

City of Busselton

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

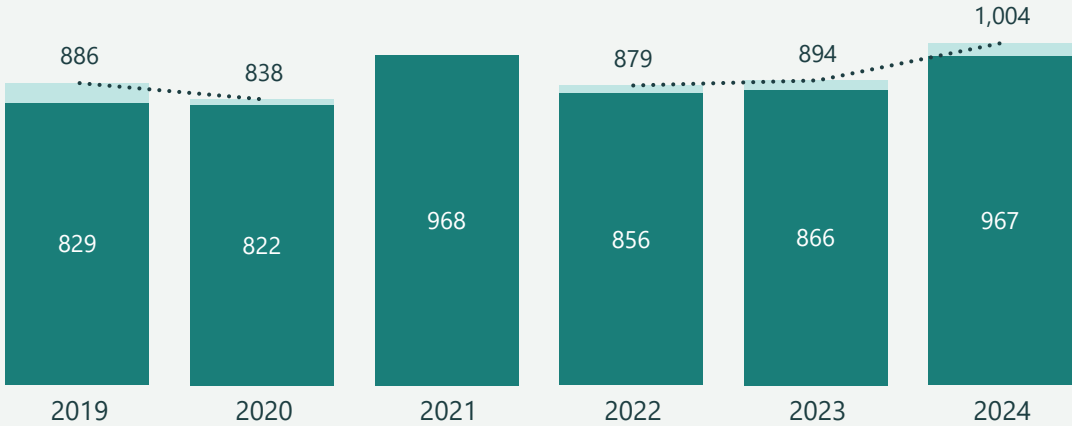
Overnight Visitor Summary - City of Busselton

2024



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

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.

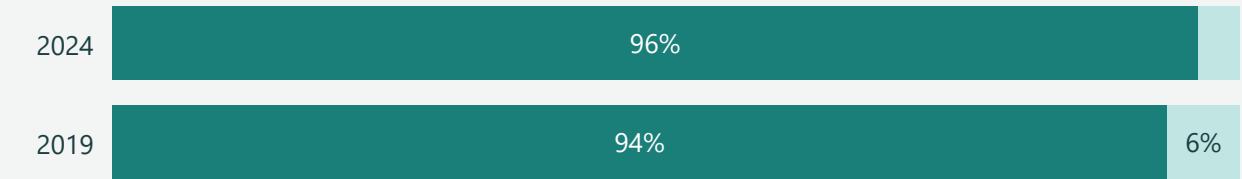
	Market	2019	2020	2021	2022	2023	2024
	Domestic	829	822	968	856	866	967
	International	57	16	np	23	28	37
	Total	886	838	np	879	894	1,004
	Market	2019	2020	2021	2022	2023	2024
	Domestic	2,584	2,668	3,458	3,002	2,989	3,187
	International	399	np	np	np	458	278
	Total	2,983	np	np	np	3,447	3,465

np = not publishable due to small sample size





Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
1,004	3,465	\$824
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID

International Domestic



Overnight Visitor Metrics - 2024

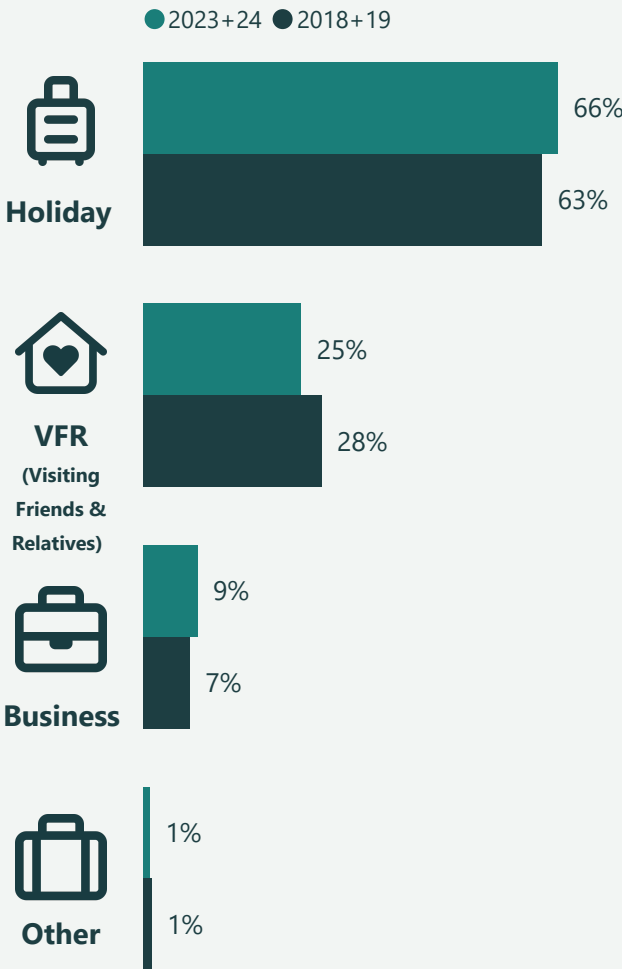
			
	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	3.3 Days	\$821	\$249
International	7.5 Days	\$811	\$108
 Total Domestic + International	3.5 Days	\$821	\$238

