

Shire of Shark Bay

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



WESTERN
AUSTRALIA

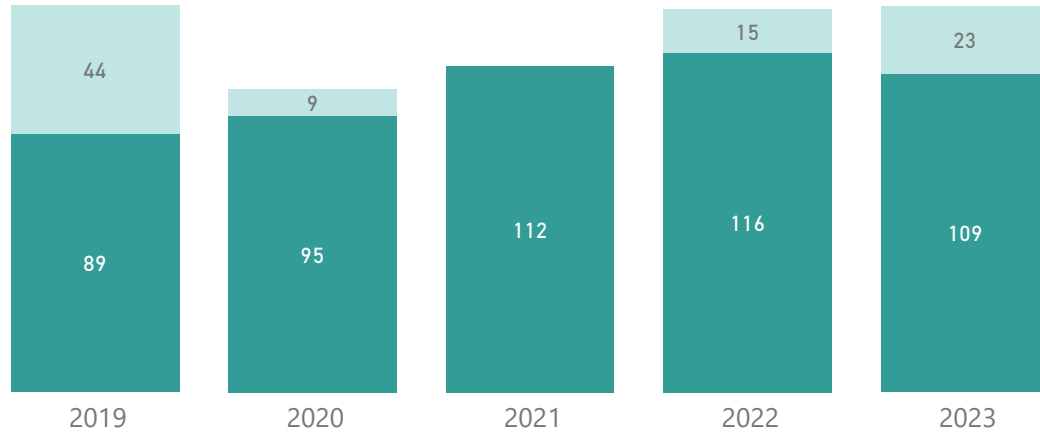
Overnight Visitor Summary - Shire of Shark Bay

2023 *NOTE: Due to small sample sizes, Domestic has been calculated as a 2 year average e.g. 2023 is the average of 2022 + 2023. 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 Shire of Shark Bay 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
Domestic	89	95	112	116	109
International	44	9	np	15	23
Total	133	104	np	131	132

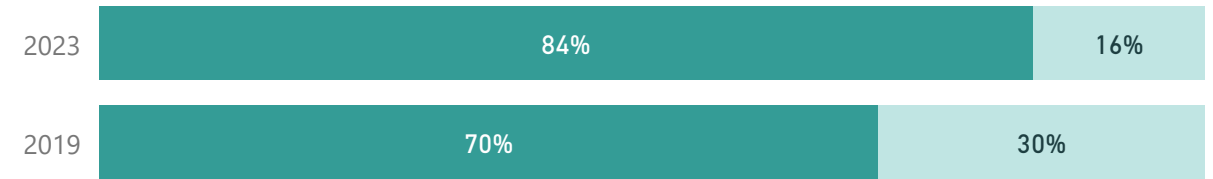
Market	2019	2020	2021	2022	2023
Domestic	303	361	513	625	631
International	129	np	np	np	68
Total	432	np	np	np	699

np = not publishable due to small sample size





Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
132	699	\$140
Calculated Total *	Calculated Total*	Calculated Total*

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2023

	Average Trip Length 	Average Trip Spend 	Average Daily Spend 
Domestic*	5.8 Days	\$1,188	\$205
International	3.0 Days	\$435	\$147
 Total*	5.5 Days	\$1,116	\$202

Domestic + International

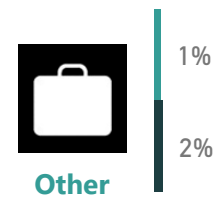
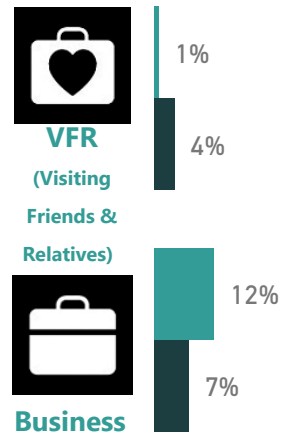
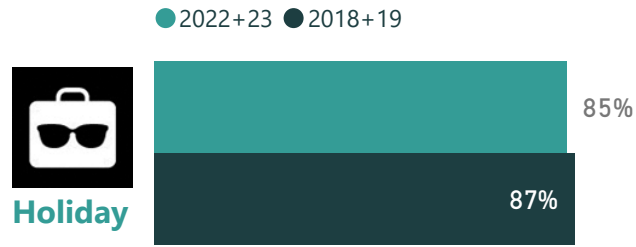
Domestic Overnight Visitor Details - Shire of Shark Bay

