

City of Bunbury

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



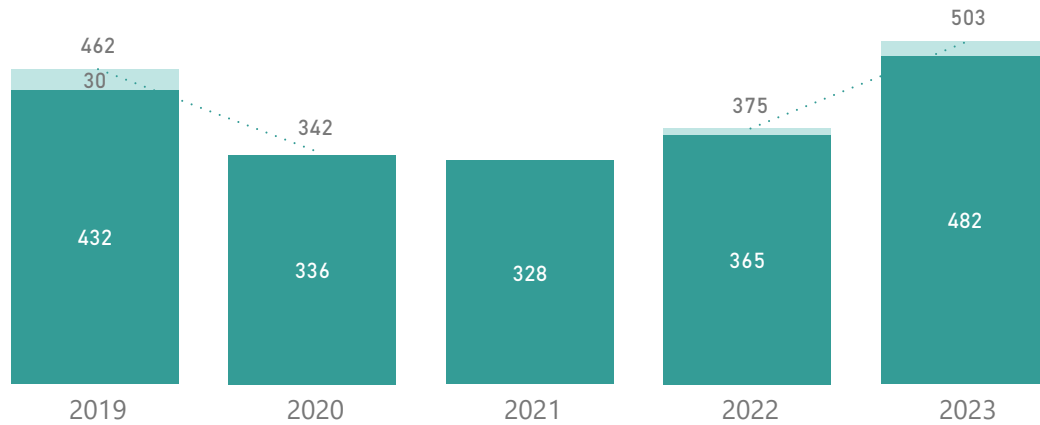
Overnight Visitor Summary - City of Bunbury

2023

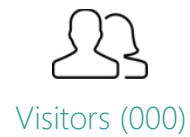
The data in this factsheet refers to visitors who have spent at least one night in the City of Bunbury Local Government Area (LGA).

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	432	336	328	365	482
International	30	np	np	10	21
Total	462	342	np	375	503



Nights (000)

Market	2019	2020	2021	2022	2023
Domestic	991	769	842	818	1,206
International	387	np	np	np	442
Total	1,378	np	np	np	1,648

np = not publishable due to small sample size

Total Visitors (000)

503

2023

Total Visitor Nights (000)

1,648

2023

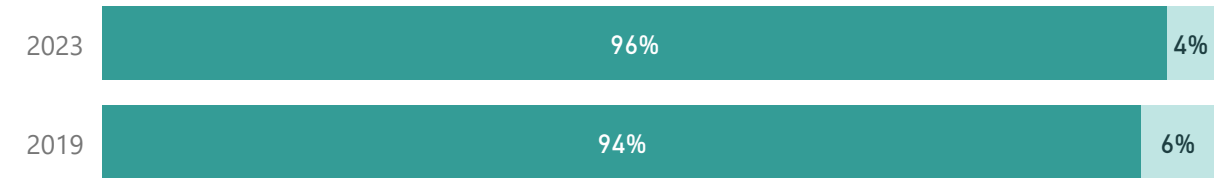
Total Spend (\$ Million)

\$308

2023

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2023



Average Trip Length



Average Trip Spend



Average Daily Spend

Domestic	2.5 Days	\$571	\$228
International	21.0 Days	\$1,571	\$75
Total Domestic + International	3.3 Days	\$612	\$187

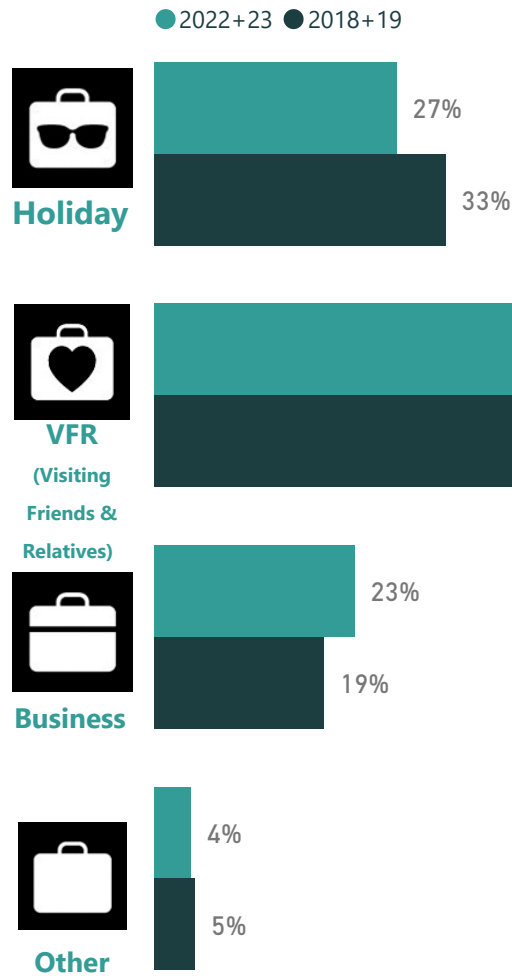
Domestic Overnight Visitor Details - City of Bunbury

