

City of Bunbury

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



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AUSTRALIA

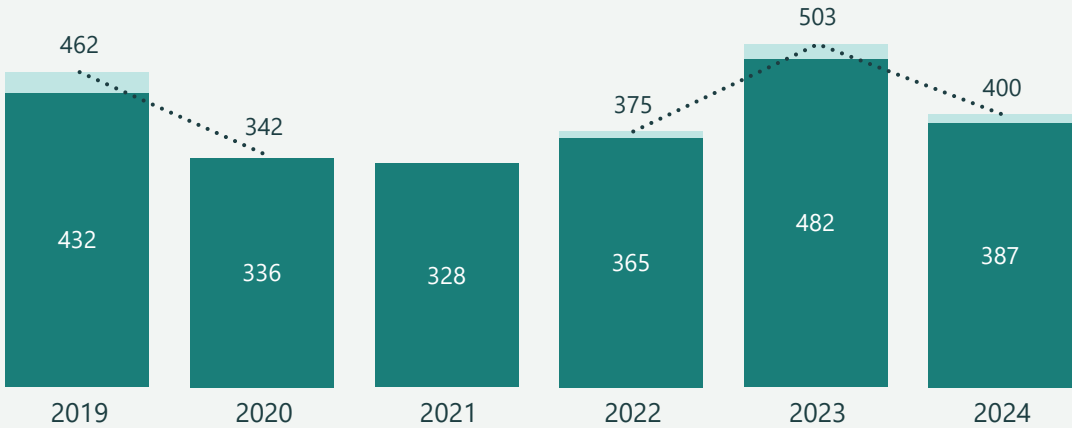
Overnight Visitor Summary - City of Bunbury

2024



The data in this factsheet refers to visitors who have spent at least one night in the City of Bunbury 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.

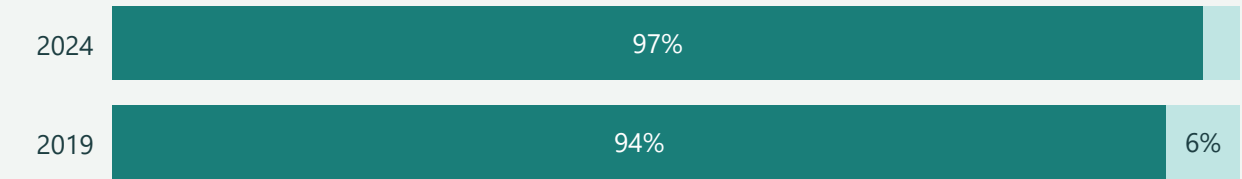
	Market	2019	2020	2021	2022	2023	2024
	Domestic	432	336	328	365	482	387
	International	30	np	np	10	21	13
	Total	462	342	np	375	503	400
	Market	2019	2020	2021	2022	2023	2024
	Domestic	991	769	842	818	1,206	875
	International	387	np	np	np	460	483
	Total	1,378	np	np	np	1,666	1,358

np = not publishable due to small sample size





Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
400	1,358	\$179
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID

International Domestic



Overnight Visitor Metrics - 2024

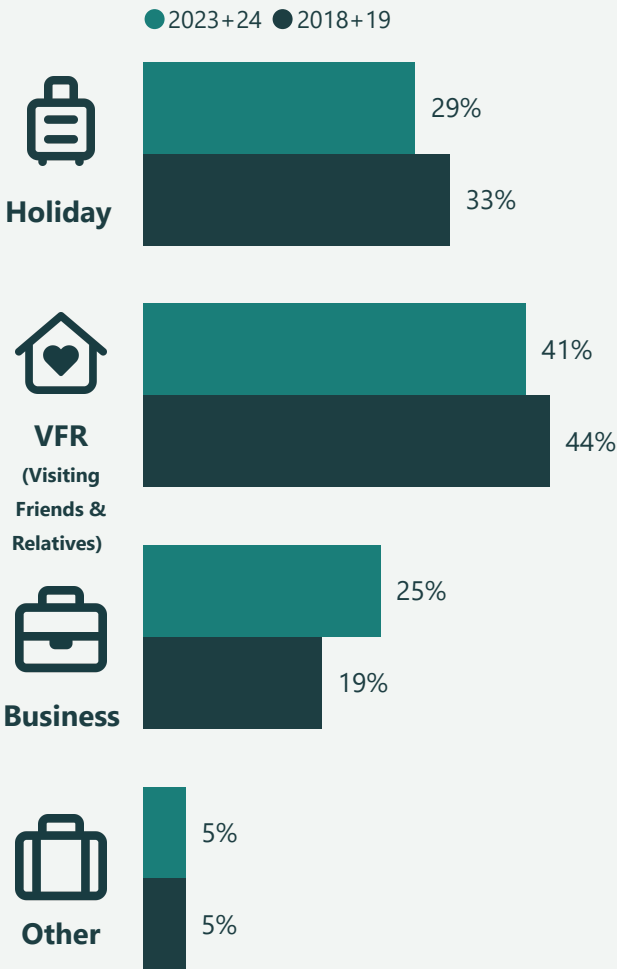
			
	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	2.3 Days	\$429	\$190
International	37.2 Days	\$1,000	\$27
	3.4 Days	\$448	\$132
Total Domestic + International			

