

# The Southern Forests and Valleys Region

## Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - The Southern Forests and Valleys Region

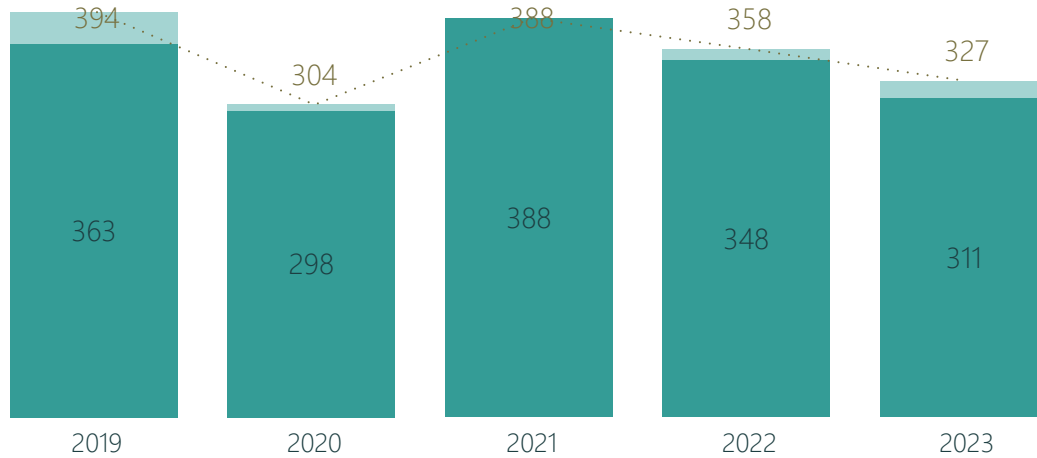
2023

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys Region

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
<b>327</b> 2023	<b>1,028</b> 2023	<b>\$168</b> 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.

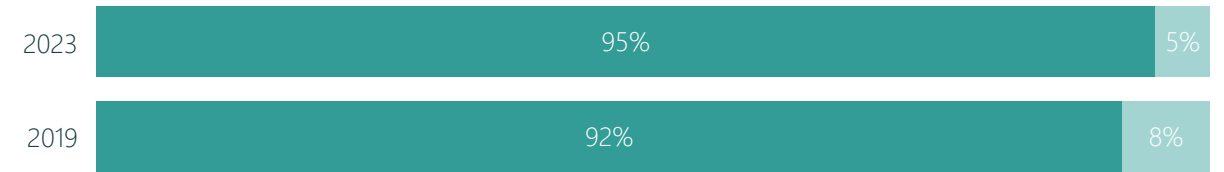
Market	2019	2020	2021	2022	2023
Domestic	363	298	388	348	311
International	31	np	np	10	16
<b>Total</b>	<b>394</b>	<b>304</b>	<b>np</b>	<b>358</b>	<b>327</b>

Market	2019	2020	2021	2022	2023
Domestic	1,077	1,097	1,258	1,094	914
International	171	np	np	np	114
<b>Total</b>	<b>1,248</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>1,028</b>

"np" indicates sample size too small to publish

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

● International ● Domestic



## Overnight Visitor Metrics - 2023

	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	2.9 Days	\$521	\$177
International	7.1 Days	\$375	\$53
<b>Total</b> Domestic + International	3.1 Days	\$514	\$163

