

# Shire of Augusta-Margaret River

## Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy  
April 2026



WESTERN  
AUSTRALIA

# Domestic Overnight Trip Details - Shire of Augusta-Margaret River

2025

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River Local Government Area (LGA).

Trips (000)

454

2025

Nights (000)

1,255

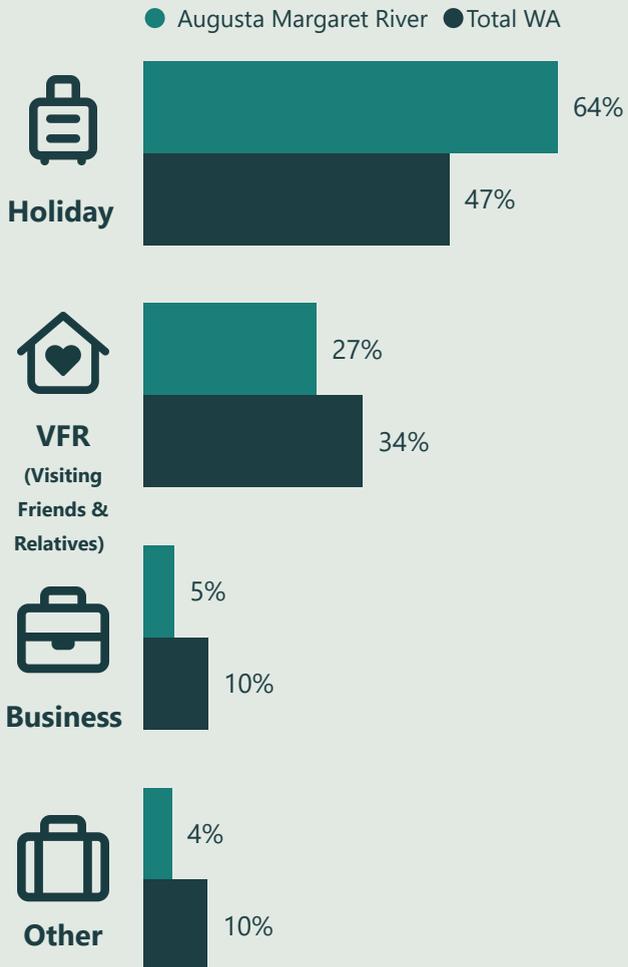
2025

Spend (\$M)

