

Australia's South West Overnight Visitor Factsheet 2024

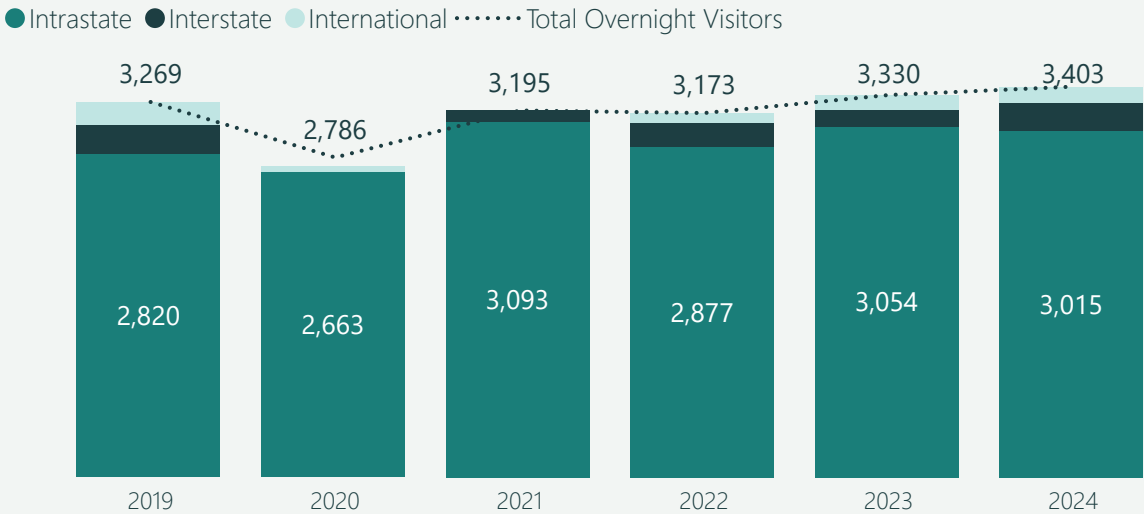
Prepared by Tourism WA Insights and Strategy
May 2025



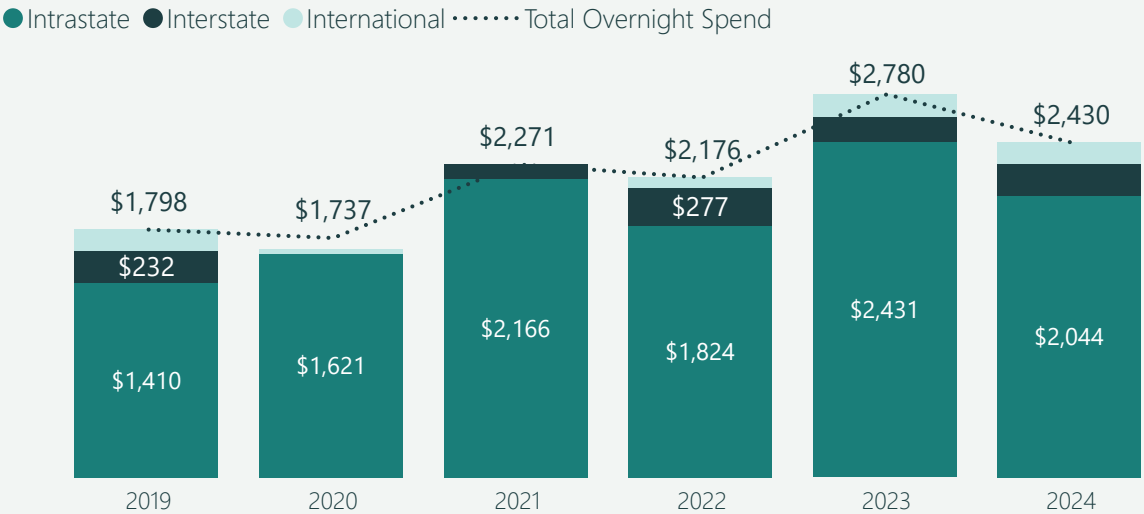
Overnight Visitor Summary 2024 - Australia's South West