Domestic Overnight Visitor Details - City of Bunbury

2023+24 vs. 2018+19

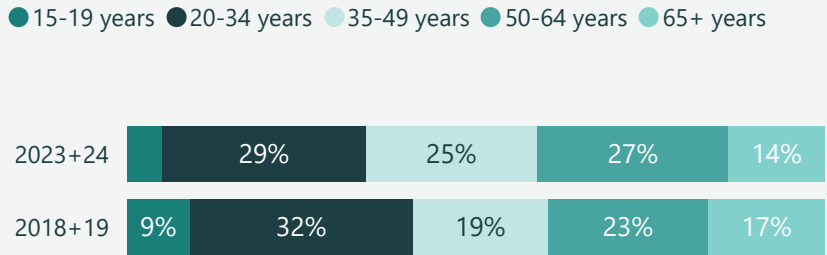
The data in this factsheet refers to visitors who have spent at least one night in the City of Bunbury Local Government Area (LGA).

Purpose of Travel

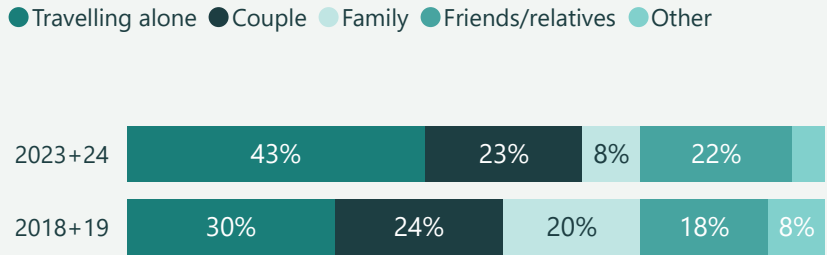


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

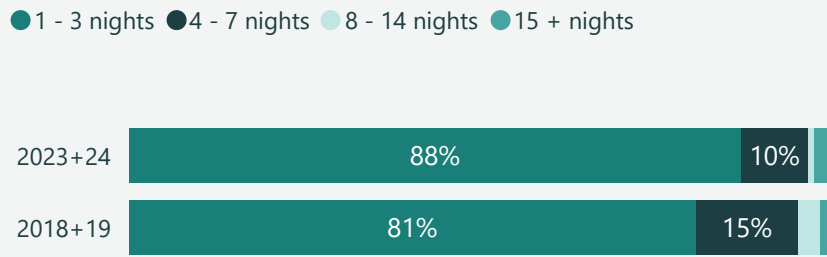
Age



Travel Party



Length of Stay



Domestic Visitors (000)

387

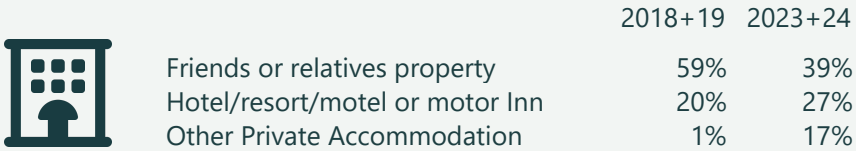
2024

Domestic Nights (000)

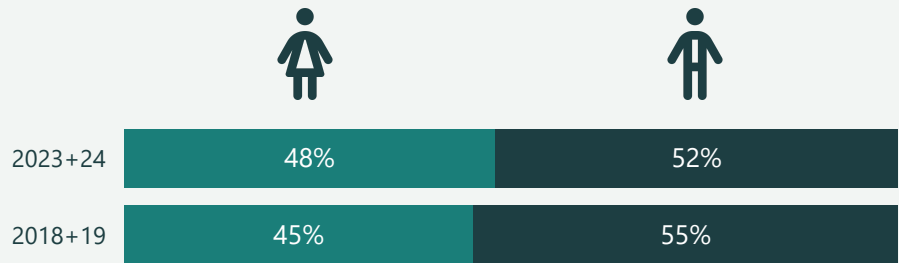
875

2024

Top 3 accommodation (% of nights)



