

The Bunbury Geopraphe Region

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

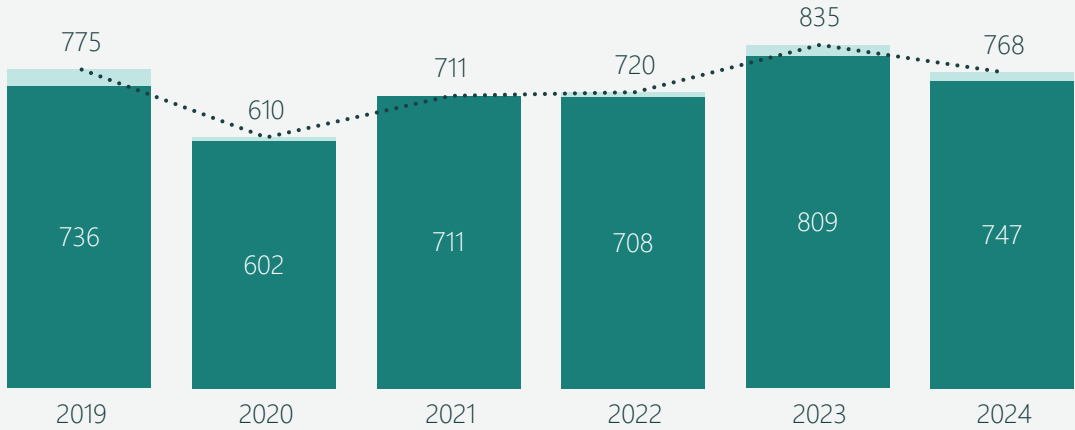
Overnight Visitor Summary - The Bunbury Geographe Region

2024



The data in this factsheet refers to visitors who have spent at least one night in The Bunbury Geographe 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	2024
	Domestic	736	602	711	708	809	747
	International	39	8	np	12	26	21
	Total	775	610	np	720	835	768
Visitors (000)							
	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,904	1,551	1,841	1,589	2,305	1,773
	International	620	np	np	np	803	758
	Total	2,524	np	np	np	3,108	2,531
Nights (000)							

"np" indicates sample size too small to publish

Total Visitors (000)

768

2024

Total Visitor Nights (000)

2,531

2024

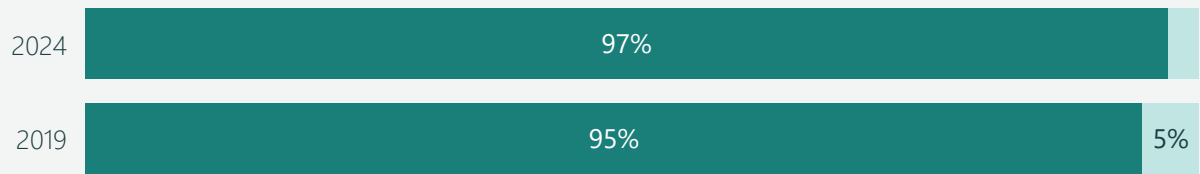
Total Spend (\$ Million)

\$328

2024

Share of Overnight Visitors - change vs. pre-COVID

International Domestic



Overnight Visitor Metrics - 2024



Average Trip Length



Average Trip Spend



Average Daily Spend

Domestic

2.4

Days

\$402

\$169

International

36.1

Days

\$1,333

\$37



Total

Domestic + International

3.3

Days

\$427

\$130

Domestic Overnight Visitor Details - The Bunbury Geographe Region

2018+2019 vs. 2023+2024

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

Domestic Visitors (000)

