

# Australia's South West Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024

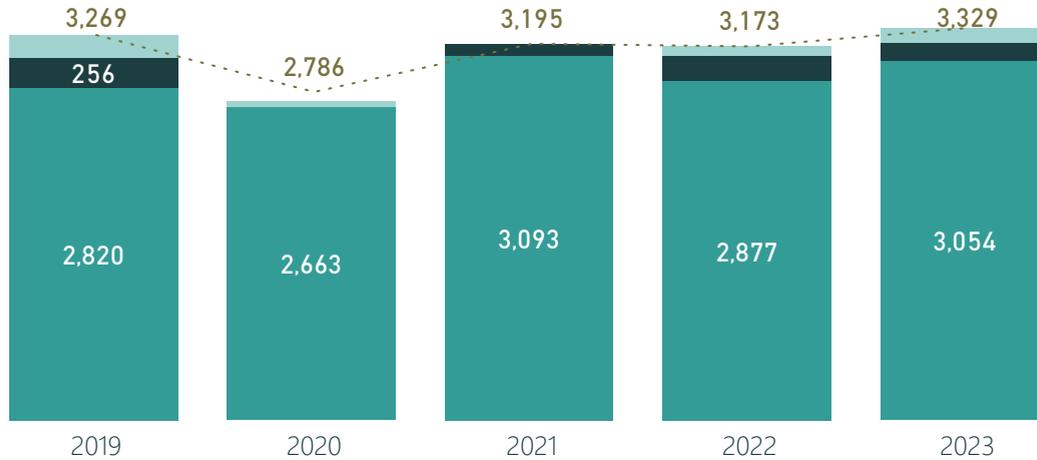


# Overnight Visitor Summary 2023 - Australia's South West

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

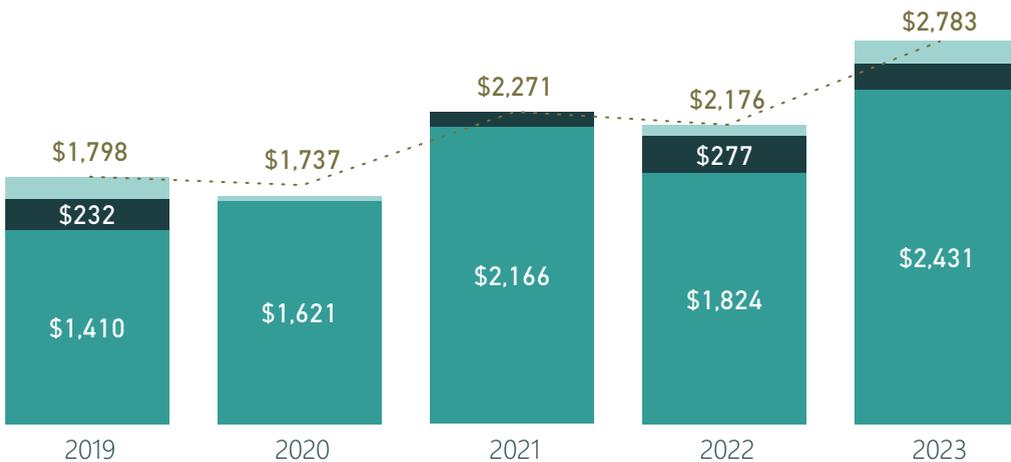
## Overnight Visitors (000)

● Intrastate ● Interstate ● International ..... Total Overnight Visitors



## Overnight Visitors Spend (\$ millions)

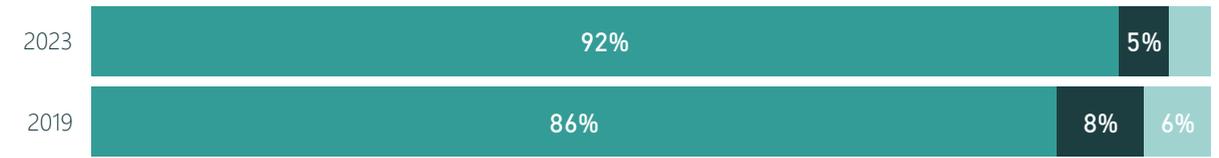
● Intrastate ● Interstate ● International ..... Total Overnight Spend



