

City of Swan

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

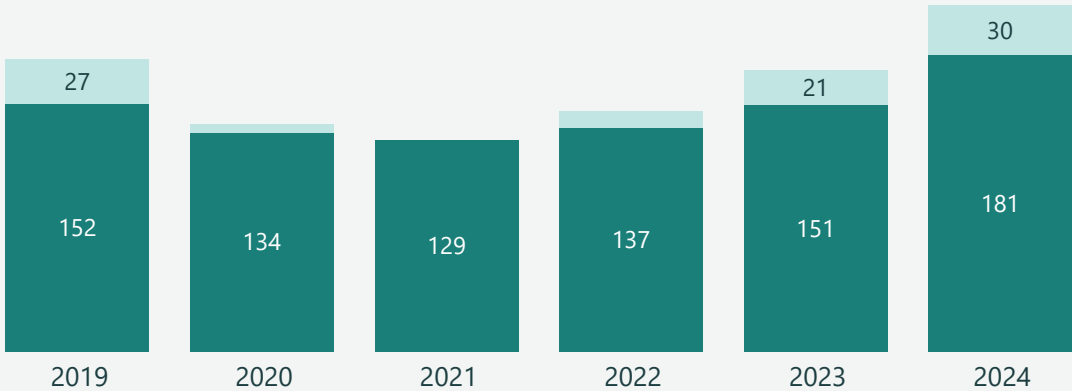
Overnight Visitor Summary - City of Swan

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 City of Swan 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.

	Market	2019	2020	2021	2022	2023	2024
	Domestic	152	134	129	137	151	181
	International	27	5	np	10	21	30
	Total	156	112	np	156	134	135
	Market	2019	2020	2021	2022	2023	2024
	Domestic	363	267	424	464	404	455
	International	496	np	np	np	701	1,316
	Total	1,070	np	np	np	935	1,184

np = not publishable due to small sample size

Total Visitors (000)

135

Calculated Total *

Total Visitor Nights (000)

1,184

Calculated Total*

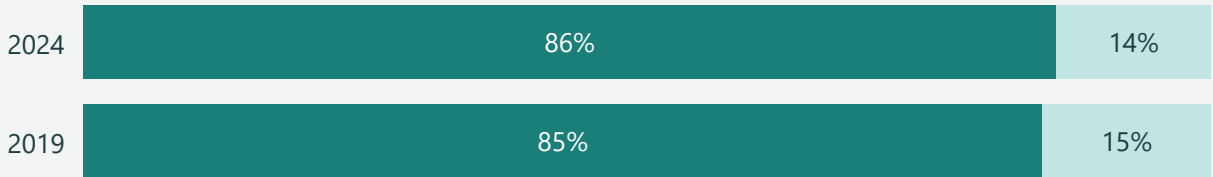
Total Spend (\$ Million)

