

Australia's Golden Outback

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024

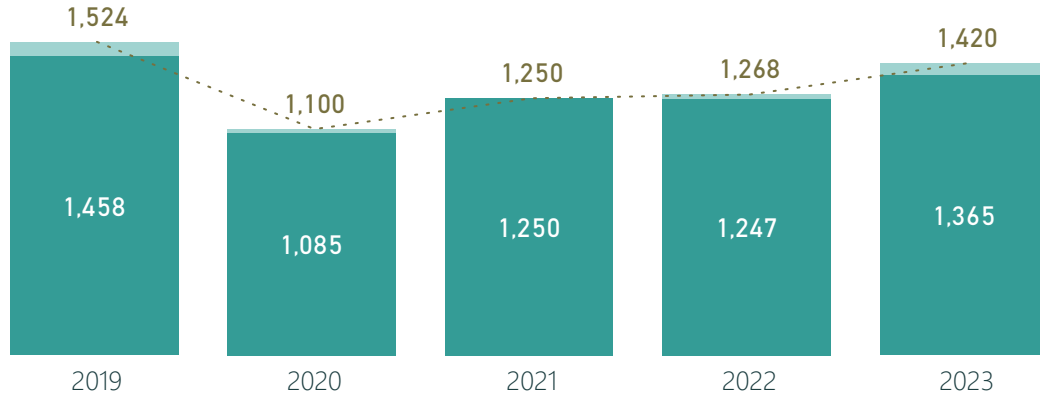


Overnight Visitor Summary 2023 - Australia's Golden Outback

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback

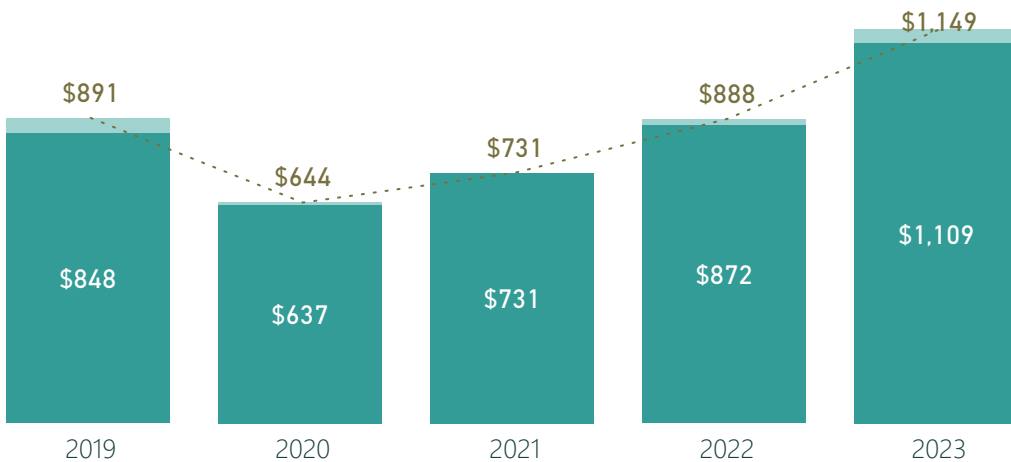
Overnight Visitors (000)

● Domestic ● International Total Overnight Visitors



Overnight Visitors Spend (\$ millions)

● Domestic ● International Total Overnight Spend



Overnight Visitors (000)

1,419

2023

Total Nights (000)

8,952

2023

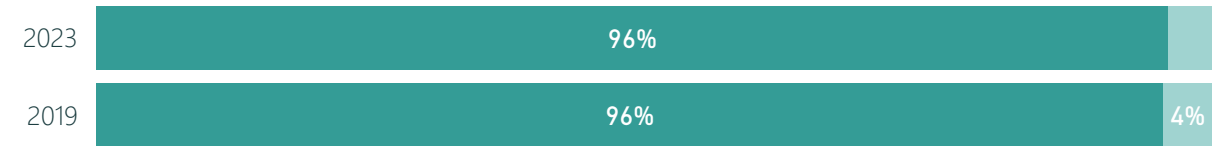
Total Spend (\$ million)