Overnight Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ million)
3,329	13,166	\$2,783
2023	2023	2023

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

● Intrastate ● Interstate ● International



## Overnight Visitor Metrics 2023

	Average Trip Length	Average Trip Spend	Average Daily Spend
Intrastate	3.3 Days	\$796	\$239
Interstate	5.0 Days	\$1,245	\$248
International	17.9 Days	\$1,323	\$74
Total	4.0 Days	\$836	\$211

Domestic + International

Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

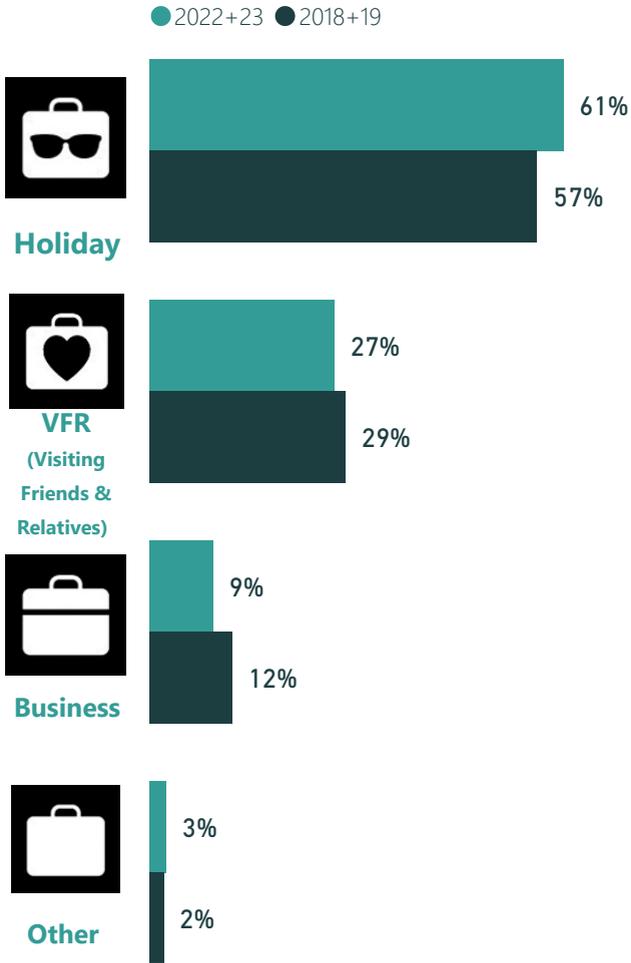
# Intrastate Overnight Visitor Details - Australia's South West

2022+23 vs. 2018+19

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

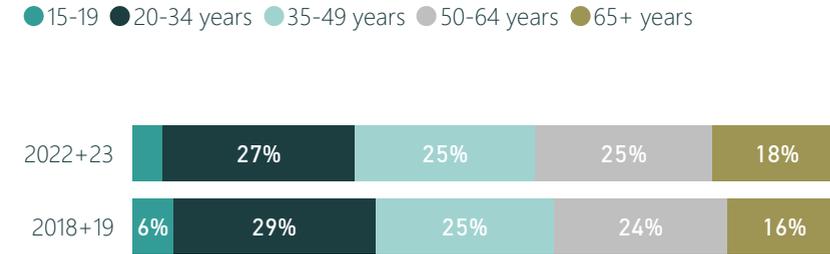
Overnight Visitors (000)	Total Visitor Nights (000)
<b>3,054</b>	<b>10,183</b>
2023	2023

