

# **City of Albany**

## **Overnight Visitor Factsheet 2024**

Prepared by Tourism WA Insights and Planning  
April 2025



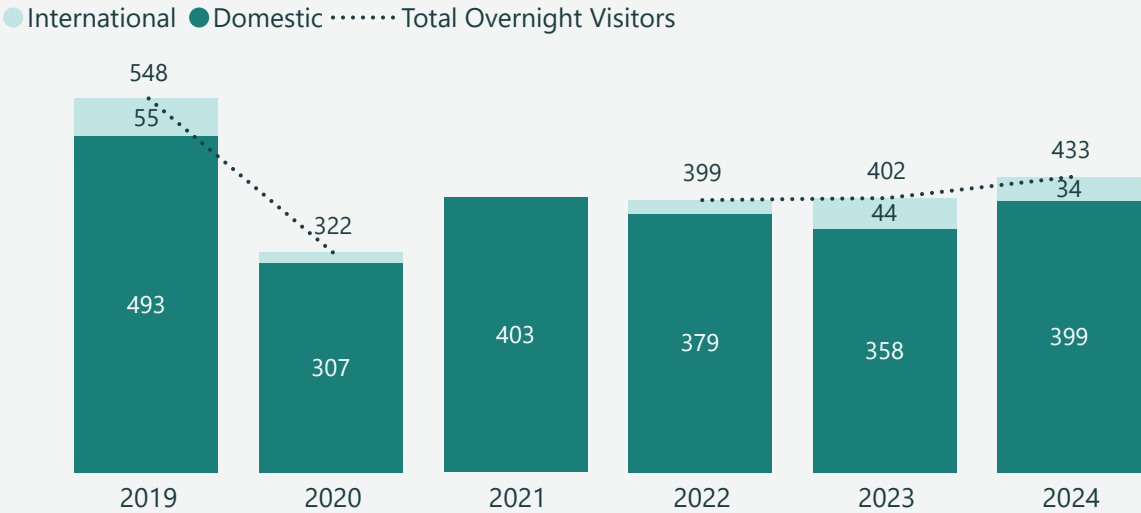
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# Overnight Visitor Summary - City of Albany


2024

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


## Overnight Visitor Trends (000)



**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	493	307	403	379	358	399
	International	55	15	np	20	44	34
	Total	548	322	np	399	402	433

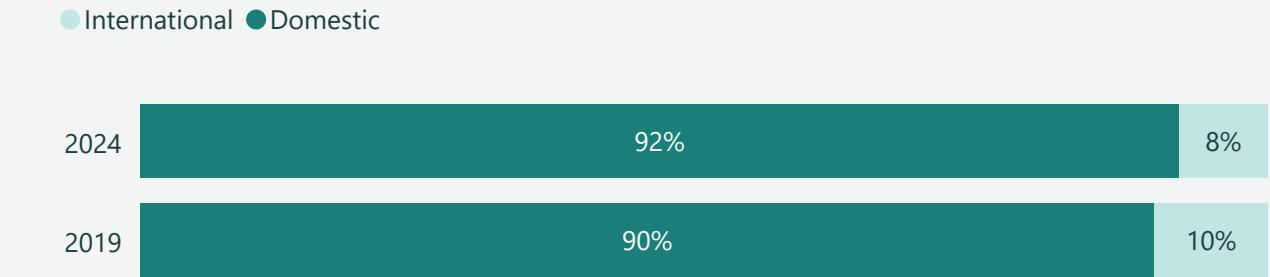
  

	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,463	982	1,376	1,368	1,122	1,243
	International	264	np	np	np	327	261
	Total	1,727	np	np	np	1,449	1,504



np = not publishable due to small sample size

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
433	1,504	\$335
2024	2024	2024

## Share of Overnight Visitors - change vs. pre-COVID



## Overnight Visitor Metrics - 2024

			
	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	3.1 Days	\$787	\$253
International	7.7 Days	\$618	\$80
	3.5 Days	\$774	\$223
Total Domestic + International			