\$1,148

2023

Share of Overnight Visitors - change vs. pre-COVID

● Domestic ● International



Overnight Visitor Metrics 2023



Average Trip Length



Average Trip Spend



Average Daily Spend

Domestic

5.7

Days

\$812

\$144

International

22.3

Days

\$727

\$33



Total

6.3

Days

\$809

\$128

Domestic + International

Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

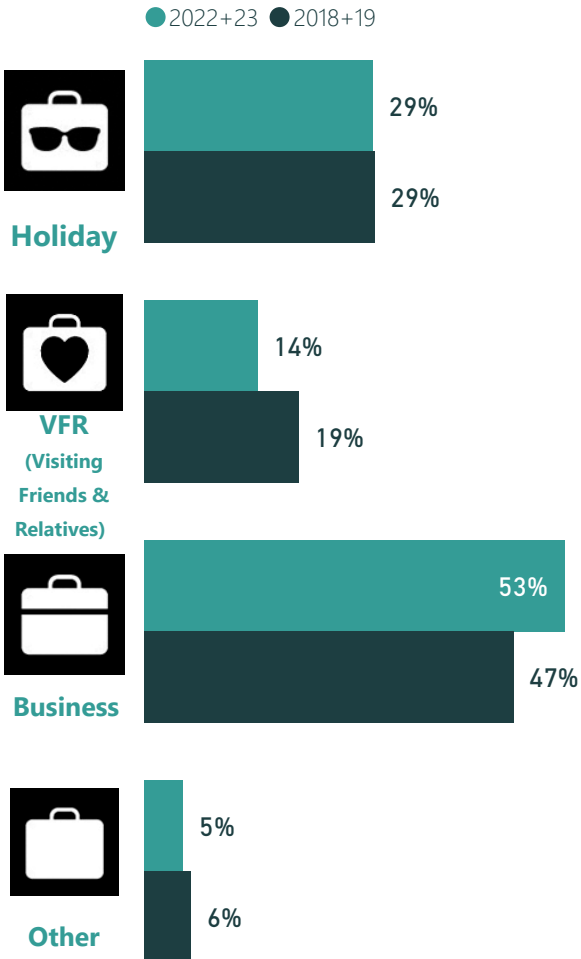
Domestic Overnight Visitor Details - Australia's Golden Outback

2022+23 vs. 2018+19

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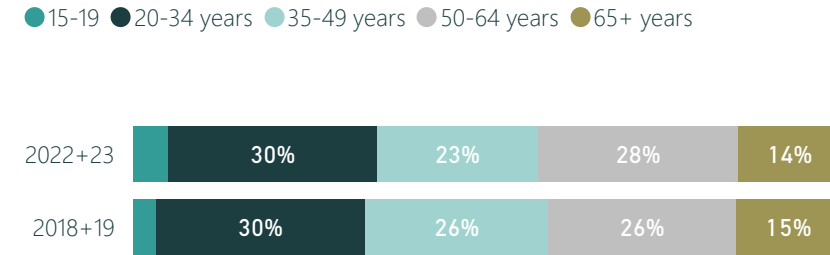


