

Shire of Ashburton

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

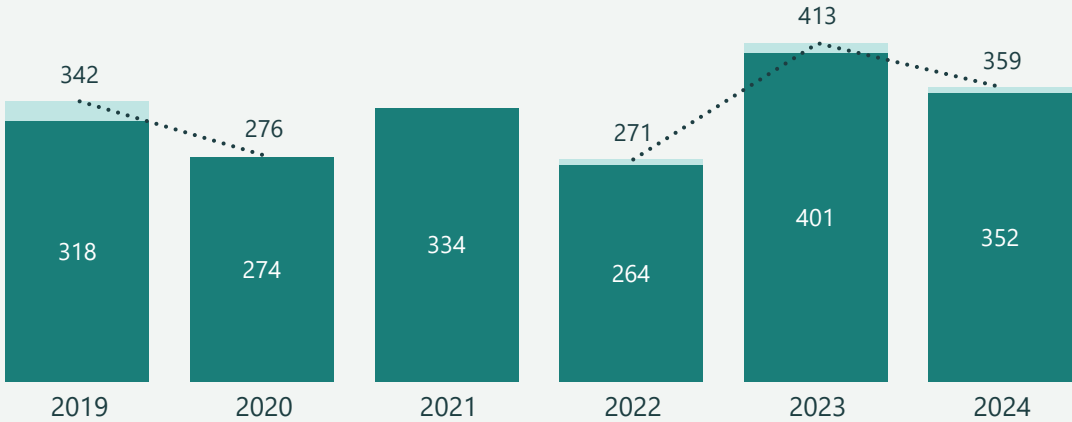
Overnight Visitor Summary - Shire of Ashburton

2024


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


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	318	274	334	264	401	352
	International	24	np	np	7	12	7
	Total	342	276	np	271	413	359

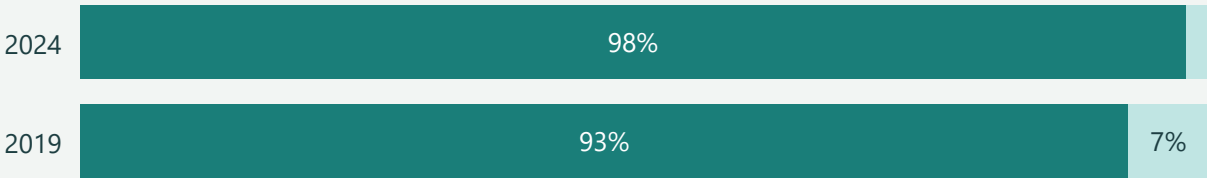
	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,982	2,557	2,155	1,769	2,368	2,314
	International	137	np	np	np	65	67
	Total	2,119	np	np	np	2,433	2,381

np = not publishable due to small sample size





Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
359	2,381	\$253
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID

International Domestic



Overnight Visitor Metrics - 2024

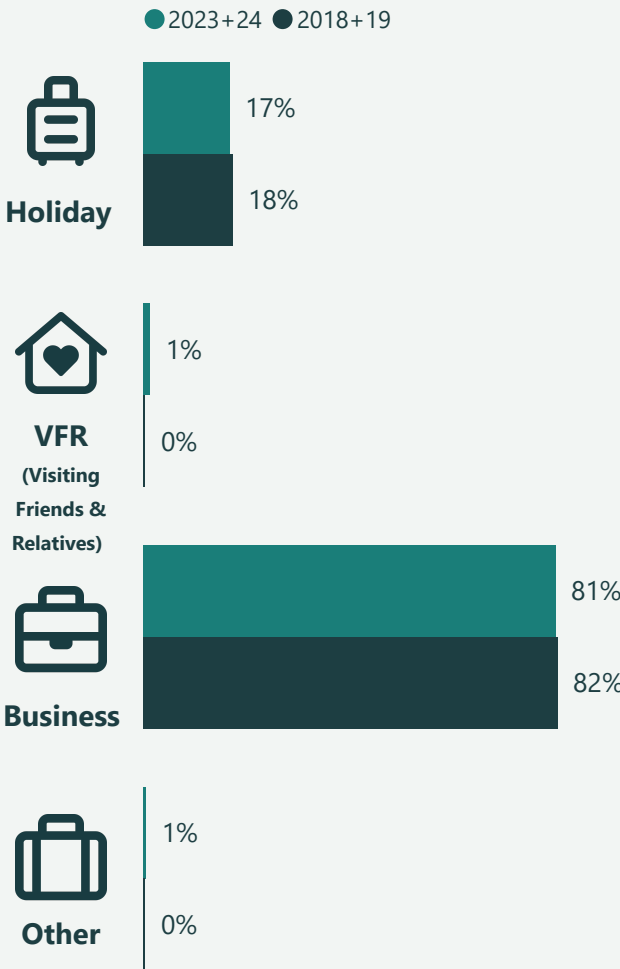
			
	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	6.6 Days	\$707	\$108
International	9.6 Days	\$571	\$60
	6.6 Days	\$705	\$106
Total Domestic + International			

