

# The Great Southern Region Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
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WESTERN  
AUSTRALIA

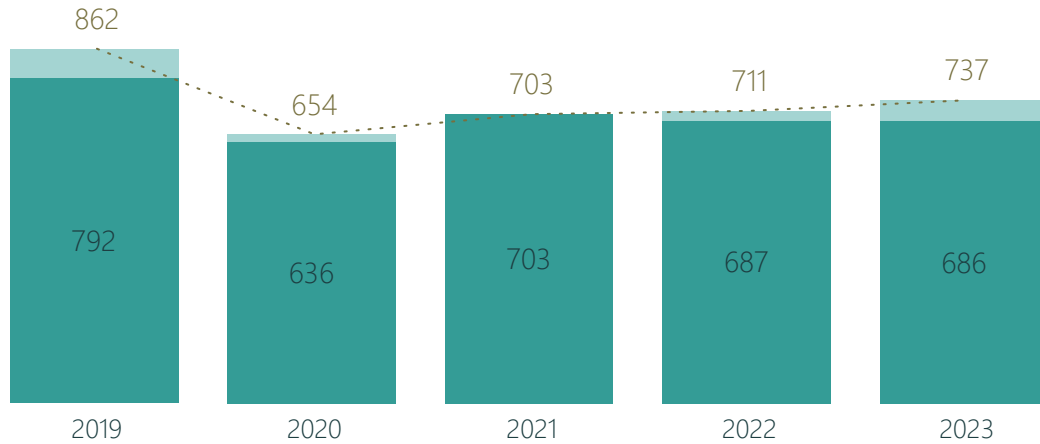
# Overnight Visitor Summary - The Great Southern Region

2023

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.



Visitors (000)

Market	2019	2020	2021	2022	2023
Domestic	792	636	703	687	686
International	70	18	np	24	51
<b>Total</b>	<b>862</b>	<b>654</b>	<b>np</b>	<b>711</b>	<b>737</b>



Nights (000)

Market	2019	2020	2021	2022	2023
Domestic	2,534	2,309	2,657	2,591	2,354
International	460	np	np	np	473
<b>Total</b>	<b>2,994</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>2,827</b>

"np" indicates sample size too small to publish

Total Visitors (000)

737

2023

Total Visitor Nights (000)

2,827

2023

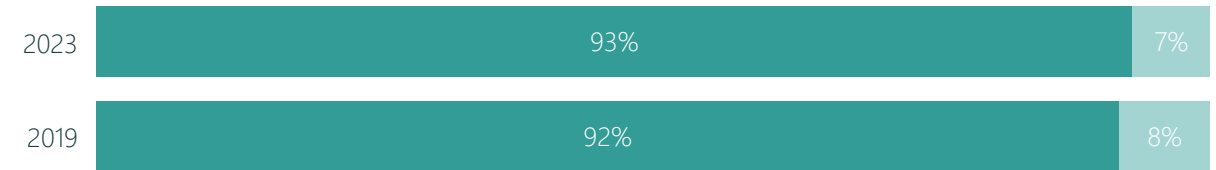
Total Spend (\$ Million)

\$646

2023

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

● International ● Domestic



## Overnight Visitor Metrics - 2023



Average Trip Length



Average Trip Spend



Average Daily Spend

Domestic

3.6

Days

\$897

\$261

International

9.3

Days

\$608

\$66



Total

Domestic + International

3.8

Days

\$877

\$229

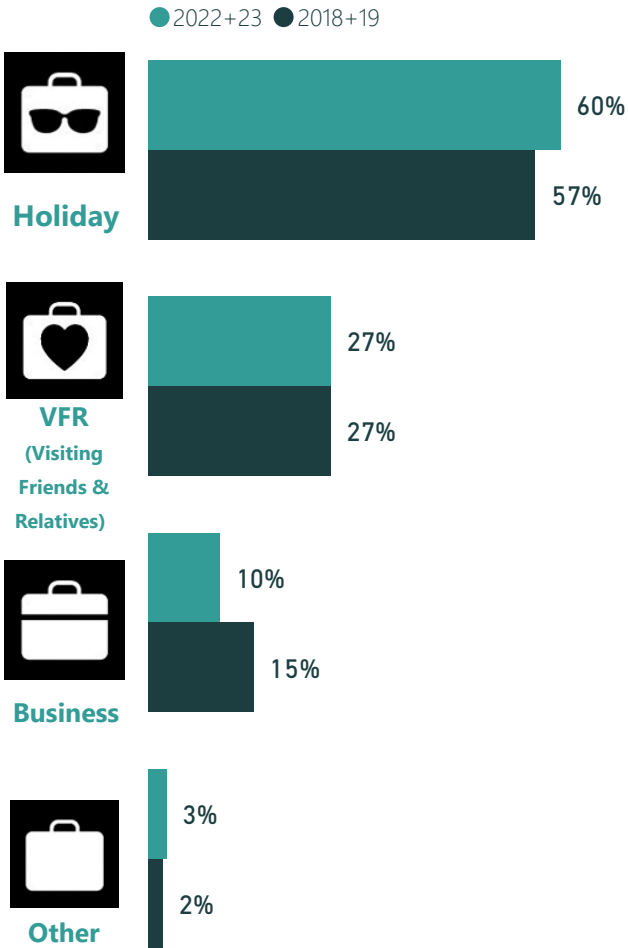
# Domestic Overnight Visitor Details - The Great Southern Region

