

# The South West Region Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning  
April 2025



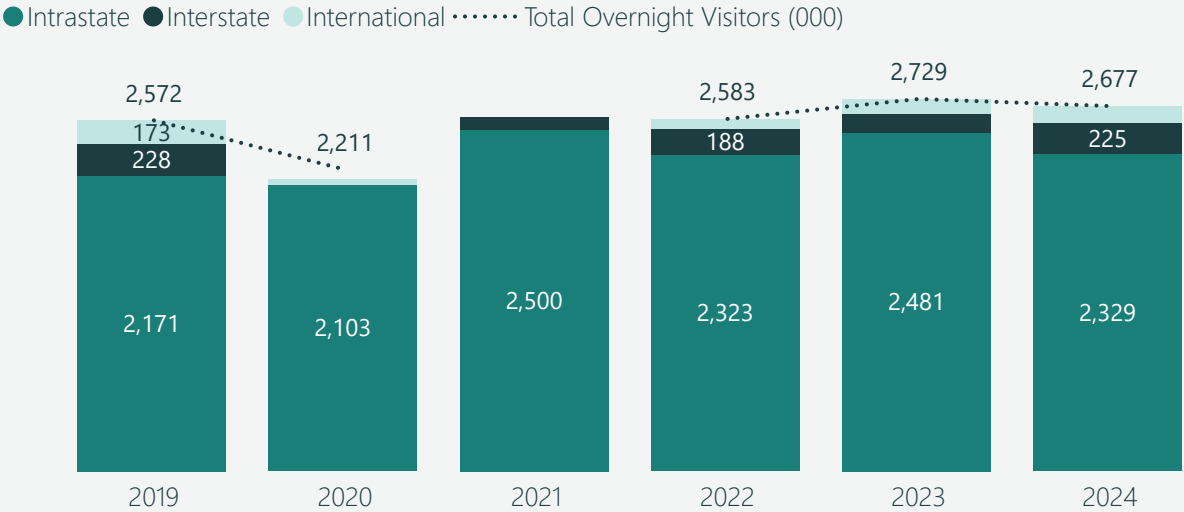
WESTERN  
AUSTRALIA

# Overnight Visitor Summary - The South West Region

## 2024

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

### Overnight Visitor Trends (000)



**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.

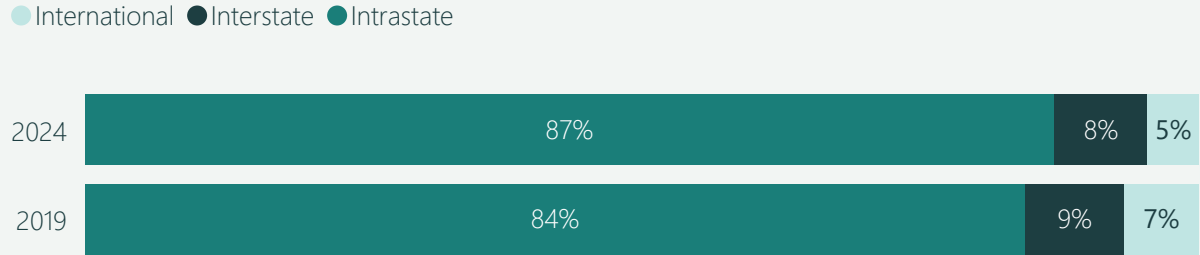
<div>Visitors (000)</div>	Market	2019	2020	2021	2022	2023	2024
	International	173	40	np	72	108	123
	Interstate	228	np	95	188	140	225
	Intrastate	2,171	2,103	2,500	2,323	2,481	2,329
	Total	2,572	2,211	np	2,583	2,729	2,677

<div>Nights (000)</div>	Market	2019	2020	2021	2022	2023	2024
	International	1,628	np	np	np	1,865	1,676
	Interstate	955	np	669	960	621	839
	Intrastate	6,326	6,854	8,116	7,112	7,968	7,005
	Total	8,909	np	np	np	10,454	9,520

"np" indicates sample size too small to publish

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
2,677	9,520	\$467
2024	2024	2024

### Share of Overnight Visitors - change vs. pre-COVID



### Overnight Visitor Metrics - 2024

	<div>Average Trip Length</div>	<div>Average Trip Spend</div>	<div>Average Daily Spend</div>
Intrastate	3.0 Days	\$669	\$223
Interstate	3.7 Days	\$844	\$226
International	13.6 Days	\$976	\$72
Total Domestic + International	3.6 Days	\$698	\$196

