

Shire of Augusta-Margaret River

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



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AUSTRALIA

Overnight Visitor Summary - Shire of Augusta-Margaret River

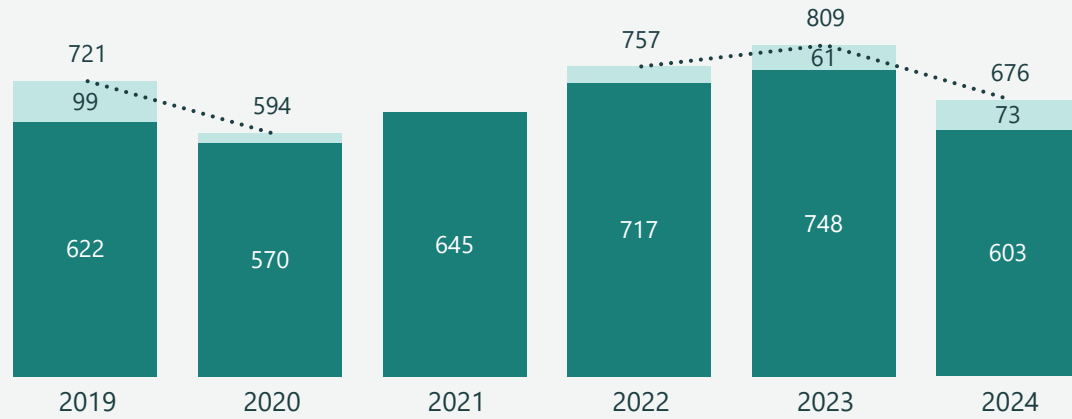
2024

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)
676	2,305	\$526
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.

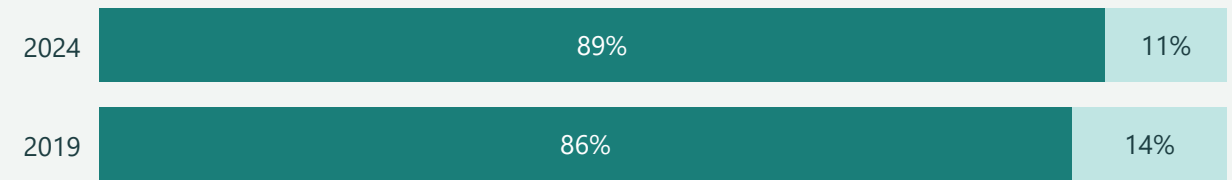
Visitors (000)	Market	2019	2020	2021	2022	2023	2024
	Domestic	622	570	645	717	748	603
International	99	24	np	40	61	73	
Total	721	594	np	757	809	676	

Nights (000)	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,717	1,929	2,228	2,388	2,380	1,978
International	438	np	np	np	490	327	
Total	2,155	np	np	np	2,870	2,305	

np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2024

	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	3.3 Days	\$794	\$242
International	4.5 Days	\$644	\$144
Total Domestic + International	3.4 Days	\$778	\$228

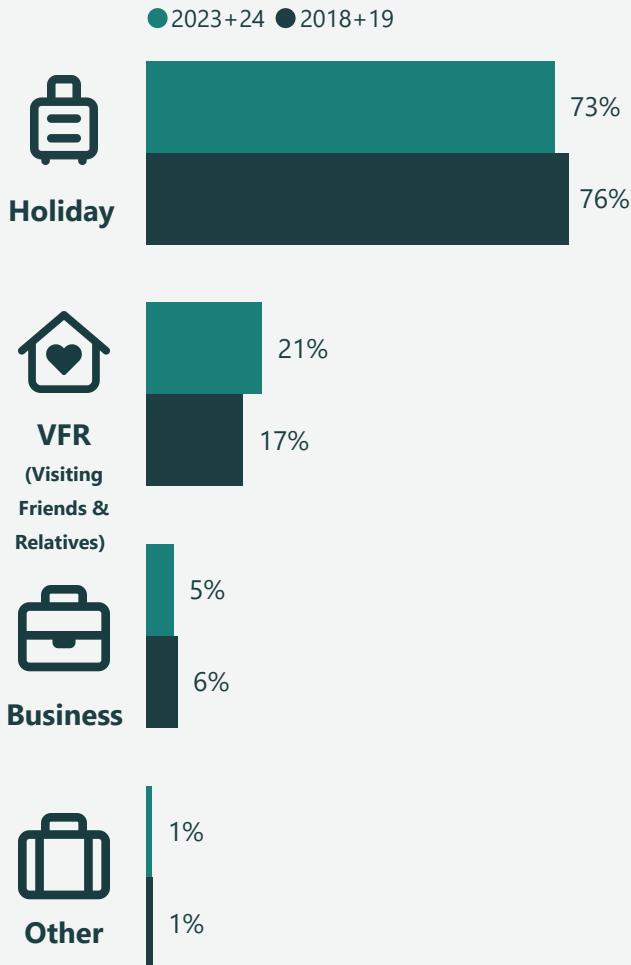
Domestic Overnight Visitor Details - Shire of Augusta-Margaret River

2023+24 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).

