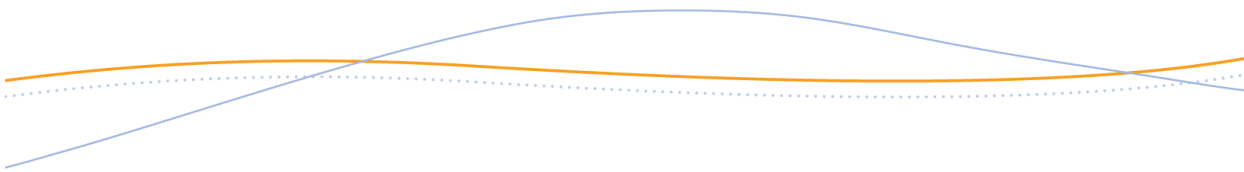


Busselton Region Overnight Visitor Fact Sheet Years Ending December 2011/12/13



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.

BUSSELTON REGION 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	1,007	±10.6%	±17.7%
Interstate Visitors	81	±29.9%	±43.9%
Domestic Visitors	1,088	±10.2%	±16.8%
International Visitors	753	±14.9%	±58.2%

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).

BUSSELTON REGION VISITOR SUMMARY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Visitors		
Intrastate	540,300	86%
Interstate	55,000	9%
International	31,000	5%
Total	626,300	100%
Estimated Visitor Nights		
Intrastate	1,718,700	N/A
Interstate	208,300	N/A
International	N/A	N/A
Total	N/A	N/A
Average Length of Stay (Estimated Nights)		
Intrastate	3.2	-
Interstate	3.8	-
International	6.6	-
Total	3.4	-

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 %
Estimated Domestic Visitors		
Holiday or leisure	420,700	71%
Visiting friends and relatives	134,000	23%
Business	29,700	5%
Other	11,300	2%
Estimated International Visitors		
Holiday or leisure	25,600	83%
Visiting friends and relatives	4,600	15%
Business	400	1%
Other	500	2%

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 %
Estimated Domestic Visitors		
Friends or relatives property	184,000	31%
Hotel, resort, motel or motor Inn	157,300	26%
Rented house, apartment, flat or unit	106,000	18%
Estimated International Visitors		
Hotel, resort, motel, motor Inn	11,700	38%
Rented house / apartment / unit / flat	5,900	19%
Home of friend or relative	5,800	19%

TRAVEL PARTY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Adult Couple	191,000	32%
Family group - parent(s) and children	182,000	31%
Friends / relatives	152,000	26%
Travelling alone	52,300	9%
Other	18,000	3%
Total	595,300	100%
Estimated International Visitors		
Adult couple	12,800	41%
Travelling Alone	11,200	36%
Friends / relatives	4,000	13%
Family group - parent(s) and children	2,600	8%
Other	400	1%
Total	31,000	100%

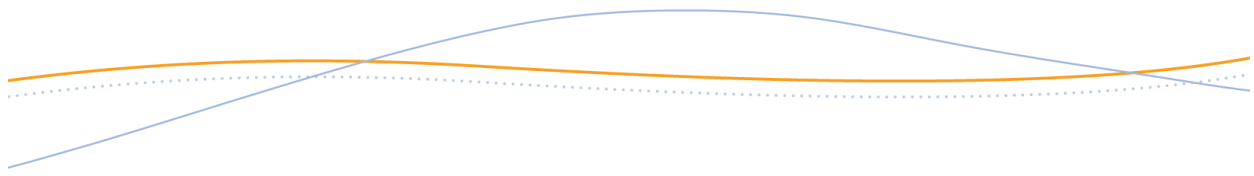


GENDER

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Male	276,300	46%
Female	318,700	54%
Total	595,300	100%
Estimated International Visitors		
Male	15,200	49%
Female	15,800	51%
Total	31,000	100%

AGE

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
15-24 Years	74,700	13%
25-44 Years	237,000	40%
45-64 Years	200,700	34%
65+ Years	82,700	14%
Total	595,300	100%
Estimated International Visitors		
15-24 Years	2,700	9%
25-44 Years	9,400	30%
45-64 Years	13,200	43%
65+ Years	5,700	18%
Total	31,000	100%



Busselton Region includes the following SA2's:

- Busselton
- Busselton Region

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