# Domestic Overnight Visitor Details - The South West Region

2018+2019 vs. 2023+2024

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

Domestic Visitors (000)

2,554

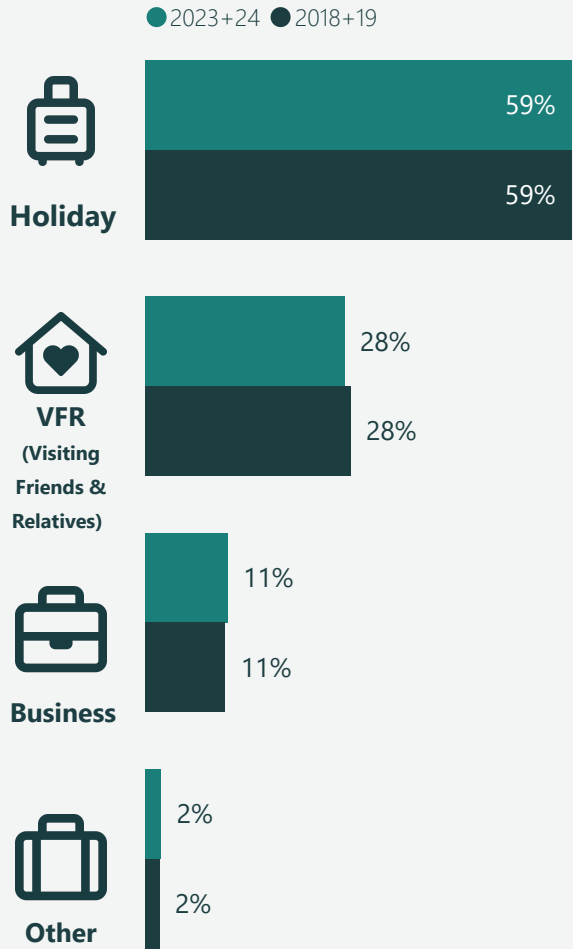
2024

Domestic Nights (000)