\$204

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*

2.5

Days

\$732

\$291

International

43.9

Days

\$2,800

\$64



Total*

Domestic + International

8.4

Days

\$1,026

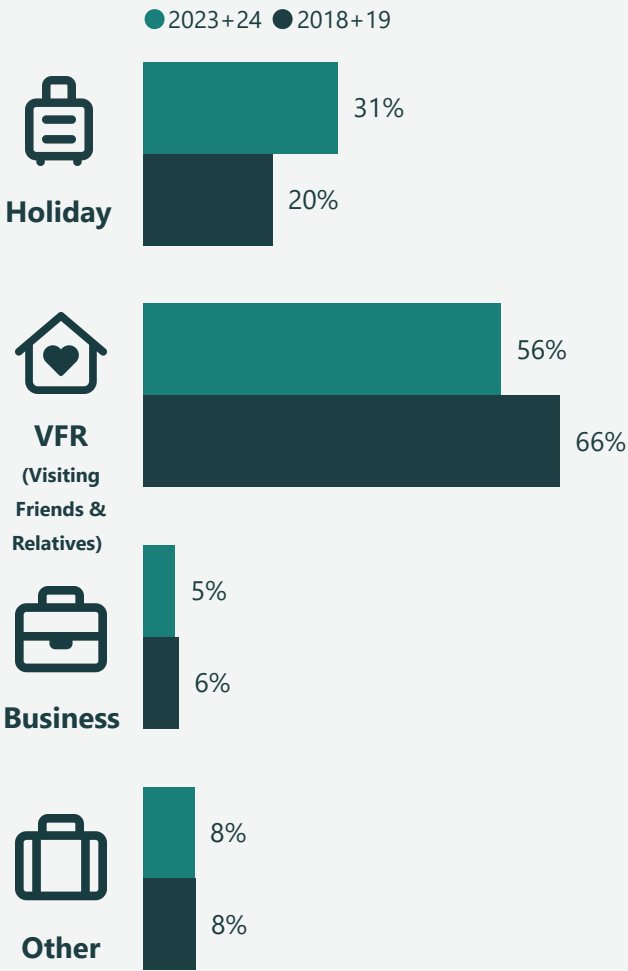
\$122

Domestic Overnight Visitor Details - City of Swan

2023+24 vs. 2018+19

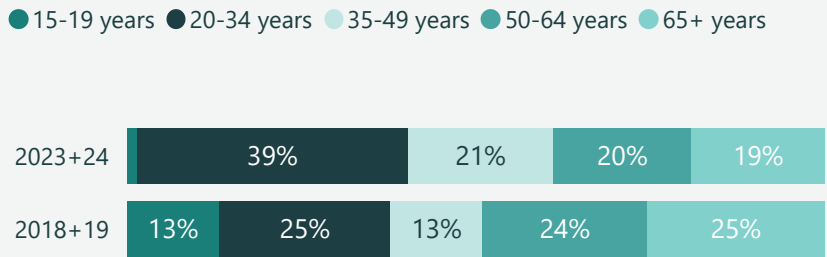
The data in this factsheet refers to visitors who have spent at least one night in the City of Swan Local Government Area (LGA).

Purpose of Travel

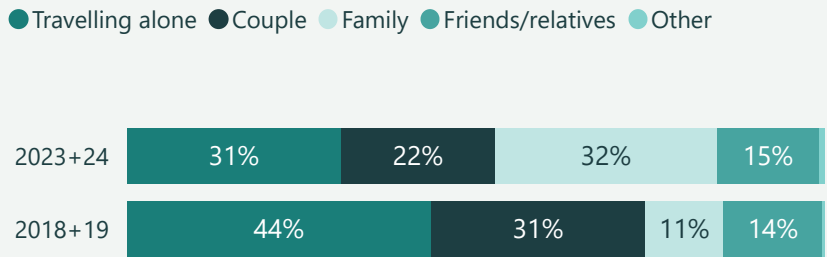


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

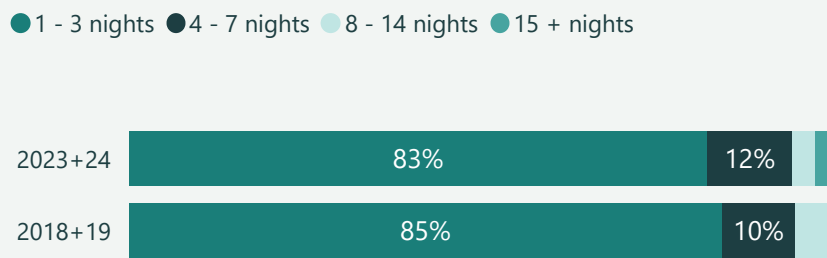
Age



Travel Party



Length of Stay



Domestic Visitors (000)

181

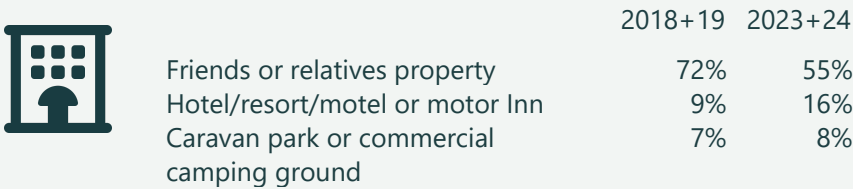
2023+24

Domestic Nights (000)

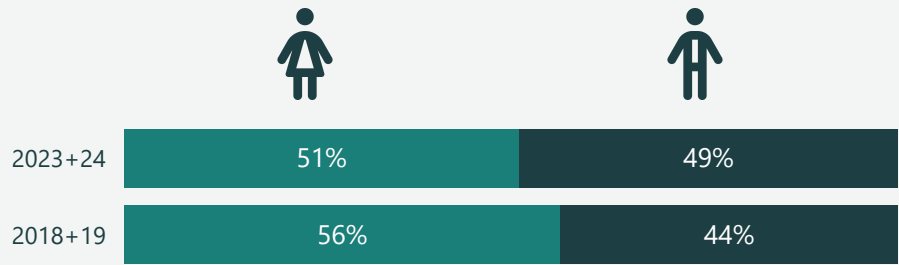
455

2023+24

Top 3 accommodation (% of nights)



