

Australia's Coral Coast Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024

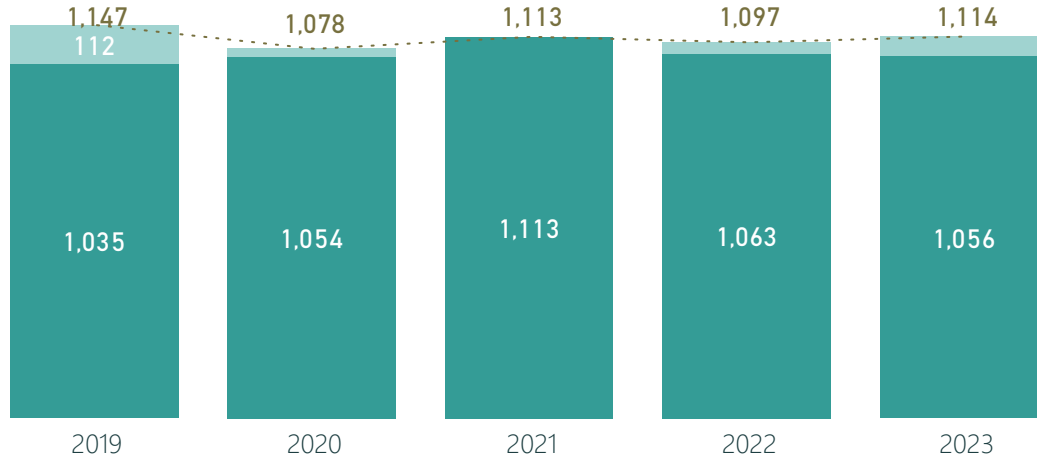


Overnight Visitor Summary 2023 - Australia's Coral Coast

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

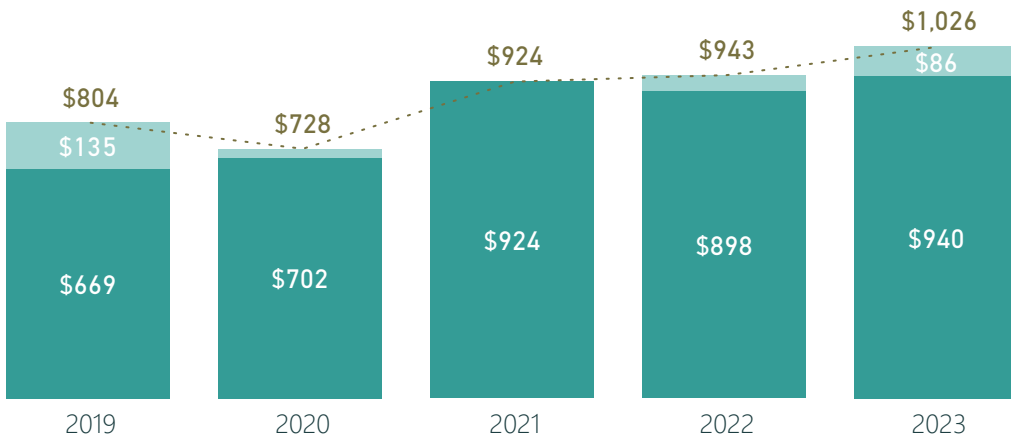
Overnight Visitors (000)

● Domestic ● International Total Overnight Visitors



Overnight Visitors Spend (\$ millions)

● Domestic ● International Total Overnight Spend



Overnight Visitors (000)

1,114

2023

Total Nights (000)

5,583

2023

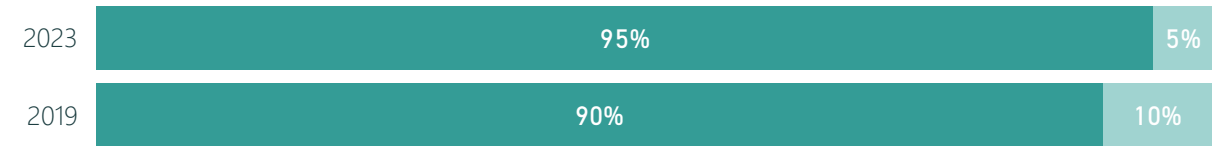
Total Spend (\$ million)

