



# AUSTRALIA'S GOLDEN OUTBACK 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 Golden Outback Visitor Sample Size

YE Dec 2015/16/17	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	1,253	±6.4%	±9.4%
Interstate Visitors	180	±18.0%	±19.6%
International Visitors	1,053	±8.3%	±18.8%

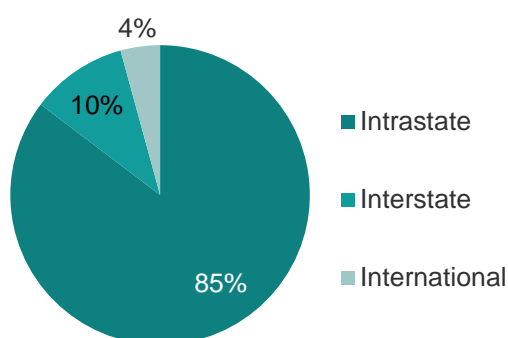
Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50% (highlighted in red).

# AUSTRALIA'S GOLDEN OUTBACK

## OVERNIGHT VISITOR SUMMARY

	YE Dec 2016	YE Dec 2017	% Change YE Dec 2017 – YE Dec 2016	3 Year AAGR*
<b>Total</b>				
Visitors	1,191,400	1,085,000	-8.9%	-2.5%
Nights	5,768,400	5,294,600	-8.2%	-5.5%
<b>Domestic Total</b>				
Visitors	1,133,500	1,043,800	-7.9%	-2.4%
Nights	4,867,700	4,803,000	-1.3%	-3.1%
<b>Intrastate</b>				
Visitors	987,800	963,400	-2.5%	-0.1%
Nights	3,996,000	3,946,000	-1.2%	-1.6%
<b>Interstate</b>				
Visitors	145,700	80,400	-44.8%	-21.4%
Nights	871,700	857,000	-1.7%	-9.0%
<b>International</b>				
Visitors	57,900	41,200	-28.9%	-5.9%
Nights	900,700	491,600	-45.4%	-22.6%

Source of Visitors



Average Length of Stay  
(Estimated nights)

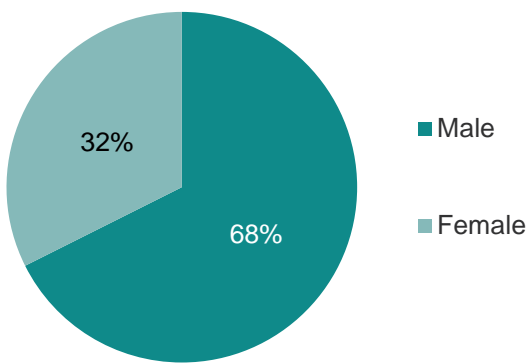
	YE Dec 2015/16/17
Intrastate	4.1
Interstate	7.8
International	15.2
<b>Total</b>	<b>5.0</b>

