

The Great Southern Region Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

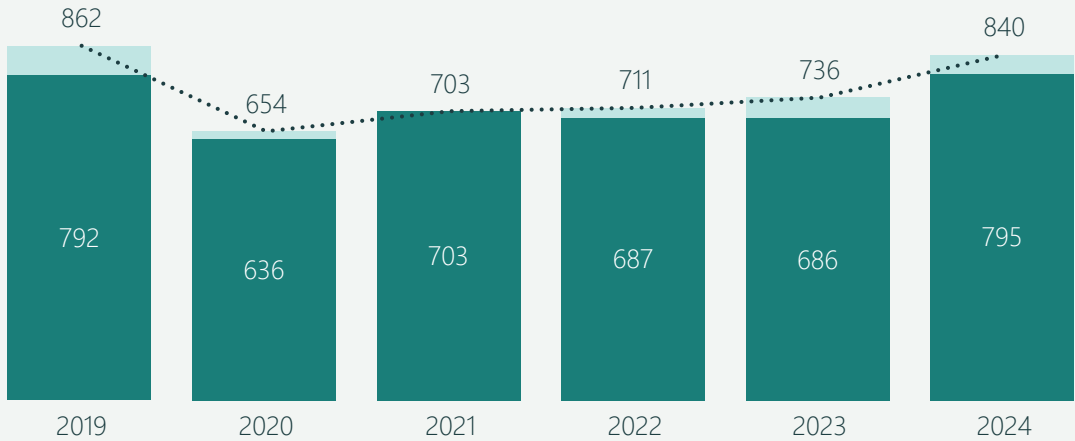
Overnight Visitor Summary - The Great Southern Region

2024

The data in this factsheet refers to visitors who have spent at least one night in The Great Southern 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	792	636	703	687	686	795
	International	70	18	np	24	50	45
	Total	862	654	np	711	736	840

Visitors (000)

	Market	2019	2020	2021	2022	2023	2024
	Domestic	2,534	2,309	2,657	2,591	2,354	2,596
	International	460	np	np	np	512	495
	Total	2,994	np	np	np	2,866	3,091

Nights (000)

"np" indicates sample size too small to publish

Total Visitors (000)

840

2024

Total Visitor Nights (000)

3,091

2024

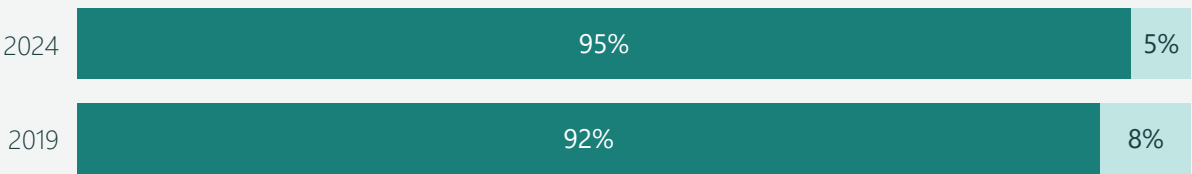
Total Spend (\$ Million)

