

The Margaret River Region Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



WESTERN
AUSTRALIA

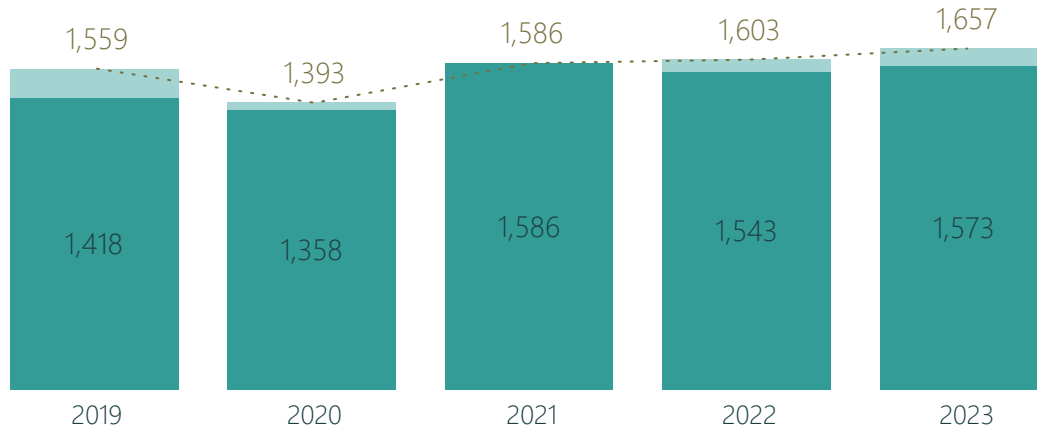
Overnight Visitor Summary - The Margaret River Region

2023

The data in this factsheet refers to visitors who have spent at least one night in The Margaret River 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	1,418	1,358	1,586	1,543	1,573
International	141	35	np	60	84
Total	1,559	1,393	np	1,603	1,657



Nights (000)

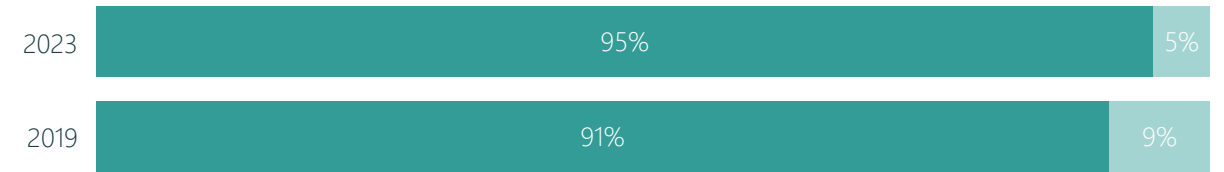
Market	2019	2020	2021	2022	2023
Domestic	4,301	4,597	5,686	5,389	5,370
International	837	np	np	np	943
Total	5,138	np	np	np	6,313

"np" indicates sample size too small to publish

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
1,657 2023	6,313 2023	\$1,501 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

3.5
Days

\$903

\$264

International

11.2
Days

\$964

\$86



Total

Domestic + International

3.8
Days

\$906

\$238

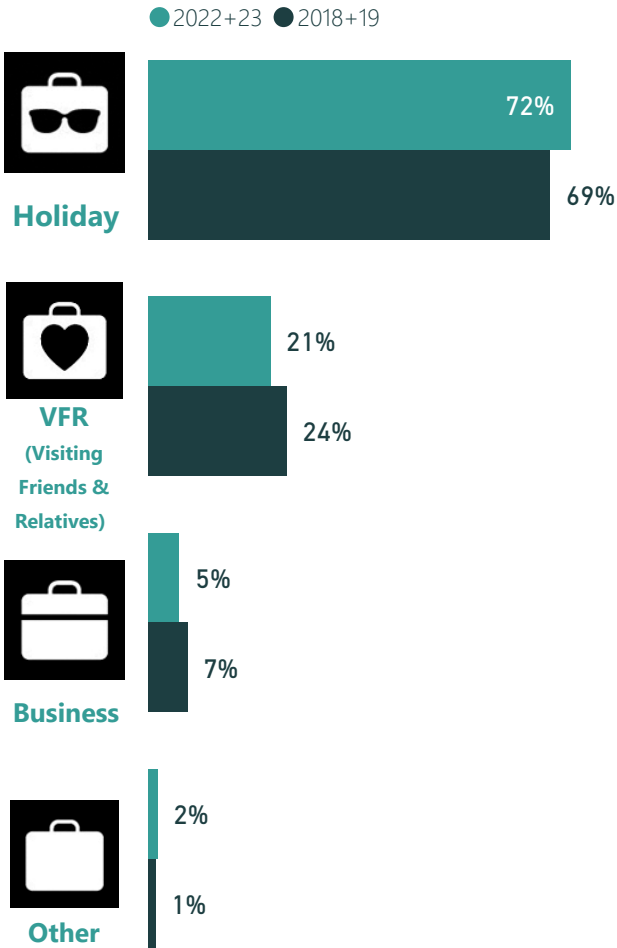
Domestic Overnight Visitor Details - The Margaret River Region

