

The Southern Forests and Valleys Region

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

Overnight Visitor Summary - The Southern Forests and Valleys Region

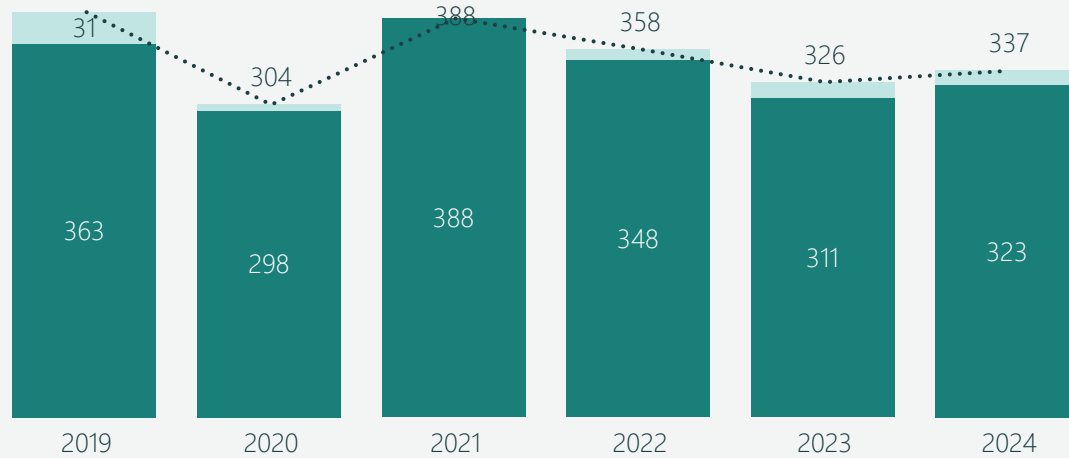
2024

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys Region

| | | |
|----------------------|----------------------------|--------------------------|
| Total Visitors (000) | Total Visitor Nights (000) | Total Spend (\$ Million) |
| 337 | 1,218 | \$192 |
| 2024 | 2024 | 2024 |

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.

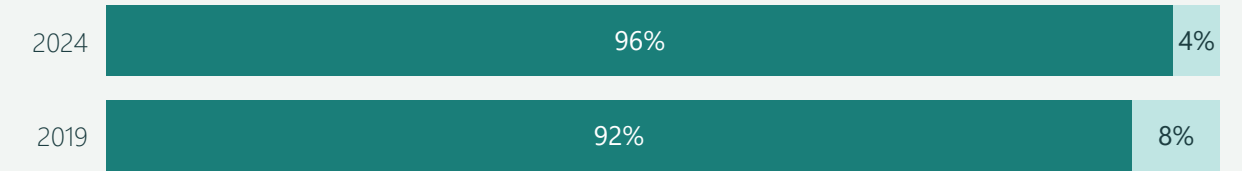
| Visitors (000) | Market | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|----------------|----------|------------|------------|-----------|------------|------------|------------|
| | Domestic | 363 | 298 | 388 | 348 | 311 | 323 |
| International | 31 | np | np | 10 | 15 | 14 | |
| Total | | 394 | 304 | np | 358 | 326 | 337 |

| Nights (000) | Market | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------|----------|--------------|-----------|-----------|-----------|--------------|--------------|
| | Domestic | 1,077 | 1,097 | 1,258 | 1,094 | 914 | 905 |
| International | 171 | np | np | np | 115 | 313 | |
| Total | | 1,248 | np | np | np | 1,029 | 1,218 |

"np" indicates sample size too small to publish

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2024

| | Average Trip Length | Average Trip Spend | Average Daily Spend |
|--|---------------------|--------------------|---------------------|
| Domestic | 2.8 Days | \$545 | \$194 |
| International | 22.4 Days | \$1,143 | \$51 |
| Total Domestic + International | 3.6 Days | \$570 | \$158 |

