

# Shire of Augusta-Margaret River

## Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - Shire of Augusta-Margaret River

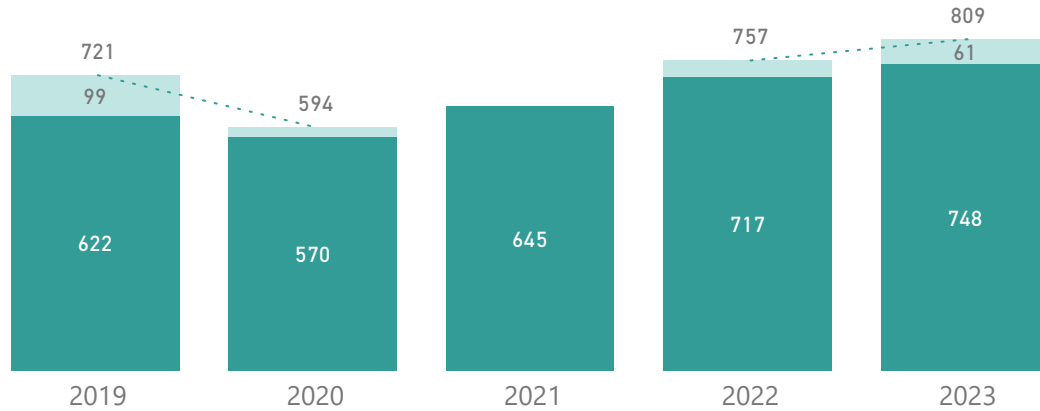
2023

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).


Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
<b>809</b>	<b>2,873</b>	<b>\$663</b>
2023	2023	2023

## 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.

 Visitors (000)

Market	2019	2020	2021	2022	2023
Domestic	622	570	645	717	748
International	99	24	np	40	61
<b>Total</b>	<b>721</b>	<b>594</b>	<b>np</b>	<b>757</b>	<b>809</b>

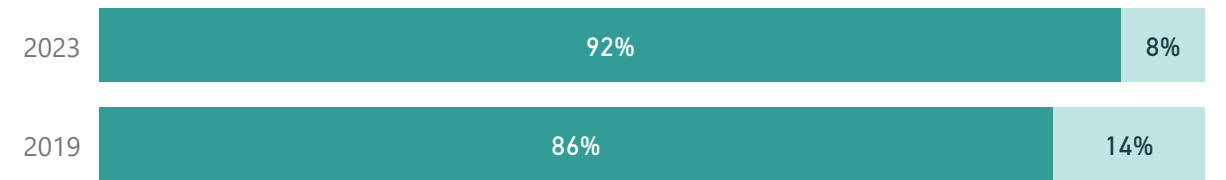
 Nights (000)

Market	2019	2020	2021	2022	2023
Domestic	1,717	1,929	2,228	2,388	2,380
International	438	np	np	np	493
<b>Total</b>	<b>2,155</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>2,873</b>





np = not publishable due to small sample size

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

● International ● Domestic



## Overnight Visitor Metrics - 2023

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	<b>3.3</b> Days	<b>\$825</b>	<b>\$259</b>
International	<b>8.1</b> Days	<b>\$754</b>	<b>\$93</b>
 Total Domestic + International	<b>3.6</b> Days	<b>\$820</b>	<b>\$231</b>

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

2022+23 vs. 2018+19

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).

Domestic Visitors (000)

748

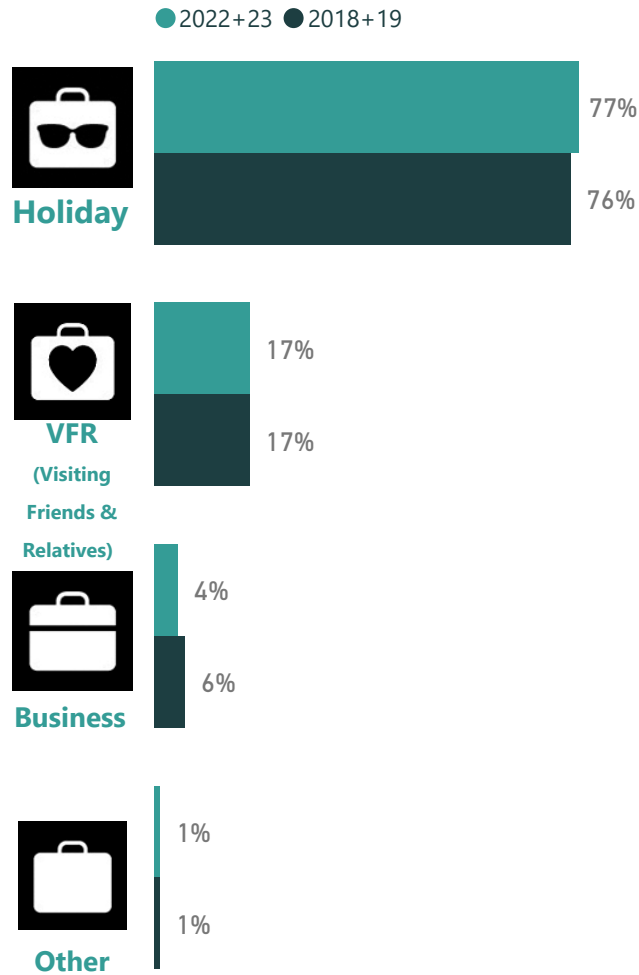
2023

Domestic Nights (000)