Purpose of Travel

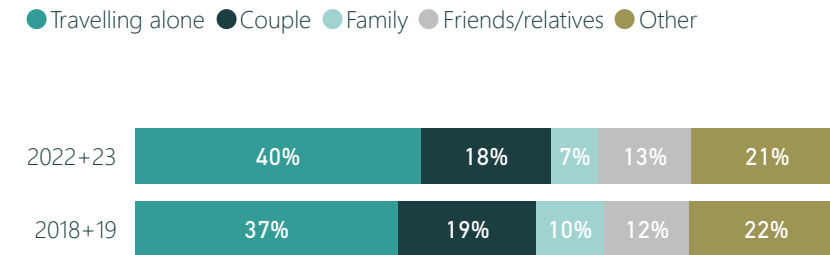


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

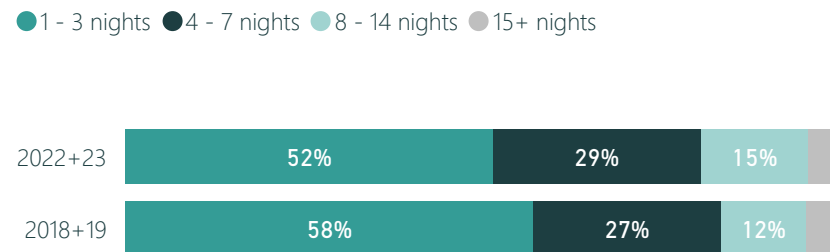
Age



Travel Party



Length of Stay in Region



Gender



Definition

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

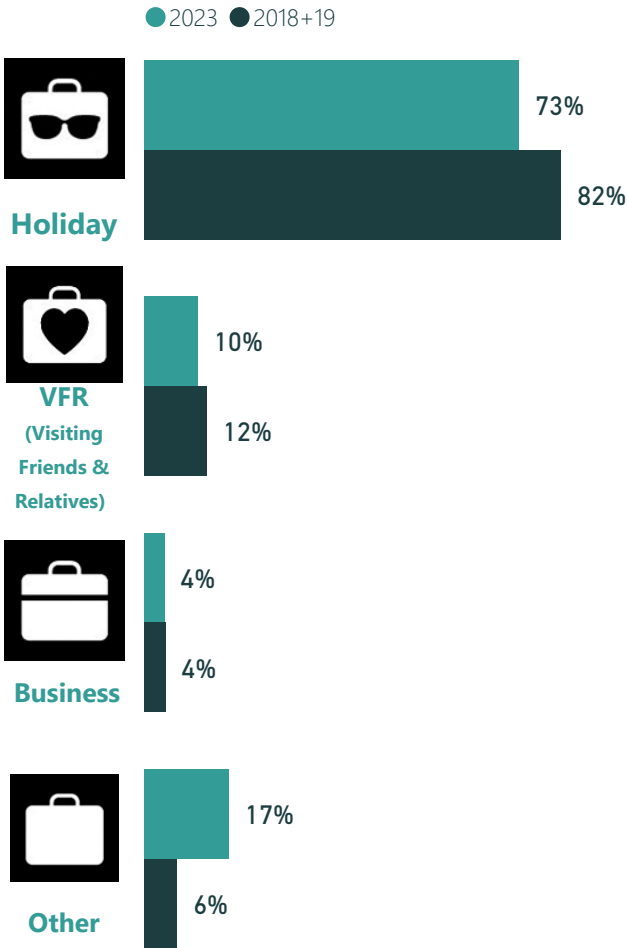
International Overnight Visitor Details - Australia's Golden Outback

2023 vs. 2018+19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback

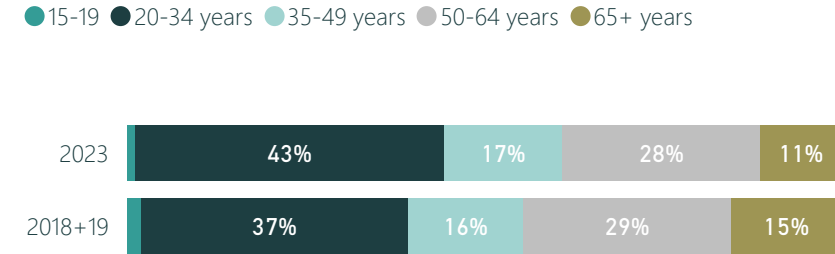
Overnight Visitors (000)	Total Visitor Nights (000)
55	1,225
2023	2023