## Purpose of Travel

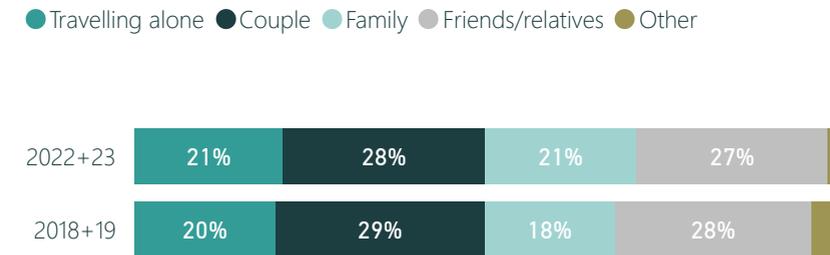


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

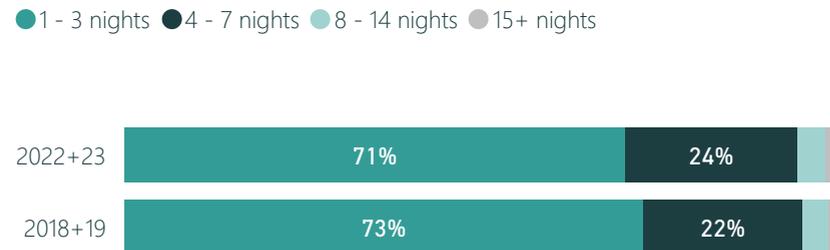
## Age



## Travel Party



## Length of Stay in Region

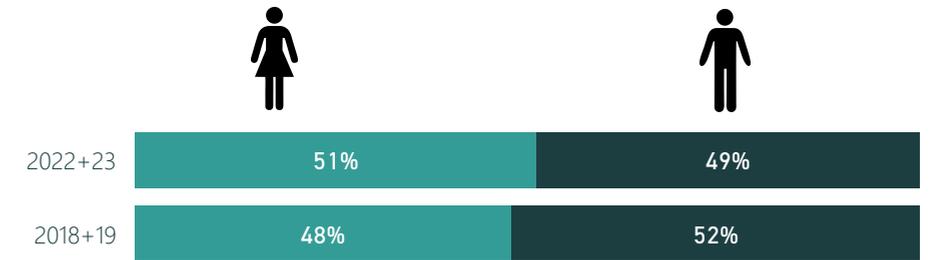


## Top 3 Home Local Government Area (LGA)



LGA	2018+19	2022+23
Stirling	9%	8%
Joondalup	6%	6%
Melville	5%	5%

## Gender



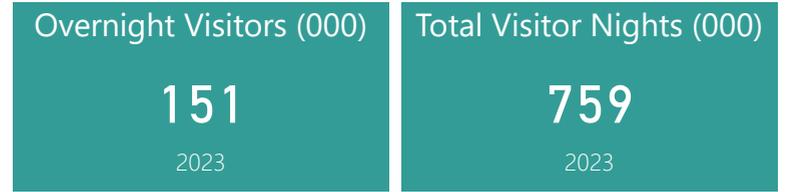
## Definition

**Domestic Visitors (Intrastate):** Western 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.

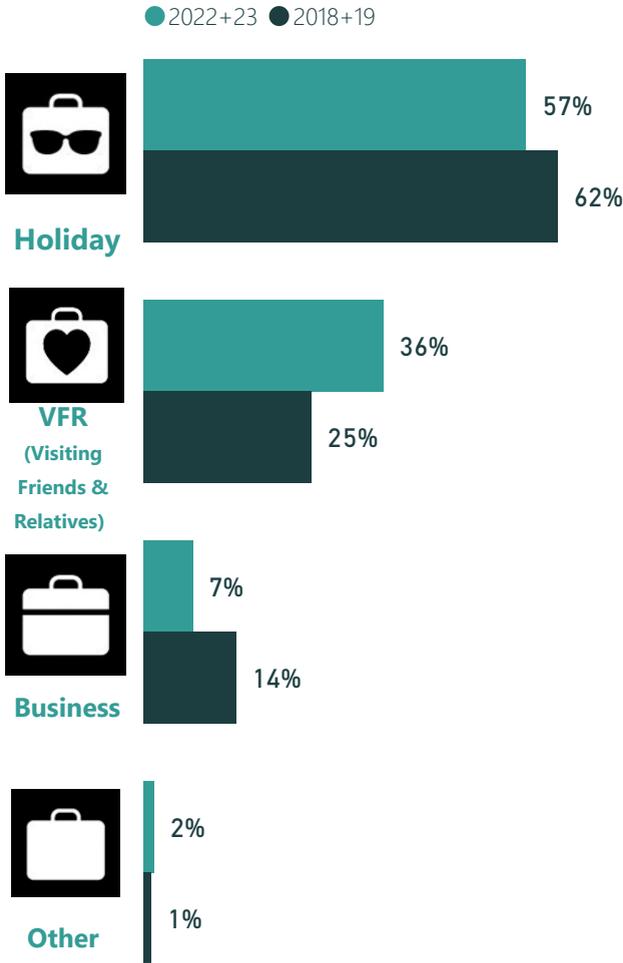
# Interstate Overnight Visitor Details - Australia's South West

