

# City of Swan

## Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024



WESTERN  
AUSTRALIA



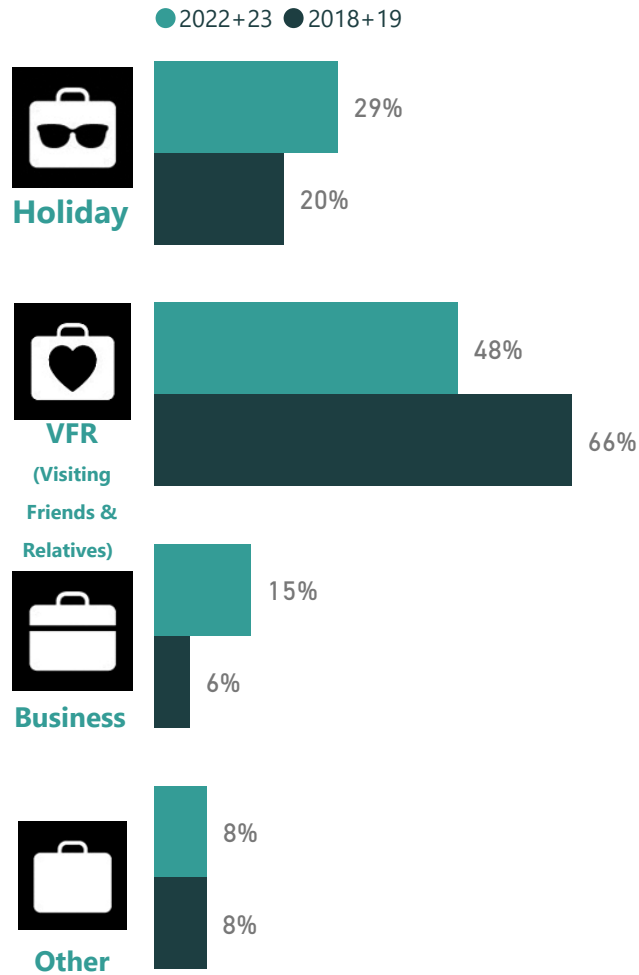
# Domestic Overnight Visitor Details - City of Swan

Annual Average - 2022+23 vs. 2018+19

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

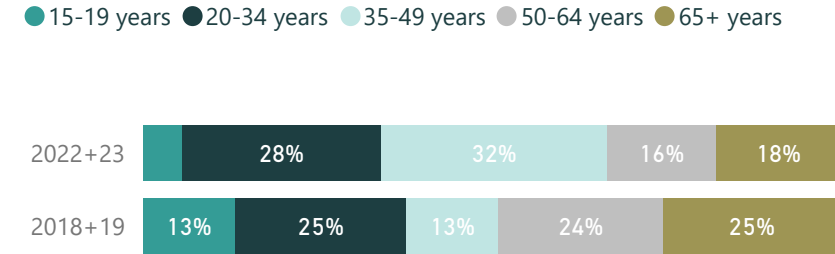
| Domestic Visitors (000) | Domestic Nights (000) |
|-------------------------|-----------------------|
| 151                     | 404                   |
| 2022+23                 | 2022+23               |

## Purpose of Travel

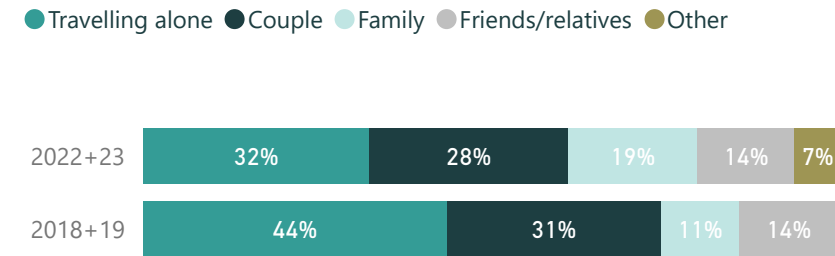


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

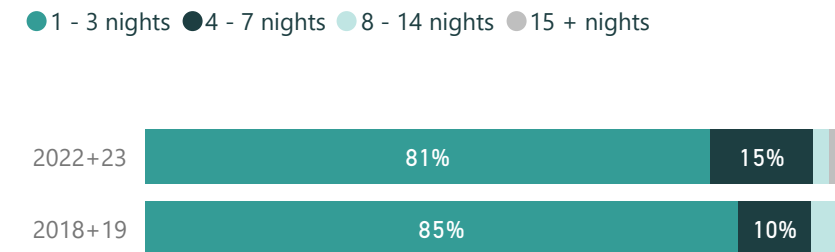
## Age



## Travel Party



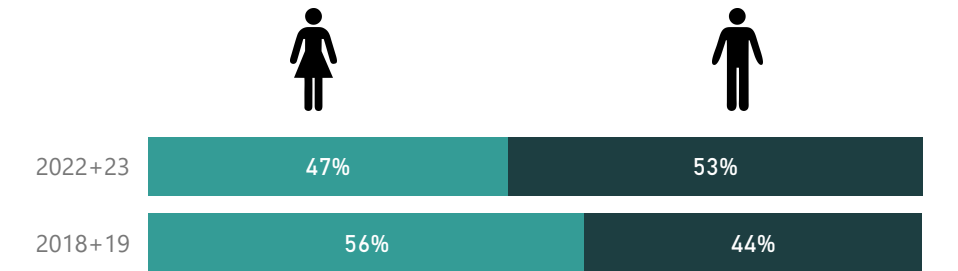
## Length of Stay



## Top 3 accommodation (% of nights)

| Accommodation Type              | 2018+19 | 2022+23 |
|---------------------------------|---------|---------|
| Friends or relatives property   | 72%     | 51%     |
| Hotel/resort/motel or motor Inn | 9%      | 22%     |
| Other Private Accommodation     | 5%      | 13%     |