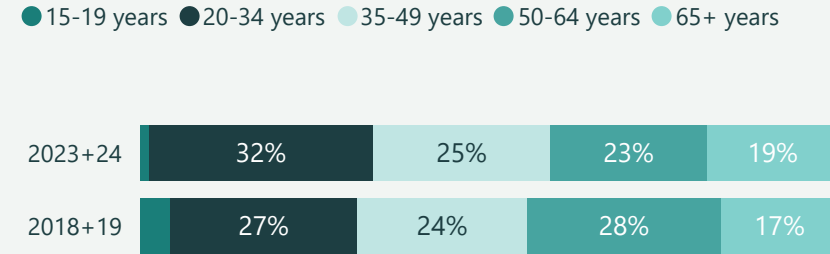
Domestic Visitors (000)	Domestic Nights (000)
603	1,978
2024	2024

Purpose of Travel

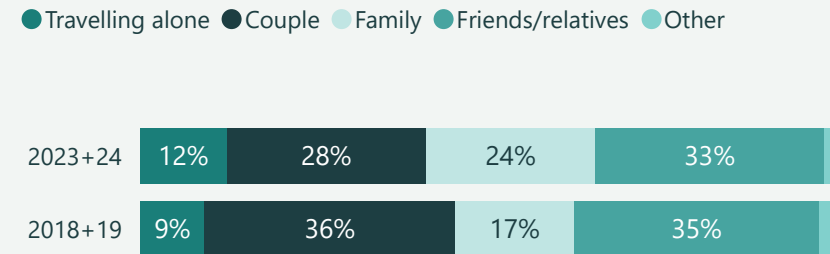


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

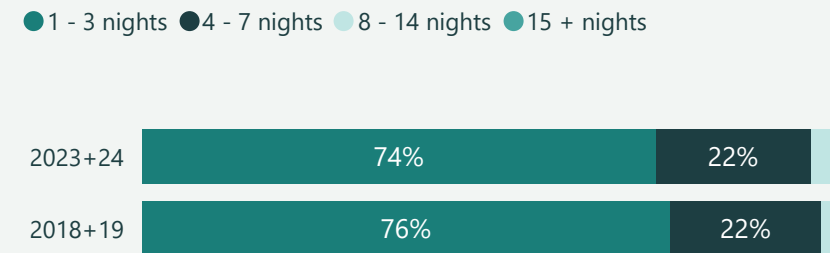
Age



Travel Party



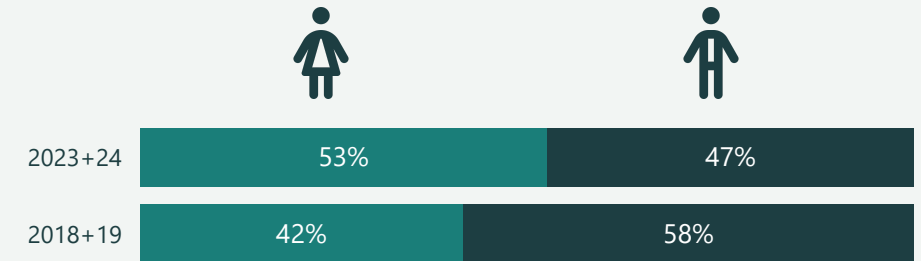
Length of Stay



Top 3 accommodation (% of nights)

	2018+19	2023+24
Rented house/apartment/flat or unit	21%	21%
Hotel/resort/motel or motor Inn	21%	20%
Friends or relatives property	21%	20%

