

The Wheatbelt Region

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



WESTERN
AUSTRALIA

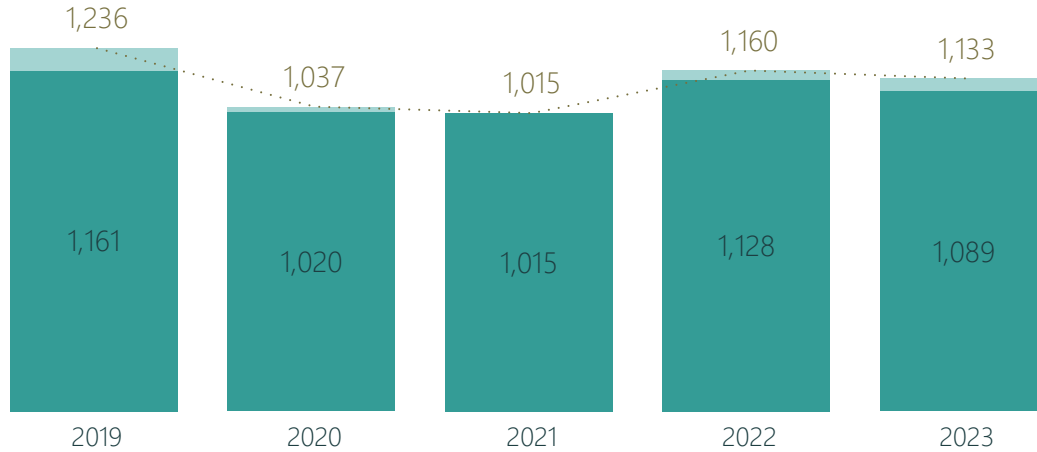
Overnight Visitor Summary - The Wheatbelt Region

2023

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt Region

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	1,161	1,020	1,015	1,128	1,089
International	75	17	np	32	44
Total	1,236	1,037	np	1,160	1,133

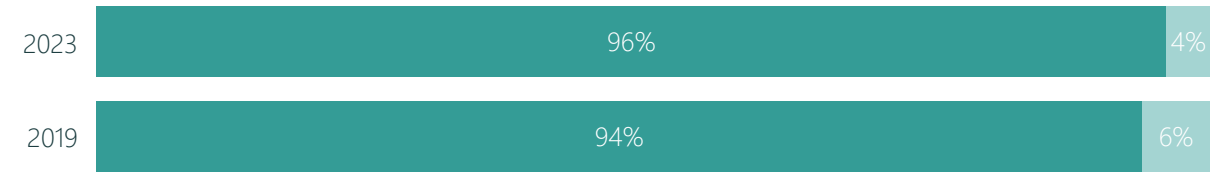
Market	2019	2020	2021	2022	2023
Domestic	2,963	3,038	2,658	3,424	3,130
International	603	np	np	np	547
Total	3,566	np	np	np	3,677

"np" indicates sample size too small to publish

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
1,133 2023	3,677 2023	\$414 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	2.9 Days	\$347	\$121
International	12.4 Days	\$818	\$66
Total Domestic + International	3.2 Days	\$365	\$113

