

# The South West Region Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024



WESTERN  
AUSTRALIA

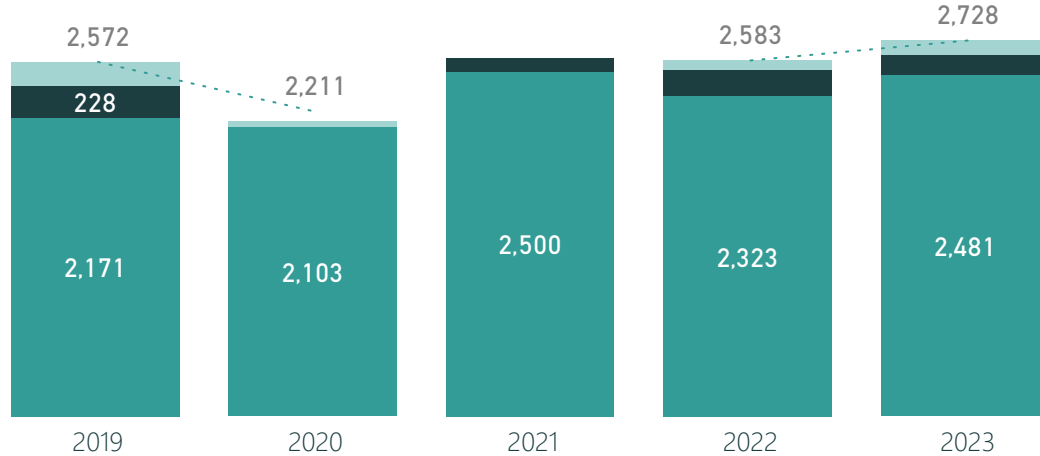
# Overnight Visitor Summary - The South West Region

2023

The data in this factsheet refers to visitors who have spent at least one night in The South West Region

## Overnight Visitor Trends (000)

● Intrastate ● Interstate ● International ..... Total Overnight Visitors (000)



NOTE: WA international borders largely closed from March 2020 to March 2022 due to COVID-19, therefore international data in relation to 2020, 2021 and 2022, if shown, should be used with caution.

Market		2019	2020	2021	2022	2023
Visitors (000)	International	173	40	np	72	107
	Interstate	228	np	95	188	140
	Intrastate	2,171	2,103	2,500	2,323	2,481
	<b>Total</b>	<b>2,572</b>	<b>2,211</b>	<b>np</b>	<b>2,583</b>	<b>2,728</b>
Market		2019	2020	2021	2022	2023
Nights (000)	International	1,628	np	np	np	1,734
	Interstate	955	np	669	960	621
	Intrastate	6,326	6,854	8,116	7,112	7,968
	<b>Total</b>	<b>8,909</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>10,323</b>

"np" indicates sample size too small to publish

Total Visitors (000)

2,728

2023

Total Visitor Nights (000)

10,323

2023

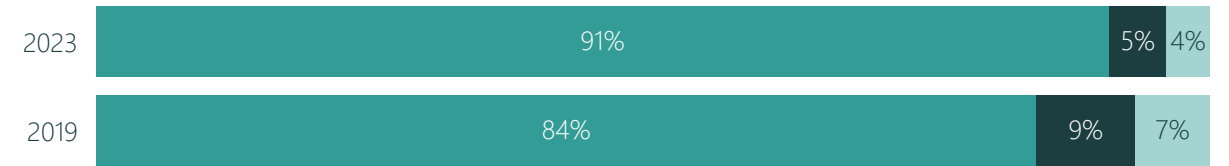
Total Spend (\$ Million)

\$534

2023

## Share of Overnight Visitors - change vs. pre-COVID

● International ● Interstate ● Intrastate



## Overnight Visitor Metrics - 2023

	Avg. Trip Length	Average Trip Spend	Average Daily Spend
Intrastate	3.2 Days	\$744	\$232
Interstate	4.4 Days	\$1,129	\$254
International	16.2 Days	\$1,234	\$76
Total	3.8 Days	\$783	\$207