2022+23 vs 2018+19

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

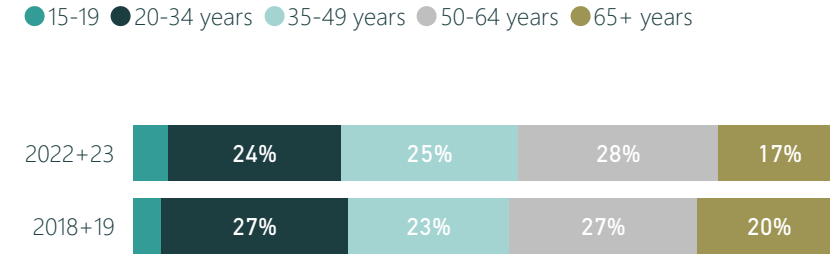
Domestic Visitors (000)	Domestic Nights (000)
686	2,354
2023	2023

## Purpose of Travel

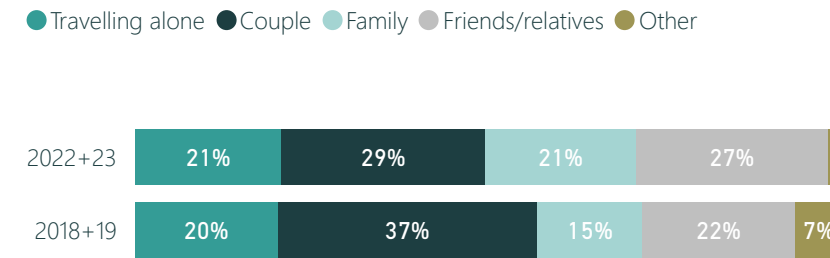


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

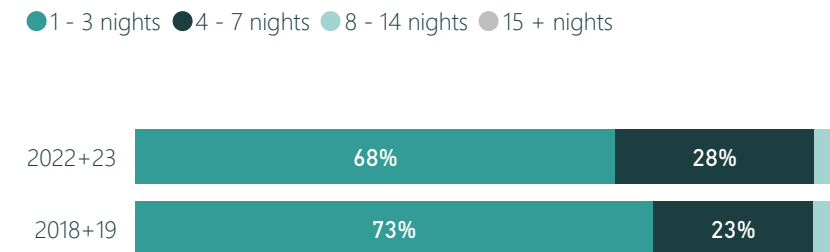
## Age



## Travel Party



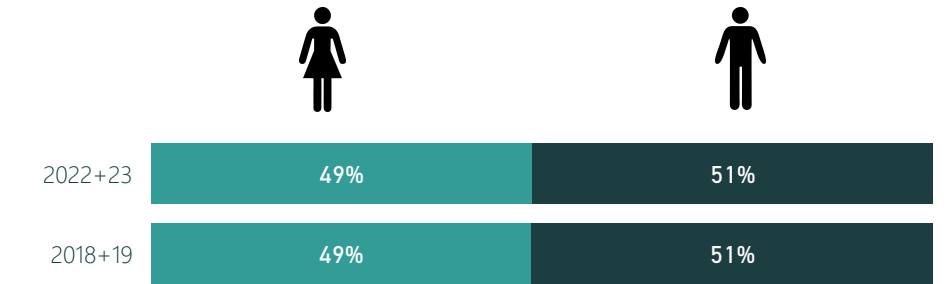
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2022+23
Friends or relatives property	31%	30%
Caravan park or commercial camping ground	20%	19%
Hotel/resort/motel or motor Inn	17%	14%

## Gender



## Top 3 activities

Activity	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	62%	60%
Go to the beach	42%	49%
Visit friends & relatives	38%	30%