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

Overnight Visitors (000)

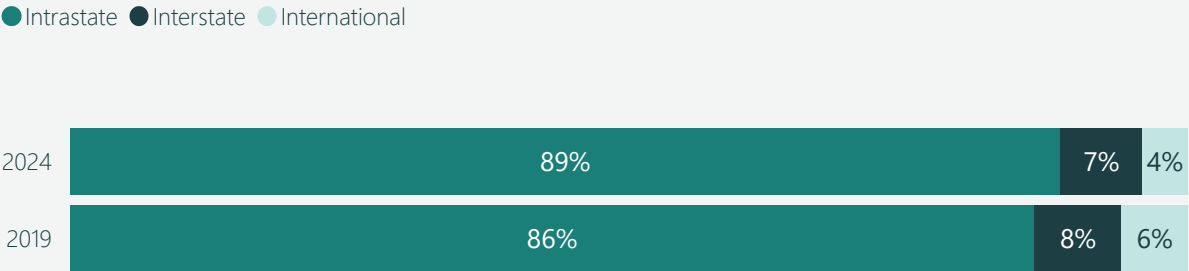


Overnight Visitors Spend (\$ millions)




Overnight Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ million)
3,403	12,610	\$2,430
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics 2024

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate	3.1 Days	\$678	\$218
Interstate	4.3 Days	\$912	\$213
International	15.6 Days	\$1,144	\$73
 Total Domestic + International	3.7 Days	\$714	\$193

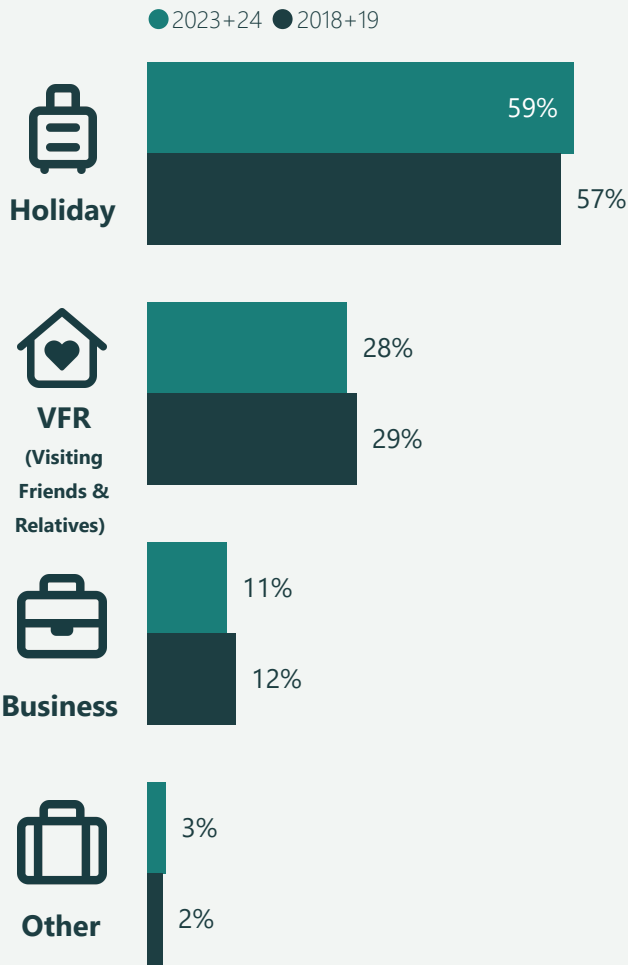
Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