\$1,026

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

4.4

Days

\$890

\$200

International

15.2

Days

\$1,483

\$97



Total

5.0

Days

\$921

\$184

Domestic + International

Domestic Overnight Visitor Details - Australia's Coral Coast

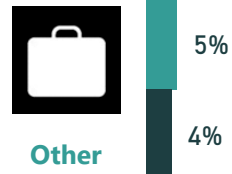
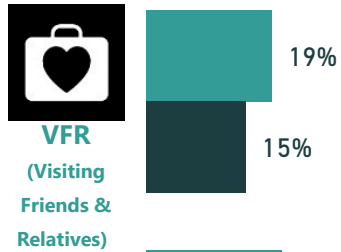
2022+23 vs. 2018+19

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



Purpose of Travel

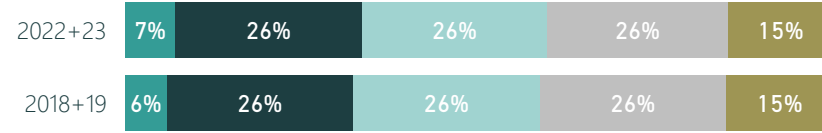
● 2022+23 ● 2018+19



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

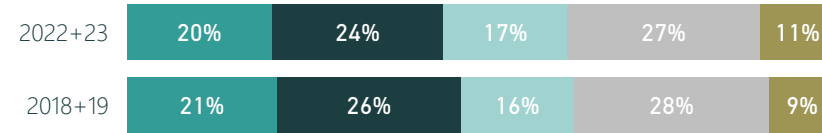
Age

● 15-19 ● 20-34 years ● 35-49 years ● 50-64 years ● 65+ years



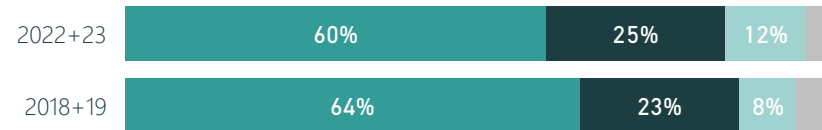
Travel Party

● Travelling alone ● Couple ● Family ● Friends/relatives ● Other



Length of Stay in Region

● 1 - 3 nights ● 4 - 7 nights ● 8 - 14 nights ● 15+ nights



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.

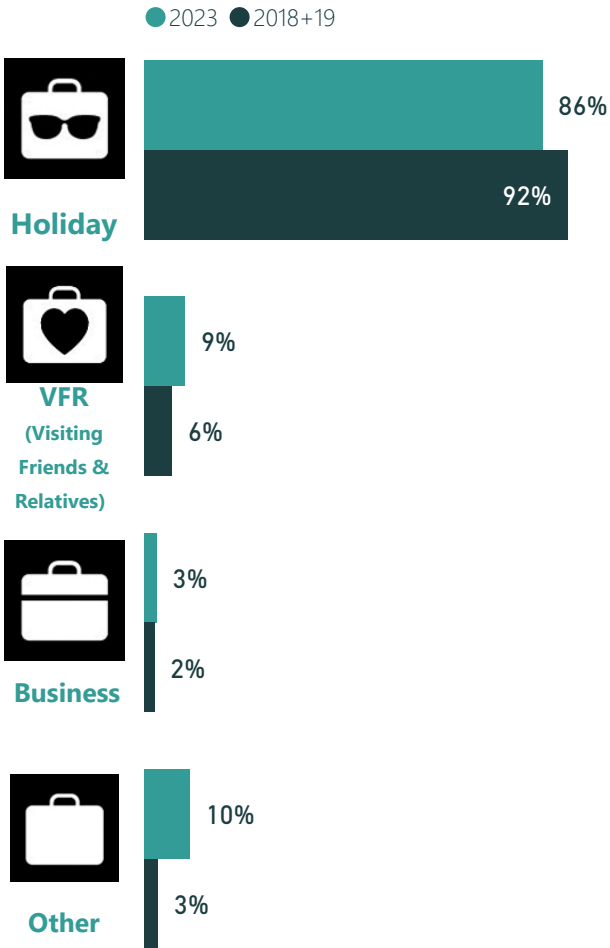
International Overnight Visitor Details - Australia's Coral Coast