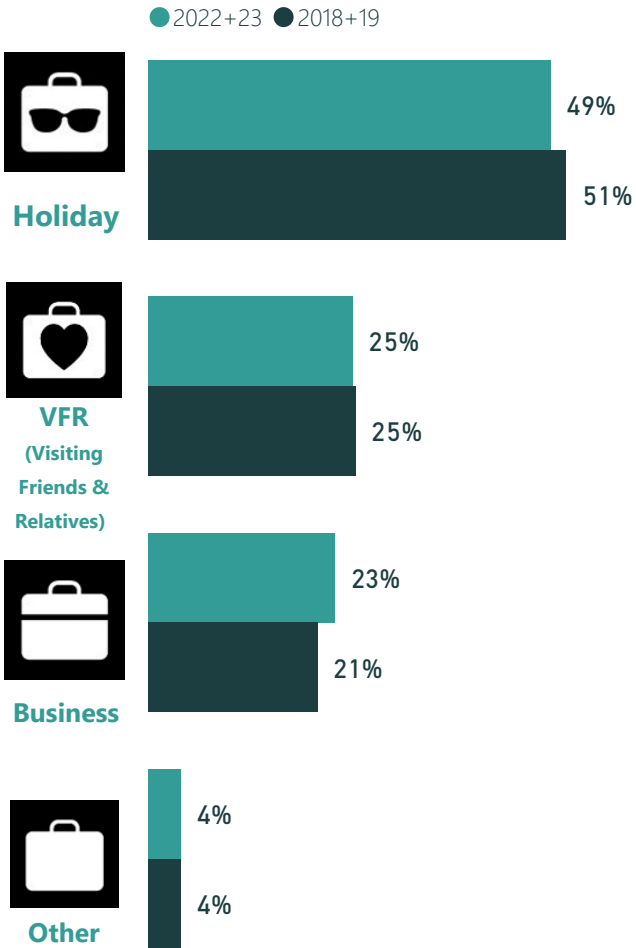
Domestic Overnight Visitor Details - The Wheatbelt Region

2022+23 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt Region

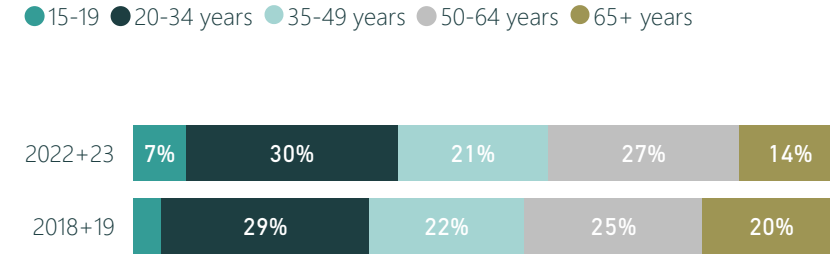
Domestic Visitors (000)	Domestic Nights (000)
1,089	3,130
2023	2023