747

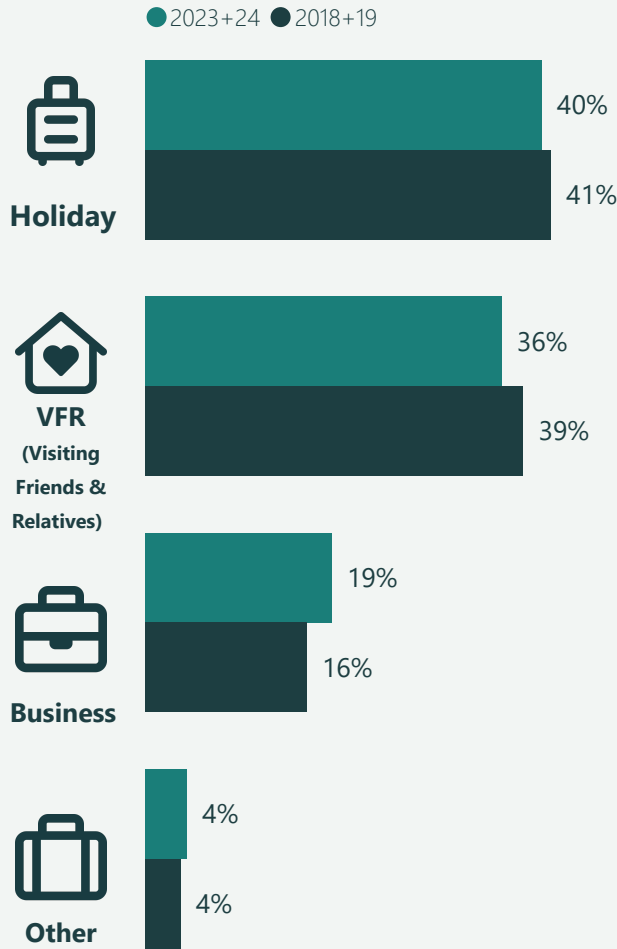
2024

Domestic Nights (000)