# INTRASTATE VISITOR SUMMARY

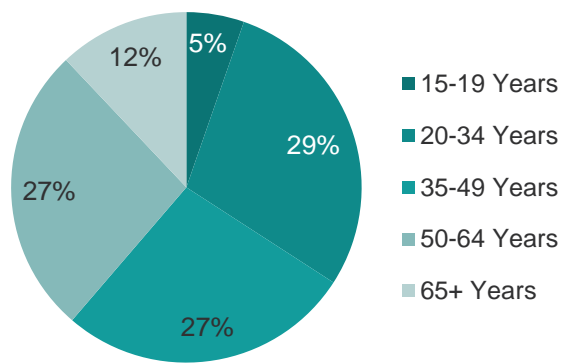
## WESTERN AUSTRALIANS TRAVELLING TO / WITHIN AUSTRALIA'S GOLDEN OUTBACK

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

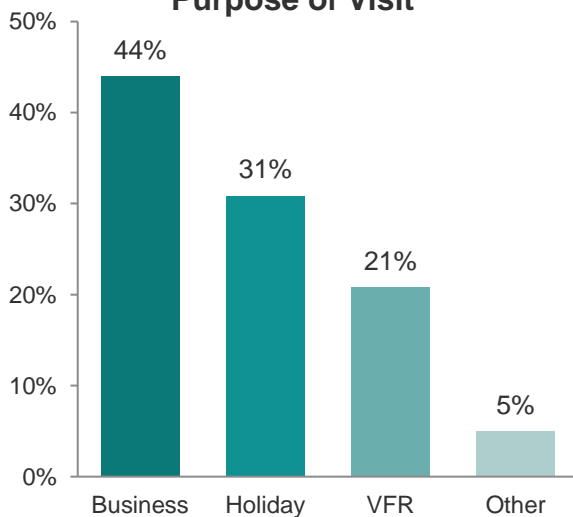
**Gender**



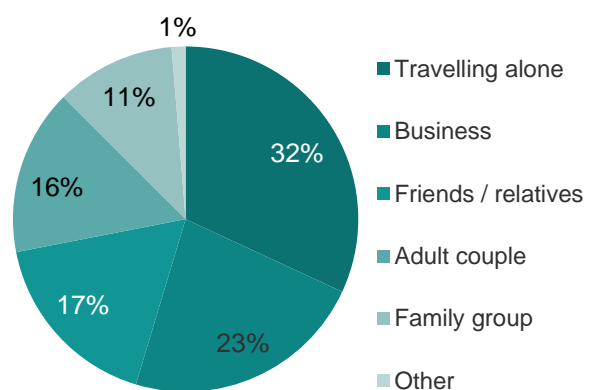
**Age**



**Purpose of Visit\***



**Travel Party**



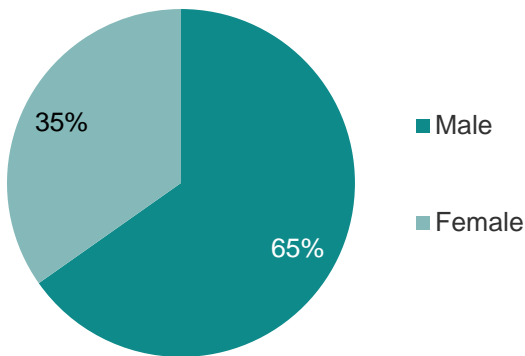
# INTERSTATE VISITOR SUMMARY

## OTHER AUSTRALIANS TRAVELLING TO AUSTRALIA'S GOLDEN OUTBACK

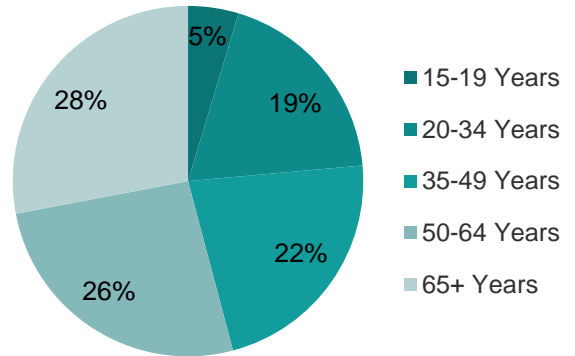
BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