## Gender



## Definitions

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

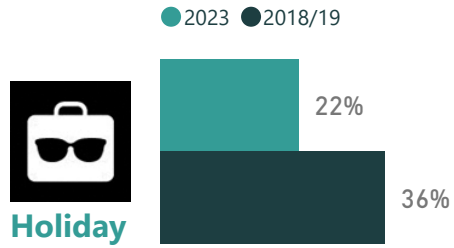
# International Overnight Visitor Details - City of Swan

Annual Average - 2023 vs. 2018+19

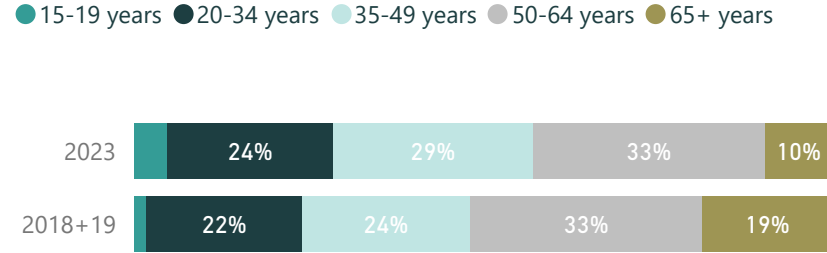
The data in this factsheet refers to visitors who have spent at least one night in the City of Swan Local Government Area (LGA).

|                              |                            |
|------------------------------|----------------------------|
| International Visitors (000) | International Nights (000) |
| 20                           | 670                        |
| 2023                         | 2023                       |

## Purpose of Travel



## Age



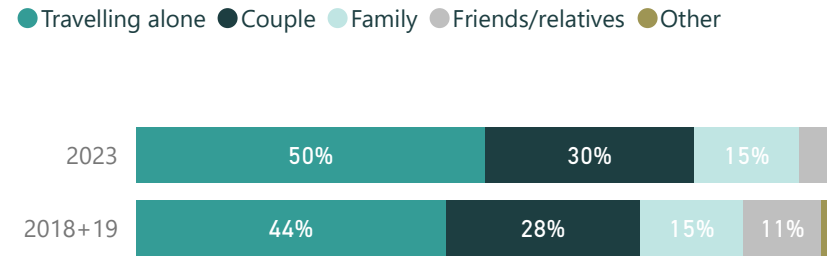
## Top 3 accommodation (% of nights)



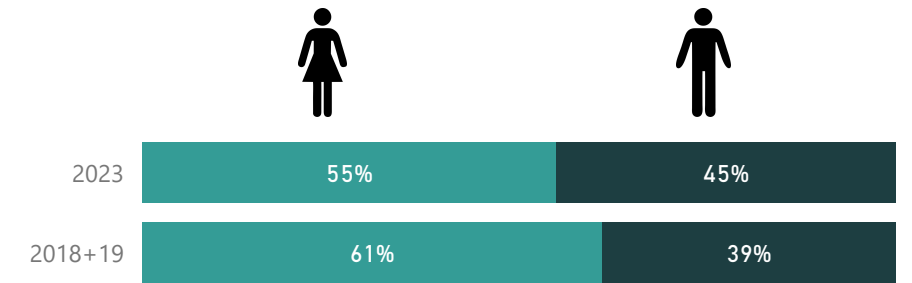
| Accommodation Type                  | 2018+19 | 2023 |
|-------------------------------------|---------|------|
| Friends or relatives property       | 76%     | 67%  |
| Rented house/apartment/flat or unit | 11%     | 16%  |
| Other Private Accommodation         | 9%      | 10%  |



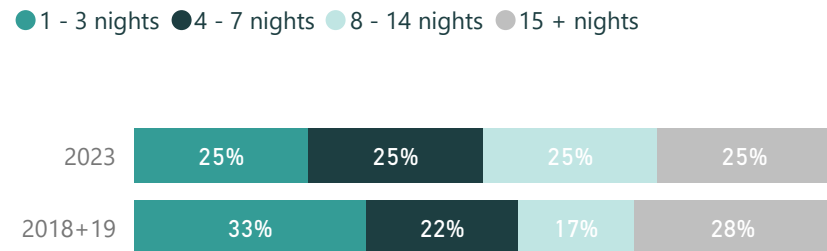
## Travel Party



## Gender



## Length of Stay



## 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.

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

# Visitor Factsheet - Further Information

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



## Important Note

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

To increase the sample size and hence improve the reliability of the data, visitor and nights estimates for Domestic in this document are based on an average of two calendar years. International by individual year (see additional explanation below). Totals are for the sum of these two methodologies and should therefore be used with caution.

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 |
|---------------|------|------|------|-------|------|
| Domestic      | 63   | 42   | 55   | 40    | 38   |
| International | 145  | 40   |      | 1,494 | 105  |

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