

City of Busselton

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



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AUSTRALIA

Overnight Visitor Summary - City of Busselton

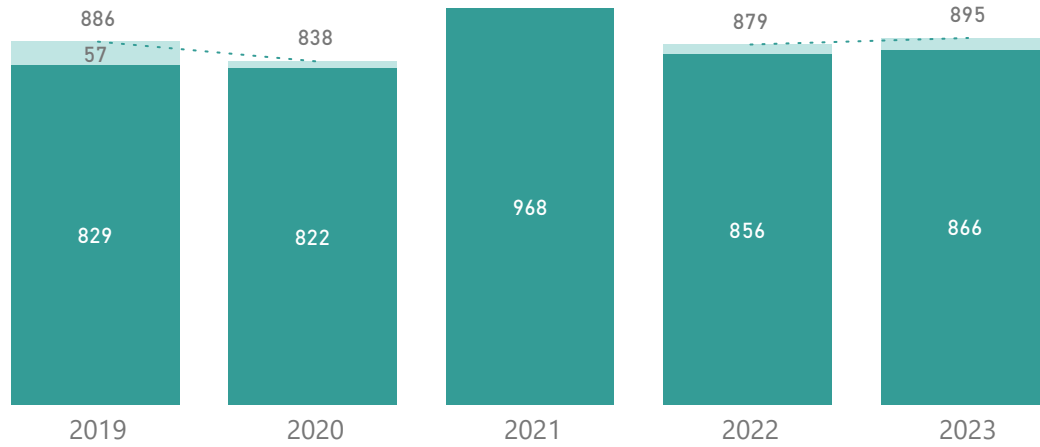
2023

The data in this factsheet refers to visitors who have spent at least one night in the City of Busselton Local Government Area (LGA).


Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
895 2023	3,439 2023	\$838 2023

Overnight Visitor Trends (000)


● International ● Domestic Total Overnight Visitors



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.

 Visitors (000)

Market	2019	2020	2021	2022	2023
Domestic	829	822	968	856	866
International	57	16	np	23	29
Total	886	838	np	879	895

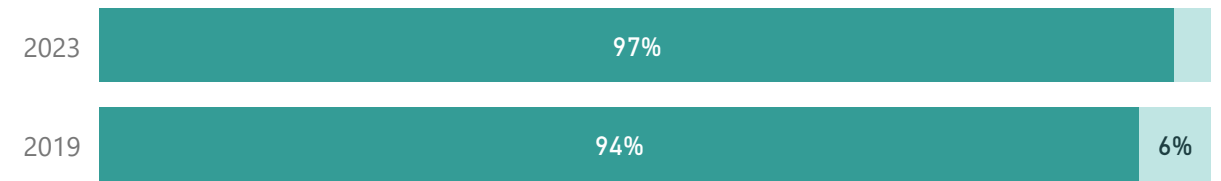
 Nights (000)

Market	2019	2020	2021	2022	2023
Domestic	2,584	2,668	3,458	3,002	2,989
International	399	np	np	np	450
Total	2,983	np	np	np	3,439





np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2023

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	3.5 Days	\$927	\$269
International	15.5 Days	\$1,207	\$78
 Total Domestic + International	3.8 Days	\$936	\$244

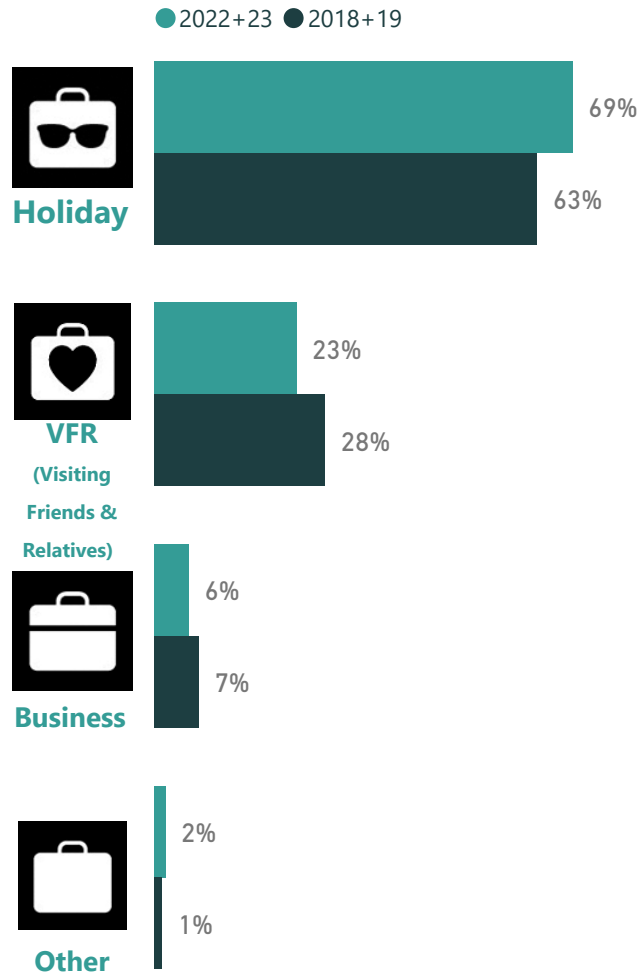
Domestic Overnight Visitor Details - City of Busselton

