

Shire of Denmark

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

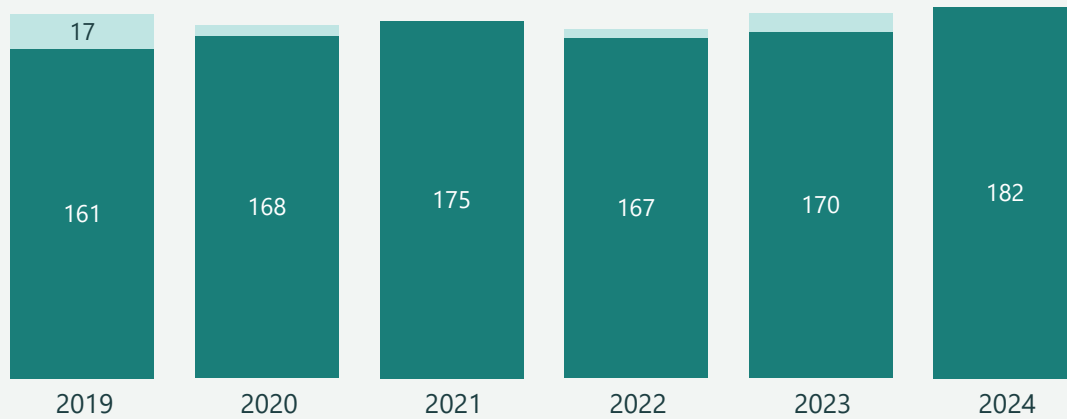
Overnight Visitor Summary - Shire of Denmark

2024 ***NOTE: Due to small sample sizes, Domestic has been calculated as a 2 year average e.g. 2024 is the average of 2023 + 2024. International is individual years. Totals are a sum of these 2 different methodologies so should be used with caution.**

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

Overnight Visitor Trends (000)*

● International ● Domestic



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	161	168	175	167	170
International	International	17	5	np	4	9	np
Total	Total	156	112	np	156	134	135

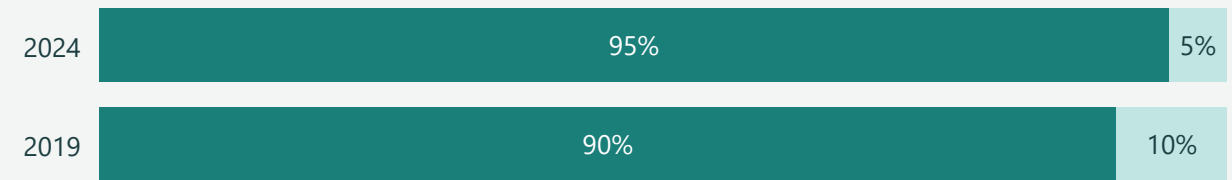
Nights (000)	Market	2019	2020	2021	2022	2023	2024
		Domestic	556	584	692	630	673
International	International	65	np	np	np	28	np
Total	Total	1,070	np	np	np	935	1,184

np = not publishable due to small sample size

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
135	1,184	\$204
Calculated Total *	Calculated Total*	Calculated Total*

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2024

	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic*	4.1 Days	\$802	\$194
International	np	np	np
Total* Domestic + International	4.1 Days	\$787	\$190

Domestic Overnight Visitor Details - Shire of Denmark

2023+24 vs. 2018+19

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

Domestic Visitors (000)

182

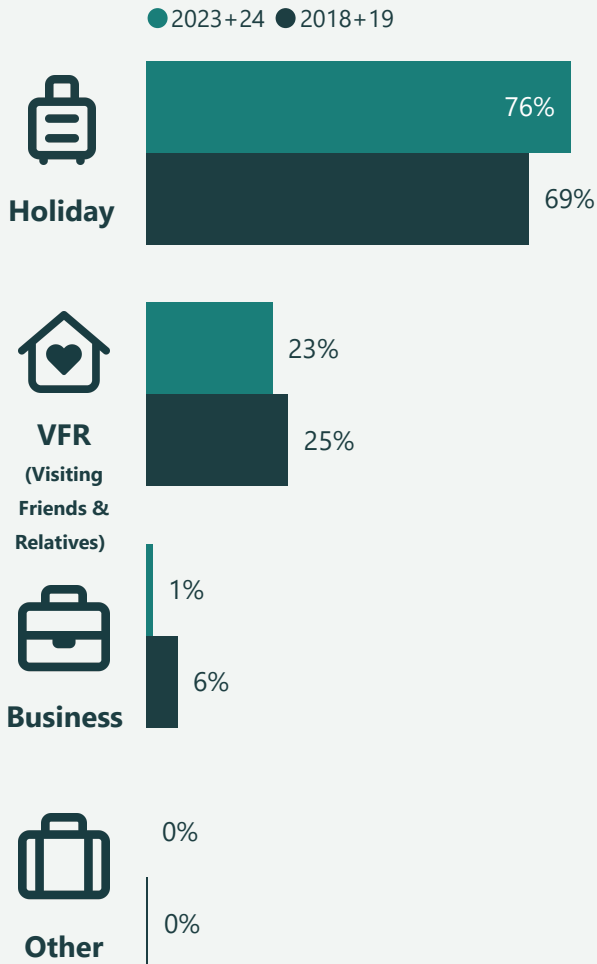
2023+24

Domestic Nights (000)