2023 vs. 2018+19

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

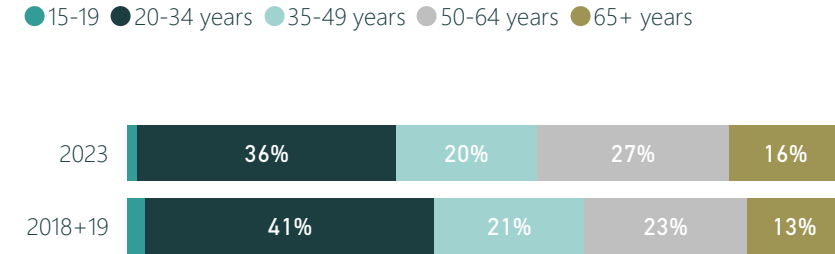
Overnight Visitors (000)	Total Visitor Nights (000)
58	884
2023	2023

Purpose of Travel

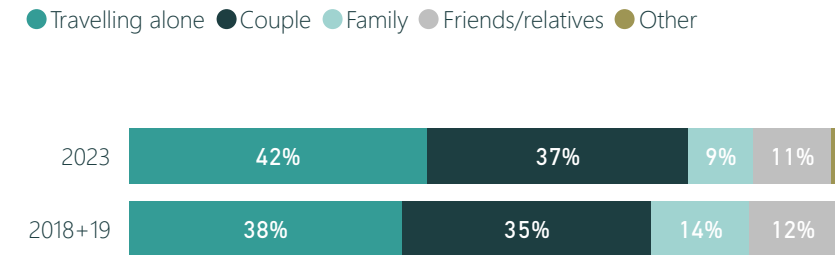


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

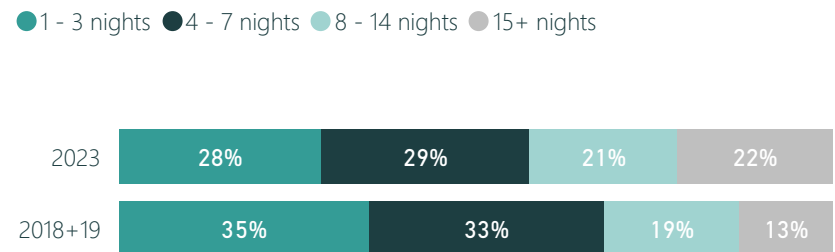
Age



Travel Party



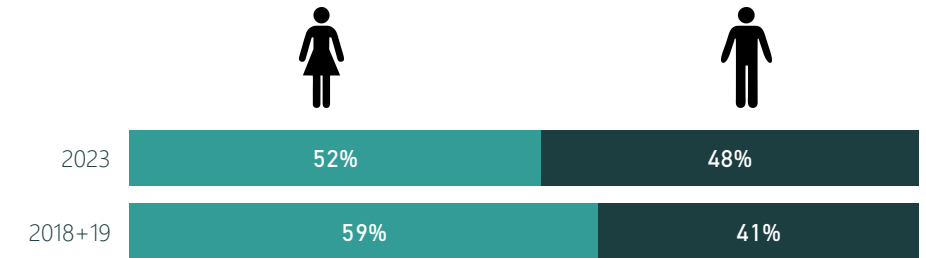
Length of Stay in Region



Top 3 Home Country

Home Country	2018+19	2023
Germany	12%	11%
United Kingdom	14%	9%
Switzerland	7%	9%

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 Coral Coast


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 Coral Coast

Top 3 accommodation (% of nights) - Domestic

	2018+19	2022+23
 Caravan park or commercial camping ground	26%	28%
Friends or relatives property	20%	18%
Hotel/resort/motel or motor Inn	11%	13%


Top 3 activities - Domestic

	2018+19	2022+23
 Go to the beach	50%	51%
Eat out / dine at a restaurant and/or cafe	53%	48%
Sightseeing/looking around	30%	24%


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

	2018+19	2022+23
 Greater Geraldton	25%	29%
Dandaragan	20%	25%
Gingin	17%	15%

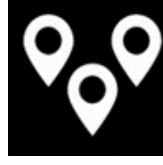
Top 3 accommodation (% of nights) - International

	2018+19	2023
 Caravan park or commercial camping ground	23%	20%
Rented house/apartment/flat or unit	19%	14%
Other Private Accommodation	18%	9%

Top 3 activities - International*

	2018+19	2023
 Eat out / dine at a restaurant and/or cafe	94%	96%
Sightseeing/looking around	89%	94%
Go to the beach	90%	90%

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

	2018+19	2023
 Greater Geraldton	46%	45%
Northampton	44%	39%
Shark Bay	39%	39%

*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 Coral Coast



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	395	412	400	350	262
Interstate	40	6	23	24	18
Domestic	435	418	423	374	280
International	661	144	1	3,186	275

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