

# Shire of Northampton

## Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024



WESTERN  
AUSTRALIA

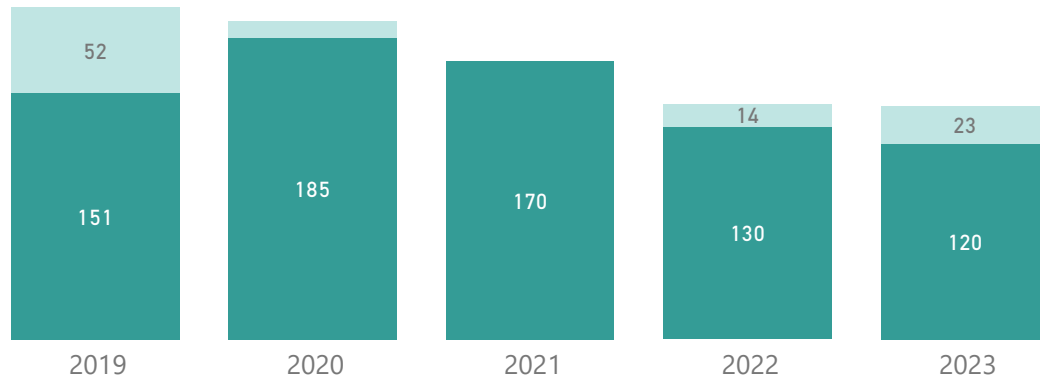
# Overnight Visitor Summary - Shire of Northampton

2023 \*NOTE: Due to small sample sizes, Domestic has been calculated as a 2 year average e.g. 2023 is the average of 2022 + 2023. International is individual years. Totals are a sum of these 2 different methodologies so should be used with caution.

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

## Overnight Visitor Trends (000)\*

● International ● Domestic



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	151	185	170	130	120
International	52	10	np	14	23
<b>Total</b>	<b>203</b>	<b>195</b>	<b>np</b>	<b>144</b>	<b>143</b>

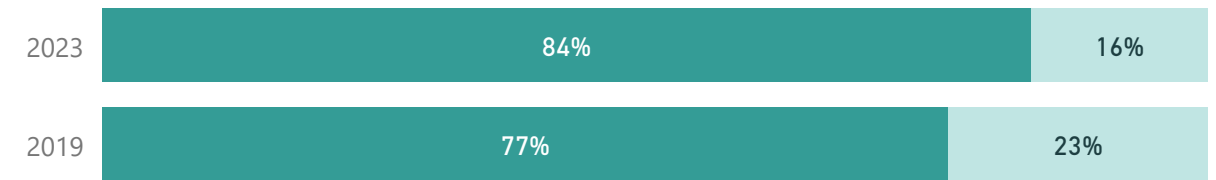
Market	2019	2020	2021	2022	2023
Domestic	538	755	853	636	428
International	111	np	np	np	61
<b>Total</b>	<b>649</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>489</b>

np = not publishable due to small sample size

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
<b>143</b>	<b>489</b>	<b>\$80</b>
Calculated Total *	Calculated Total*	Calculated Total*

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

● International ● Domestic



## Overnight Visitor Metrics - 2023

	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic*	3.6 Days	\$586	\$164
International	2.7 Days	\$435	\$164
Total* Domestic + International	3.5 Days	\$573	\$164

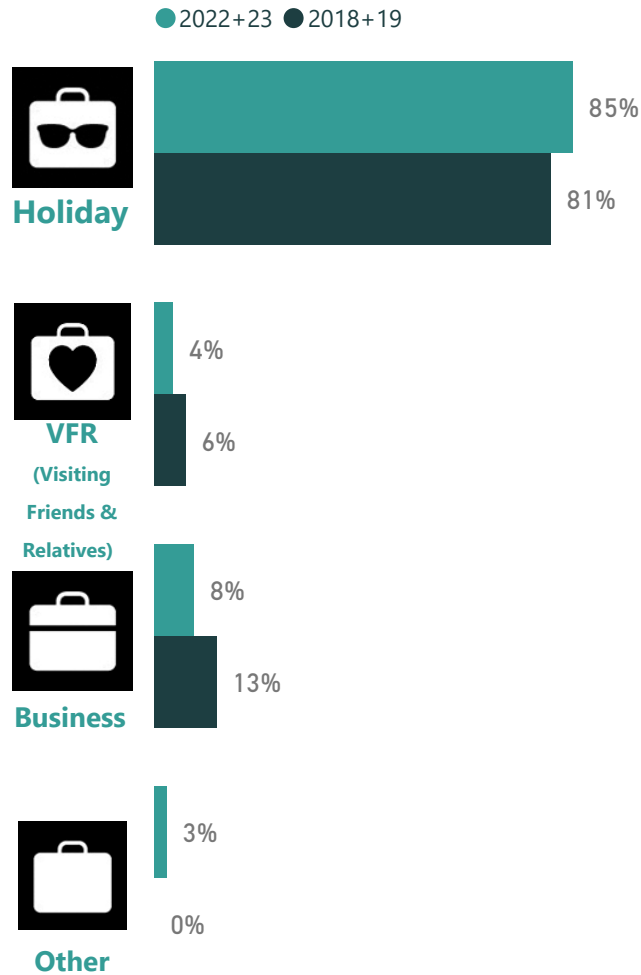
# Domestic Overnight Visitor Details - Shire of Northampton