Purpose of Travel

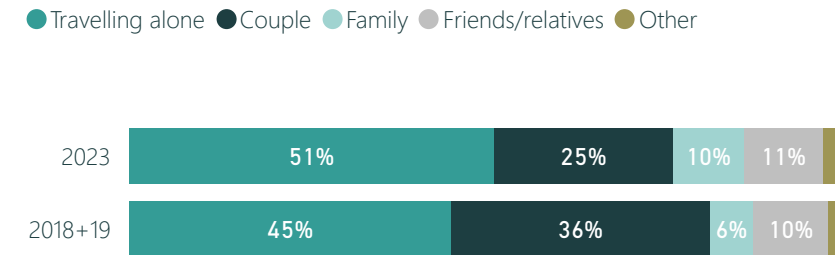


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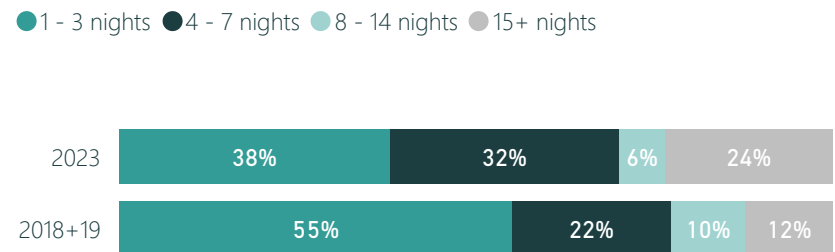
Age



Travel Party



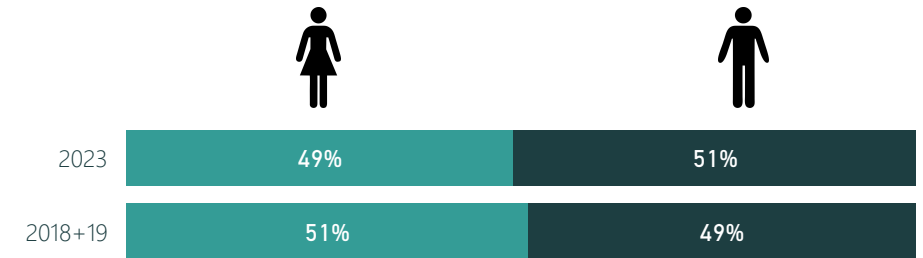
Length of Stay in Region



Top 3 Home Country

Home Country	2018+19	2023
New Zealand	9%	15%
Germany	15%	7%
United Kingdom	13%	7%

Gender



Definition


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.

Overnight Visitor Details - Australia's Golden Outback


2022+23 (2023 international) vs. 2018+19

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback

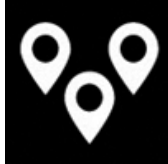
Top 3 accommodation (% of nights) - Domestic

	2018+19	2022+23
 Hotel/resort/motel or motor Inn	14%	12%
Friends or relatives property	15%	11%
Caravan or camping - non commercial	10%	13%

Top 3 activities - Domestic

	2018+19	2022+23
 Eat out / dine at a restaurant and/or cafe	39%	30%
Pubs, clubs, discos etc	23%	22%
Visit friends & relatives	24%	15%


Top 3 Local Government Areas (LGA's) visited - Domestic

	2018+19	2022+23
 Kalgoorlie-Boulder	20%	17%
Esperance	16%	14%
Leonora	6%	8%

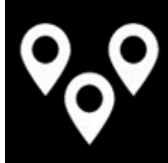
Top 3 accommodation (% of nights) - International

	2018+19	2023
 Other Private Accommodation	31%	30%
Friends or relatives property	19%	28%
Rented house/apartment/flat or unit	19%	7%

Top 3 activities - International*

	2018+19	2023
 Eat out / dine at a restaurant and/or cafe	92%	91%
Sightseeing/looking around	85%	86%
Go to the beach	82%	82%

Top 3 Local Government Areas (LGA's) - International

	2018+19	2023
 Esperance	48%	58%
Kalgoorlie-Boulder	24%	27%
Kondinin	22%	6%

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

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback



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 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	509	364	440	388	285
Interstate	73	19	33	43	35
Domestic	582	383	473	431	320
International	395	111	2	2,134	289

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, National and International Visitor Surveys, 2023