Gender



Definitions

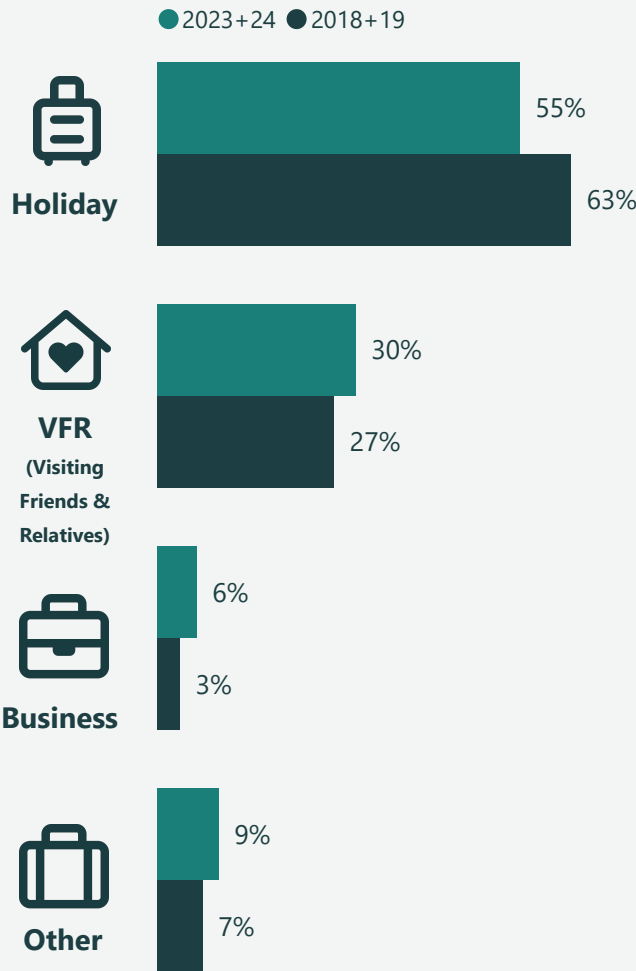
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - City of Bunbury

2023+24 vs. 2018+19

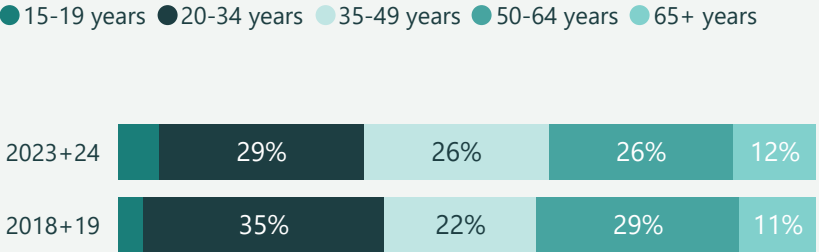
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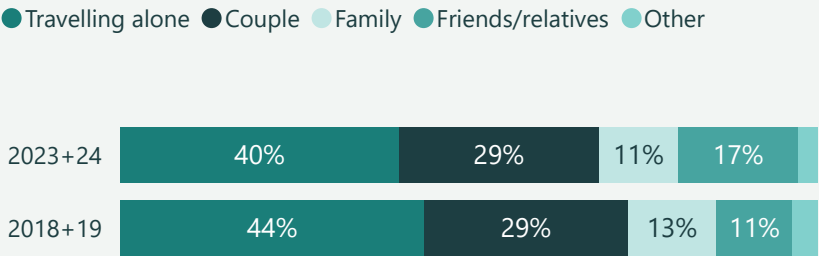


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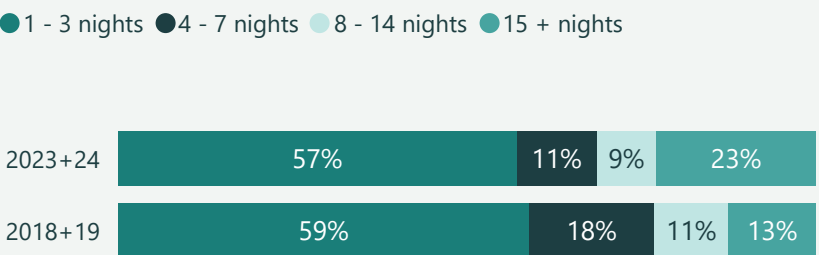
Age



Travel Party



Length of Stay



International Visitors (000)

13

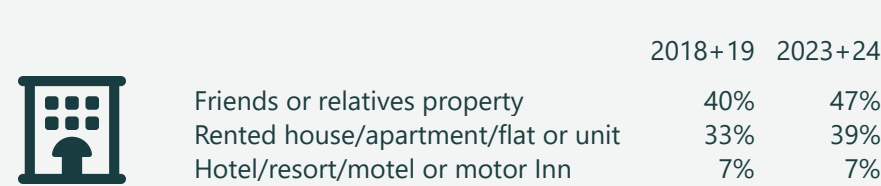
2024

International Nights (000)

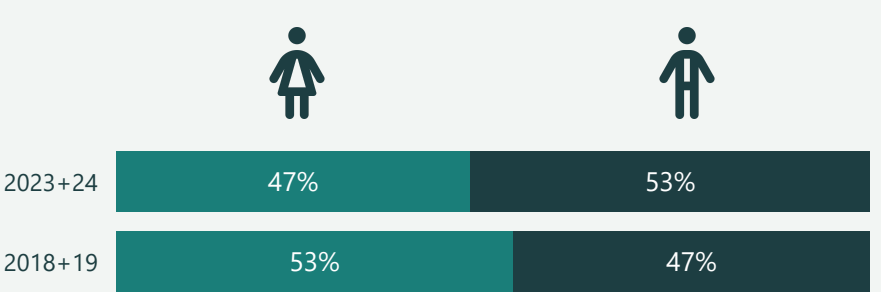
483

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 City of Bunbury 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	173	125	107	97	107	73
Interstate	12	2	10	9	7	6
Domestic	185	127	117	106	114	79
International	184	38		1,162	78	74

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