Domestic Overnight Visitor Details - Shire of Ashburton

2023+24 vs. 2018+19

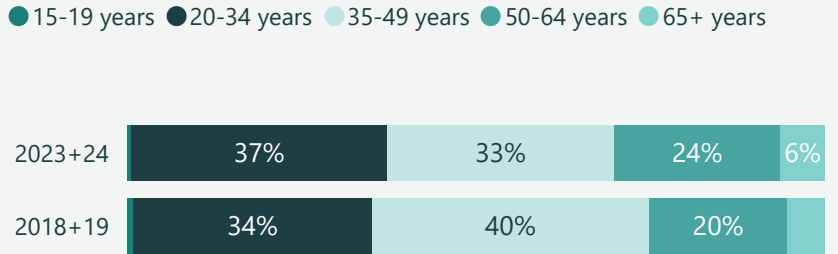
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton Local Government Area (LGA).

Purpose of Travel

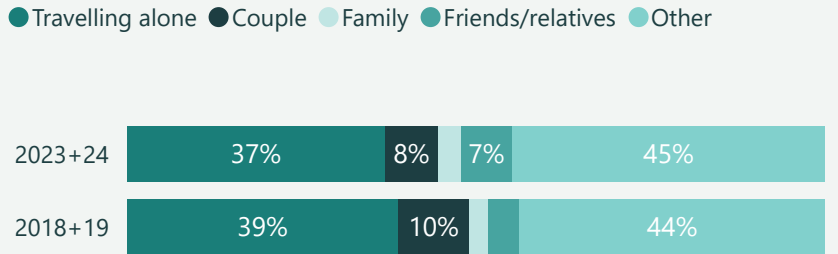


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

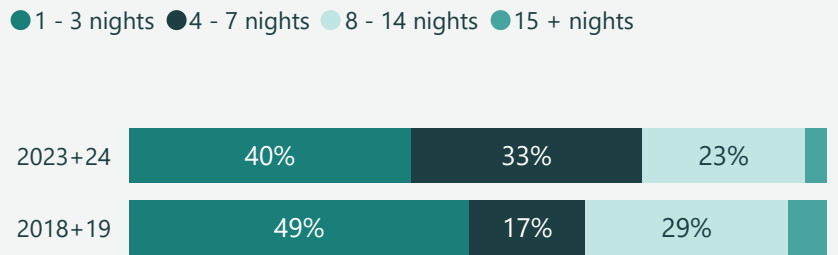
Age



Travel Party



Length of Stay



Domestic Visitors (000)

352

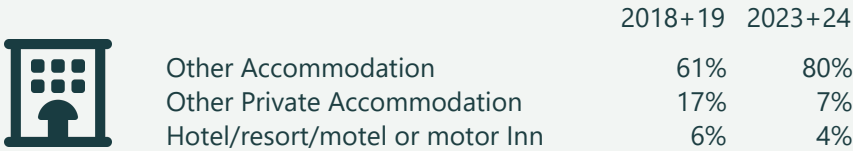
2024

Domestic Nights (000)

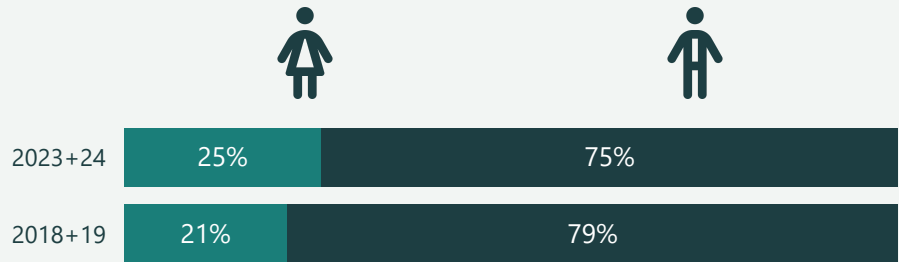
2,314

2024

Top 3 accommodation (% of nights)



Gender



Definitions

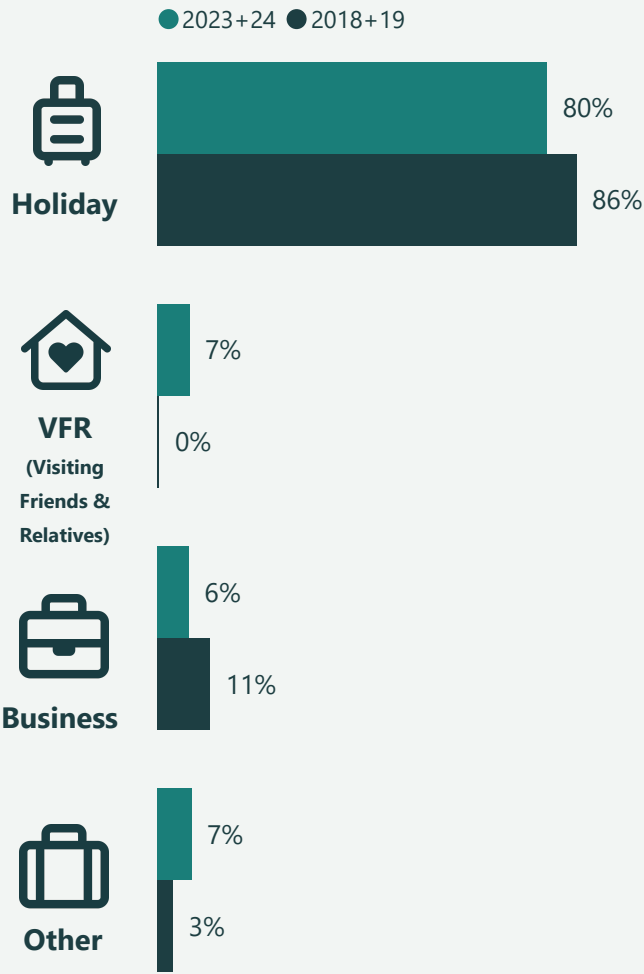
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - Shire of Ashburton