2022+23 vs 2018+19

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

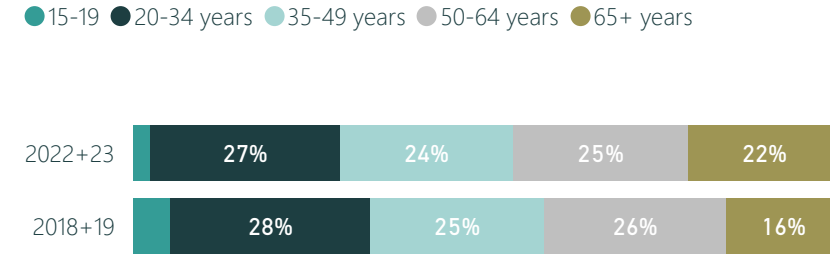
Domestic Visitors (000)	Domestic Nights (000)
1,573	5,370
2023	2023

Purpose of Travel

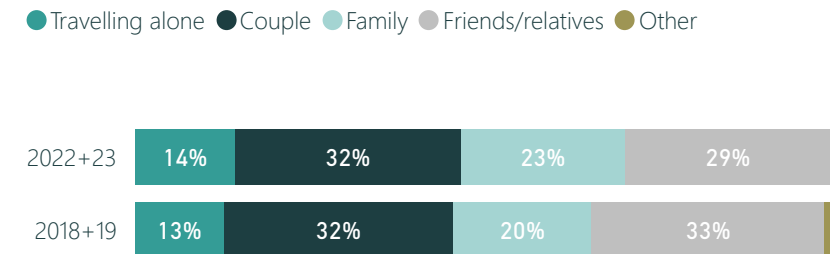


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

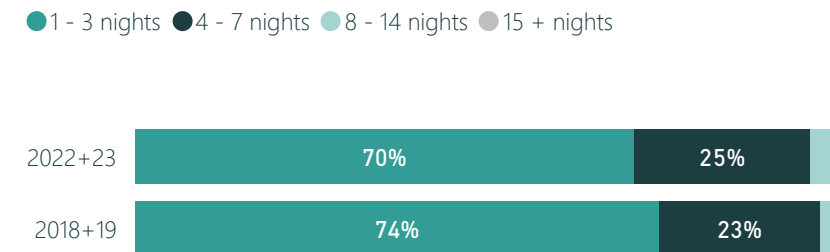
Age



Travel Party



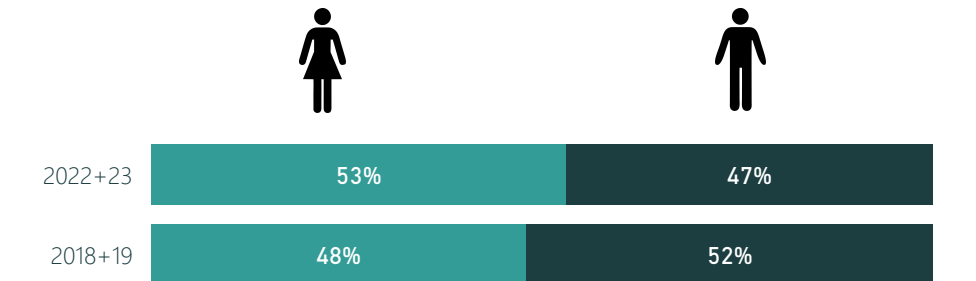
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2022+23
Friends or relatives property	25%	23%
Rented house/apartment/flat or unit	21%	21%
Hotel/resort/motel or motor Inn	20%	16%

Gender



Top 3 activities

Activity	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	70%	68%
Go to the beach	57%	55%
Sightseeing/looking around	39%	31%