2022+23 vs. 2018+19

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

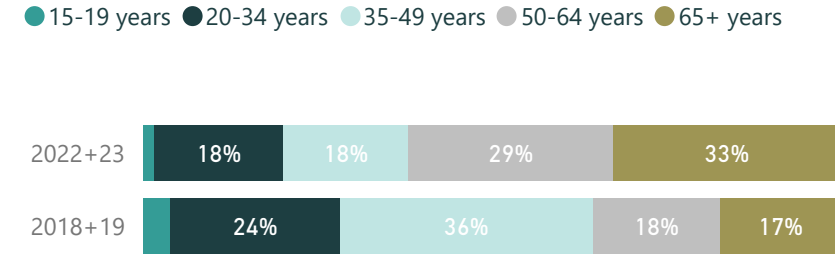
Domestic Visitors (000)	Domestic Nights (000)
120	428
2022+23	2022+23

## Purpose of Travel

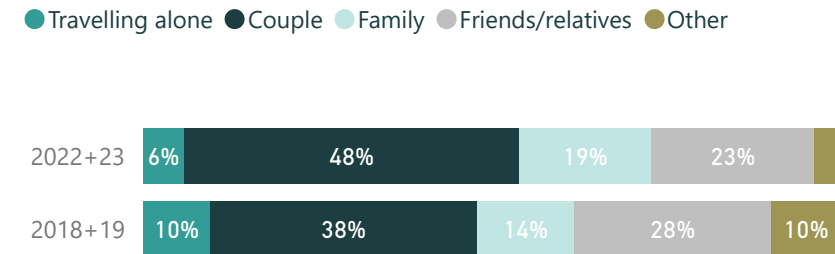


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

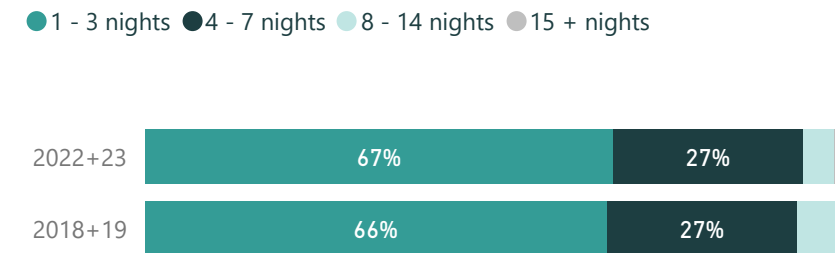
## Age



## Travel Party



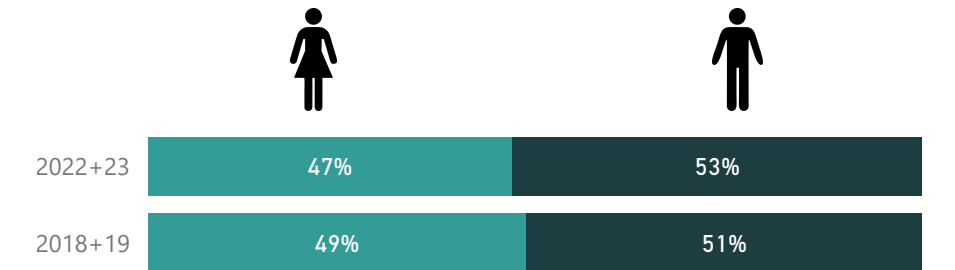
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2022+23
Caravan park or commercial camping ground	25%	48%
Hotel/resort/motel or motor Inn	14%	16%
Friends or relatives property	13%	6%