\$334

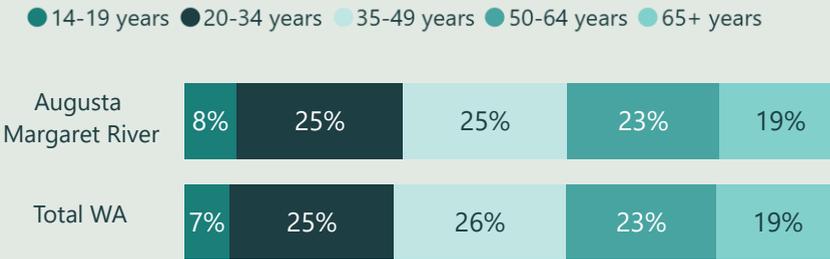
2025

## Purpose of Travel

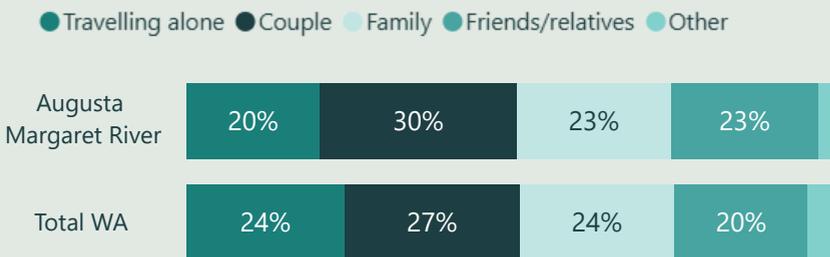


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

## Age



## Travel Party



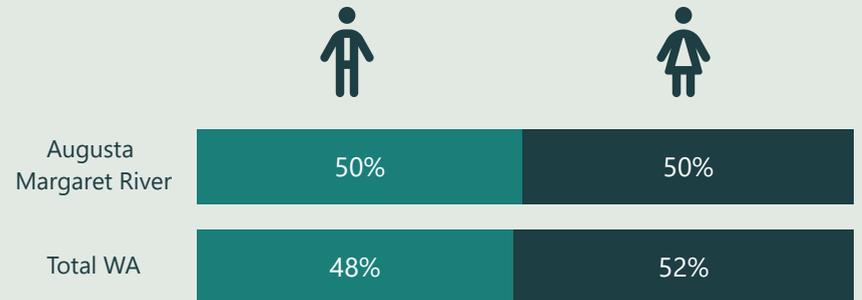
## Length of Stay



## Top 5 accommodation (% of nights)

Accommodation Type	LGA	Total WA
Friends or relatives property	27%	35%
Hotel/resort/motel or motor Inn	17%	24%
Caravan or camping - commercial	17%	12%
Rented house/apartment etc	11%	9%
Caravan or camping - non commercial	7%	6%

## Gender



## Interstate / Intrastate



# International Trip Details - Shire of Augusta-Margaret River

2024+2025

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River Local Government Area (LGA).

Trips (000)

73

2025

Nights (000)

430

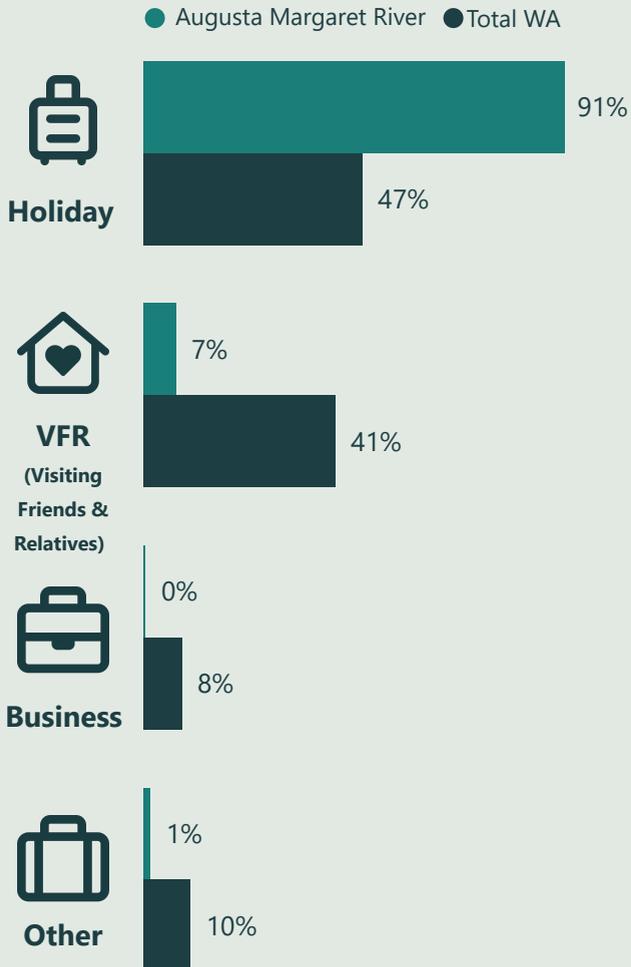
2025

Spend (\$M)