2022+23 vs. 2018+19

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

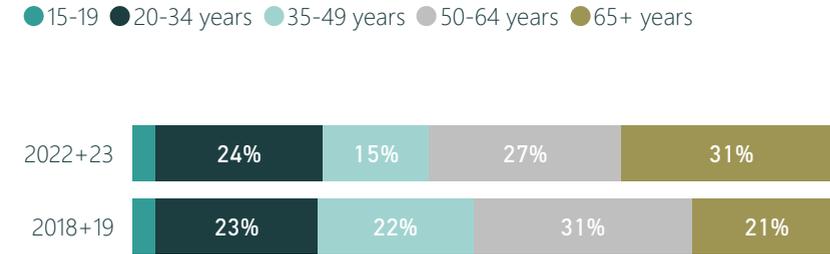


## Purpose of Travel

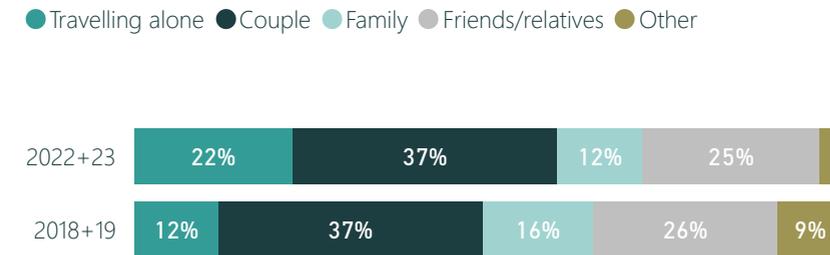


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

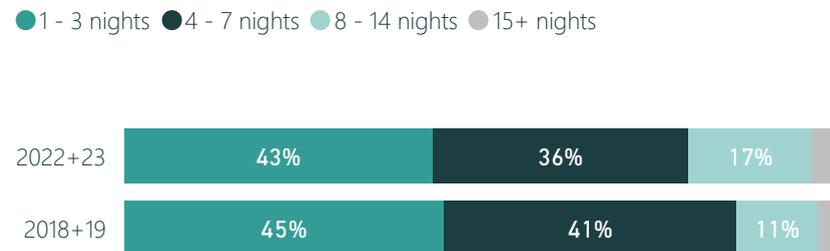
## Age



## Travel Party



## Length of Stay in Region



## Top 3 Home State/Territory