1,773

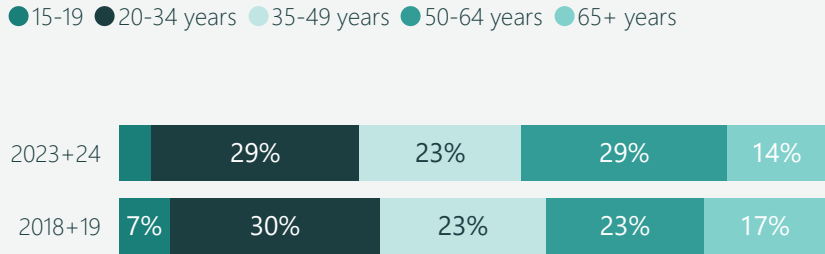
2024

Purpose of Travel

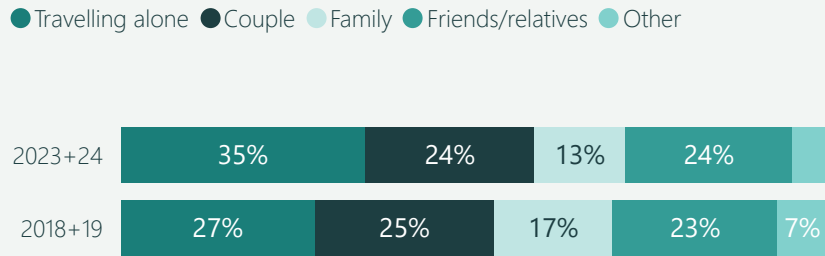


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

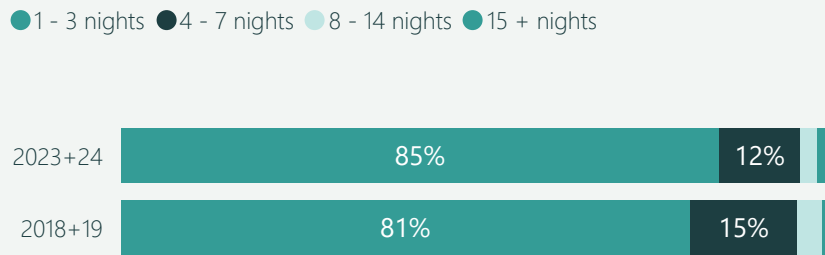
Age



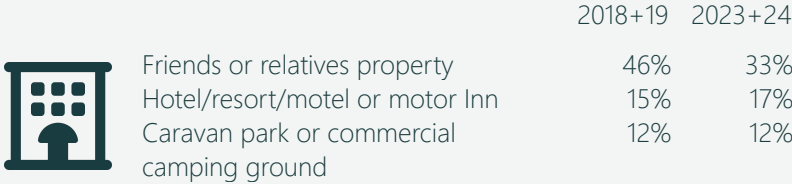
Travel Party



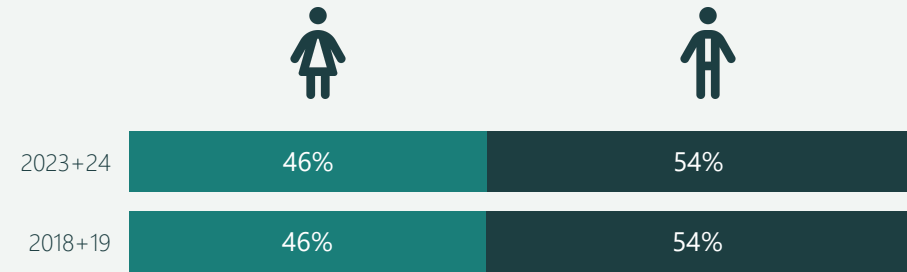
Length of Stay



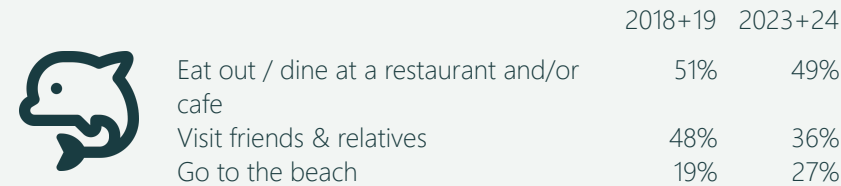
Top 3 accommodation (% of nights)