2022+23 vs. 2018+19

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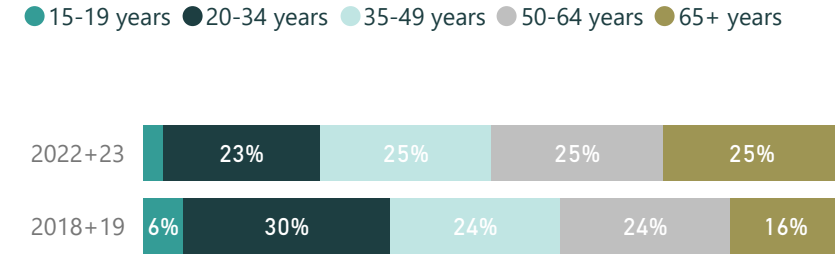
Domestic Visitors (000)	Domestic Nights (000)
866	2,989
2023	2023

Purpose of Travel

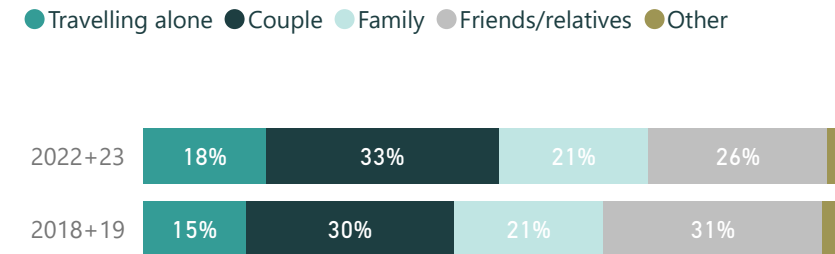


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

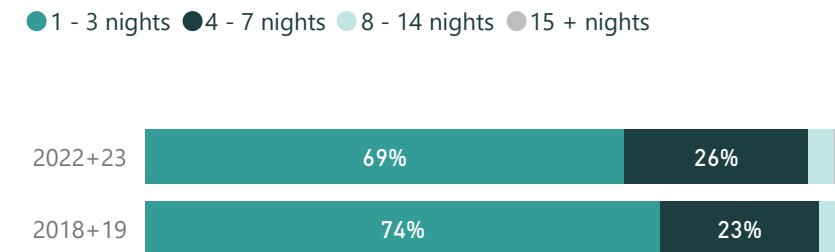
Age



Travel Party



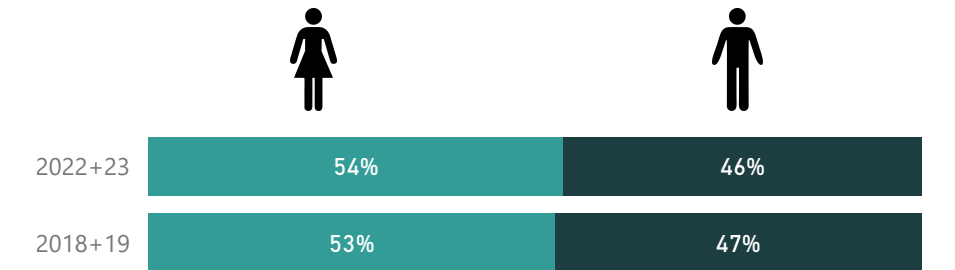
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2022+23
Friends or relatives property	29%	27%
Rented house/apartment/flat or unit	22%	20%
Hotel/resort/motel or motor Inn	20%	14%

Gender



Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

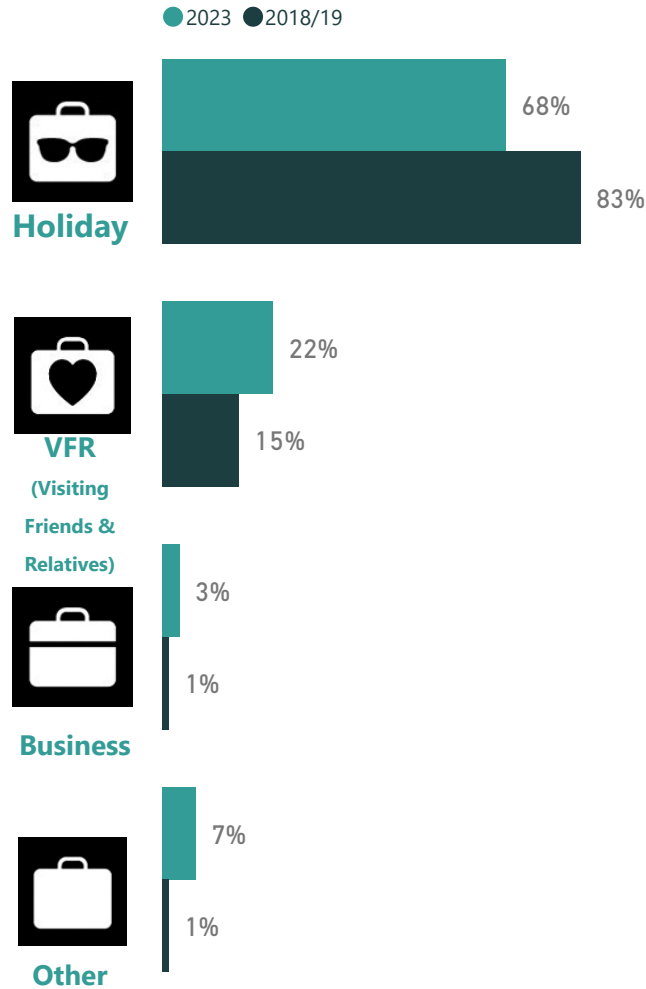
International Overnight Visitor Details - City of Busselton