Purpose of Travel

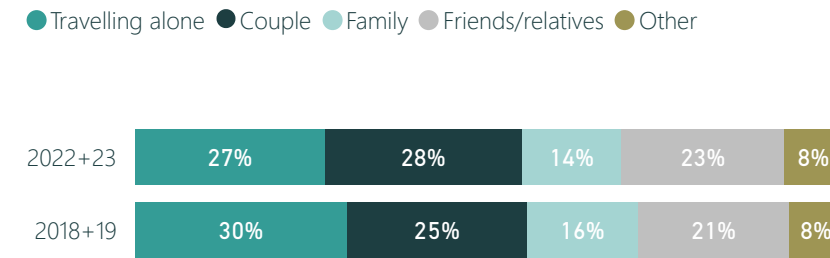


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

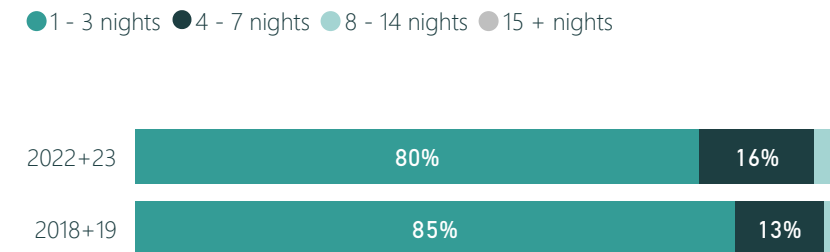
Age



Travel Party



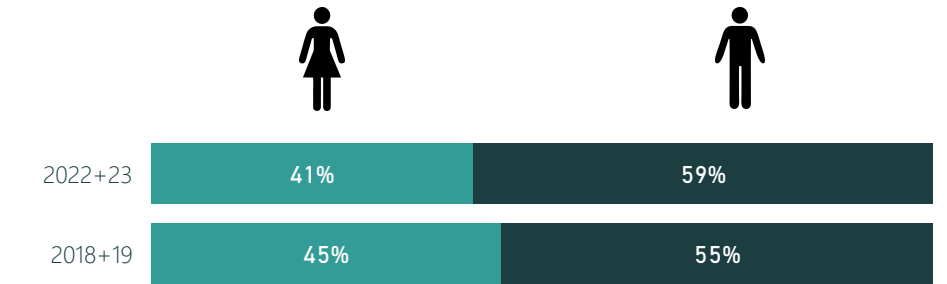
Length of Stay



Top 3 accommodation (% of nights)

Accommodation	2018+19	2022+23
Friends or relatives property	29%	24%
Caravan park or commercial camping ground	15%	19%
Other Accommodation	10%	17%

Gender



Top 3 activities

Activity	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	39%	35%
Visit friends & relatives	31%	24%
Go to the beach	20%	25%

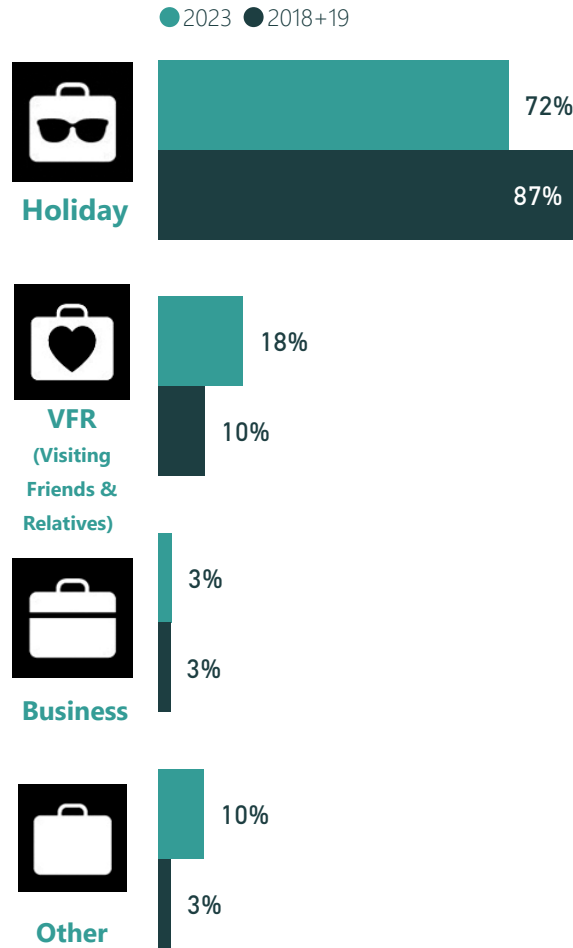
International Overnight Visitor Details - The Wheatbelt Region

2023 vs 2018+19

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt Region

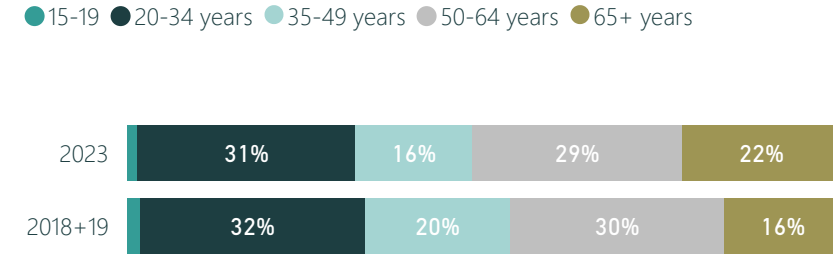
International Visitors (000)	International Nights (000)
44	547
2023	2023