Domestic Overnight Visitor Details - The Southern Forests and Valleys Region

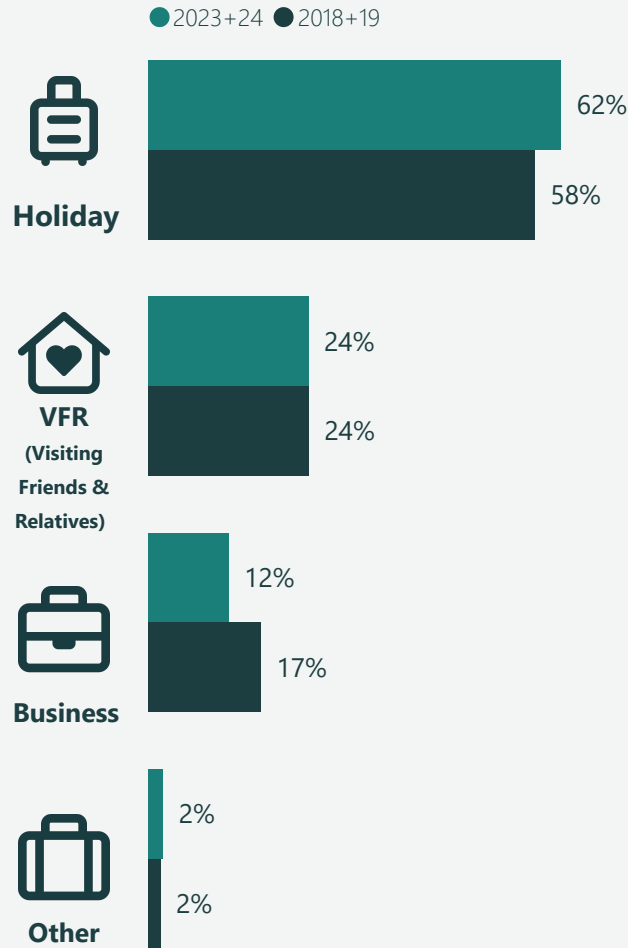
2018+2019 vs. 2023+2024

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys Region

Domestic Visitors (000)
323
2024

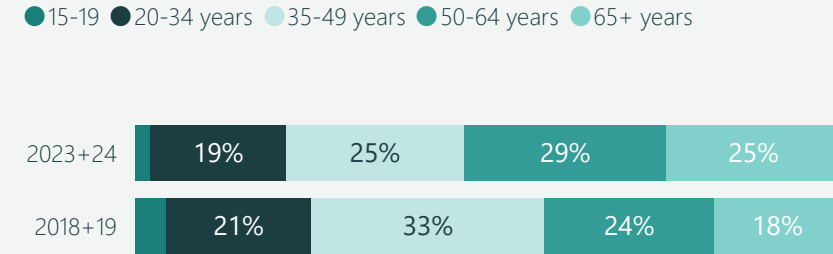
Domestic Nights (000)
905
2024

Purpose of Travel

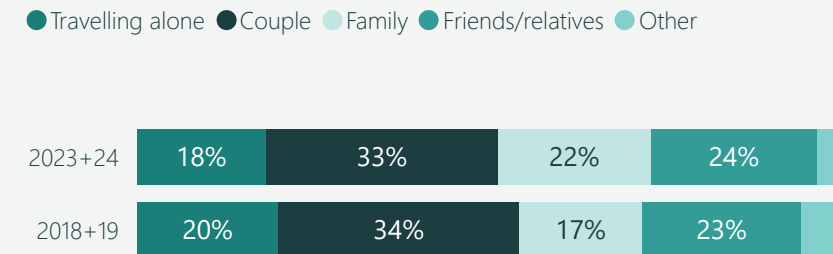


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

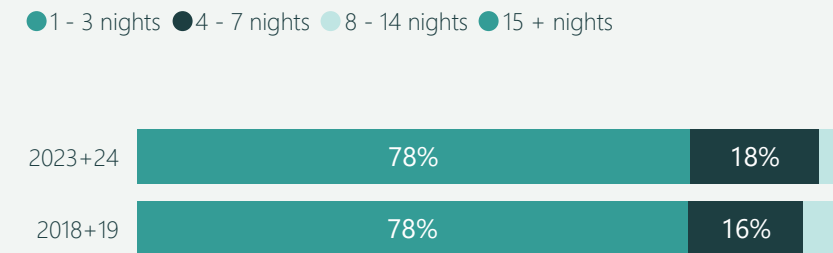
Age



Travel Party



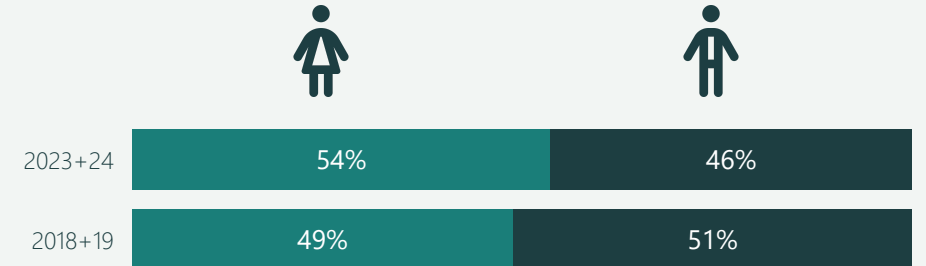
Length of Stay



Top 3 accommodation (% of nights)

| Accommodation | 2018+19 | 2023+24 |