Intrastate Overnight Visitor Details - Australia's South West

2023+24 vs. 2018+19

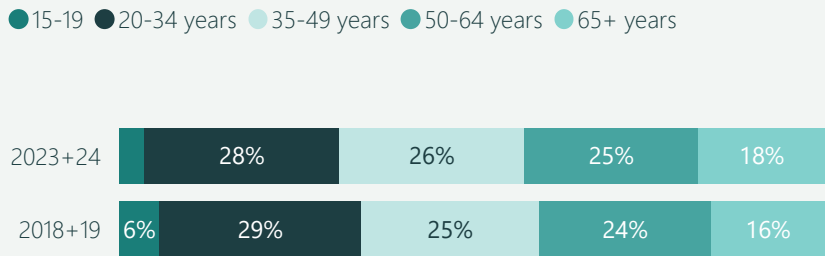
The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Purpose of Travel

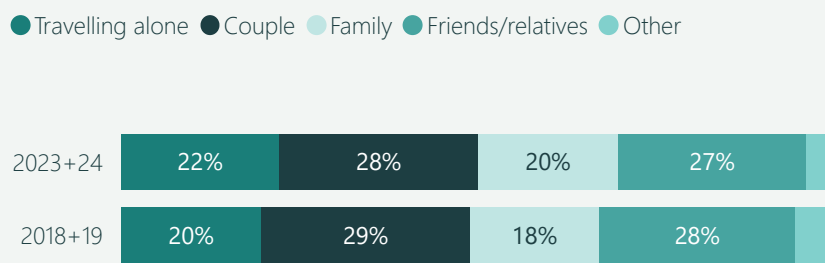


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

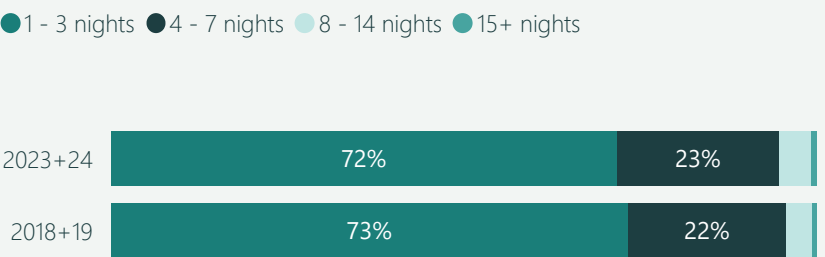
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

3,015

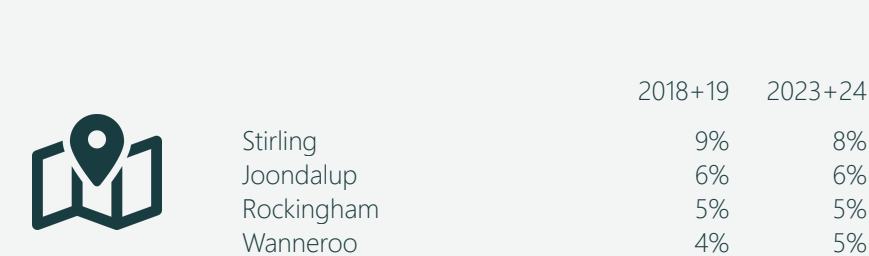
2024

Total Visitor Nights (000)

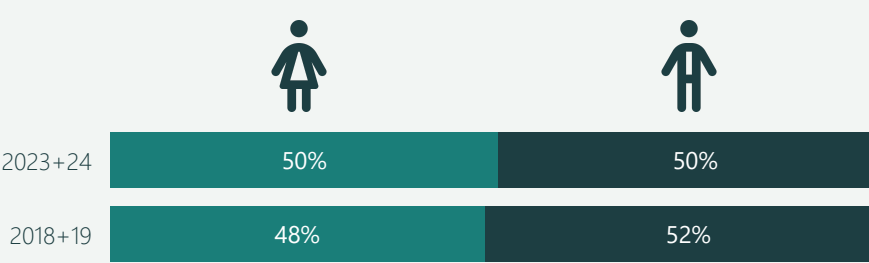
9,375

2024

Top 3 Home Local Government Area (LGA)