7,843

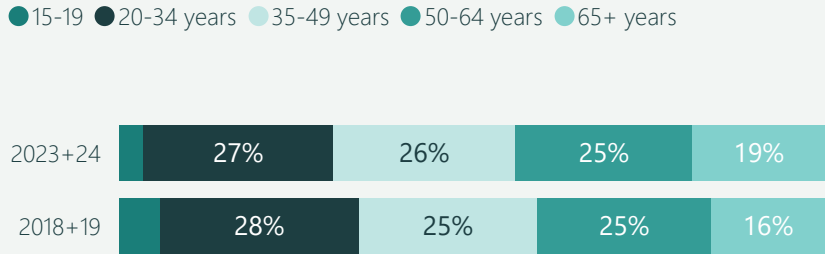
2024

## Purpose of Travel

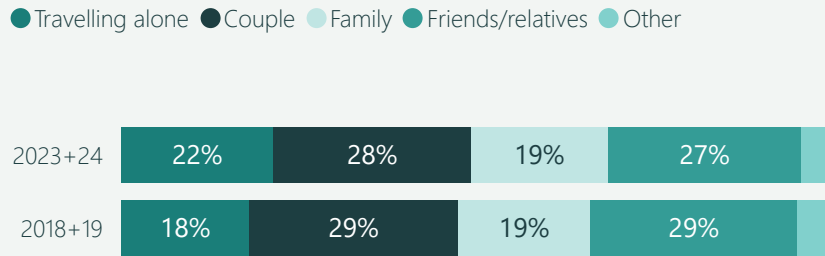


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

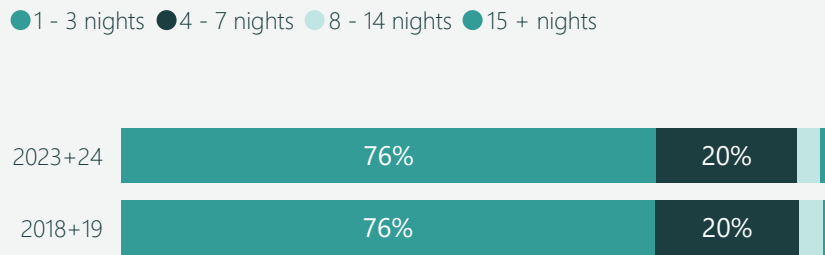
## Age



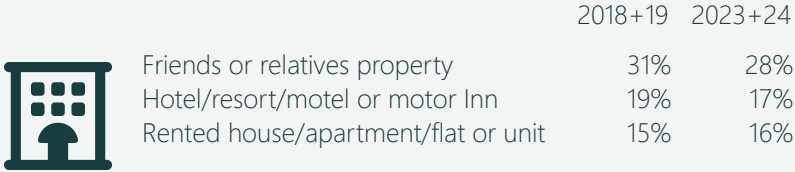
## Travel Party



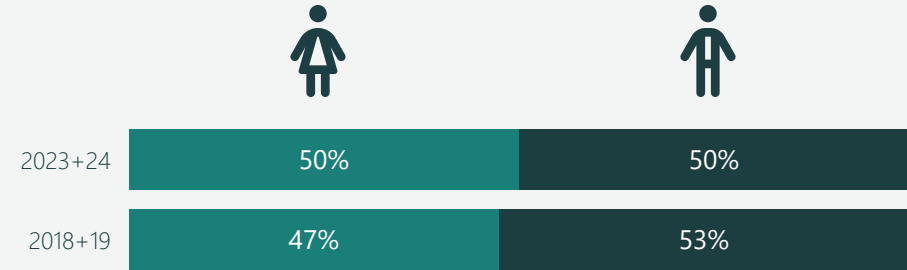
## Length of Stay



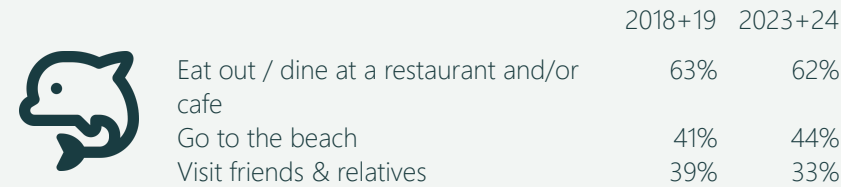
## Top 3 accommodation (% of nights)



## Gender



## Top 3 activities

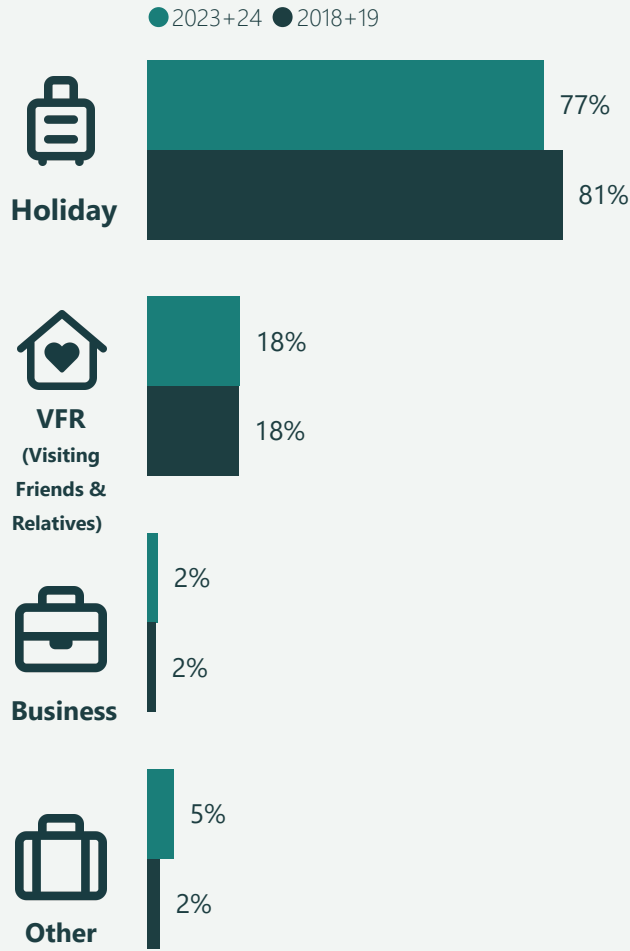


# International Overnight Visitor Details - The South West Region

2018+2019 vs. 2023+2024

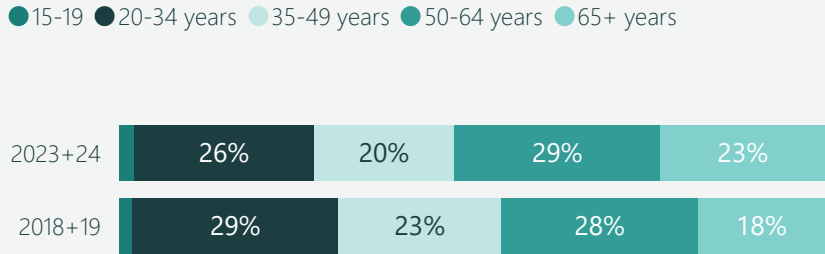
The data in this factsheet refers to visitors who have spent at least one night in The South West Region