Domestic + International

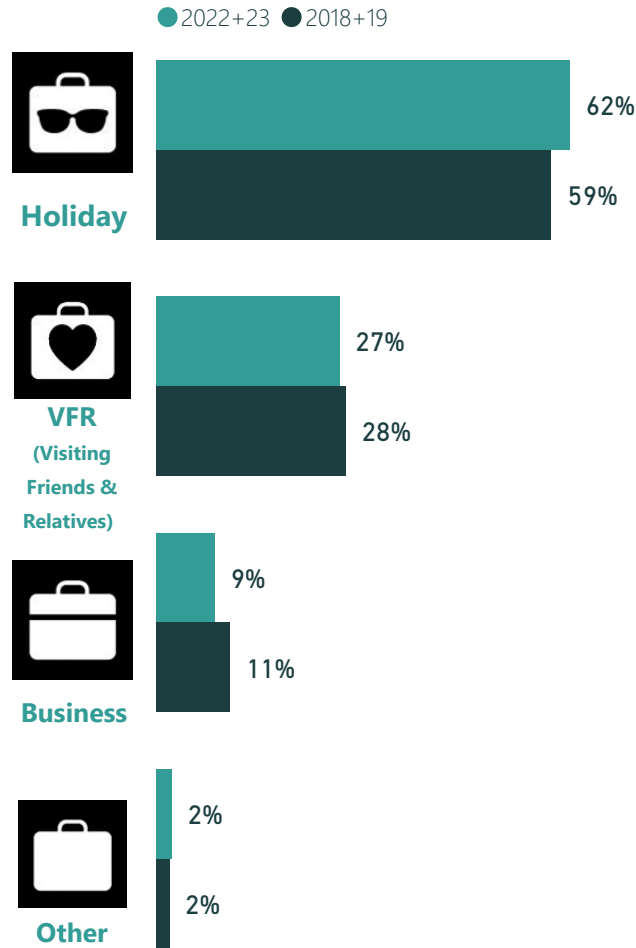
# Domestic Overnight Visitor Details - The South West Region

2022+23 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The South West Region

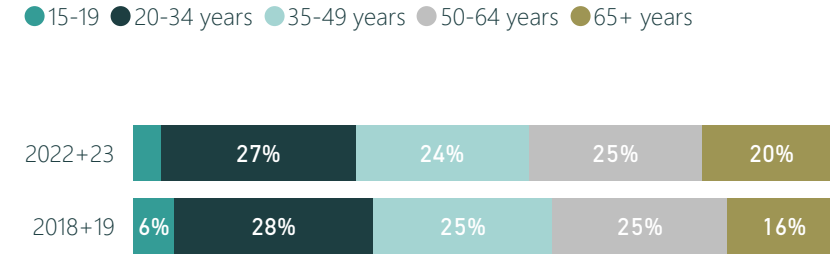
Domestic Visitors (000)	Domestic Nights (000)
2,621	8,589
2023	2023

