ON TOURISM RESEARCH AUSTRALIA'S NATIONAL AND INTERNATIONAL VISITOR SURVEYS

Year Ending (YE) December 2014	Sample Size	95% Confidence Intervals	
		Visitors	Visitor nights
Intrastate Visitors	123	±22.7%	±24.7%
Interstate Visitors	71	±28.2%	±24.5%
Domestic Visitors	194	±17.8%	±17.4%
International Visitors	275	±16.3%	±29.7%

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).

KIMBERLEY DEVELOPMENT COMMISSION AREA VISITOR SUMMARY

	YE Dec 2014	YE Dec 2014 %
Estimated Visitors		
Intrastate	223,000	55%
Interstate	144,000	36%
International	35,400	9%
Total	402,400	100%
Estimated Visitor Nights		
Intrastate	1,723,000	40%
Interstate	1,756,000	41%
International	805,400	19%
Total	4,284,400	100%
Average Length of Stay (Estimated Nights)		
Intrastate	7.7	-
Interstate	12.2	-
International	22.8	-
Total	10.6	-

PURPOSE OF VISIT

Please note:

- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%

	YE Dec 2014	YE Dec 2014 %
Estimated Domestic Visitors		
Holiday	175,000	48%
Business	130,000	35%
Visiting friends and relatives	54,000	15%
Other	21,000	6%
Estimated International Visitors		
Holiday or leisure	27,600	78%
Visiting friends and relatives	2,800	8%
Business	2,000	6%
Other	5,000	14%

TOP THREE VISITOR ACCOMMODATION

Please note:

- *Accommodation* is a multiple response question. Totals may not add up to 100%

	YE Dec 2014	YE Dec 2014 %
Estimated Domestic Visitors		
Hotel/resort/motel or motor Inn	159,000	43%
Other Private Accommodation	72,000	20%
Friends or relatives property	63,000	17%
Estimated International Visitors		
Caravan park or commercial camping ground	11,000	31%
Hotel/resort/motel or motor Inn	8,900	25%
Backpacker or hostel	6,800	19%

TRAVEL PARTY

	YE Dec 2014	YE Dec 2014 %
Estimated Domestic Visitors		
Travelling alone	115,000	31%
Adult Couple	106,000	29%
Friends / relatives	58,000	16%
Family group - parent(s) and children	49,000	13%
Business Associates	38,000	10%
Total	367,000	100%
Estimated International Visitors		
Travelling Alone	20,300	58%
Adult couple	8,000	23%
Friends / relatives	3,500	10%
Family group - parent(s) and children	2,700	8%
Other	800	2%
Total	35,400	100%



GENDER

	YE Dec 2014	YE Dec 2014 %
Estimated Domestic Visitors		
Male	207,000	56%
Female	159,000	43%
Total	367,000	100%
Estimated International Visitors		
Male	17,700	50%
Female	17,700	50%
Total	35,400	100%

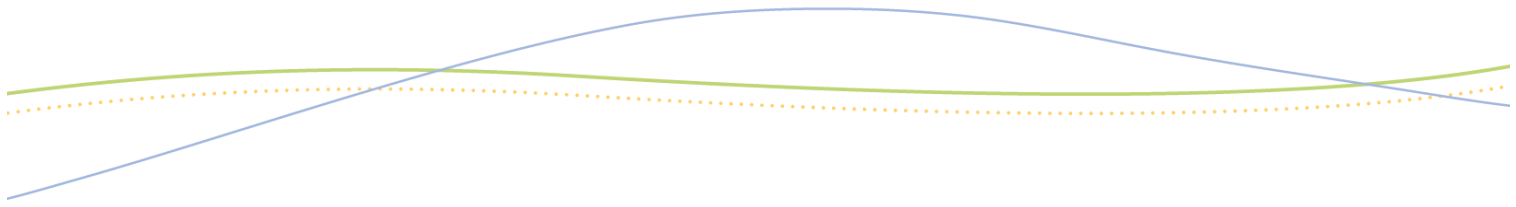
AGE

	YE Dec 2014	YE Dec 2014 %
Estimated Domestic Visitors		
15-24 Years	9,000	2%
25-44 Years	160,000	44%
45-64 Years	142,000	39%
65+ Years	56,000	15%
Total	367,000	100%
Estimated International Visitors		
15-24 Years	7,900	22%
25-44 Years	14,700	42%
45-64 Years	9,600	27%
65+ Years	3,100	9%
Total	35,400	100%

The Kimberley Development Commission Area includes the following ABS Level 2 Statistical Areas (SA2s):

- Broome
- Derby – West Kimberley
- Halls Creek
- Kununurra
- Roebuck

See the [ABS website](#) for a map of Western Australia by SA2s.



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