749

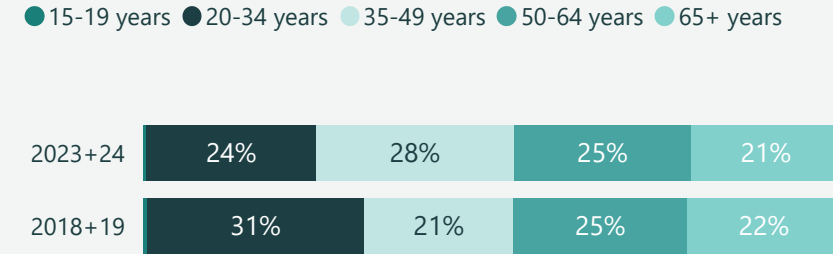
2023+24

Purpose of Travel

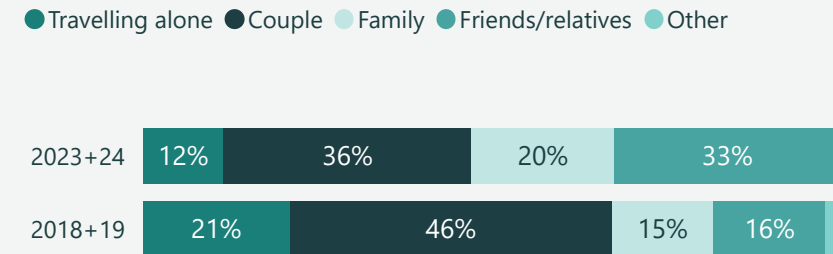


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

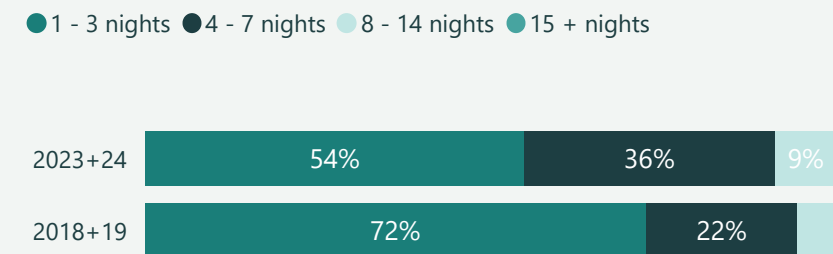
Age



Travel Party



Length of Stay

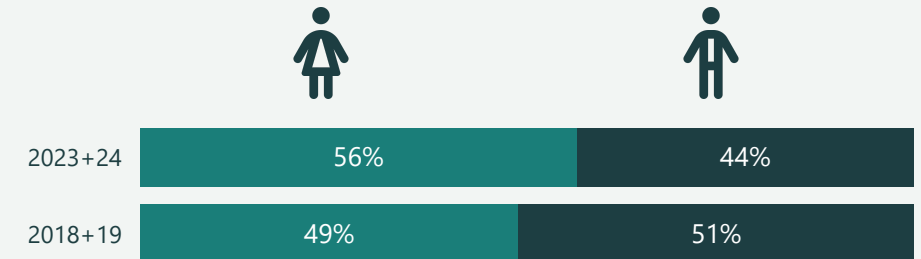


Top 3 accommodation (% of nights)



	2018+19	2023+24
Friends or relatives property	33%	35%
Caravan park or commercial camping ground	25%	15%
Rented house/apartment/flat or unit	11%	15%

Gender



Definitions

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

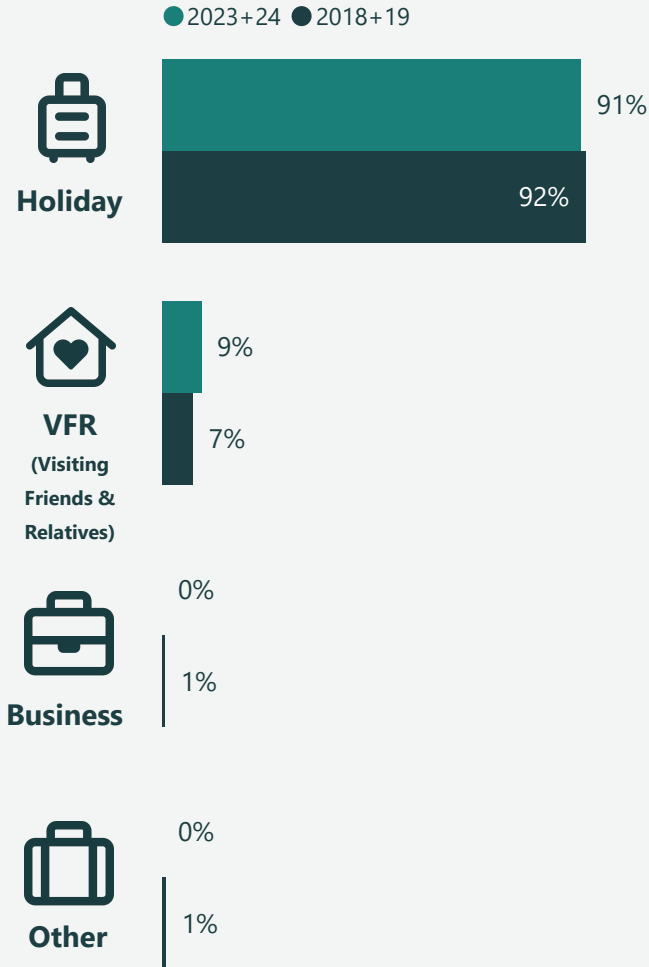
International Overnight Visitor Details - Shire of Denmark