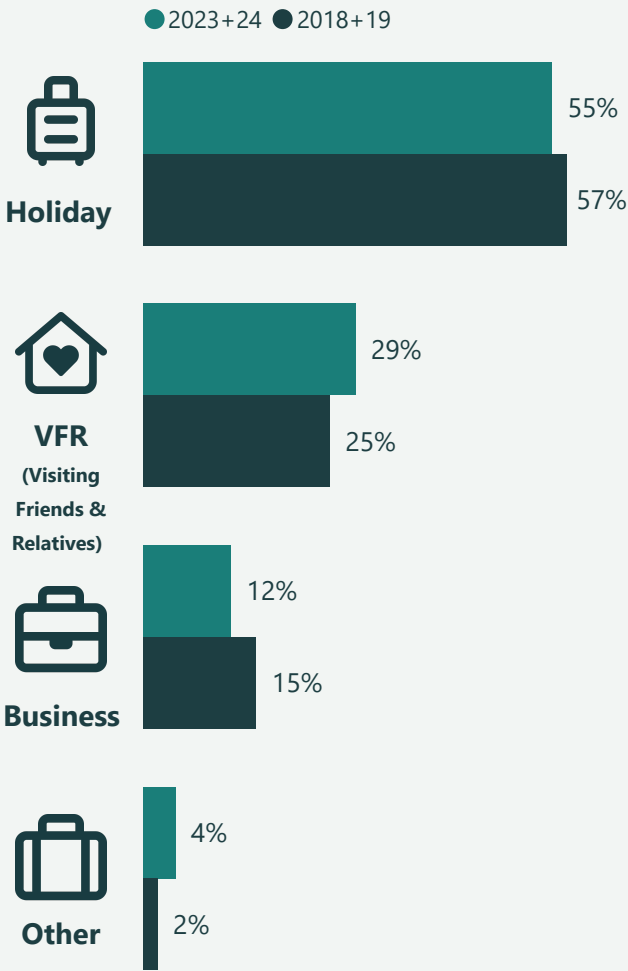
# Domestic Overnight Visitor Details - City of Albany

2023+24 vs. 2018+19

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

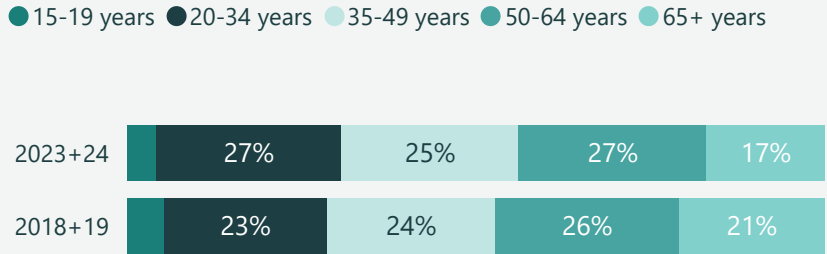
Domestic Visitors (000)	Domestic Nights (000)
399	1,243
2024	2024