Gender



Top 3 activities

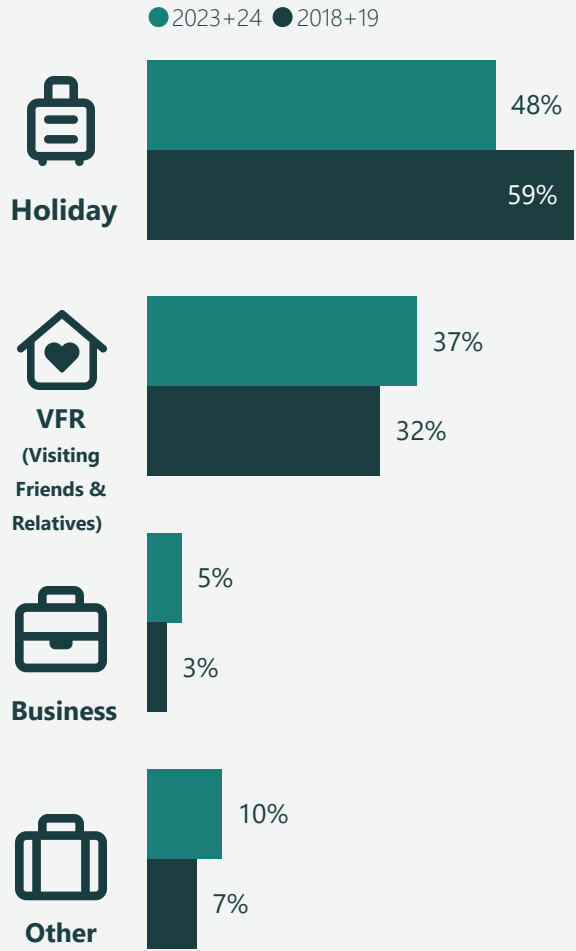


International Overnight Visitor Details - The Bunbury Geopraphe Region

2018+2019 vs. 2023+2024

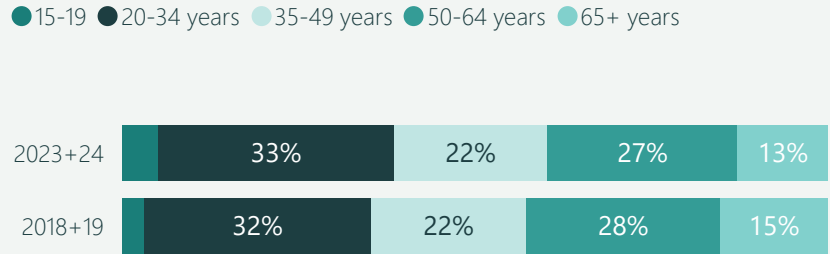
The data in this factsheet refers to visitors who have spent at least one night in The Bunbury Geopraphe Region

Purpose of Travel

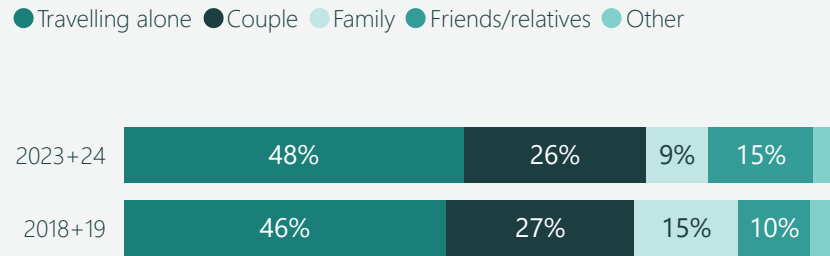


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

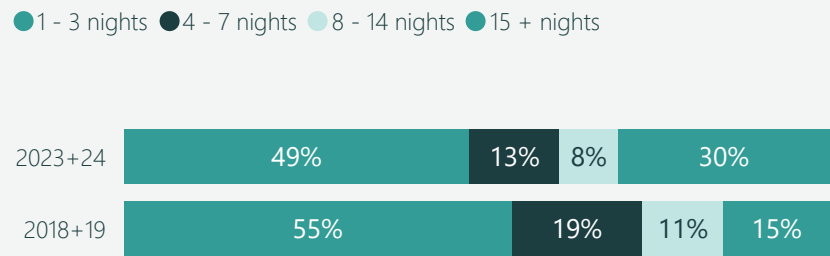
Age



Travel Party



Length of Stay



International Visitors (000)

21

2024

International Nights (000)

758

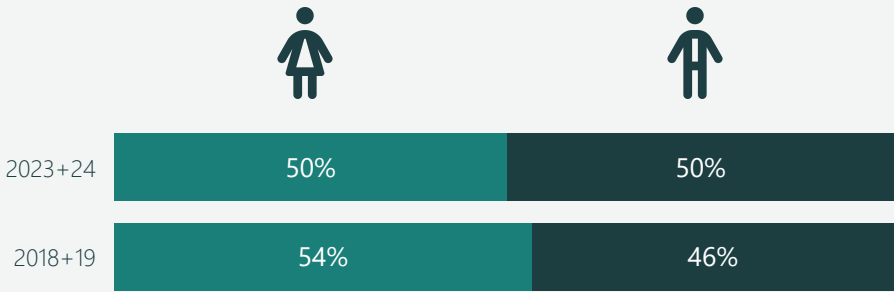
2024

Top 3 accommodation (% of nights)



	2018+19	2023+24
Friends or relatives property	43%	46%
Rented house/apartment/flat or unit	28%	27%
Hotel/resort/motel or motor Inn	4%	14%

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	92%	95%
Go shopping for pleasure	82%	92%
Go to the beach	80%	86%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Bunbury Geographe 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	296	225	237	205	187	148
Interstate	16	4	13	14	10	9
Domestic	312	229	250	219	197	157
International	239	52		1,651	103	110

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 Bunbury Geographe Region: City of Bunbury, Shire of Harvey, Shire of Collie, Shire of Donnybrook-Balingup, Shire of Dardanup and Shire of Capel