Gender



Definitions

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

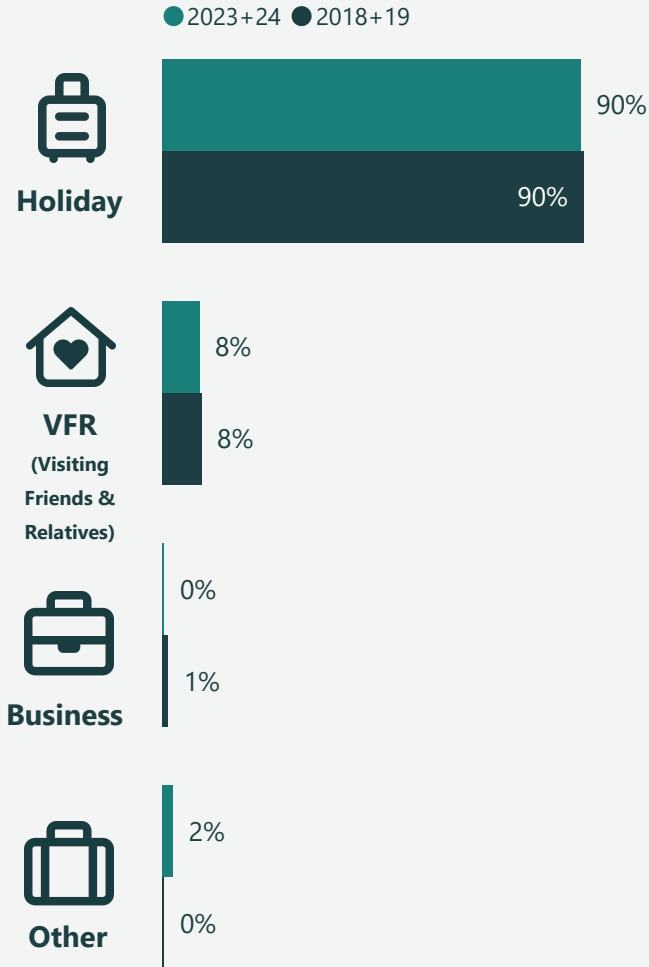
International Overnight Visitor Details - Shire of Augusta-Margaret River

2023+24 vs. 2018+19

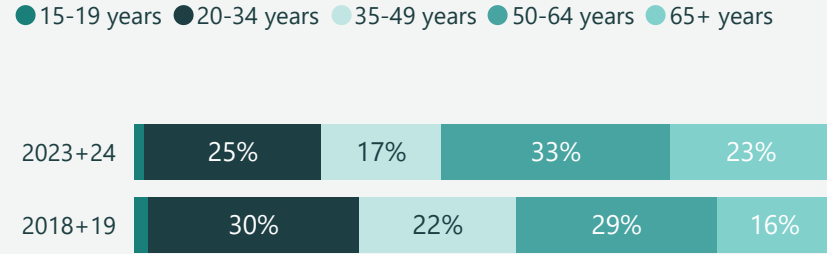
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Augusta-Margaret River Local Government Area (LGA).

International Visitors (000)	International Nights (000)
73	327
2024	2024

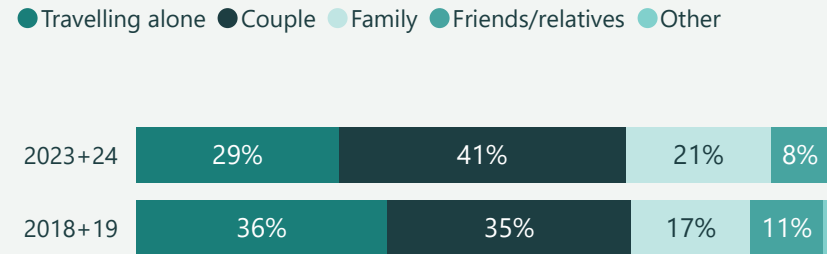
Purpose of Travel



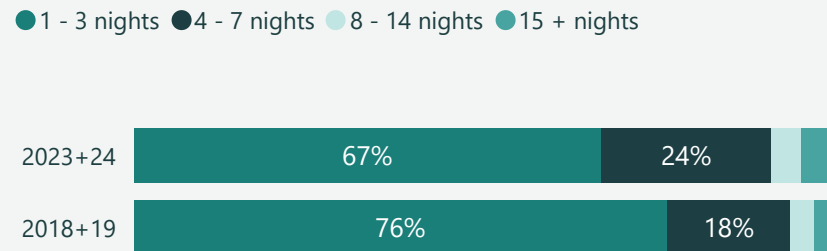
Age



Travel Party



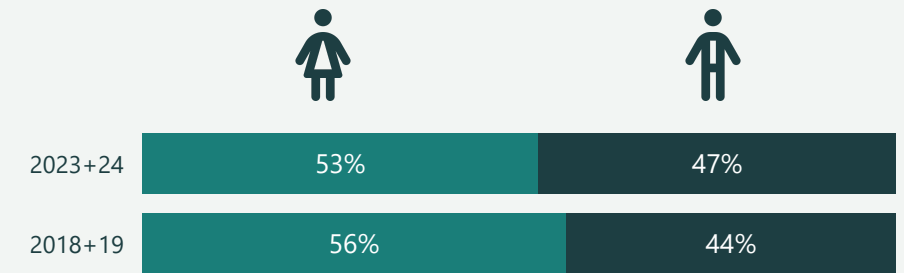
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023+24
Rented house/apartment/flat or unit	28%	31%
Hotel/resort/motel or motor Inn	16%	30%
Friends or relatives property	17%	21%

Gender



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 show comparisons between 2023+24 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, these years have been excluded 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	2024
Intrastate	214	212	236	210	172	127
Interstate	53	18	23	30	21	21
Domestic	267	230	259	240	193	148
International	591	170		4,698	248	300

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, 2024