2022+23 vs. 2018+19

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

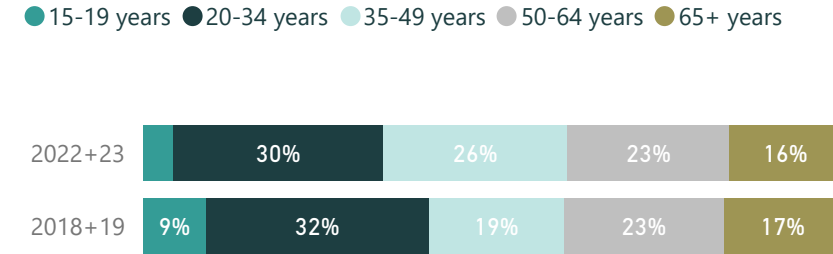
Domestic Visitors (000)	Domestic Nights (000)
482	1,206
2023	2023

Purpose of Travel

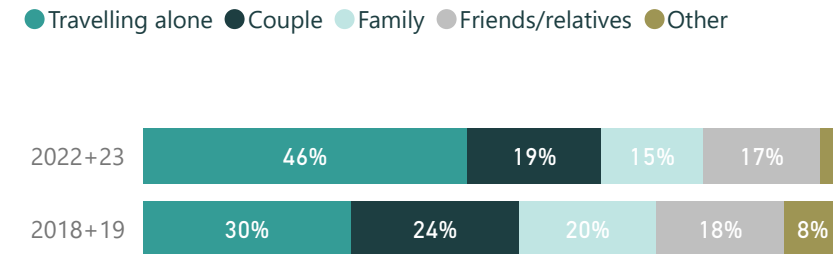


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

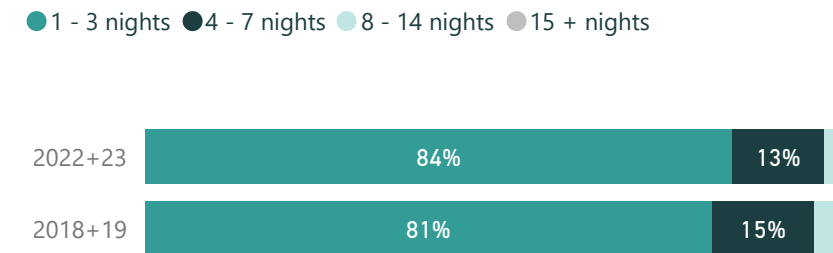
Age



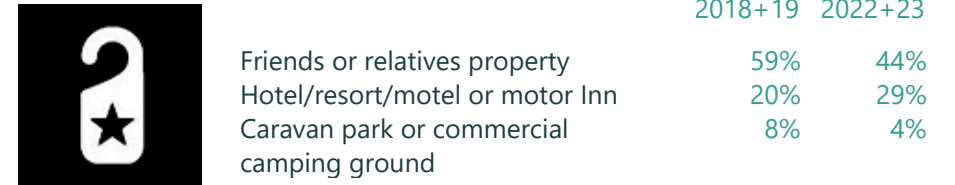
Travel Party



Length of Stay



Top 3 accommodation (% of nights)



