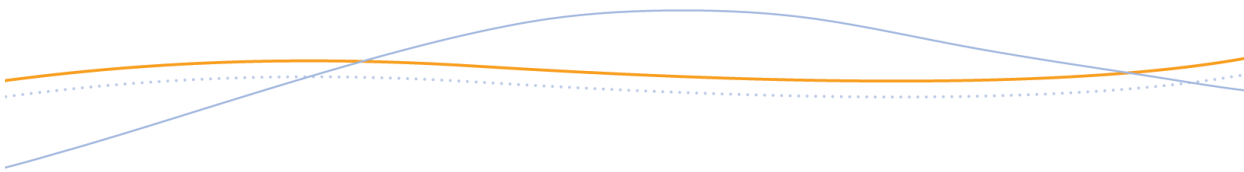




Derby – West Kimberley Overnight Visitor Fact Sheet Years Ending December 2011/12/13



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.

DERBY - WEST KIMBERLEY 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	75	±35.8%	±47.7%
Interstate Visitors	52	±49.1%	±54.4%
Domestic Visitors	127	±29.8%	±37.6%
International Visitors	235	±26.9%	±96.1%

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).

DERBY - WEST KIMBERLEY VISITOR SUMMARY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Visitors		
Domestic	55,300	86%
International	8,900	14%
Total	64,200	100%
Estimated Visitor Nights		
Domestic	298,000	N/A
International	N/A	N/A
Total	N/A	N/A
Average Length of Stay (Estimated Nights)		
Domestic	5.4	-
International	N/A	-
Total	N/A	-

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		
Business	20,700	37%
Holiday or leisure	18,700	34%
Visiting friends and relatives	7,300	13%
Other	8,700	16%
Estimated International Visitors		
Holiday or leisure	7,900	89%
Visiting friends and relatives	300	3%
Business	200	3%
Other	500	5%

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		
Hotel, resort, motel or motor Inn	19,700	36%
Caravan or camping near road or on private property	11,000	20%
Friends or relatives property	9,000	16%
Estimated International Visitors		
Caravan or camping	6,300	71%
Hotel, resort, motel, motor Inn	1,300	14%
Home of friend or relative	500	6%

TRAVEL PARTY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Travelling alone	15,000	27%
Adult Couple	11,700	21%
Family group - parent(s) and children	10,300	19%
Friends / relatives	9,000	16%
Other	9,000	16%
Total	55,300	100%
Estimated International Visitors		
Adult couple	3,600	41%
Travelling Alone	3,100	35%
Friends / relatives	1,400	16%
Family group - parent(s) and children	700	8%
Other	100	1%
Total	8,900	100%



GENDER

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
Male	32,000	58%
Female	23,300	42%
Total	55,300	100%
Estimated International Visitors		
Male	4,800	54%
Female	4,100	46%
Total	8,900	100%

AGE

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
Estimated Domestic Visitors		
15 - 24 years	2,300	4%
25 - 44 years	19,700	36%
45 - 64 years	22,000	40%
65+ years	11,700	21%
Total	55,300	100%
Estimated International Visitors		
15 - 24 years	1,300	15%
25 - 44 years	3,100	35%
45 - 64 years	3,200	36%
65+ years	1,300	14%
Total	8,900	100%

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