



AUSTRALIA'S CORAL COAST 2017 FACTSHEET

Produced Tourism WA - Strategy and Research

April 2018

IMPORTANT NOTE

All data is sourced from Tourism Research Australia's National and International Visitor Surveys unless stated otherwise.

The estimates of visitor number and nights in this fact sheet are based on information obtained from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS respectively) - a sample of visitors coming to or travelling within Western Australia. As with all surveys, the estimates are subject to sampling variability. This means the survey results may vary from the results that would have been produced if all visitors had been interviewed in a census.

Interstate estimates are based on smaller sample sizes than either the intrastate or international measures, and can fluctuate significantly.

To increase the sample size and hence improve the reliability of the data, estimates in this document are based on an average of the past three calendar years (2015, 2016 and 2017).

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 changes and break in time series

In January 2014, the NVS methodology was improved to bring the survey sample more in line with the Australian population. Consequently, domestic estimates for 2014 onwards are not comparable to estimates for 2013 and prior. More information on the change to the NVS methodology is available [here](#) on the Tourism WA corporate website.

In September 2016, TRA confirmed there was a methodology issue with the NVS impacting the domestic estimates for all States and Territories. TRA have now corrected the issue and all domestic estimates from the commencement of the dual frame data collection (2014 to 2016) have been back cast and reissued. Revisions have been made for all States and Territories and across all purposes of travel, although WA was one of the most impacted States. 2014 and 2015 estimates have seen the most significant revisions; only minor revisions were required for the 2016 estimates as they were not as impacted by the methodology issue. By correcting this methodology issue the revised estimates, and estimates produced by the NVS moving forward, more accurately reflect the Australian population and domestic travel across the country.

Australia's Coral Coast Visitor Sample Size

YE Dec 2015/16/17	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	1,257	±6.3%	±8.9%
Interstate Visitors	105	±23.9%	±26.5%
International Visitors	1,624	±6.5%	±17.0%

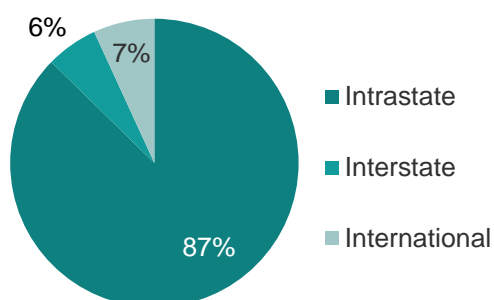
Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50% (highlighted in red).

AUSTRALIA'S CORAL COAST

OVERNIGHT VISITOR SUMMARY

	YE Dec 2016	YE Dec 2017	% Change YE Dec 2017 – YE Dec 2016	3 Year AAGR*
Total				
Visitors	1,186,200	1,099,700	-7.3%	-3.6%
Nights	5,832,400	6,196,000	6.2%	2.9%
Domestic Total				
Visitors	1,097,200	1,021,100	-6.9%	-4.2%
Nights	4,889,500	5,301,400	8.4%	4.1%
Intrastate				
Visitors	1,040,800	926,700	-11.0%	-6.6%
Nights	4,434,500	4,708,100	6.2%	3.0%
Interstate				
Visitors	56,300	94,400	67.6%	35.7%
Nights	455,100	593,300	30.4%	14.5%
International				
Visitors	89,000	78,600	-11.7%	5.7%
Nights	942,900	894,500	-5.1%	-3.6%

Source of Visitors



Average Length of Stay (Estimated nights)

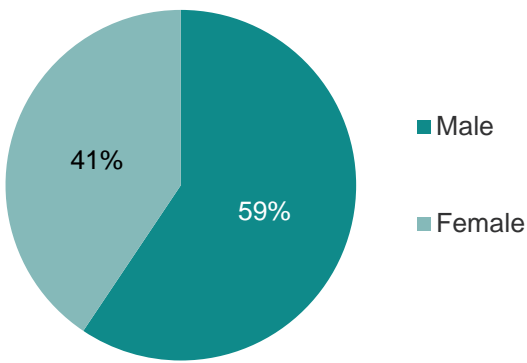
	YE Dec 2015/16/17
Intrastate	4.5
Interstate	7.4
International	11.8
Total	5.2