## Purpose of Travel

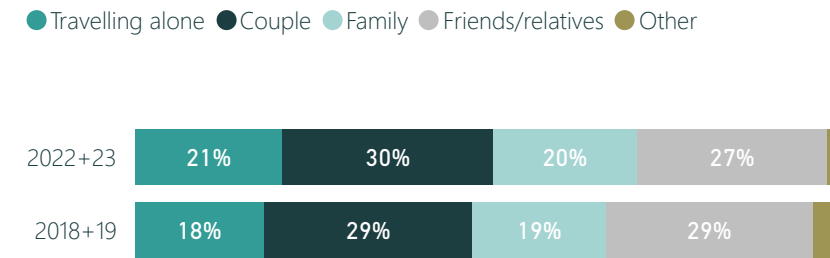


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

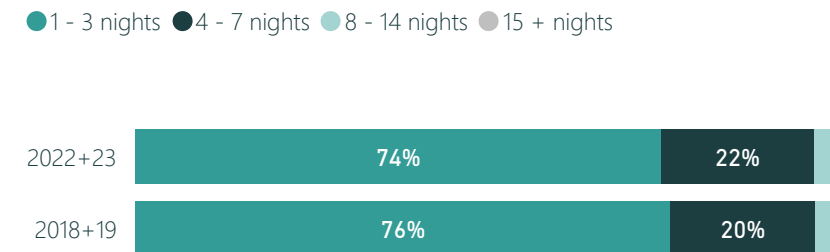
## Age



## Travel Party



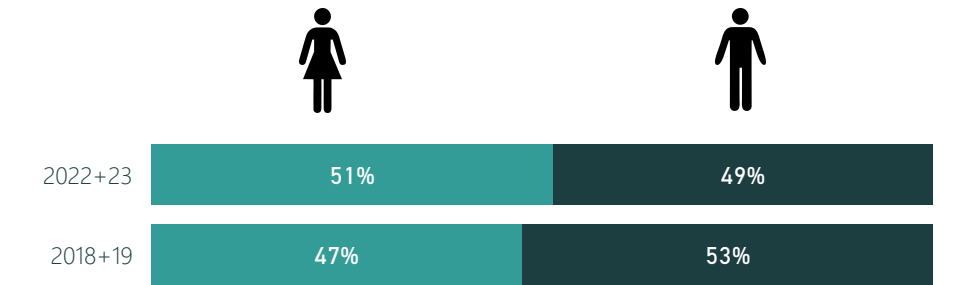
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2022+23
Friends or relatives property	31%	26%
Hotel/resort/motel or motor Inn	19%	17%
Rented house/apartment/flat or unit	15%	16%

## Gender



## Top 3 activities

Activity	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	63%	62%
Go to the beach	41%	42%
Visit friends & relatives	39%	33%

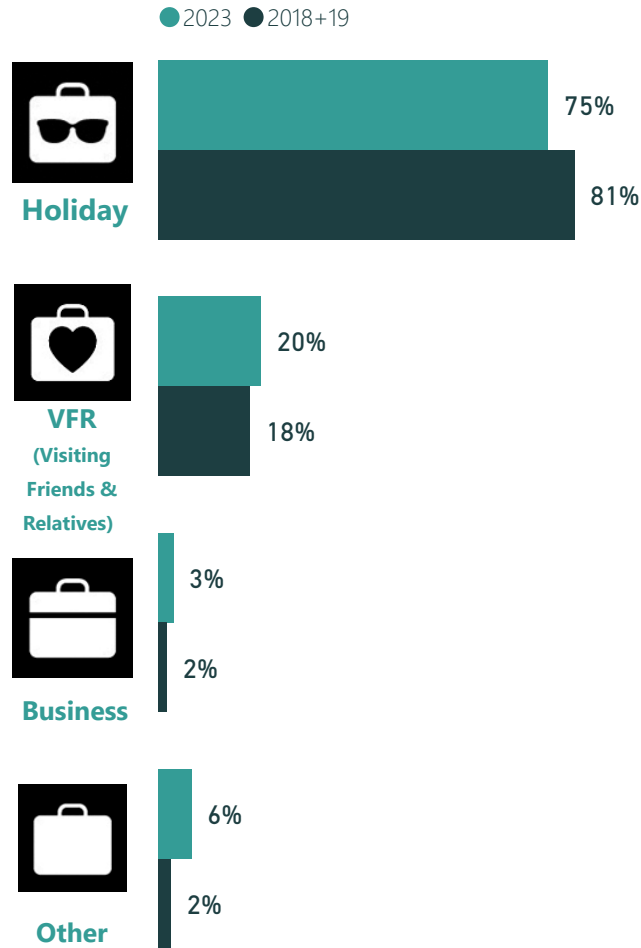
# International Overnight Visitor Details - The South West Region

2023 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The South West Region

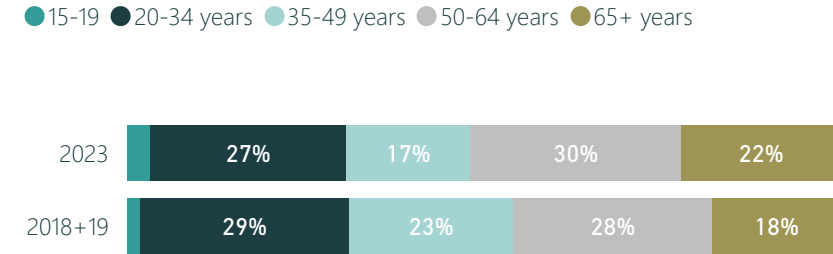
International Visitors (000)	International Nights (000)
107 2023	1,734 2023