Purpose of Travel

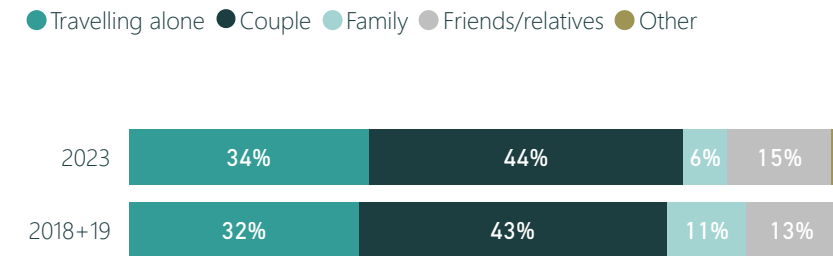


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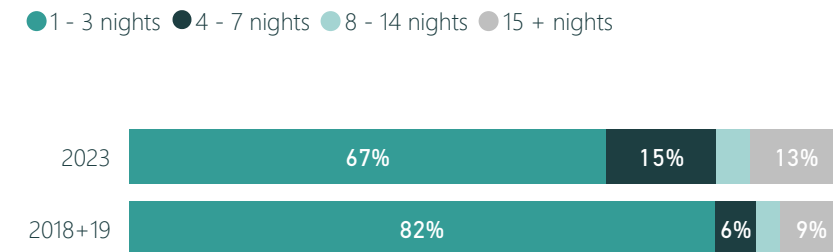
Age



Travel Party



Length of Stay

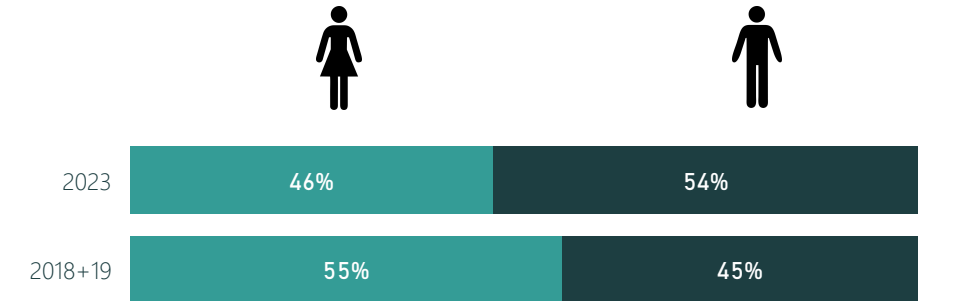


Top 3 accommodation (% of nights)



Accommodation Type	2018+19	2023
Friends or relatives property	25%	21%
Rented house/apartment/flat or unit	22%	18%
Other Private Accommodation	24%	11%

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	96%	99%
Sightseeing/looking around	91%	92%
Visit national parks / state parks	85%	89%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt 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	437	343	354	340	231
Interstate	30	9	17	18	12
Domestic	467	352	371	358	243
International	404	112	2	2,191	197

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 Great Southern Region: Shire of Beverley, Shire of Brookton, Shire of Bruce Rock, Shire of Chittering, Shire of Corrigin, Shire of Cuballing, Shire of Cunderdin, Shire of Dalwallinu, Shire of Dandaragan, Shire of Dowerin, Shire of Dumbleyung, Shire of Gingin, Shire of Goomalling, Shire of Kellerberrin, Shire of Kondinin, Shire of Koorda, Shire of Kulin, Shire of Lake Grace, Shire of Merredin, Shire of Moora, Shire of Mount Marshall, Shire of Mukinbudin, Shire of Narembeen, Shire of Narrogin, Shire of Northam, Shire of Nungarin, Shire of Pingelly, Shire of Quairading, Shire of Tammin, Shire of Toodyay, Shire of Trayning, Shire of Victoria Plains, Shire of Wagin, Shire of Wandering, Shire of West Arthur, Shire of Westonia, Shire of Wickepin, Shire of Williams, Shire of Wongan-Ballidu, Shire of Wyalkatchem, Shire of Yilgarn, Shire of York