## Gender



## Definition

**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.

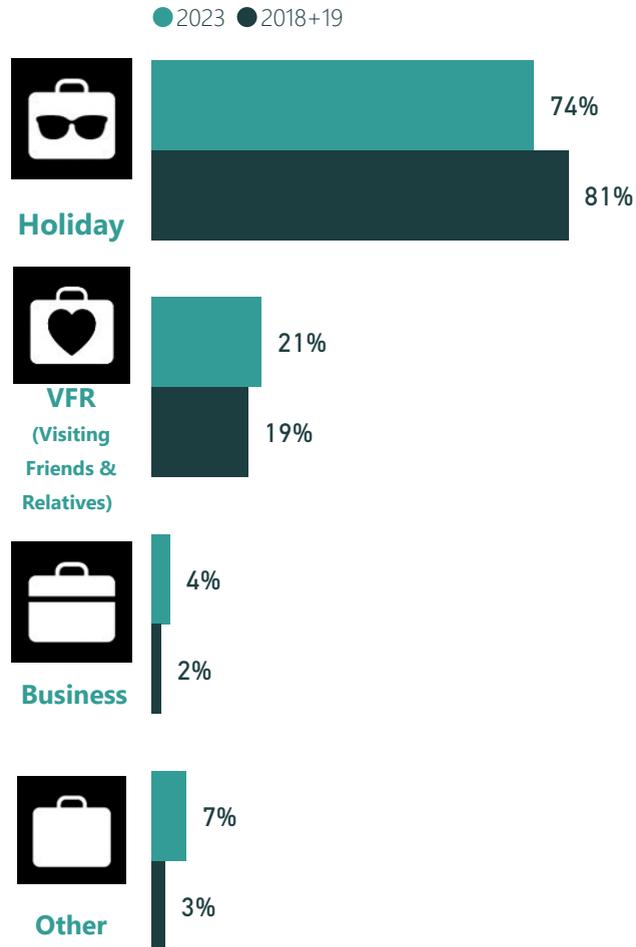
# International Overnight Visitor Details - Australia's South West

2023 vs. 2018+19

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

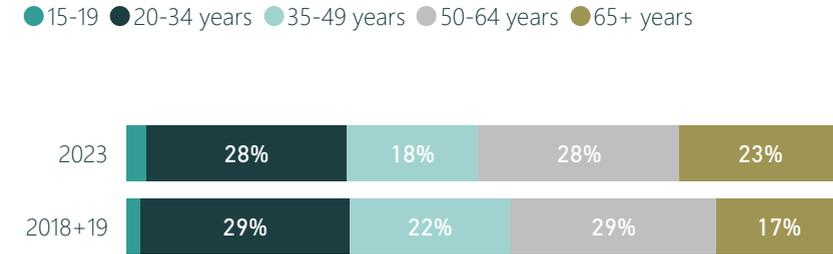
Overnight Visitors (000)	Total Visitor Nights (000)
124	2,224
2023	2023