2,380

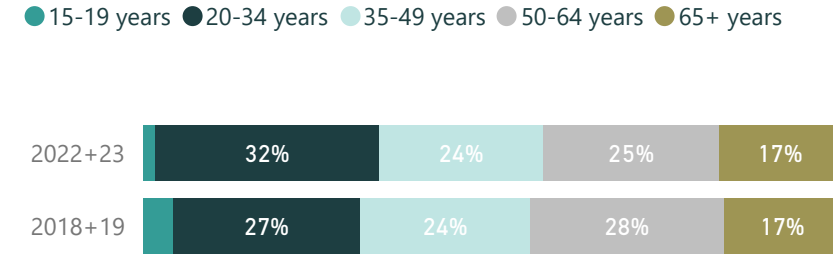
2023

## Purpose of Travel

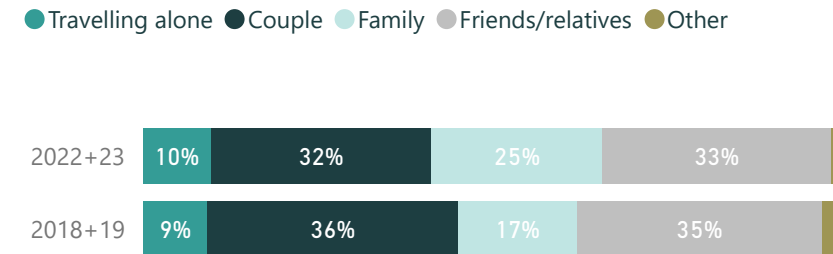


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

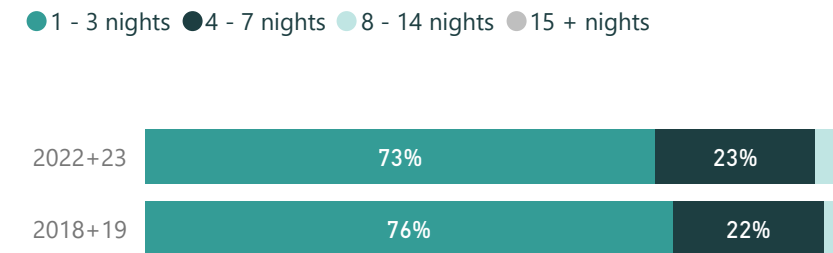
## Age



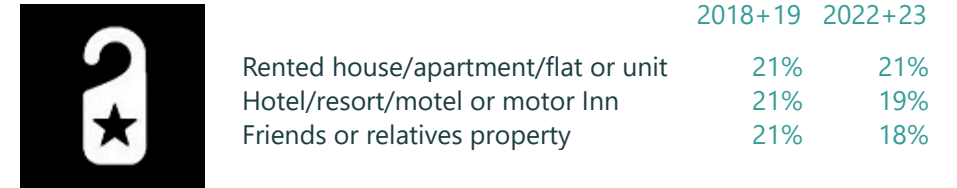
## Travel Party



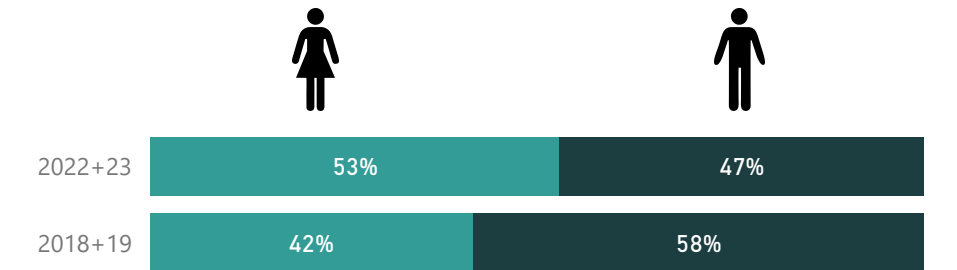
## Length of Stay



## Top 3 accommodation (% of nights)



## Gender



## Definitions

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

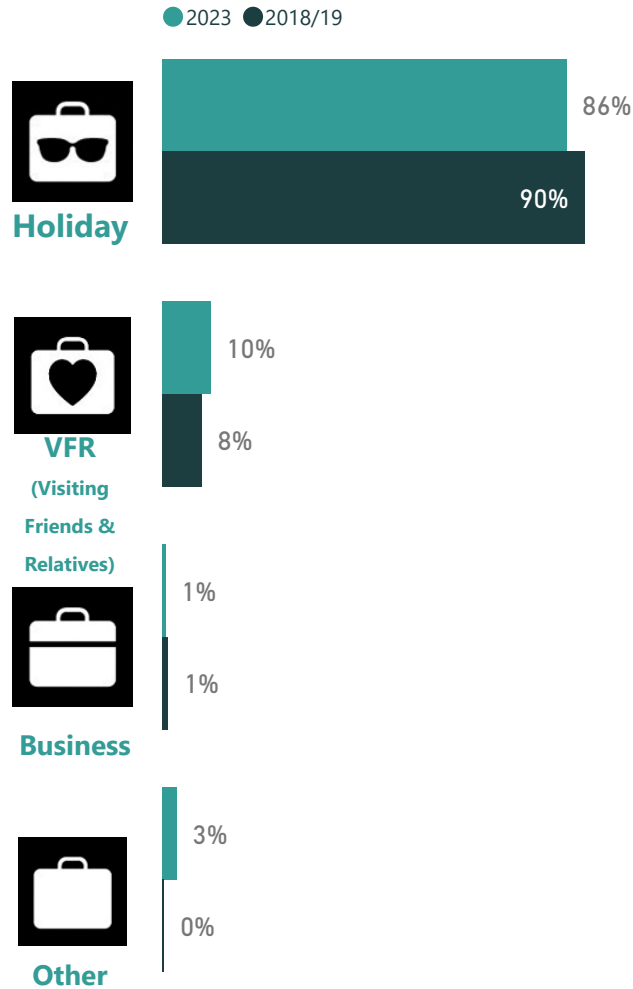
# International Overnight Visitor Details - Shire of Augusta-Margaret River

2023 vs. 2018+19

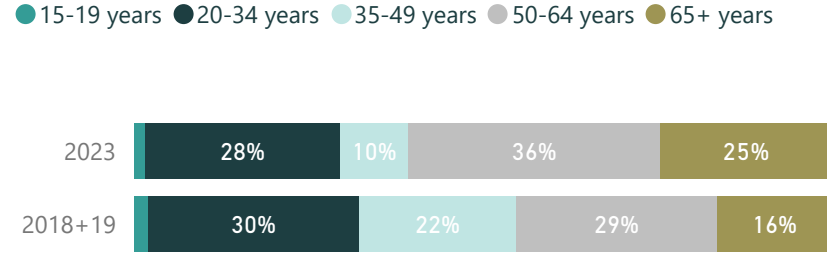
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River Local Government Area (LGA).

International Visitors (000)	International Nights (000)
61	493
2023	2023


