



# Kununurra

## 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.**

**KUNUNURRA 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	72	±41.0%	±53.5%
Interstate Visitors	99	±33.7%	±40.0%
Domestic Visitors	171	±26.9%	±33.5%
International Visitors	412	±21.5%	±55.6%

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).

## KUNUNURRA VISITOR SUMMARY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Visitors</b>		
Domestic	69,700	83%
International	14,300	17%
<b>Total</b>	<b>84,000</b>	<b>100%</b>
<b>Estimated Visitor Nights</b>		
Domestic	389,000	N/A
International	N/A	N/A
<b>Total</b>	<b>N/A</b>	<b>N/A</b>
<b>Average Length of Stay (Estimated Nights)</b>		
Domestic	5.6	-
International	N/A	-
<b>Total</b>	<b>N/A</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	31,700	45%
Business	22,300	32%
Visiting friends and relatives	5,000	7%
Other	12,000	17%
<b>Estimated International Visitors</b>		
Holiday or leisure	12,300	86%
Business	800	6%
Visiting friends and relatives	200	1%
Other	1,000	7%

## 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	28,300	41%
Caravan park or commercial camping ground	15,000	22%
Caravan or camping near road or on private property	11,000	16%
<b>Estimated International Visitors</b>		
Caravan or camping	9,000	63%
Hotel, resort, motel, motor Inn	2,200	16%
Backpacker / hostel	2,000	14%

## TRAVEL PARTY

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
Adult Couple	22,000	32%
Travelling alone	14,000	20%
Friends / relatives	11,300	16%
Family group - parent(s) and children	10,000	14%
Other	12,700	18%
<b>Total</b>	<b>69,700</b>	<b>100%</b>
<b>Estimated International Visitors</b>		
Travelling Alone	6,900	48%
Adult couple	4,700	33%
Friends / relatives	2,000	14%
Family group - parent(s) and children	600	4%
Other	100	1%
<b>Total</b>	<b>14,300</b>	<b>100%</b>



## GENDER

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Domestic Visitors</b>		
Male	41,300	59%
Female	28,700	41%
<b>Total</b>	<b>69,700</b>	<b>100%</b>
<b>Estimated International Visitors</b>		
Male	7,800	55%
Female	6,500	45%
<b>Total</b>	<b>14,300</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	3,300	5%
25 - 44 years	22,000	32%
45 - 64 years	28,000	40%
65+ years	16,300	23%
<b>Total</b>	<b>69,700</b>	<b>100%</b>
<b>Estimated International Visitors</b>		
15 - 24 years	2,700	19%
25 - 44 years	5,800	41%
45 - 64 years	3,800	27%
65+ years	2,000	14%
<b>Total</b>	<b>14,300</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