INTRASTATE VISITOR SUMMARY

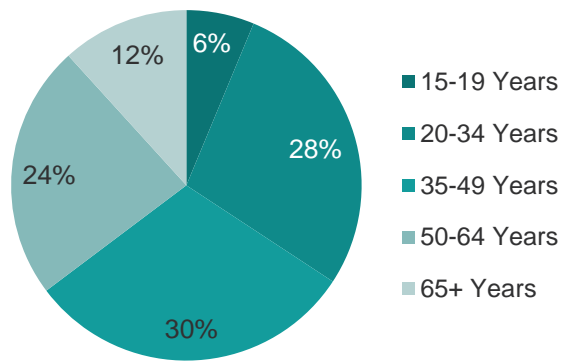
WESTERN AUSTRALIANS TRAVELLING TO / WITHIN AUSTRALIA'S CORAL COAST

BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

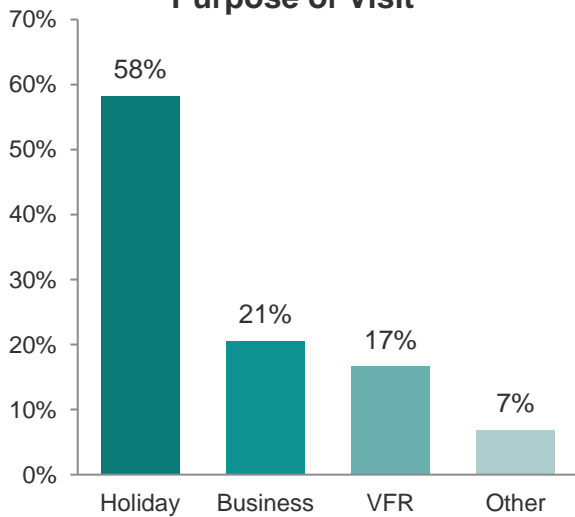
Gender



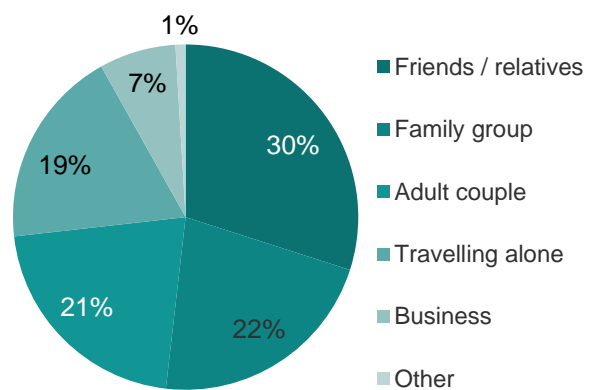
Age



Purpose of Visit*



Travel Party



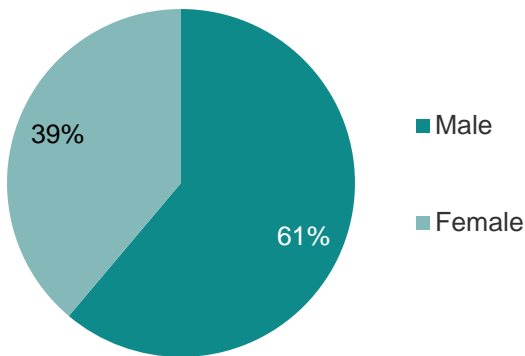
INTERSTATE VISITOR SUMMARY

OTHER AUSTRALIANS TRAVELLING TO AUSTRALIA'S CORAL COAST

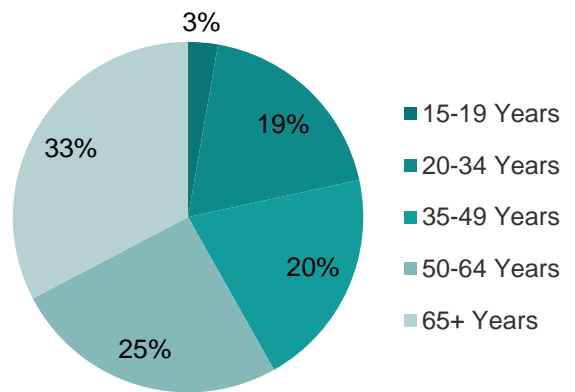
BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

Please note: Small sample size, caution should be used when reporting these estimates due to lower levels of reliability.

