



# Broome

## Overnight Visitor Fact Sheet

### Years Ending December 2011/12/13



**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 the National and International Visitor Surveys - 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.

A basic assumption is that the bigger the sample (i.e. the more visitors that were interviewed) the more reliable the result. Conversely, results based on small sample sizes are less reliable. This means that smaller estimates, especially at regional levels, are less reliable than the larger estimates at State level. Combining the estimates for a number of years and working with average figures is often a better way of understanding visitation to a region. One should be careful of making direct year on year comparisons based on estimates from small survey samples.

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, data from local councils etc. In those circumstances where Tourism WA has relevant information over and above the National and International Visitor Surveys, the information would be included in this fact sheet. Details of all information sources are at the end of this document.

Interstate estimates are based on smaller sample sizes than either the intrastate or international measures, and can fluctuate significantly. Due to this variability other statistics such as Perth Airport statistics are often used for comparison purposes. It is Tourism WA's view that the likely visitation levels fall somewhere between the Perth Airport and NVS figures.

**Please Note: Unless otherwise stated, this fact sheet is based on three year annual averages to improve the reliability of the data. Data from three years ending December 2011, 2012 and 2013 are combined and divided by three to produce an annual average.**

**Totals may not add up due to rounding and the calculation of the annual average.**

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

YE Dec 2011/12/13	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	180	±24.6%	±29.8%
Interstate Visitors	144	±27.4%	±31.5%
Domestic Visitors	324	±18.9%	±22.7%
International Visitors	805	±15.3%	±44.4%

Note: estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Confidence Interval is greater than ±50% (highlighted in red).

## BROOME VISITOR SUMMARY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Visitors</b>		
Intrastate	84,700	47%
Interstate	66,700	37%
International	29,100	16%
<b>Total</b>	<b>180,500</b>	<b>100%</b>
<b>Estimated Visitor Nights</b>		
Intrastate	512,300	39%
Interstate	450,000	34%
International	342,500	26%
<b>Total</b>	<b>1,305,200</b>	<b>100%</b>
<b>Average Length of Stay (Estimated Nights)</b>		
Intrastate	6.1	-
Interstate	6.8	-
International	11.8	-
<b>Total</b>	<b>7.2</b>	<b>-</b>

## PURPOSE OF VISIT

Please note:

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

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
Holiday or leisure	92,000	61%
Business	29,000	19%
Visiting friends and relatives	21,300	14%
Other	9,000	6%
<b>Estimated International Visitors</b>		
Holiday or leisure	24,300	83%
Business	1,900	6%
Visiting friends and relatives	1,500	5%
Other	1,600	6%

## TOP THREE VISITOR ACCOMMODATION

Please note:

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

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
Hotel, resort, motel or motor Inn	84,700	56%
Friends or relatives property	21,000	14%
Rented house, apartment, flat or unit	12,300	8%
<b>Estimated International Visitors</b>		
Caravan or camping	11,000	38%
Backpacker / hostel	7,000	24%
Hotel, resort, motel, motor Inn	6,300	22%

## TRAVEL PARTY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
Adult Couple	54,300	36%
Friends / relatives	31,300	21%
Family group - parent(s) and children	26,300	17%
Travelling alone	25,300	17%
Other	14,000	9%
<b>Total</b>	<b>151,300</b>	<b>100%</b>
<b>Estimated International Visitors</b>		
Travelling Alone	15,800	54%
Adult couple	7,600	26%
Friends / relatives	3,700	13%
Family group - parent(s) and children	1,500	5%
Other	500	2%
<b>Total</b>	<b>29,100</b>	<b>100%</b>



## GENDER

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
Male	72,300	48%
Female	79,000	52%
<b>Total</b>	<b>151,300</b>	<b>100%</b>
<b>Estimated International Visitors</b>		
Male	15,500	53%
Female	13,700	47%
<b>Total</b>	<b>29,100</b>	<b>100%</b>

## AGE

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
15 - 24 years	7,000	5%
25 - 44 years	43,700	29%
45 - 64 years	61,700	41%
65+ years	38,700	26%
<b>Total</b>	<b>151,300</b>	<b>100%</b>
<b>Estimated International Visitors</b>		
15 - 24 years	6,100	21%
25 - 44 years	12,300	42%
45 - 64 years	7,600	26%
65+ years	3,100	11%
<b>Total</b>	<b>29,100</b>	<b>100%</b>

### Fact Sheet Sources:

- **Tourism Research Australia - National Visitor Survey YE Dec 2011/12/13**
  - 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 2011/12/13**
  - Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in the region