Gender



Definition

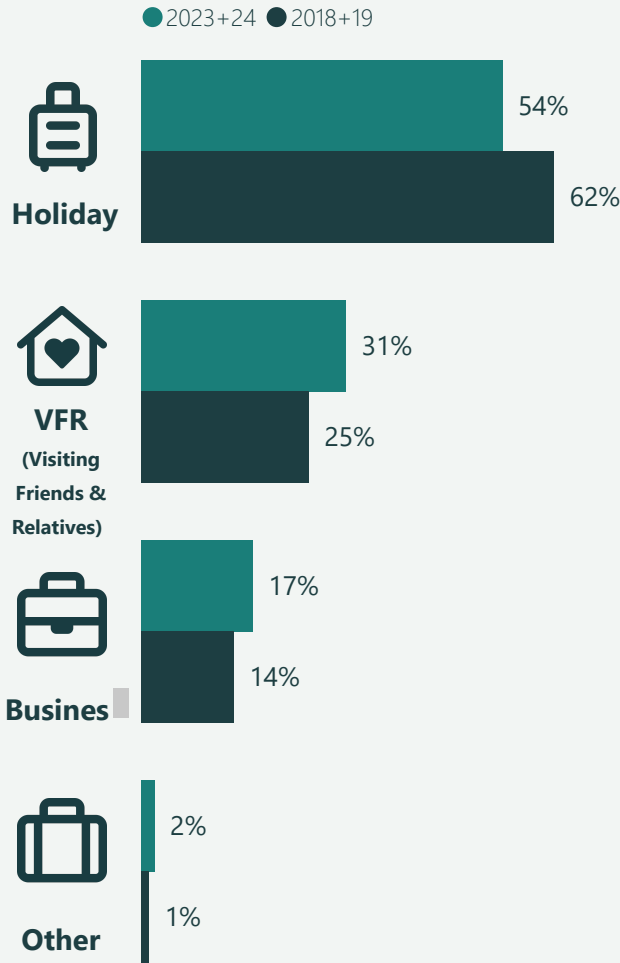
Domestic Visitors (Intrastate): Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Interstate Overnight Visitor Details - Australia's South West

2023+24 vs. 2018+19

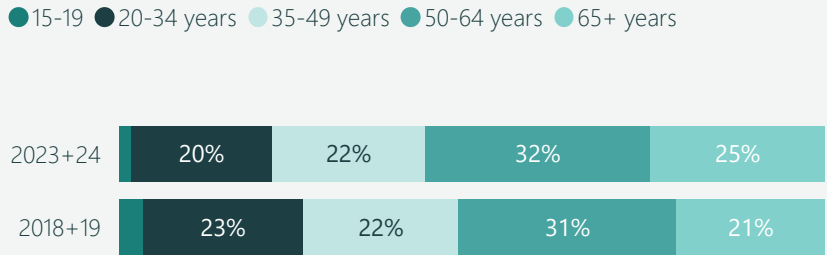
The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Purpose of Travel

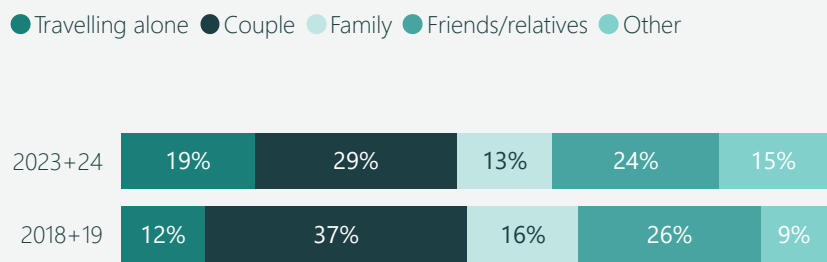


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

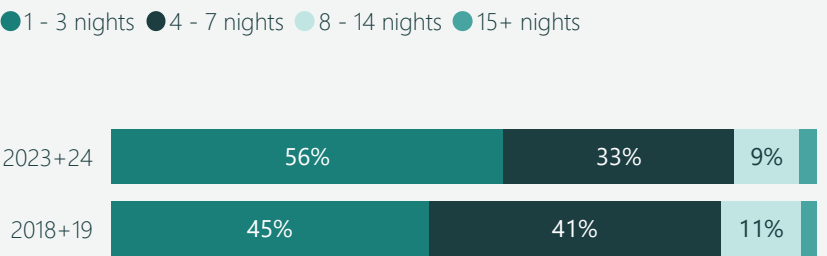
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