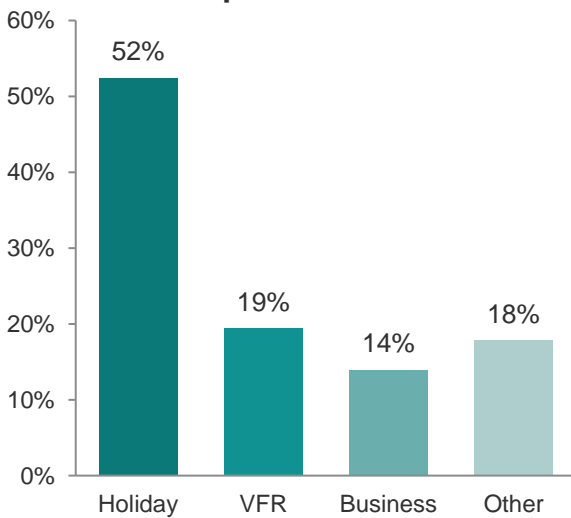
Gender



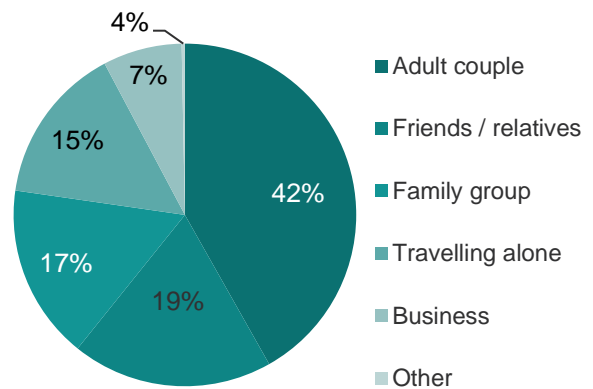
Age



Purpose of Visit*



Travel Party

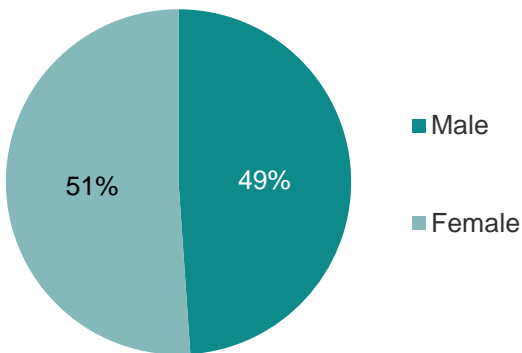


INTERNATIONAL VISITOR SUMMARY

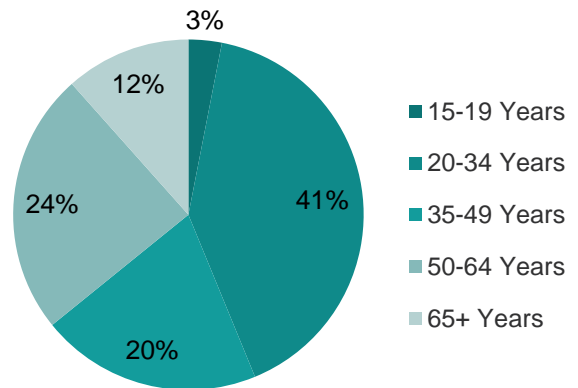
INTERNATIONAL VISITORS TRAVELLING TO AUSTRALIA'S CORAL COAST

BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

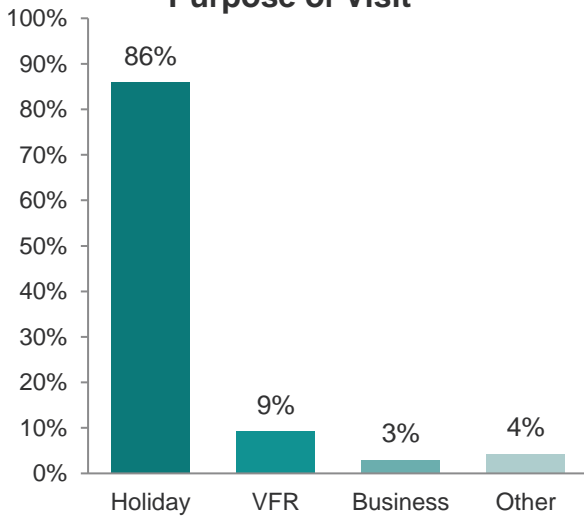
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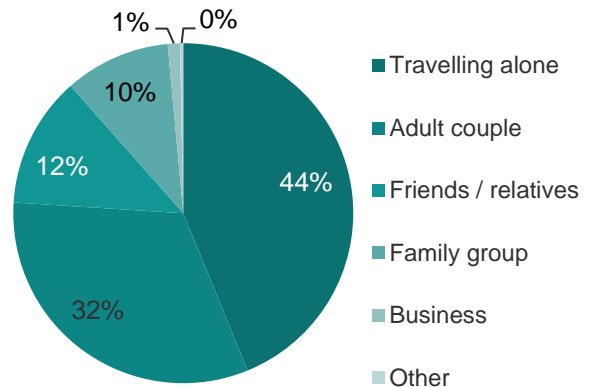
Age



Purpose of Visit*



Travel Party



TRIP INFORMATION

OVERNIGHT VISITORS TRAVELLING IN/TO AUSTRALIA'S CORAL COAST

BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

Top Five International Markets to ACC

Please note: Base for % is from total estimated International visitor numbers to Australia's Coral Coast.

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
United Kingdom	13,600	17%
Germany	11,400	14%
USA	7,000	9%
New Zealand	5,100	6%
Switzerland	4,400	6%

Top Three Accommodation Choices in ACC

Please note:

- Accommodation is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to Australia's Coral Coast.

	YE Dec 2015/16/17 %
Estimated Intrastate Visitors	
Friends or relatives property	25%
Caravan park or commercial camping ground	21%
Hotel/resort/motel or motor Inn	18%
Estimated Interstate Visitors	
Hotel/resort/motel or motor Inn	36%
Friends or relatives property	21%
Caravan park or commercial camping ground	20%
Estimated International Visitors	
Hotel/resort/motel or motor Inn	32%
Caravan park or commercial camping ground	31%
Caravan or camping - non commercial	17%

Top Five Leisure Activities during Trip

Please note:

- Leisure Activities is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to Australia's Coral Coast.
- International visitors may have undertaken the activity in the region or elsewhere in Australia.

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