2023 vs. 2018+19

The data in this factsheet refers to visitors who have spent at least one night in the City of Busselton Local Government Area (LGA).

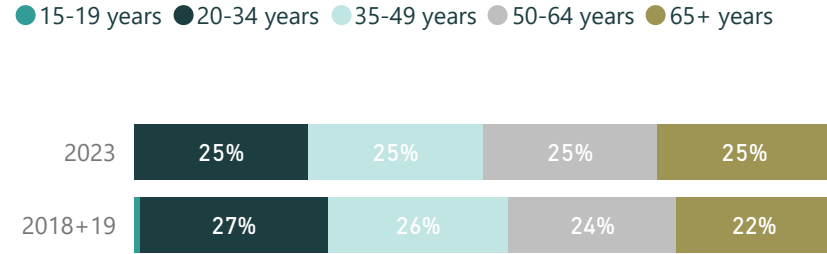
International Visitors (000)	International Nights (000)
29 2023	450 2023

Purpose of Travel

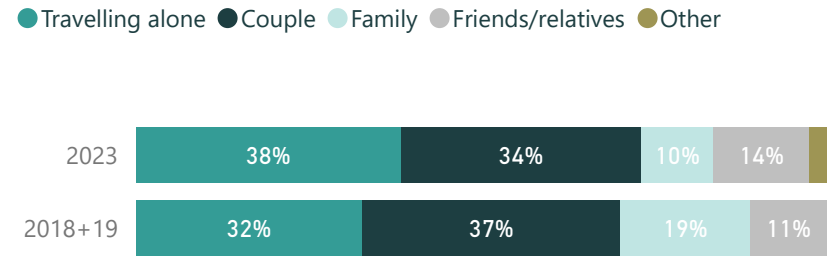


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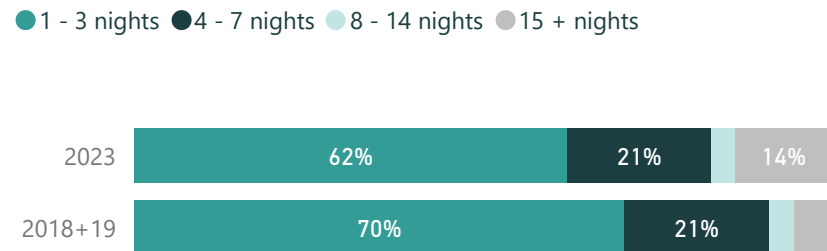
Age



Travel Party



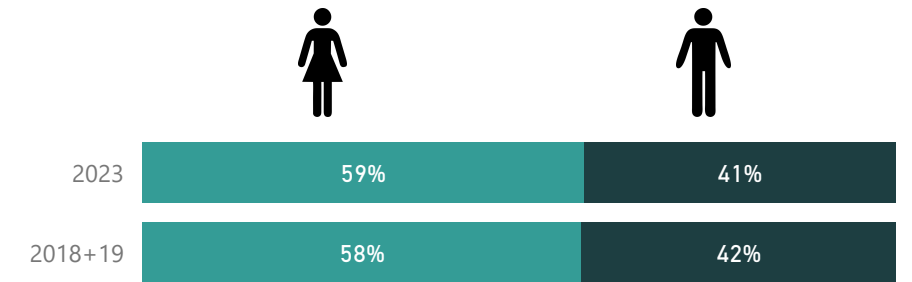
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Rented house/apartment/flat or unit	33%	24%
Friends or relatives property	31%	19%
Backpacker or hostel	6%	36%

Gender



Definitions

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

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the City of Busselton Local Government Area (LGA).

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.

Number of international visitors cannot be provided for 2021 as this was not available at LGA level and has been provided for other years where sample size permits.

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	335	309	354	272	210
Interstate	29	10	15	19	12
Domestic	364	319	369	291	222
International	312	105		2,542	137

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



Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

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

Source

Tourism Research Australia, National and International Visitor Surveys, 2023