Domestic Overnight Visitor Details - City of Busselton

2023+24 vs. 2018+19

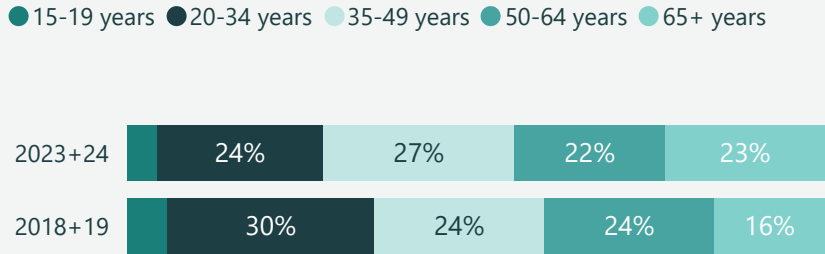
The data in this factsheet refers to visitors who have spent at least one night in the City of Busselton Local Government Area (LGA).

Purpose of Travel

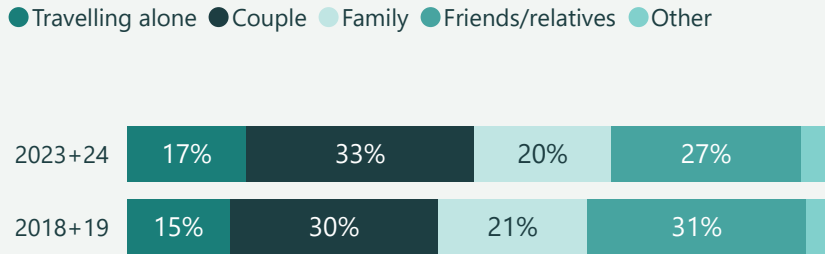


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

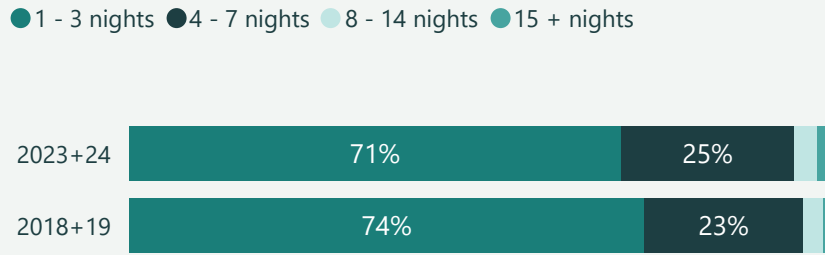
Age



Travel Party



Length of Stay



Domestic Visitors (000)

967

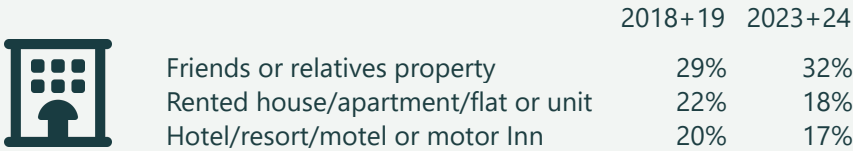
2024

Domestic Nights (000)

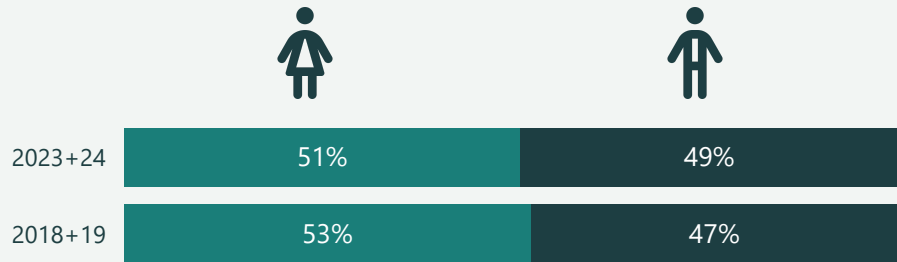
3,187

2024

Top 3 accommodation (% of nights)