2023+24 vs. 2018+19

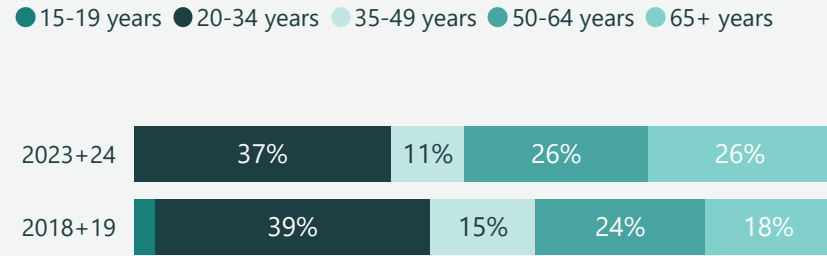
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Denmark Local Government Area (LGA).

International Visitors (000)	International Nights (000)
np 2024	np 2024

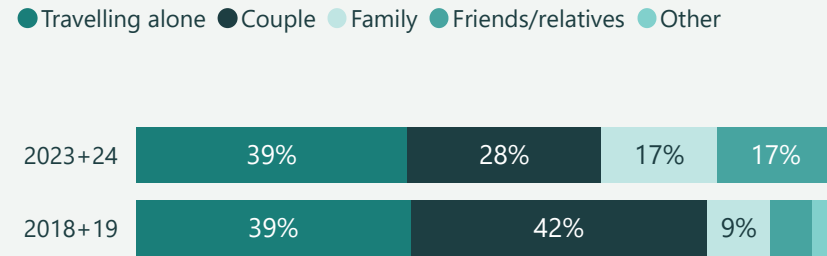
Purpose of Travel



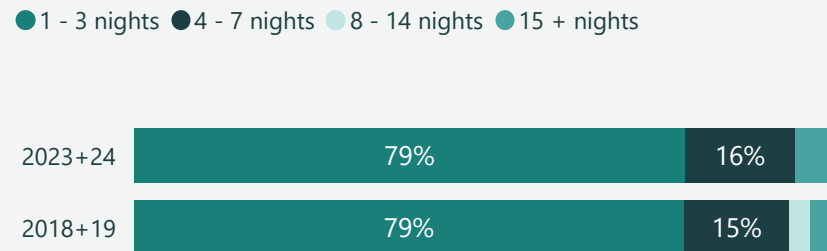
Age



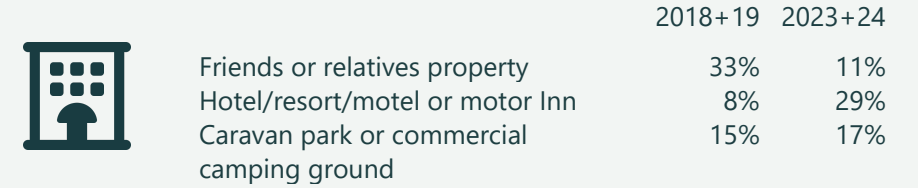
Travel Party



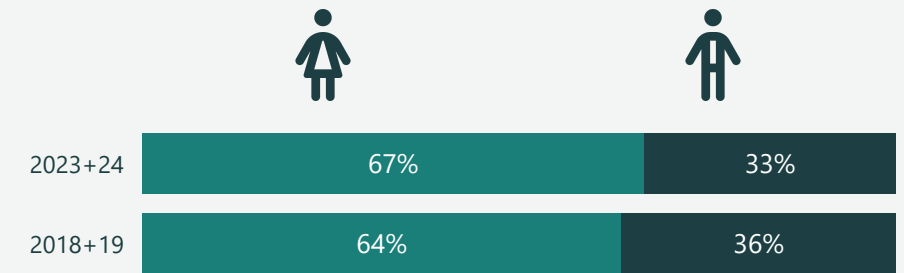
Length of Stay



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.

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 Denmark Local Government Area (LGA).

Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

To increase the sample size and hence improve the reliability of the data, visitor and nights estimates for Domestic in this document are based on an average of two calendar years. International by individual year (see additional explanation below). Totals are for the sum of these two methodologies and should therefore be used with caution.

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
Domestic	70	74	75	61	45	46
International	124	43		593	49	38

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