2022+23 vs. 2018+19

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

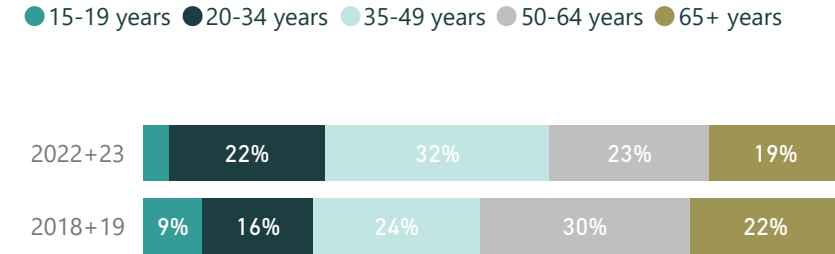
Domestic Visitors (000)	Domestic Nights (000)
109	631
2022+23	2022+23

Purpose of Travel

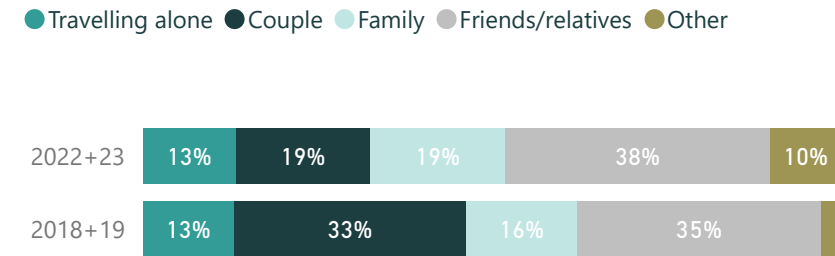


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

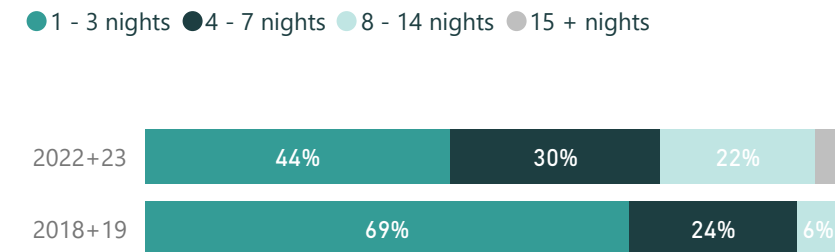
Age



Travel Party



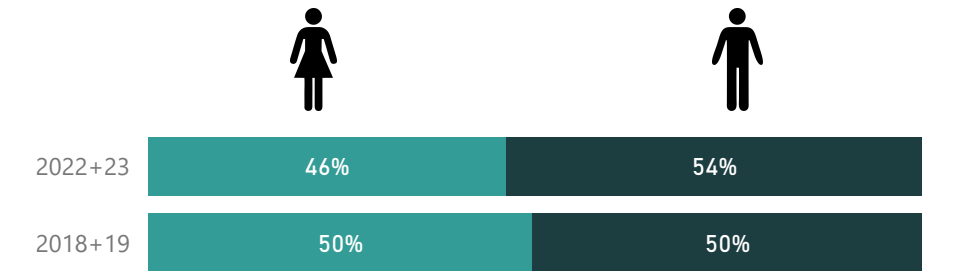
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19 (%)	2022+23 (%)
Caravan park or commercial camping ground	32%	38%
Rented house/apartment/flat or unit	19%	18%
Caravan or camping - non commercial	13%	14%

Gender



Definitions

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

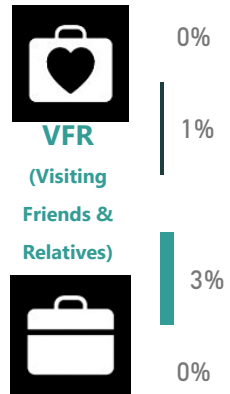
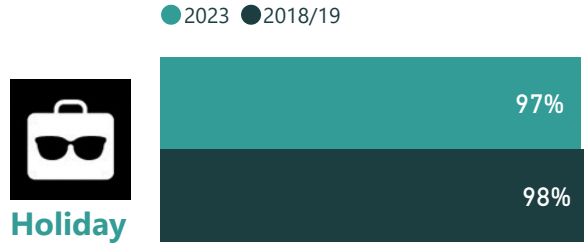
International Overnight Visitor Details - Shire of Shark Bay

2023 vs. 2018+19

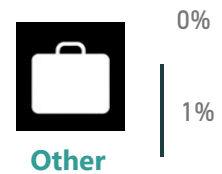
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Shark Bay Local Government Area (LGA).