2023+24 vs. 2018+19

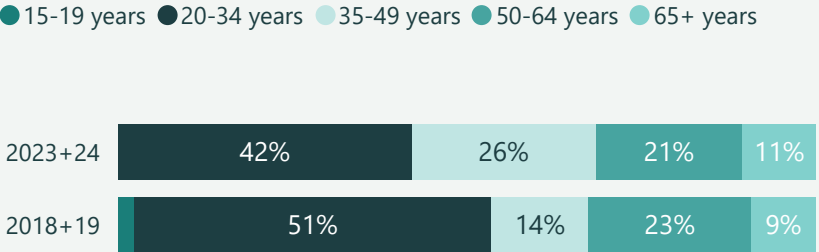
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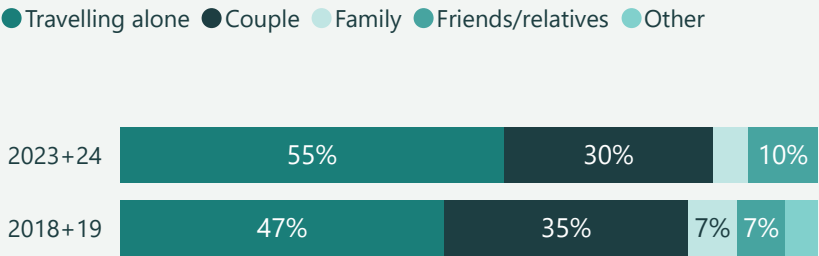


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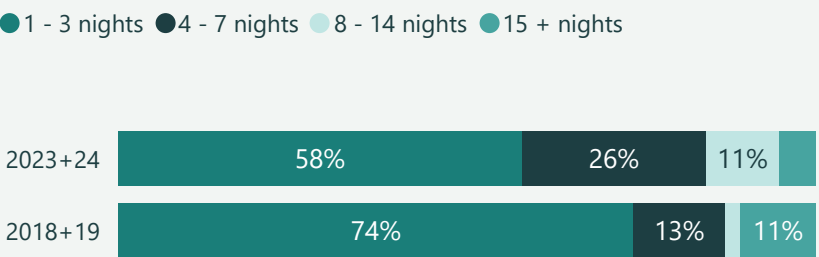
Age



Travel Party



Length of Stay



International Visitors (000)

7

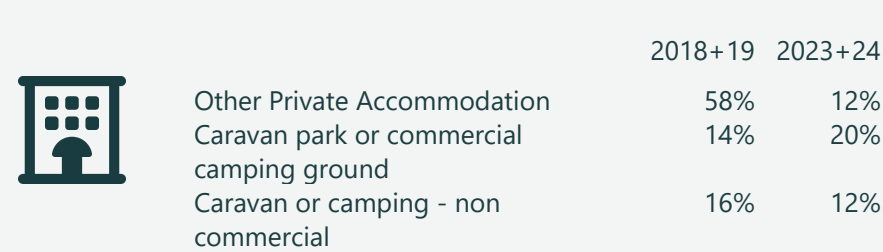
2024

International Nights (000)

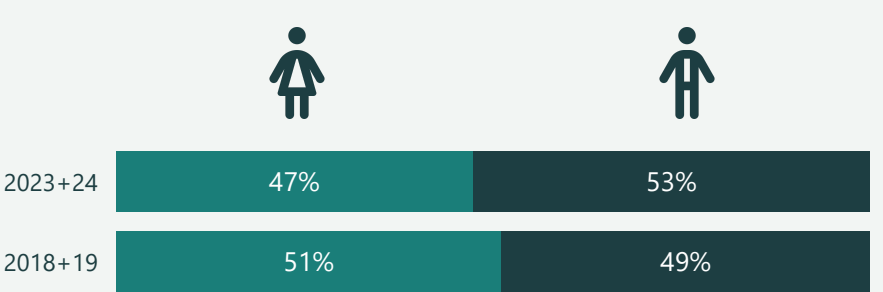
67

2024

Top 3 accommodation (% of nights)



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.

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Ashburton 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	107	104	117	84	86	65
Interstate	19	4	5	7	6	12
Domestic	126	108	122	91	92	77
International	155	12		861	59	45

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