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

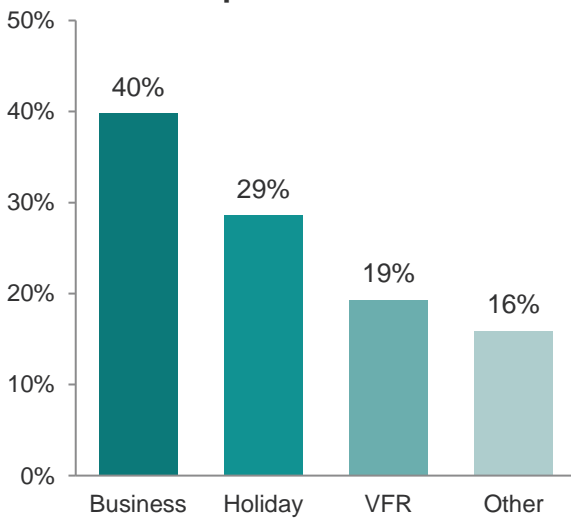
**Gender**



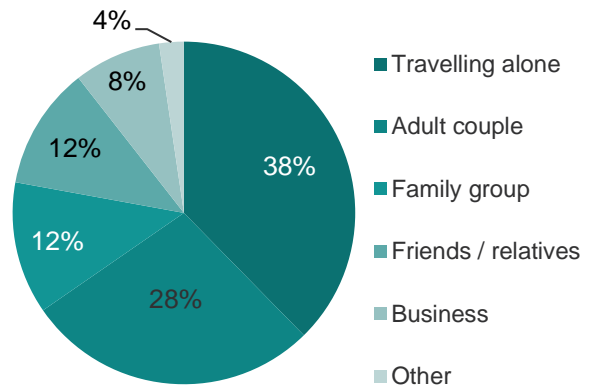
**Age**



**Purpose of Visit\***



**Travel Party**

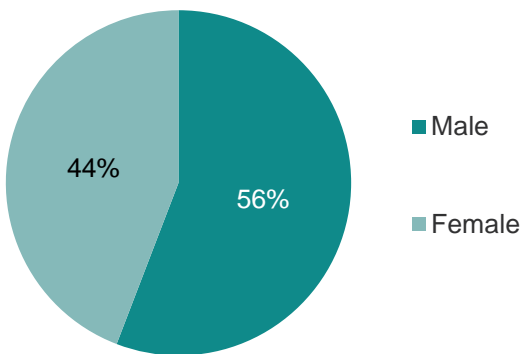


# INTERNATIONAL VISITOR SUMMARY

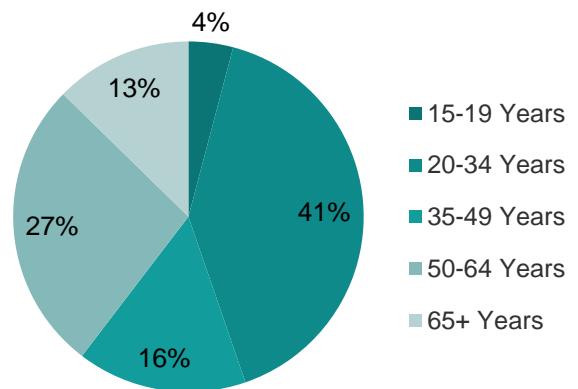
## INTERNATIONAL VISITORS TRAVELLING TO AUSTRALIA'S GOLDEN OUTBACK

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

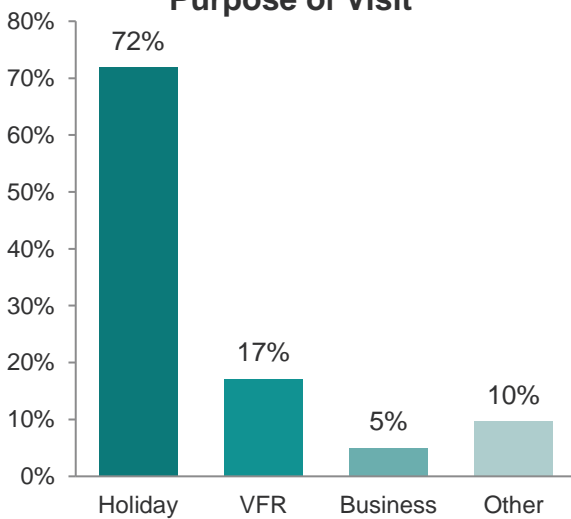
**Gender**



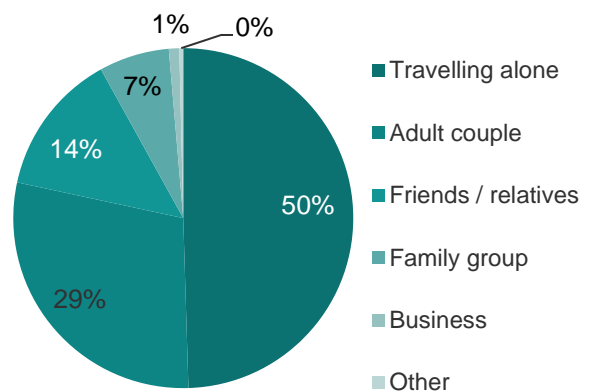
**Age**



**Purpose of Visit\***



**Travel Party**



# TRIP INFORMATION

## OVERNIGHT VISITORS TRAVELLING IN/TO AUSTRALIA'S GOLDEN OUTBACK

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

### Top Five International Markets to AGO

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

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
United Kingdom	8,800	18%
New Zealand	6,700	14%
Germany	5,800	12%
France	3,000	6%
USA	2,400	5%

### Top Three Accommodation Choices in AGO

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 Golden Outback.

	YE Dec 2015/16/17 %
<b>Estimated Intrastate Visitors</b>	
Friends or relatives property	24%
Hotel/resort/motel or motor Inn	22%
Caravan or camping - non commercial	19%
<b>Estimated Interstate Visitors</b>	
Hotel/resort/motel or motor Inn	33%
Caravan park or commercial camping ground	16%
Friends or relatives property	16%
<b>Estimated International Visitors</b>	
Hotel/resort/motel or motor Inn	25%
Caravan park or commercial camping ground	23%
Friends or relatives property	19%

## 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 Golden Outback.
- 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 %
<b>Estimated Intrastate Visitors</b>		
Eat out / dine at a restaurant and/or cafe	363,300	37%
Visit friends & relatives	245,500	25%
Pubs, clubs, discos etc	188,000	19%
Sightseeing/looking around	171,200	18%
Go to the beach	135,600	14%
<b>Estimated Interstate Visitors</b>		
Eat out / dine at a restaurant and/or cafe	50,800	43%
Sightseeing/looking around	29,500	25%
Pubs, clubs, discos etc	20,700	17%
Go to the beach	17,300	15%
Bushwalking / rainforest walks	17,000	14%
<b>Estimated International Visitors</b>		
Eat out / dine at a restaurant and/or cafe	44,400	92%
Sightseeing/looking around	38,500	79%
Go to the beach	37,000	76%
Go shopping for pleasure	35,900	74%
Visit national parks / state parks	35,900	74%



### Top Five Local Government Areas (LGAs) Visited

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
<b>Estimated Intrastate Visitors</b>		
Shire of Esperance	163,300	17%
City of Kalgoorlie/Boulder	137,400	14%
Shire of Leonora	91,100	9%
Shire of Ravensthorpe	56,300	6%
Shire of Coolgardie	50,400	5%
<b>Estimated Interstate Visitors</b>		
City of Kalgoorlie/Boulder	46,800	39%
Shire of Esperance	32,600	27%
Shire of Dundas	32,200	27%
Shire of Yilgarn	11,400	10%
Shire of Kondinin	10,200	9%
<b>Estimated International Visitors</b>		
Shire of Esperance	21,300	44%
City of Kalgoorlie/Boulder	12,100	25%
Shire of Kondinin	8,000	16%
Shire of Dundas	6,200	13%
Shire of Ravensthorpe	2,900	6%

# 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](http://www.tra.gov.au)