## Purpose of Travel



## Age

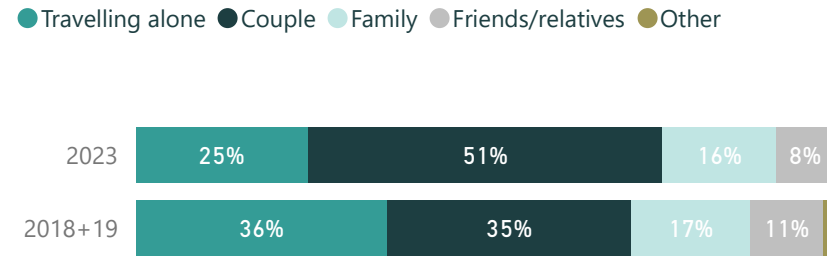


## Top 3 accommodation (% of nights)

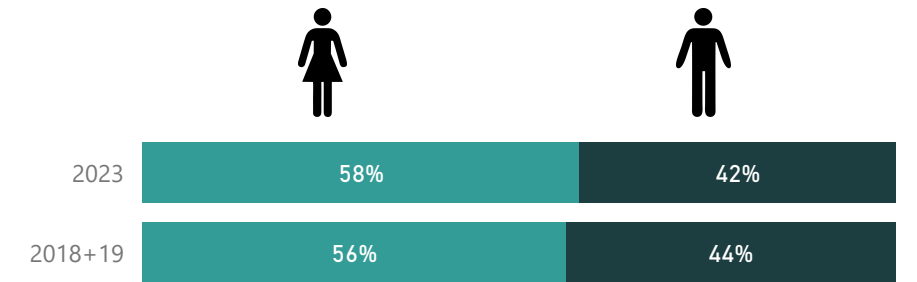


Accommodation Type	2018+19	2023
Rented house/apartment/flat or unit	28%	44%
Hotel/resort/motel or motor Inn	16%	26%
Friends or relatives property	17%	17%

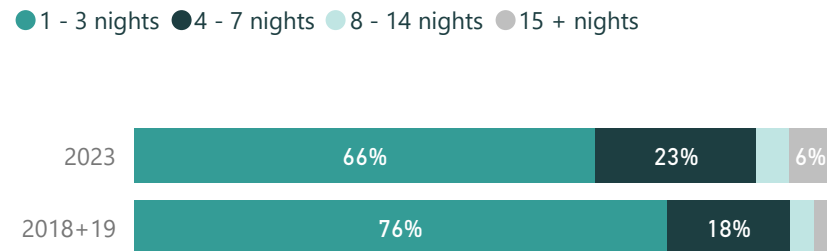
## Travel Party



## Gender



## Length of Stay



## 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 Augusta-Margaret River Local Government Area (LGA).

## 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.

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
Intrastate	214	212	236	210	172
Interstate	53	18	23	30	21
Domestic	267	230	259	240	193
International	591	170		4,698	248

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