## Purpose of Travel

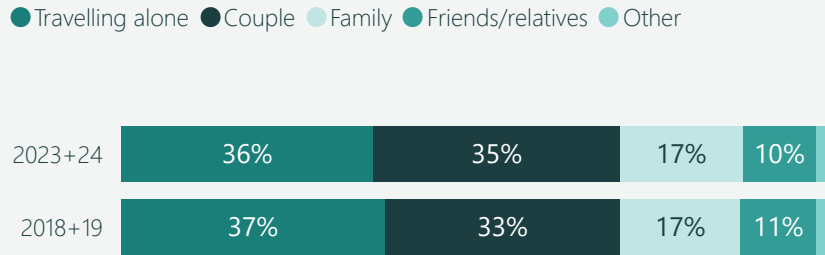


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

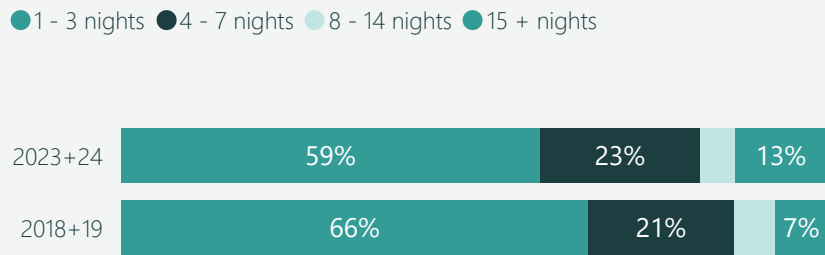
## Age



## Travel Party



## Length of Stay



International Visitors (000)

123

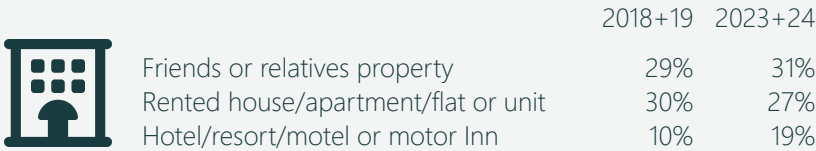
2024

International Nights (000)

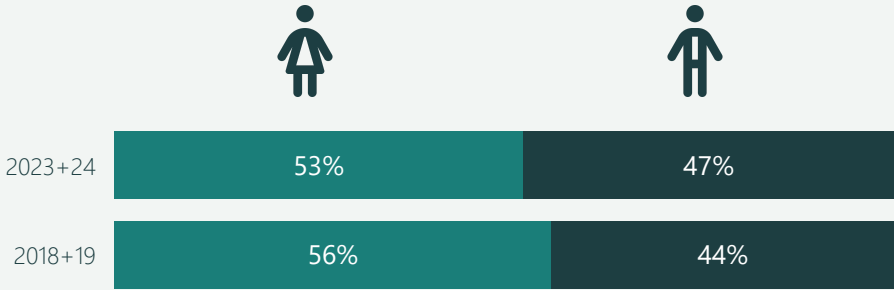
1,676

2024

## Top 3 accommodation (% of nights)

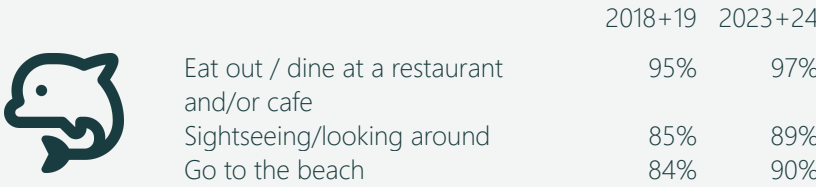


## Gender



## Top 3 activities\*

\*International visitors may have undertaken the activity in the region or elsewhere in Australia



# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The South West 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](http://tra.gov.au).

## Sample Size

Market	2019	2020	2021	2022	2023	2024
Intrastate	944	828	941	768	632	534
Interstate	95	27	48	61	41	43
Domestic	1,039	855	989	829	673	577
International	993	286		8,275	450	522

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 South West Region:  
City of Bunbury, City of Busselton, Shire of Augusta-Margaret River, Shire of Boyup Brook, Shire of Bridgetown-Greenbushes, Shire of Capel, Shire of Collie, Shire of Daranup, Shire of Donnybrook-Balingup, Shire of Harvey, Shire of Manjimup, Shire of Nannup