## Purpose of Travel

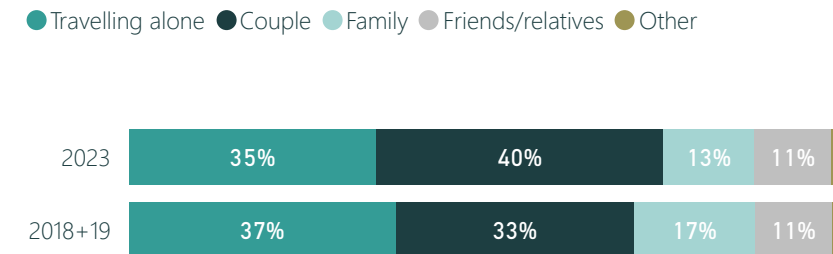


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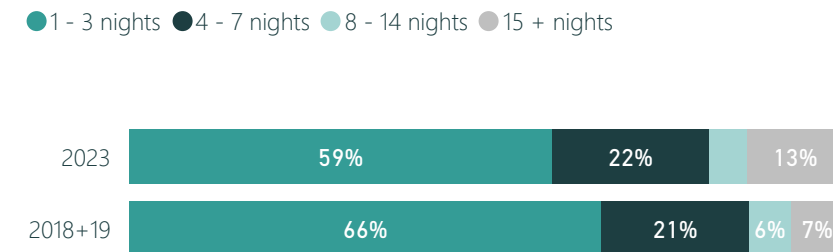
## Age



## Travel Party



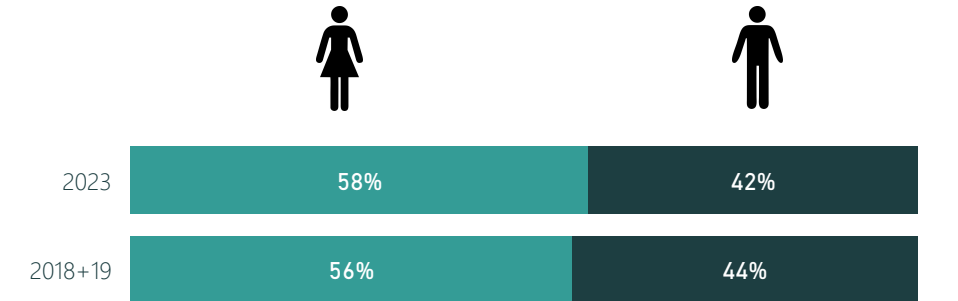
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Rented house/apartment/flat or unit	30%	32%
Friends or relatives property	29%	25%
Hotel/resort/motel or motor Inn	10%	18%

## Gender



## Top 3 activities\*

\*International visitors may have undertaken the activity in the region or elsewhere in Australia

Activity	2018+19	2023
Eat out / dine at a restaurant and/or cafe	95%	97%
Go to the beach	84%	92%
Sightseeing/looking around	85%	86%

# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The South West Region



## Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

Data has been provided for Interstate and Intrastate (sample size permitting) or Domestic, as well as International (see below) by year.

The demographics and trip details for domestic visitors show comparisons between 2022+23 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, only 2018+19 and 2023 has been provided for international visitors.

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.

Methodology and definition changes are made to both the IVS and the NVS from time to time. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see [NVS Methodology](#) or [IVS Methodology](#) on Tourism Research Australia's website and the [Changing Visitor Spend](#) factsheet on Tourism WA's website.

## Sample Size

Market	2019	2020	2021	2022	2023
Intrastate	944	828	941	768	632
Interstate	95	27	48	61	41
Domestic	1,039	855	989	829	673
International	993	286	0	8,275	450

Note: Data has not been provided where the Sample Size is less than 40

## Definitions

**Domestic Visitors (Intrastate):** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

**Domestic Visitors (Interstate):** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

**International Visitors:** International visitors aged 15 years and over who spent at least one night in the Region and are staying in Australia for 12 months or less.

## Source

Tourism Research Australia, International and National Visitor Surveys, 2023.  
Local Government Areas included to make up The South West Region:  
City of Bunbury, City of Busselton, Shire of Augusta-Margaret River, Shire of Boyup Brook, Shire of Bridgetown-Greenbushes, Shire of Capel, Shire of Collie, Shire of Daranup, Shire of Donnybrook-Balingup, Shire of Harvey, Shire of Manjimup, Shire of Nannup