\$561

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

3.3

Days

\$657

\$201

International

11.0

Days

\$867

\$79



Total

Domestic + International

3.7

Days

\$668

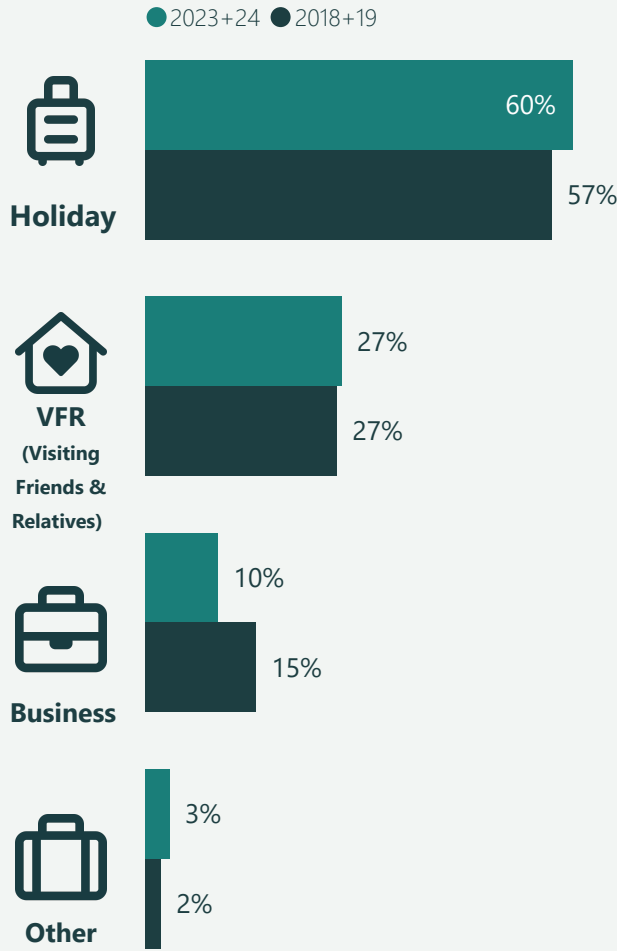
\$181

Domestic Overnight Visitor Details - The Great Southern Region

2018+2019 vs. 2023+2024

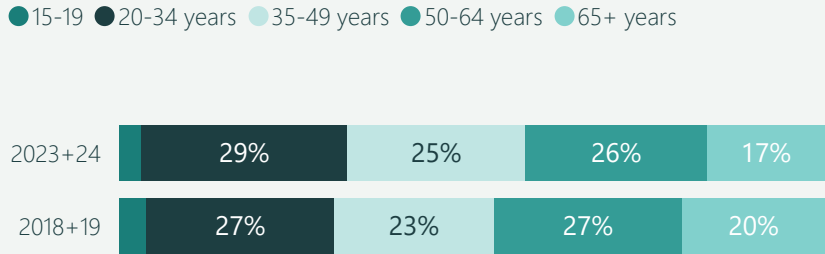
The data in this factsheet refers to visitors who have spent at least one night in The Great Southern Region

Purpose of Travel

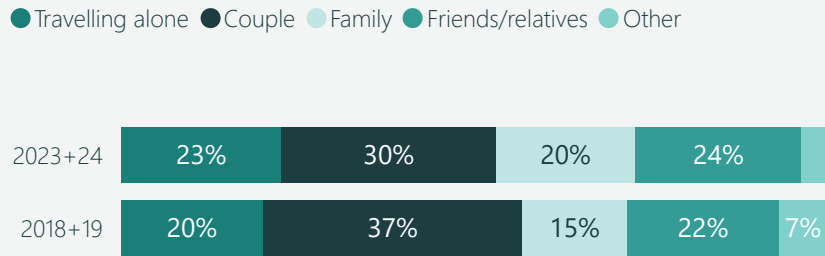


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

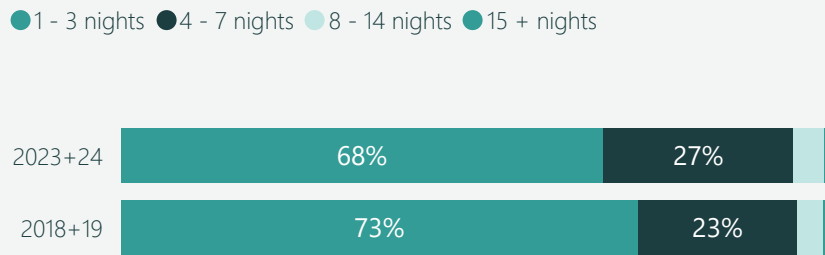
Age



Travel Party



Length of Stay



Domestic Visitors (000)