## Purpose of Travel

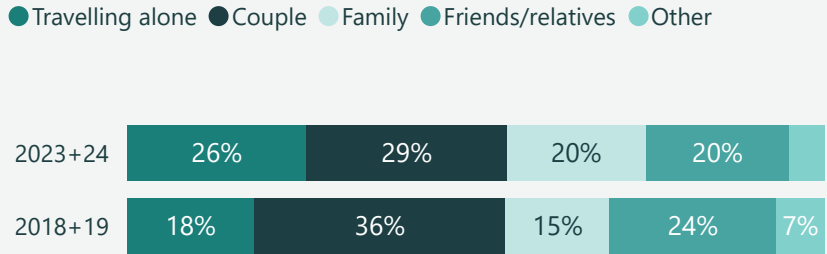


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

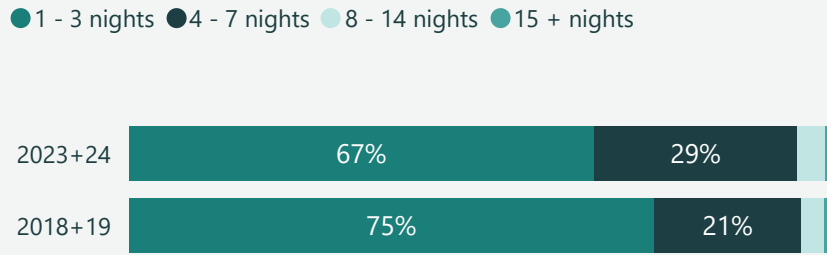
## Age



## Travel Party



## Length of Stay

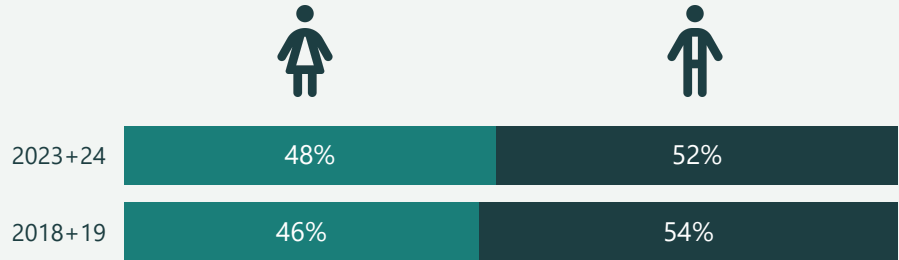


## Top 3 accommodation (% of nights)



	2018+19	2023+24
Friends or relatives property	28%	28%
Hotel/resort/motel or motor Inn	25%	27%
Caravan park or commercial camping ground	21%	12%

## Gender



## Definitions

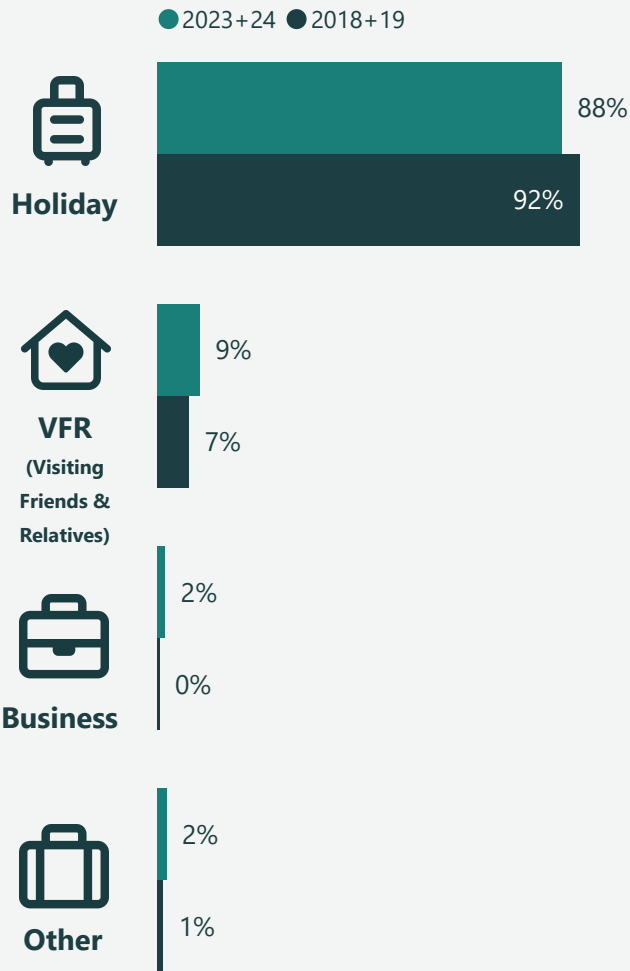
**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