\$50

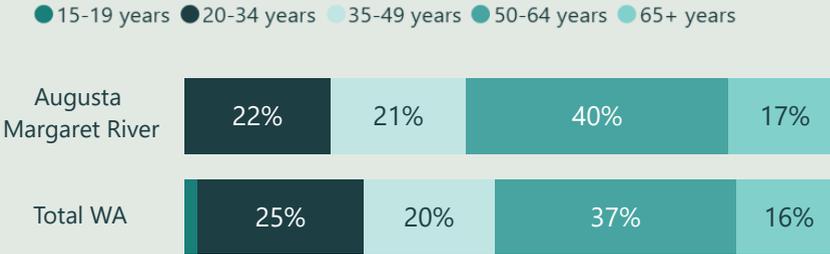
2025

## Purpose of Travel

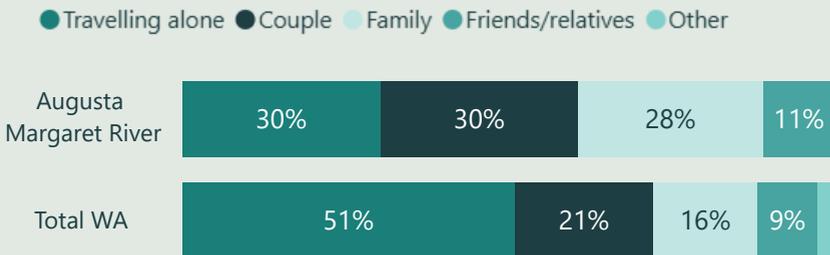


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

## Age



## Travel Party



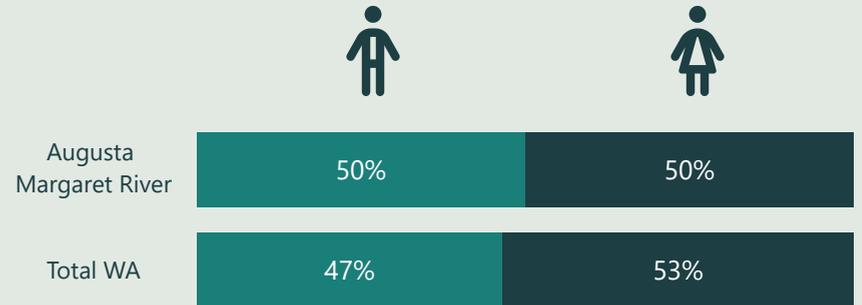
## Length of Stay



## Top 5 accommodation (% of nights)

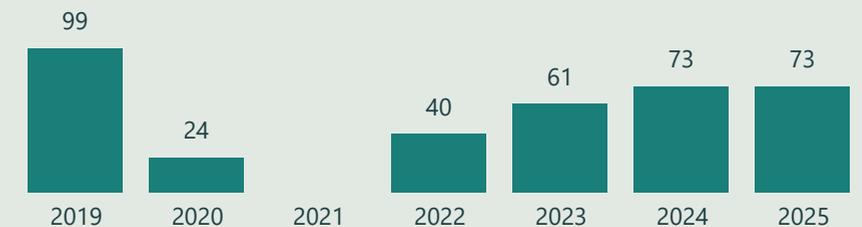
Accommodation Type	LGA	Total WA
Hotel/resort/motel or motor Inn	40%	13%
Friends or relatives property	21%	36%
Rented house/apartment etc	12%	33%
Caravan or camping - commercial	11%	2%
Backpacker or hostel	3%	3%

## Gender



## International Trip Trends (000s)

International trips are not available for 2021 at LGA level and have been provided for other years where sample size permits.



# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River Local Government Area (LGA).

## Important Note

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All data is sourced from Tourism Research Australia's International Visitor Surveys (IVS) and Domestic Tourism Statistics (DoTS).

Estimates in the 2025 factsheet are not comparable with previous factsheets due to changes in methodology. For further information, see [Change to domestic statistics](#) or [IVS Methodology](#) on Tourism Research Australia's (TRA) website.

To increase the sample size and hence improve the reliability of the data, international estimates are based on an average of two calendar years. Domestic results are available only for 2025 as the first year of DoTS methodology. Data is not published where sample size is deemed to be insufficient.

It is recommended by Tourism WA that the visitation statistics in this factsheet are used in conjunction with other information sources that you have access to. This might include [domestic visitor density](#) from TRA, population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

For more information contact [research@westernaustralia.com](mailto:research@westernaustralia.com).

## Definitions

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**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 14 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

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Tourism Research Australia, IVS and DoTS 2025.