Estimated Intrastate Visitors		
Go to the beach	497,500	49%
Eat out / dine at a restaurant and/or cafe	485,600	48%
Visit friends & relatives	305,300	30%
Sightseeing/looking around	276,900	27%
Fishing	264,200	26%
Estimated Interstate Visitors		
Eat out / dine at a restaurant and/or cafe	36,200	54%
Go to the beach	34,100	51%
Sightseeing/looking around	31,500	47%
Snorkelling	14,600	22%
Go whale or dolphin watching	13,400	20%
Estimated International Visitors		
Eat out / dine at a restaurant and/or cafe	73,300	92%
Go to the beach	69,800	88%
Sightseeing/looking around	65,800	83%
Visit national parks / state parks	65,400	82%
Go shopping for pleasure	59,600	75%

Top Five Local Government Areas (LGAs) Visited

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
Estimated Intrastate Visitors		
City of Greater Geraldton	296,800	29%
Shire of Gingin	175,800	17%
Shire of Dandaragan	145,000	14%
Shire of Carnarvon	134,700	13%
Shire of Northampton	115,400	11%
Estimated Interstate Visitors		
City of Greater Geraldton	29,600	44%
Shire of Exmouth	24,500	36%
Shire of Northampton	23,800	35%
Shire of Shark Bay	22,400	33%
Shire of Carnarvon	18,000	27%
Estimated International Visitors		
Shire of Shark Bay	32,200	41%
City of Greater Geraldton	31,800	40%
Shire of Northampton	30,900	39%
Shire of Exmouth	28,900	36%
Shire of Carnarvon	27,000	34%

DEFINITIONS

‘Domestic Visitors’ (Intrastate and Interstate)

Australian residents aged 15 years and over who spent at least one night away from home in Western Australia

‘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.

‘Day Trip’

Day trips or same day visitors are those who travel for a round trip distance of at least 50km, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Only intrastate daytrips (i.e. daytrips by Western Australian residents) are captured.

For information about the methodology of these surveys, please see the Tourism Research Australia website: www.tra.gov.au