International Visitors (000)	International Nights (000)
23 2023	68 2023

Purpose of Travel

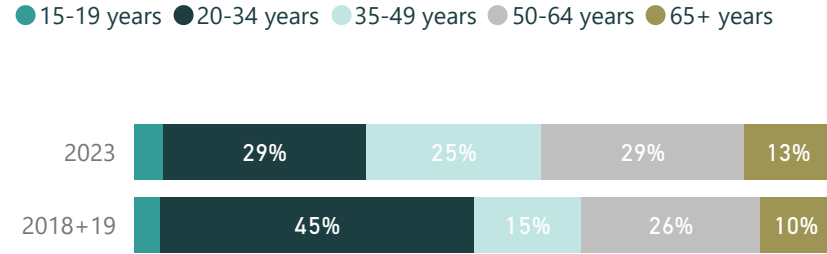


Business

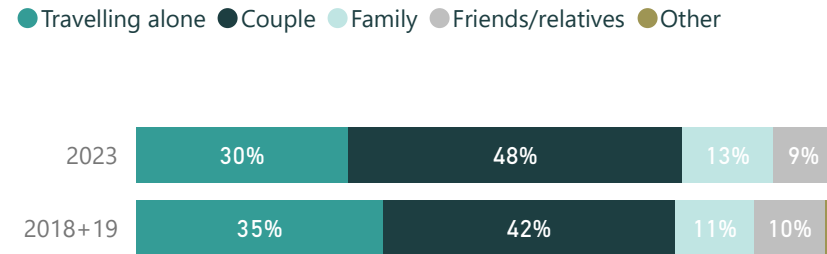


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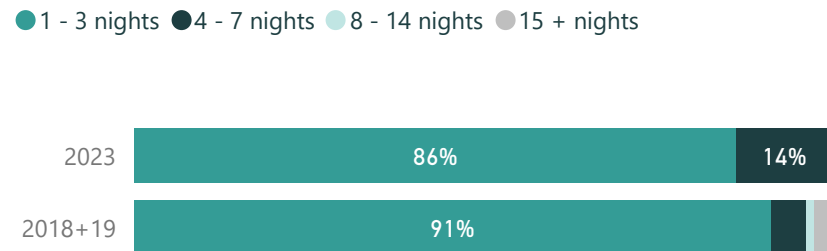
Age




Travel Party



Length of Stay

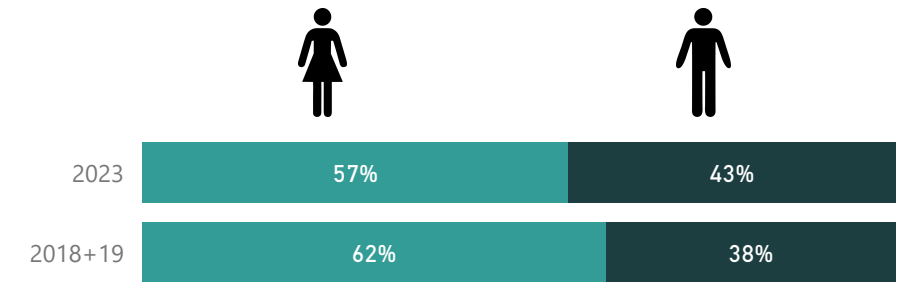


Top 3 accommodation (% of nights)



Accommodation Type	2018+19 (%)	2023 (%)
Caravan park or commercial camping ground	30%	28%
Hotel/resort/motel or motor Inn	18%	32%
Other Private Accommodation	19%	2%

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 Shire of Shark Bay 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 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
Domestic	48	39	54	38	34
International	270	58		1,011	93

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, 2023