249

2024

Total Visitor Nights (000)

1,064

2024

Top 3 Home State/Territory



Gender



Definition

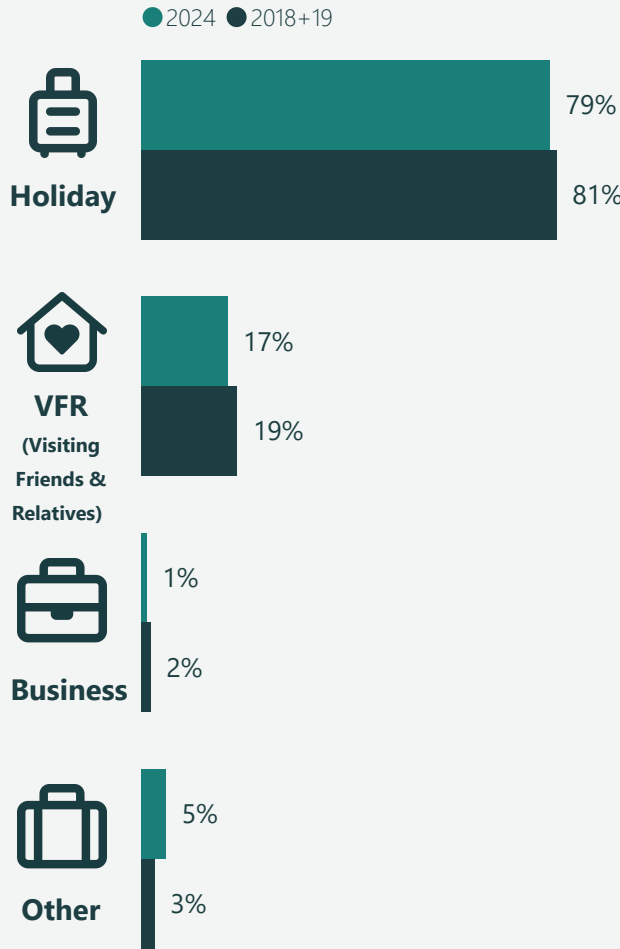
Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Overnight Visitor Details - Australia's South West

2024 vs. 2018+19

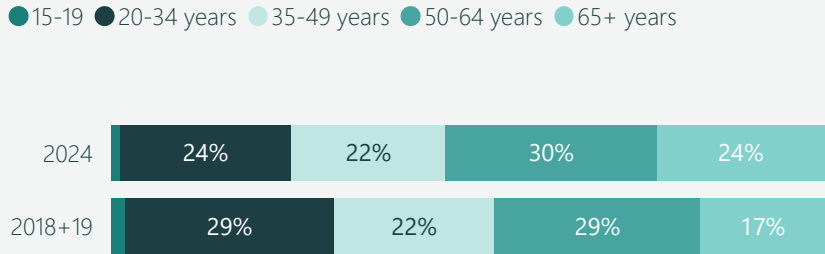
The data in this factsheet refers to visitors who have spent at least one night in Australia's South West