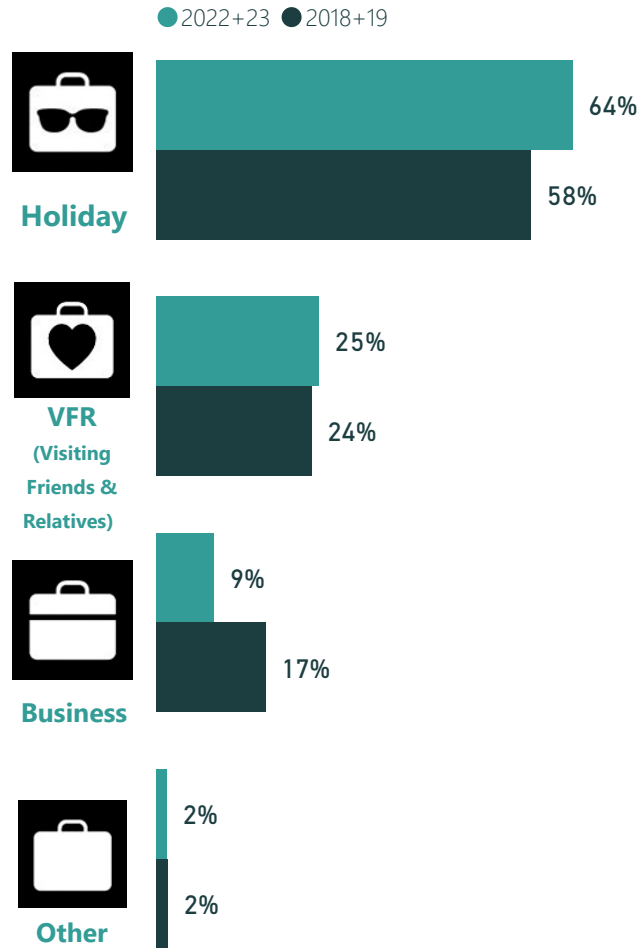
# Domestic Overnight Visitor Details - The Southern Forests and Valleys Region

2022+23 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys Region

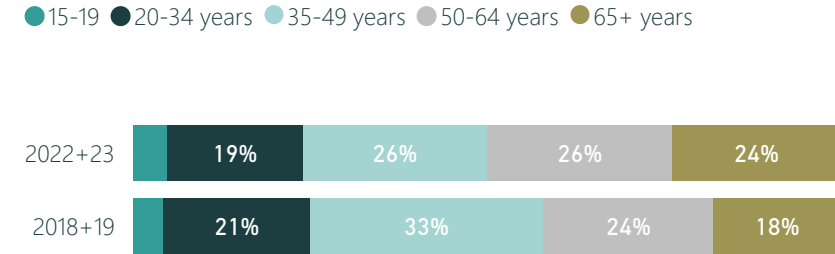
Domestic Visitors (000)	Domestic Nights (000)
<b>311</b>	<b>914</b>
2023	2023