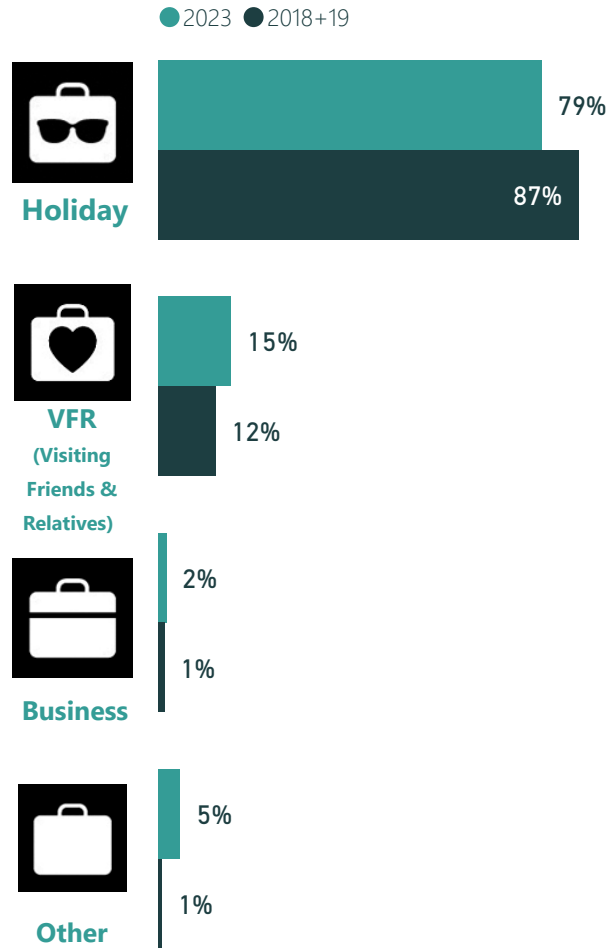
International Overnight Visitor Details - The Margaret River Region

2023 vs 2018+19

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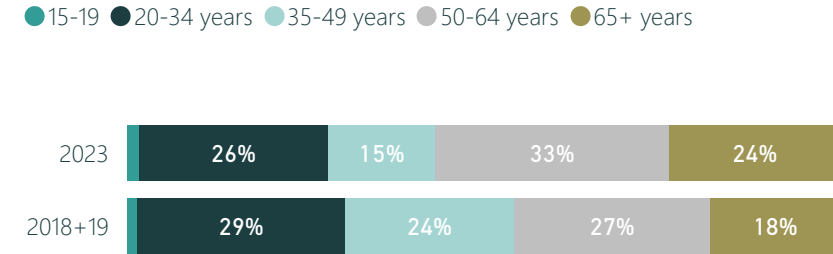
International Visitors (000)	International Nights (000)
84 2023	943 2023

Purpose of Travel

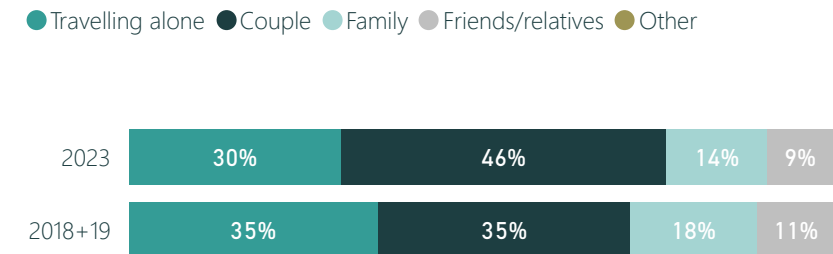


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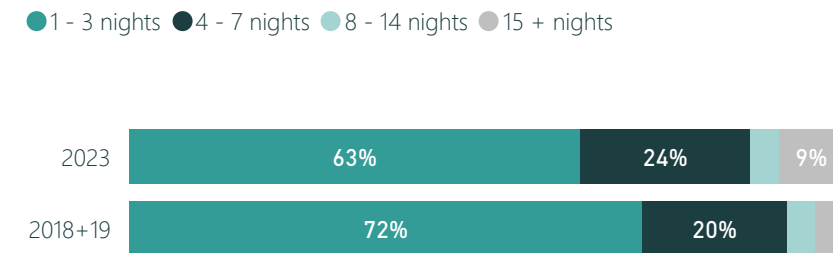
Age



Travel Party



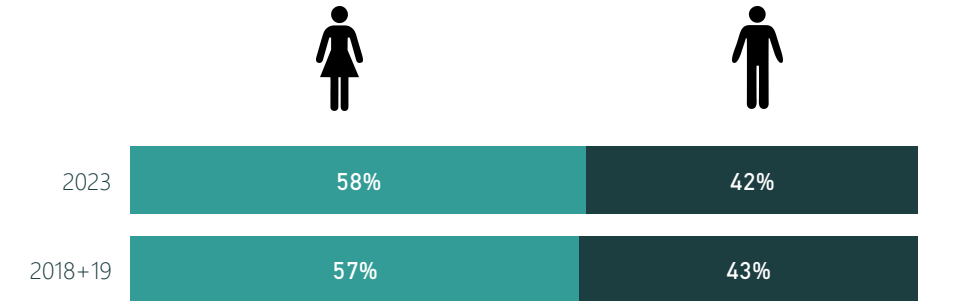
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Rented house/apartment/flat or unit	30%	35%
Friends or relatives property	23%	18%
Hotel/resort/motel or motor Inn	15%	18%

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	96%	97%
Go to the beach	86%	93%
Sightseeing/looking around	88%	89%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Margaret River 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	540	512	580	474	374
Interstate	78	24	35	45	32
Domestic	618	536	615	519	406
International	813	251	0	6,726	353

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 Margaret River Region: Shire of Augusta-Margaret River and City of Busselton