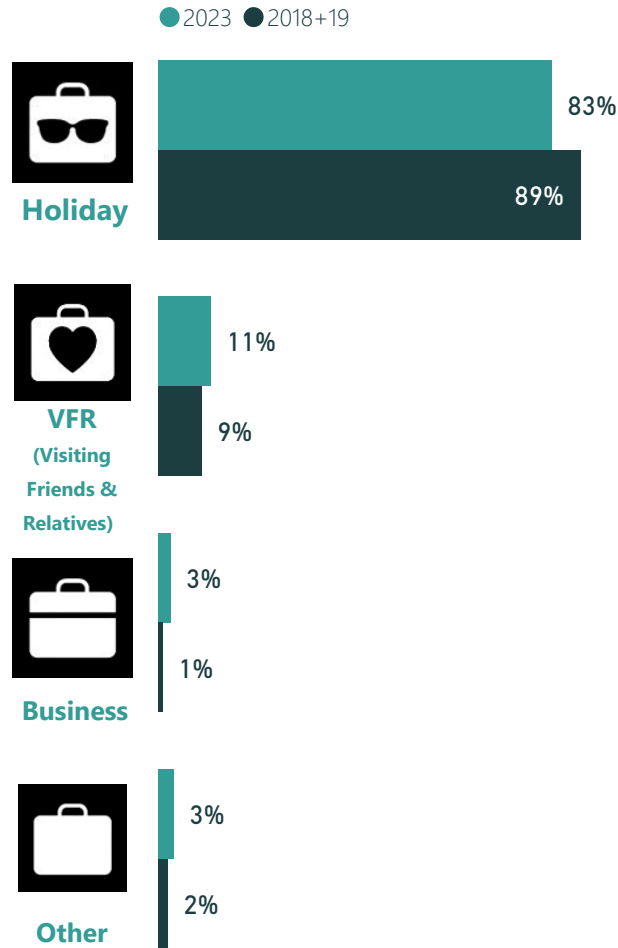
# International Overnight Visitor Details - The Great Southern Region

2023 vs 2018+19

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

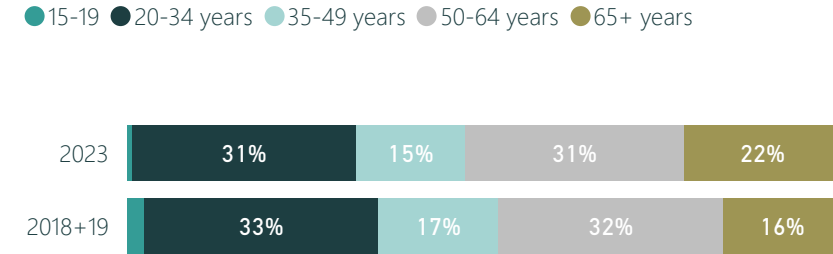
International Visitors (000)	International Nights (000)
51 2023	473 2023

## Purpose of Travel

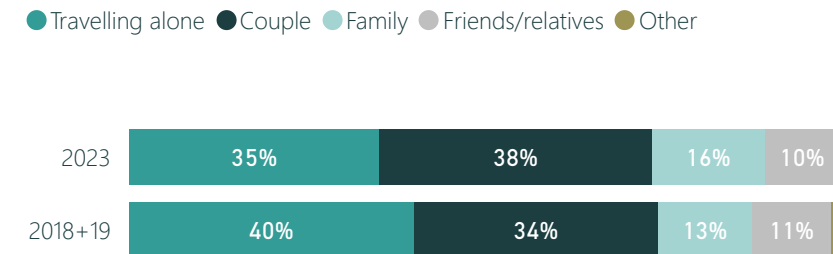


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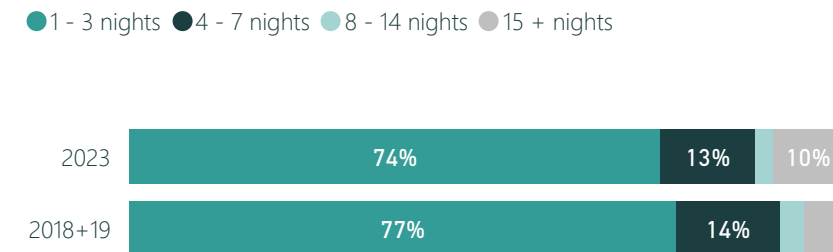
## Age



## Travel Party



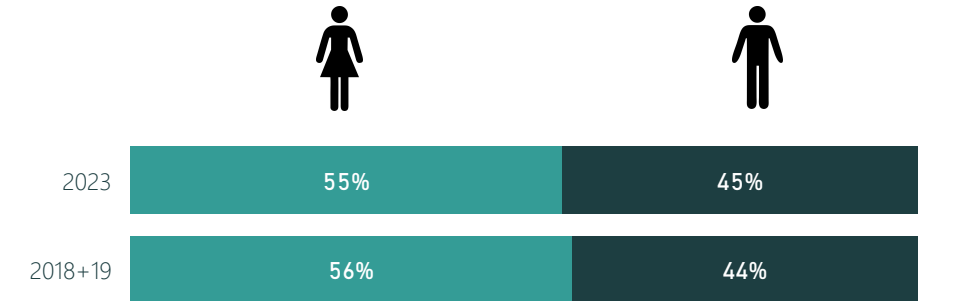
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Friends or relatives property	24%	25%
Rented house/apartment/flat or unit	18%	27%
Other Private Accommodation	27%	8%

## Gender



## Top 3 activities\*

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

Activity	2018+19	2023
Eat out / dine at a restaurant and/or cafe	95%	97%
Sightseeing/looking around	90%	94%
Visit national parks / state parks	87%	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 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	304	243	284	231	172
Interstate	36	13	15	23	10
Domestic	340	256	299	254	182
International	417	133	0	2,575	229

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, 2023.  
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 Woodanilling