Gender



Definitions

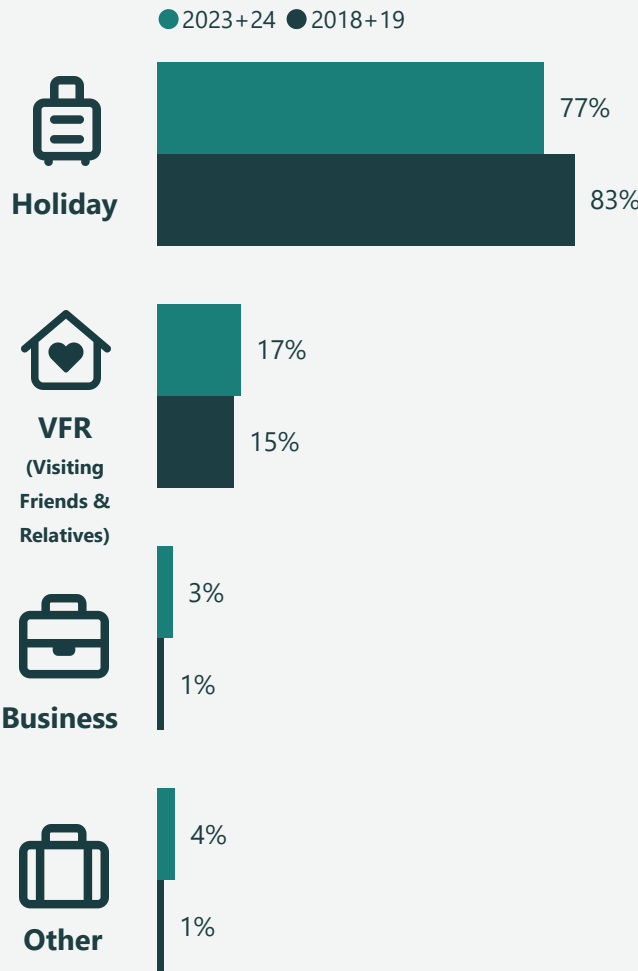
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - City of Busselton

2023+24 vs. 2018+19

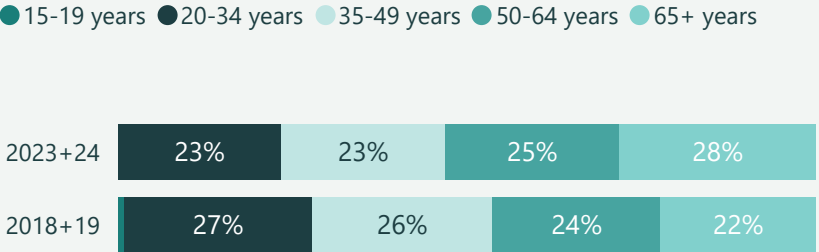
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Purpose of Travel

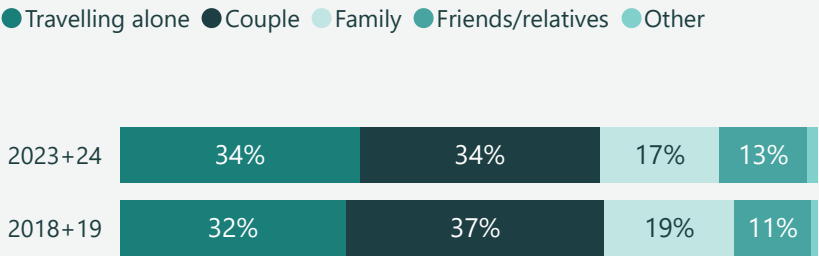


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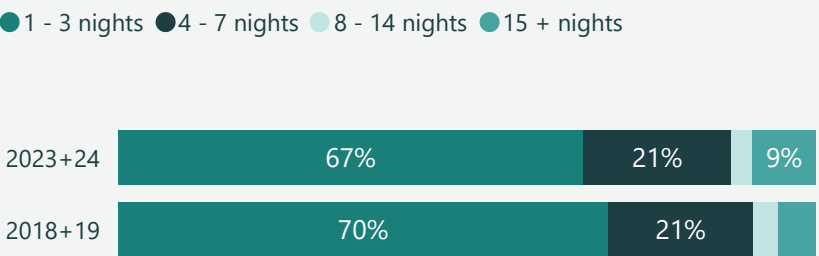
Age



Travel Party



Length of Stay



International Visitors (000)

37

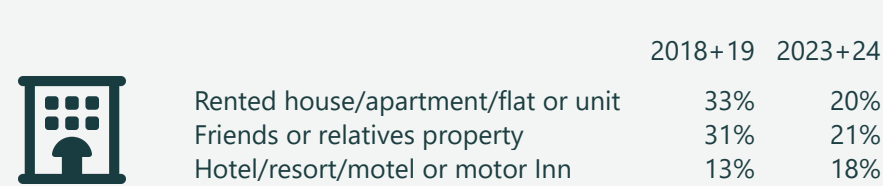
2024

International Nights (000)

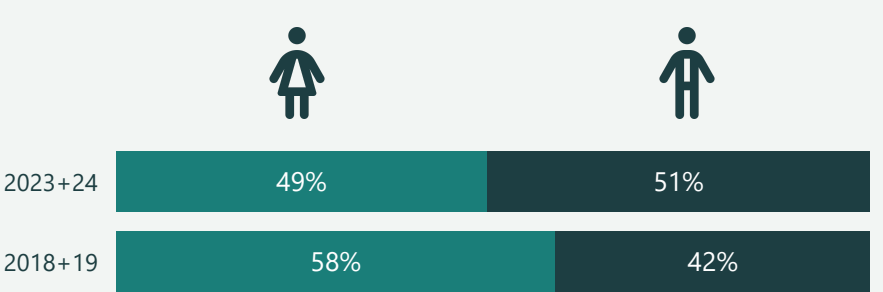
278

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 Busselton Local Government Area (LGA).

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.

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
Intrastate	335	309	354	272	210	198
Interstate	29	10	15	19	12	19
Domestic	364	319	369	291	222	217
International	312	105		2,542	137	154

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