## Purpose of Travel

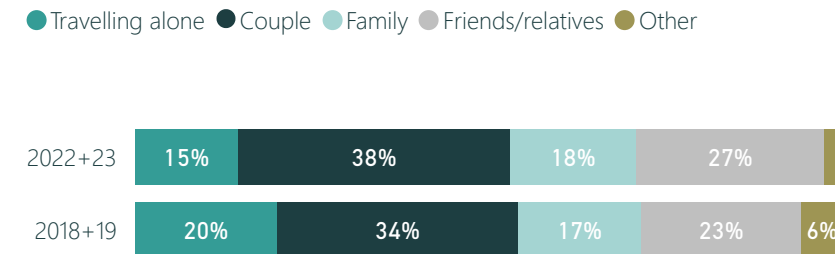


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

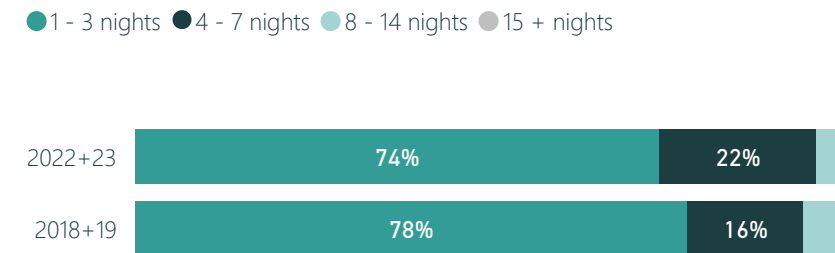
## Age



## Travel Party



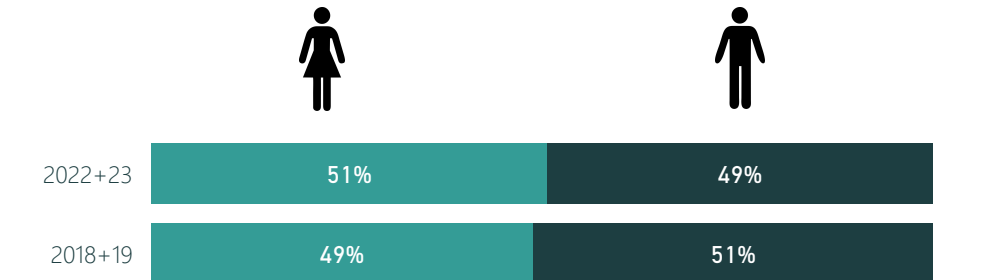
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2022+23
Friends or relatives property	25%	24%
Caravan park or commercial camping ground	15%	24%
Hotel/resort/motel or motor Inn	19%	14%

## Gender



## Top 3 activities

Activity	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	50%	51%
Bushwalking / rainforest walks	31%	39%
Visit friends & relatives	34%	25%

# International Overnight Visitor Details - The Southern Forests and Valleys Region

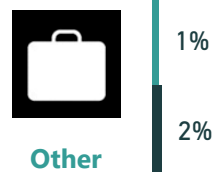
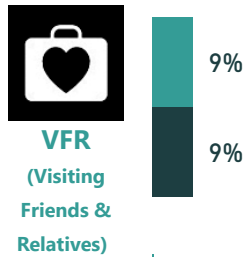
2023 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys Region

International Visitors (000)	International Nights (000)
16 2023	114 2023

## Purpose of Travel

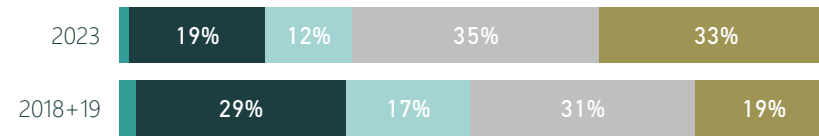
● 2023 ● 2018+19



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

## Age

● 15-19 ● 20-34 years ● 35-49 years ● 50-64 years ● 65+ years



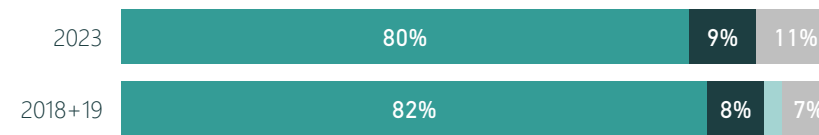
## Travel Party

● Travelling alone ● Couple ● Family ● Friends/relatives ● Other



## Length of Stay

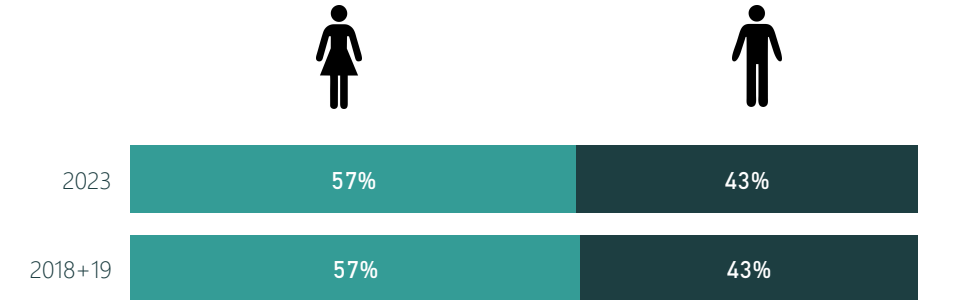
● 1 - 3 nights ● 4 - 7 nights ● 8 - 14 nights ● 15 + nights



## Top 3 accommodation (% of nights)

Accommodation	2018+19	2023
Rented house/apartment/flat or unit	33%	15%
Friends or relatives property	13%	30%
Caravan park or commercial camping ground	15%	9%

## 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%	95%
Visit national parks / state parks	92%	96%
Go to the beach	92%	93%

# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys 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	132	121	157	116	91
Interstate	23	3	10	7	2
Domestic	155	124	167	123	93
International	154	35	0	1,002	65

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 Southern Forests and Valleys Region: Shire of Bridgetown-Greenbushes, Shire of Manjimup and Shire of Nannup