Purpose of Travel

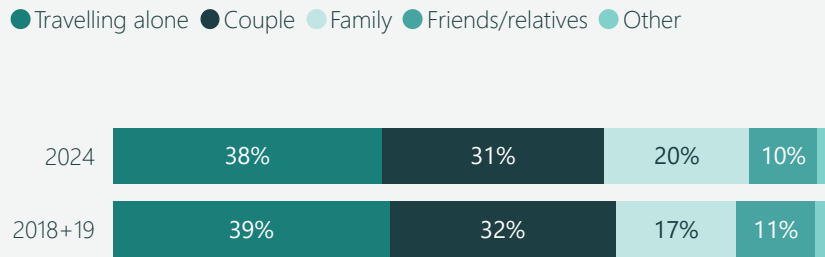


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

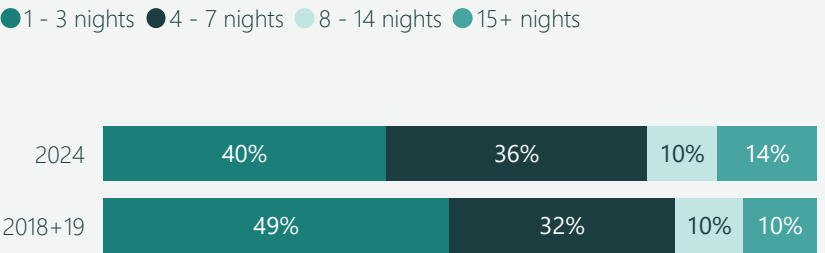
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

139

2024

Total Visitor Nights (000)

2,171

2024

Top 3 Home Country



United Kingdom
Singapore
Malaysia

2018+19

19%

13%

8%

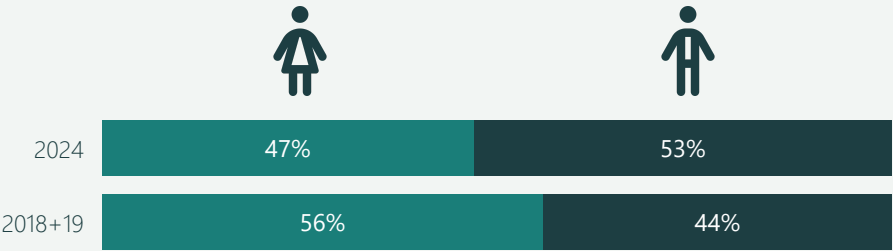
2024

21%

21%

6%

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


2023+24 (2024 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	2023+24	
	Friends or relatives property	32%	28%
	Hotel/resort/motel or motor Inn	16%	16%
	Caravan park or commercial camping ground	14%	16%

Top 3 activities - Intrastate

	2018+19	2023+24	
	Eat out / dine at a restaurant and/or cafe	62%	61%
	Go to the beach	41%	46%
	Visit friends & relatives	41%	34%


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

	2018+19	2023+24	
	Busselton	29%	28%
	Augusta Margaret River	17%	20%
	Bunbury	13%	13%


Top 3 accommodation (% of nights) - Interstate

	2018+19	2023+24	
	Hotel/resort/motel or motor Inn	40%	27%
	Friends or relatives property	18%	36%
	Rented house/apartment/flat or unit	16%	15%


Top 3 activities - Interstate

	2018+19	2023+24	
	Eat out / dine at a restaurant and/or cafe	75%	75%
	Go to the beach	53%	41%
	Visit wineries	46%	43%


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

	2018+19	2023+24	
	Augusta Margaret River	49%	41%
	Busselton	25%	33%
	Albany	25%	13%


Top 3 accommodation (% of nights) - International

	2018+19	2024	
	Friends or relatives property	28%	30%
	Rented house/apartment/flat or unit	27%	30%
	Hotel/resort/motel or motor Inn	10%	19%

Top 3 activities - International*

	2018+19	2024	
	Eat out / dine at a restaurant and/or cafe	95%	98%
	Sightseeing/looking around	85%	93%
	Go to the beach	84%	89%

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

	2018+19	2024	
	Augusta Margaret River	51%	53%
	Busselton	28%	26%
	Albany	27%	25%

*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 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
Intrastate	1,222	1,050	1,189	970	786	709
Interstate	105	31	51	72	44	49
Domestic	1,327	1,081	1,240	1,042	830	758
International	1,129	337		9,320	535	582

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, 2024