## Gender



## Definitions

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

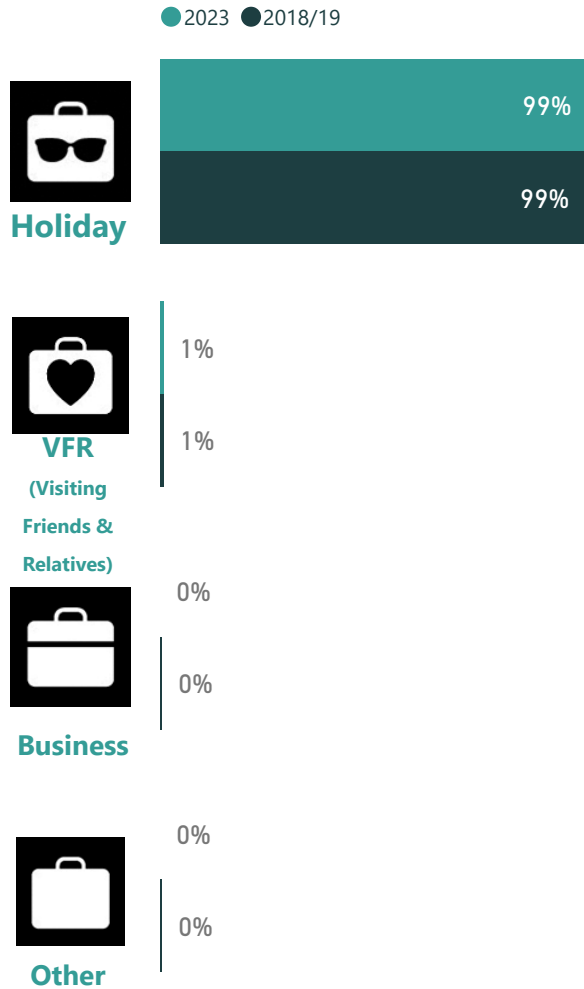
# International Overnight Visitor Details - Shire of Northampton

2023 vs. 2018+19

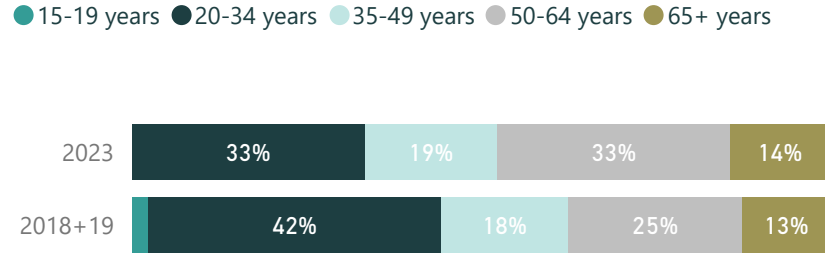
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Northampton Local Government Area (LGA).

International Visitors (000)	International Nights (000)
23 2023	61 2023

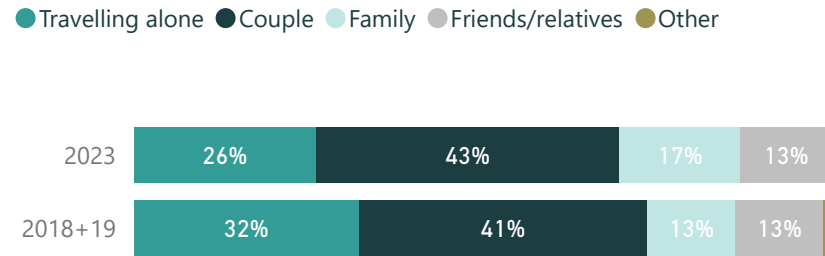
## Purpose of Travel



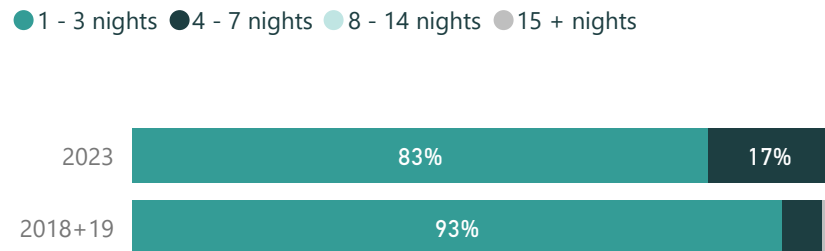
## Age



## Travel Party



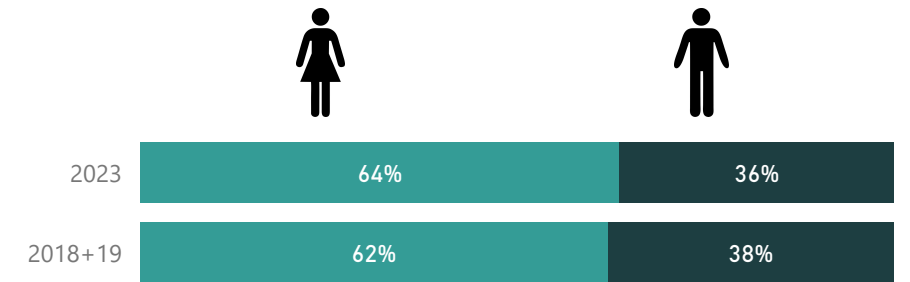
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Hotel/resort/motel or motor Inn	27%	38%
Caravan park or commercial camping ground	33%	24%
Caravan or camping - non commercial	9%	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.

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 Shire of Northampton 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	69	89	55	46	34
International	312	58		1,246	102

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