# International Overnight Visitor Details - City of Albany

2023+24 vs. 2018+19

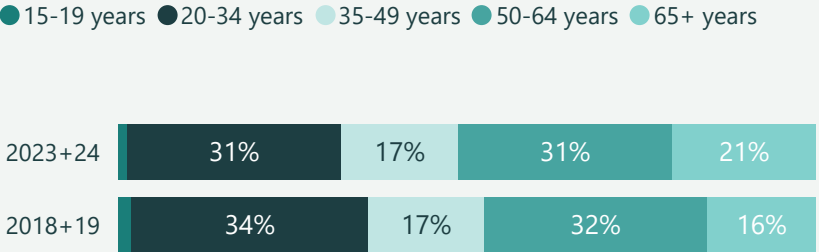
The data in this factsheet refers to visitors who have spent at least one night in the City of Albany Local Government Area (LGA).

## Purpose of Travel

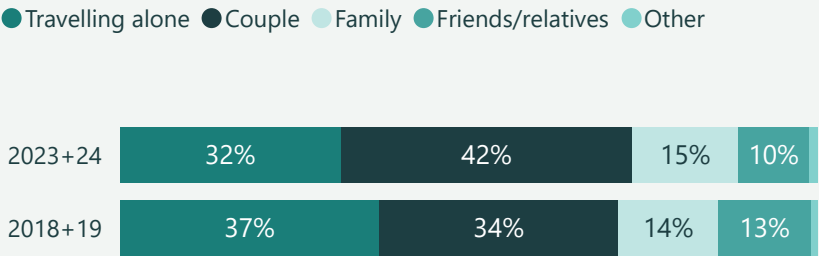


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

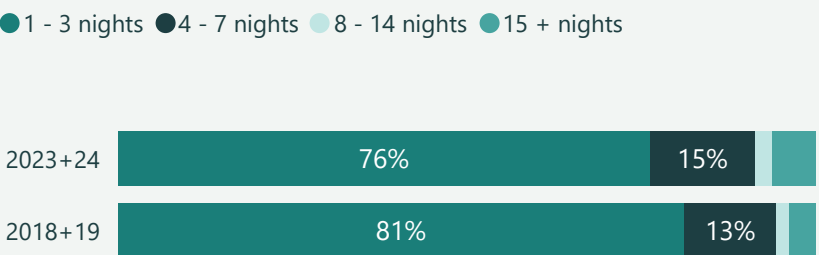
## Age



## Travel Party



## Length of Stay



International Visitors (000)

34

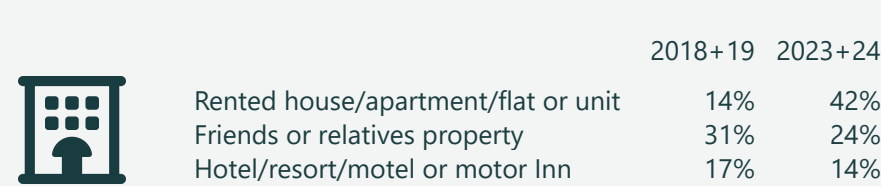
2024

International Nights (000)

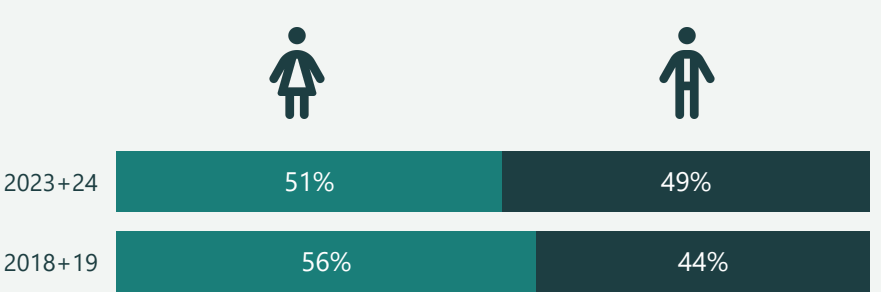
261

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 Albany 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	183	112	160	127	89	93
Interstate	31	8	10	16	6	8
Domestic	214	120	170	143	95	101
International	322	105		2,107	183	149

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