Gender



Definitions

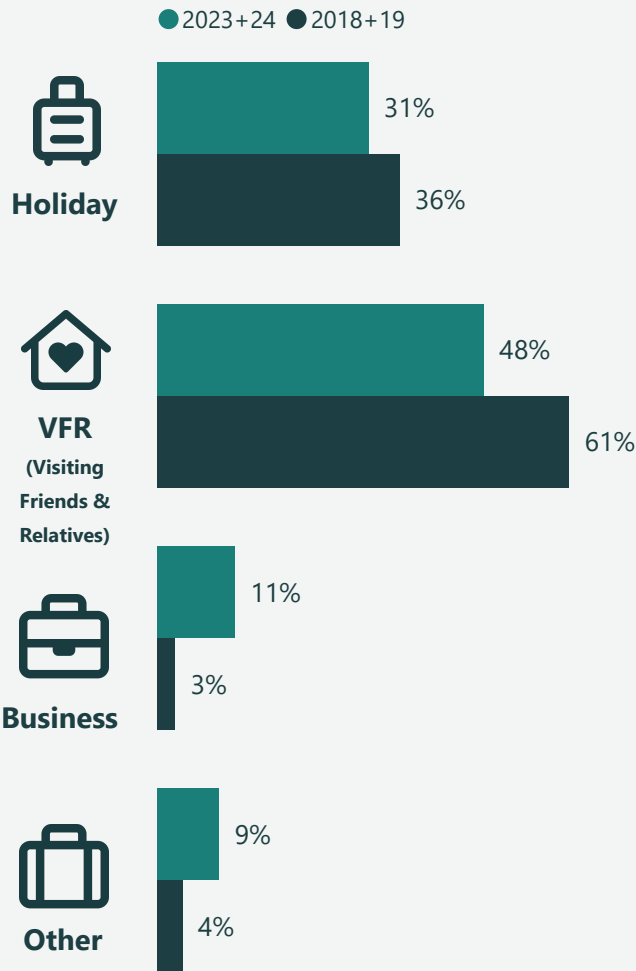
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - City of Swan

2023+24 vs. 2018+19

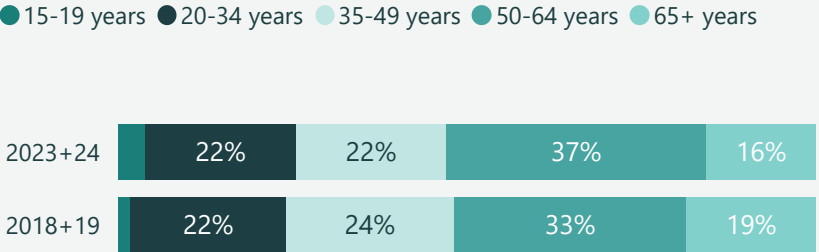
The data in this factsheet refers to visitors who have spent at least one night in the City of Swan Local Government Area (LGA).

Purpose of Travel

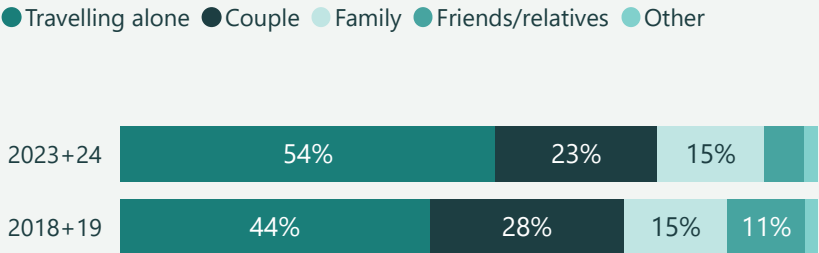


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

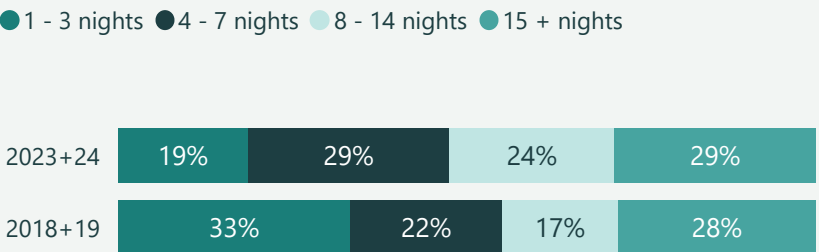
Age



Travel Party



Length of Stay



International Visitors (000)

30

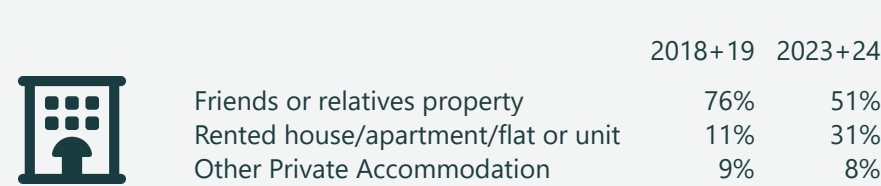
2024

International Nights (000)

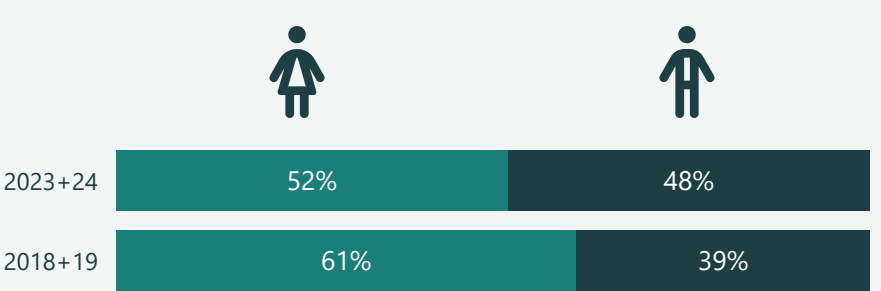
1,316

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 Swan 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	63	42	55	40	38	45
International	145	40		1,494	105	124

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