795

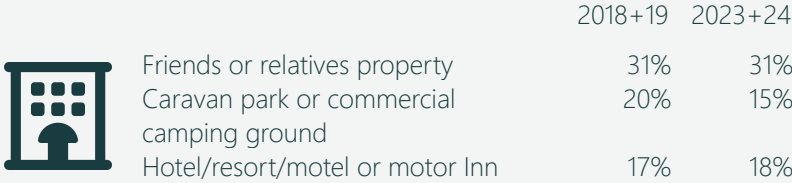
2024

Domestic Nights (000)

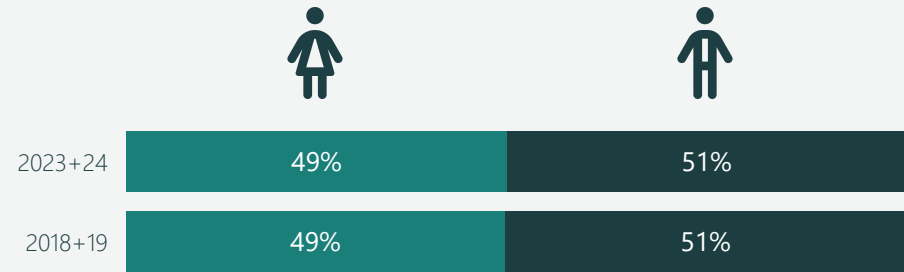
2,596

2024

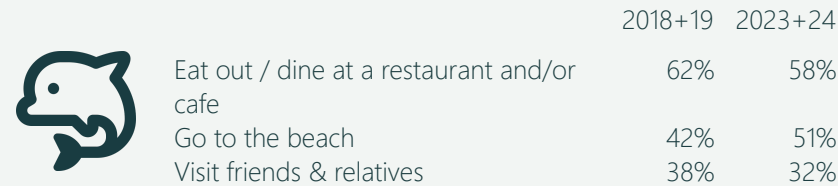
Top 3 accommodation (% of nights)