|---|---------|---------|
| Friends or relatives property | 25% | 21% |
| Caravan park or commercial camping ground | 15% | 18% |
| Hotel/resort/motel or motor Inn | 19% | 11% |

Gender



Top 3 activities

| Activity | 2018+19 | 2023+24 |
|--|---------|---------|
| Eat out / dine at a restaurant and/or cafe | 50% | 48% |
| Bushwalking / rainforest walks | 31% | 34% |
| Visit friends & relatives | 34% | 29% |

International Overnight Visitor Details - The Southern Forests and Valleys Region

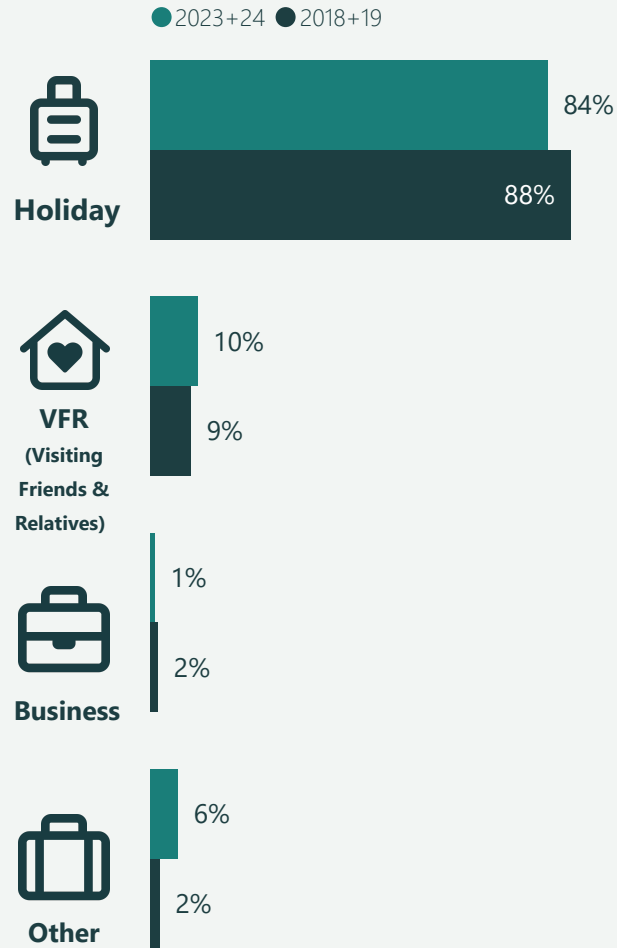
2018+2019 vs. 2023+2024

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International Visitors (000)
14
2024