## Purpose of Travel

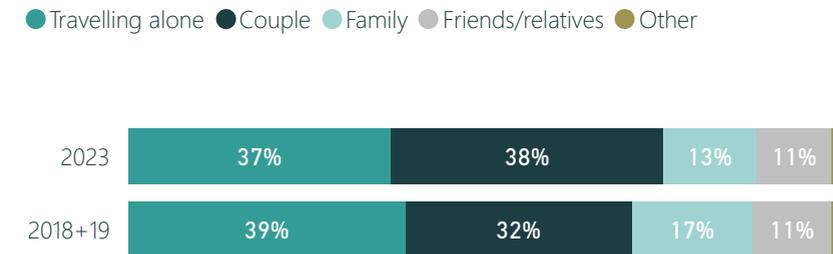


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

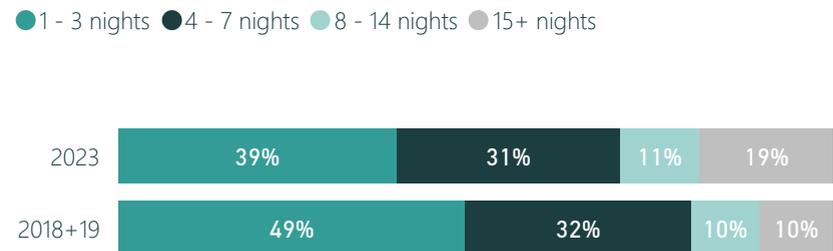
## Age



## Travel Party



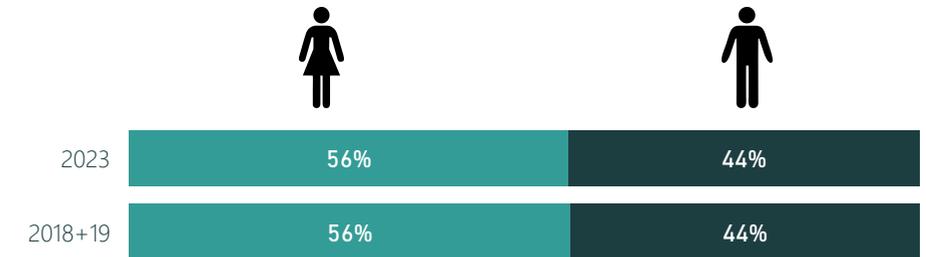
## Length of Stay in Region



## Top 3 Home Country

Home Country	2018+19	2023
United Kingdom	19%	17%
Singapore	13%	11%
Malaysia	8%	4%

## Gender



## Definition

**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.

# Overnight Visitor Details - Australia's South West

## 2022+23 (2023 international) vs. 2018+19

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

### Top 3 accommodation (% of nights) - Intrastate

	2018+19	2022+23
 Friends or relatives property	32%	26%
Caravan park or commercial camping ground	14%	18%
Hotel/resort/motel or motor Inn	16%	15%

### Top 3 activities - Intrastate

	2018+19	2022+23
 Eat out / dine at a restaurant and/or cafe	62%	61%
Go to the beach	41%	43%
Visit friends & relatives	41%	34%

### Top 3 Local Government Areas (LGA's) visited - Intrastate

	2018+19	2022+23
 Busselton	29%	27%
Augusta Margaret River	17%	22%
Bunbury	13%	13%

### Top 3 accommodation (% of nights) - Interstate

	2018+19	2022+23
 Hotel/resort/motel or motor Inn	40%	28%
Friends or relatives property	18%	35%
Rented house/apartment/flat or unit	16%	18%

### Top 3 activities - Interstate

	2018+19	2022+23
 Eat out / dine at a restaurant and/or cafe	75%	77%
Go to the beach	53%	44%
Visit wineries	46%	45%

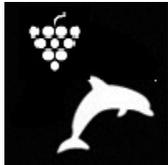
### Top 3 Local Government Areas (LGA's) visited - Interstate

	2018+19	2022+23
 Augusta Margaret River	49%	45%
Busselton	25%	28%
Albany	25%	18%

### Top 3 accommodation (% of nights) - International

	2018+19	2023
 Rented house/apartment/flat or unit	27%	31%
Friends or relatives property	28%	25%
Hotel/resort/motel or motor Inn	10%	17%

### Top 3 activities - International\*

	2018+19	2023
 Eat out / dine at a restaurant and/or cafe	95%	96%
Go to the beach	84%	91%
Sightseeing/looking around	85%	86%

### Top 3 Local Government Areas (LGA's) - International

	2018+19	2023
 Augusta Margaret River	51%	49%
Albany	27%	35%
Busselton	28%	23%

\*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 Australia's South West



## 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 by year.

The demographics and trip details for domestic visitors show comparisons between 2022+23 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, only 2018+19 and 2023 has been provided 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
Intrastate	1,222	1,050	1,189	970	786
Interstate	105	31	51	72	44
Domestic	1,327	1,081	1,240	1,042	830
International	1,129	337		9,320	535

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, National and International Visitor Surveys, 2023