Gender



Definitions

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

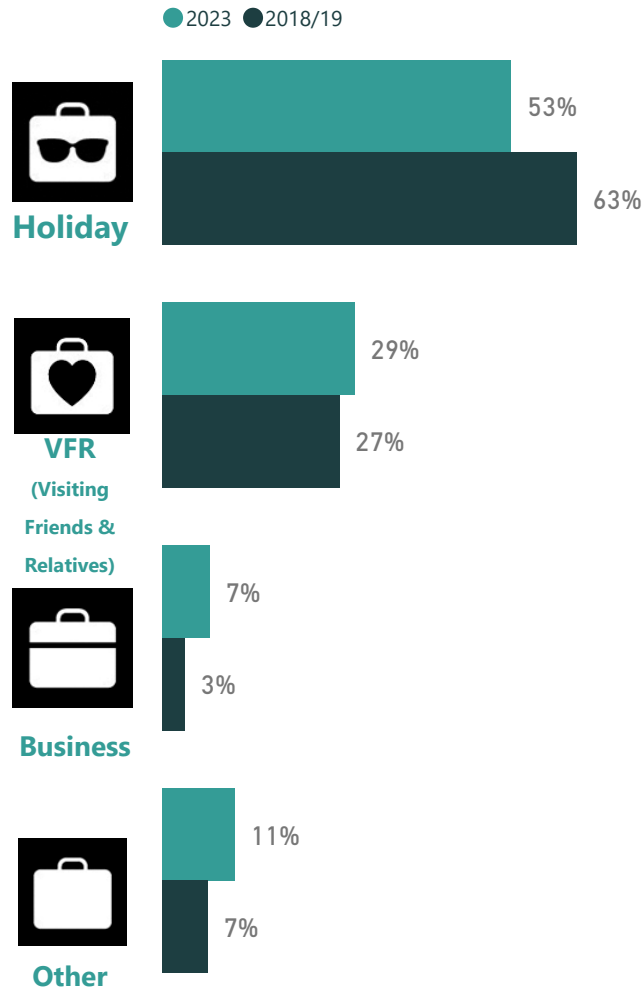
International Overnight Visitor Details - City of Bunbury

2023 vs. 2018+19

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

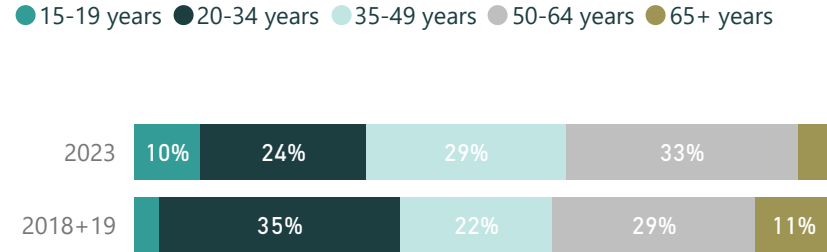
International Visitors (000)	International Nights (000)
21	442
2023	2023

Purpose of Travel

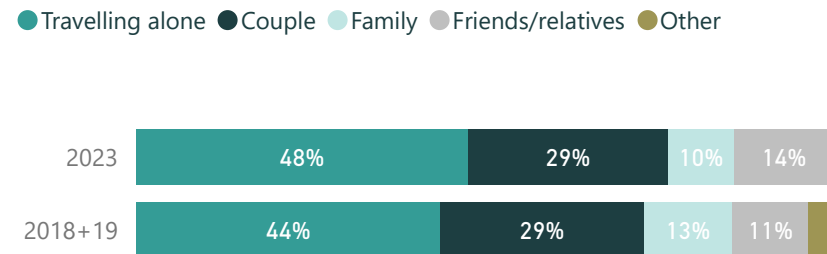


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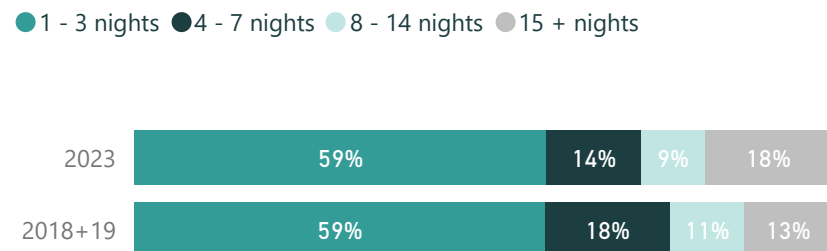
Age



Travel Party



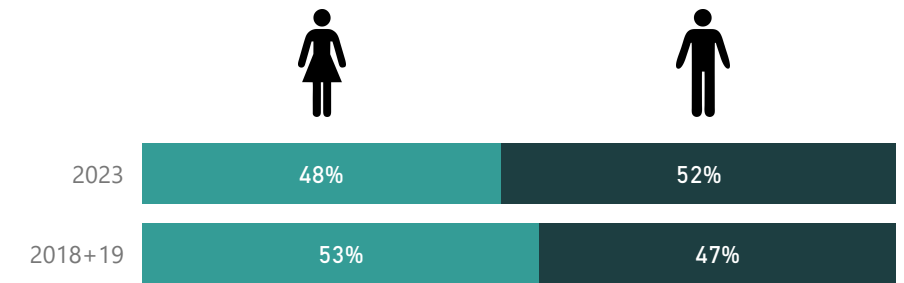
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Rented house/apartment/flat or unit	33%	43%
Friends or relatives property	40%	34%
Hotel/resort/motel or motor Inn	7%	10%

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 Bunbury 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	173	125	107	97	107
Interstate	12	2	10	9	7
Domestic	185	127	117	106	114
International	184	38		1,162	78

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