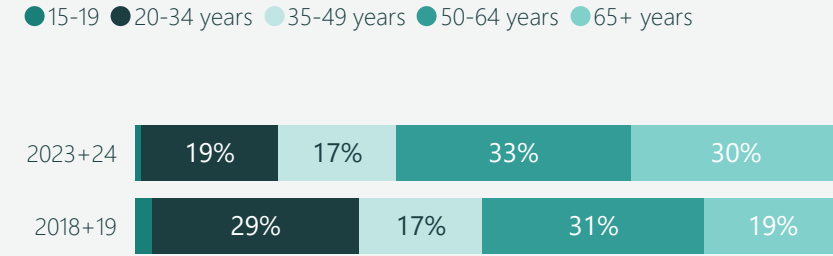
International Nights (000)
313
2024

Purpose of Travel

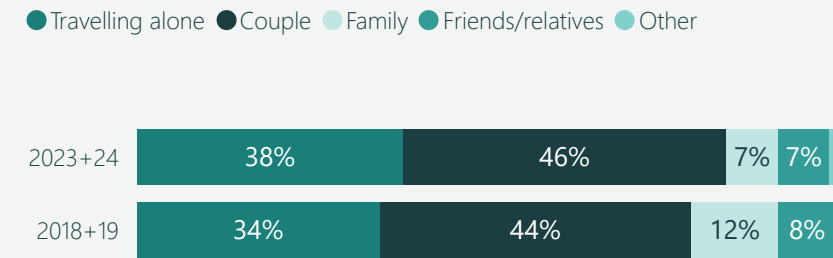


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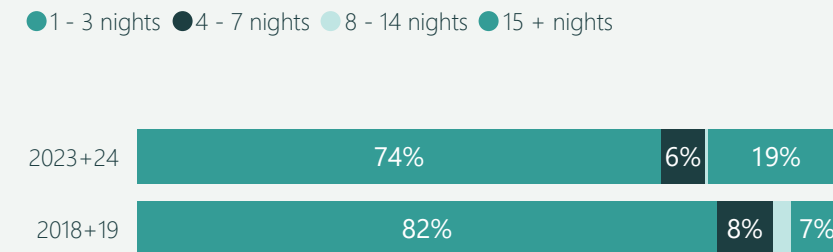
Age



Travel Party



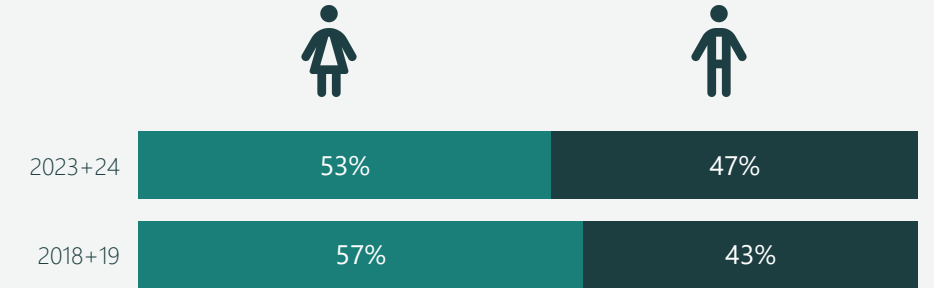
Length of Stay



Top 3 accommodation (% of nights)

| | 2018+19 (%) | 2023+24 (%) |
|-------------------------------------|-------------|-------------|
| Rented house/apartment/flat or unit | 33% | 34% |
| Other Private Accommodation | 11% | 22% |
| Friends or relatives property | 13% | 15% |

Gender



Top 3 activities*

*International visitors may have undertaken the activity in the region or elsewhere in Australia

| | 2018+19 (%) | 2023+24 (%) |
|--|-------------|-------------|
| Eat out / dine at a restaurant and/or cafe | 95% | 95% |
| Visit national parks / state parks | 92% | 92% |
| Go to the beach | 92% | 92% |

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Southern Forests and Valleys 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 show comparisons between 2023+2024 (current) and 2018+2019 (pre-COVID). Two-year averages are used to increase the sample size and therefore the reliability of the data.

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 Tourism Research Australia's website tra.gov.au.

Sample Size

| Market | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------|------|------|------|-------|------|------|
| Intrastate | 132 | 121 | 157 | 116 | 91 | 72 |
| Interstate | 23 | 3 | 10 | 7 | 2 | 7 |
| Domestic | 155 | 124 | 167 | 123 | 93 | 79 |
| International | 154 | 35 | | 1,002 | 65 | 68 |

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, 2024.
Local Government Areas included to make up The Southern Forests and Valleys Region: Shire of Bridgetown-Greenbushes, Shire of Manjimup, Shire of Boyup Brook and Shire of Nannup