Gender



Top 3 activities

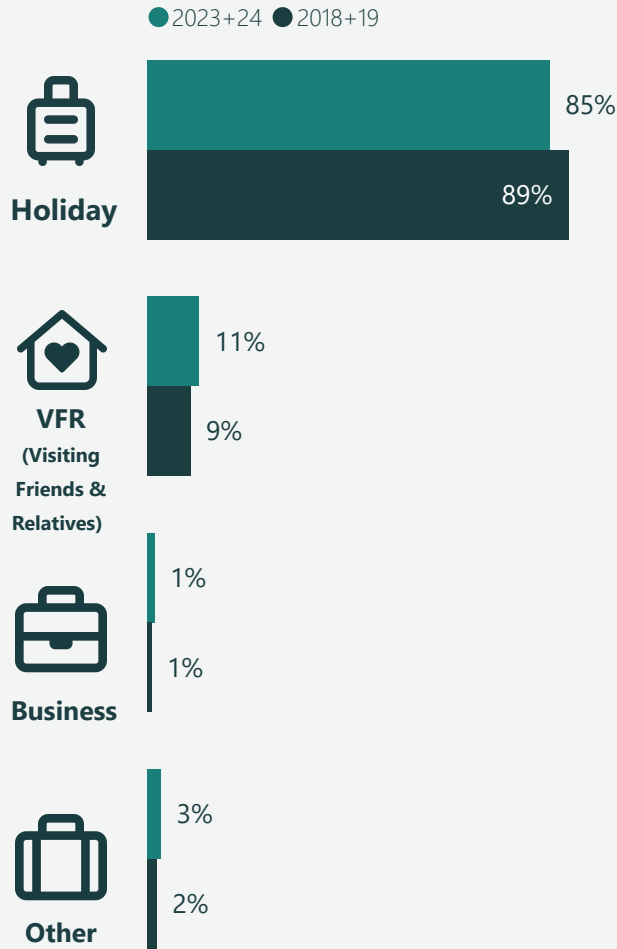


International Overnight Visitor Details - The Great Southern Region

2018+2019 vs. 2023+2024

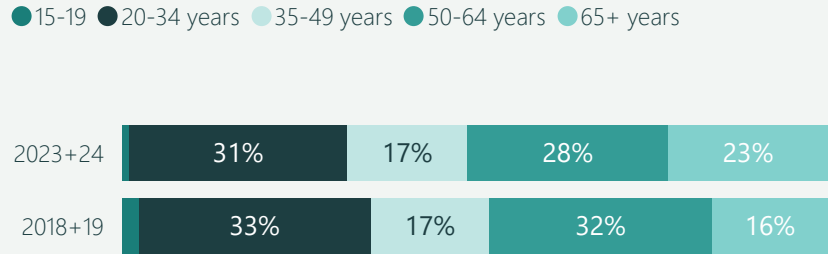
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Purpose of Travel

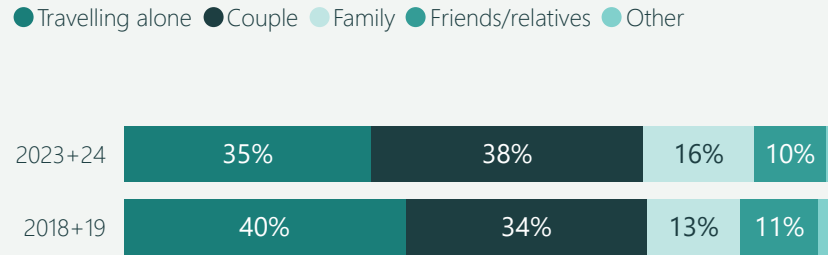


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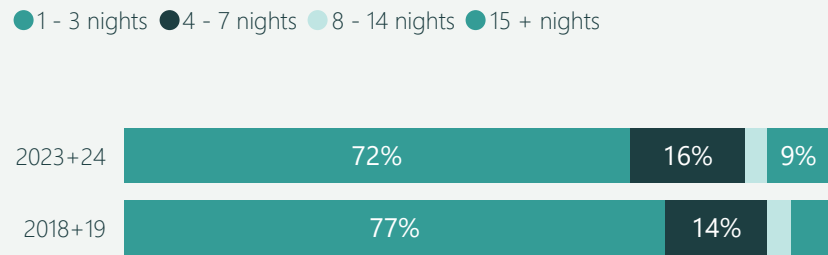
Age



Travel Party



Length of Stay



International Visitors (000)

45

2024

International Nights (000)

495

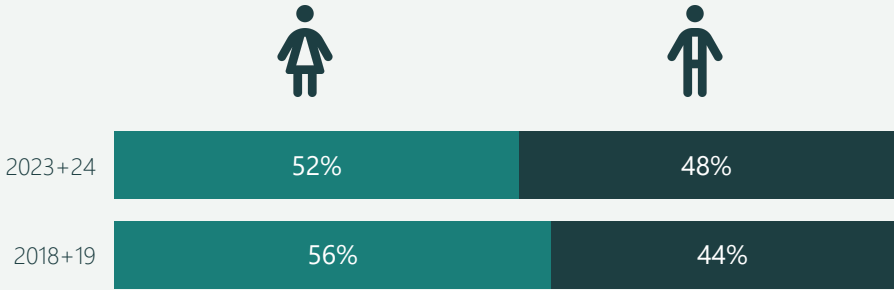
2024

Top 3 accommodation (% of nights)



	2018+19	2023+24
Rented house/apartment/flat or unit	18%	40%
Friends or relatives property	24%	20%
Other Private Accommodation	27%	4%

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%	96%
Sightseeing/looking around	90%	94%
Go to the beach	89%	93%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Great Southern 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	304	243	284	231	172	186
Interstate	36	13	15	23	10	15
Domestic	340	256	299	254	182	201
International	417	133		2,575	229	193

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 Great Southern Region: City of Albany, Shire of Broomehill-Tambellup, Shire of Cranbrook, Shire of Denmark, Shire of Gnowangerup, Shire of Jerramungup, Shire of Katanning, Shire of Kent, Shire of Kojonup, Shire of Plantagenet, Shire of Woadanilling