



AUSTRALIA'S NORTH WEST 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 North West Visitor Sample Size

YE Dec 2015/16/17	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	1,066	±6.4%	±7.2%
Interstate Visitors	368	±13.1%	±11.0%
International Visitors	1,435	±6.9%	±13.2%

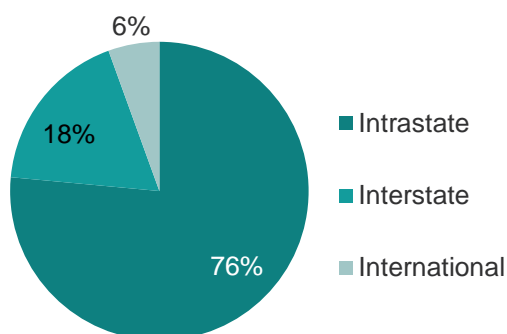
Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50% (highlighted in red).

AUSTRALIA'S NORTH WEST

OVERNIGHT VISITOR SUMMARY

	YE Dec 2016	YE Dec 2017	% Change YE Dec 2017 – YE Dec 2016	3 Year AAGR*
Total				
Visitors	1,308,900	1,234,100	-5.7%	-1.1%
Nights	11,820,400	10,713,400	-9.4%	-5.8%
Domestic Total				
Visitors	1,236,500	1,172,500	-5.2%	-0.5%
Nights	10,079,100	9,341,400	-7.3%	-4.7%
Intrastate				
Visitors	991,800	973,300	-1.9%	1.5%
Nights	6,948,900	6,629,100	-4.6%	-4.6%
Interstate				
Visitors	244,700	199,200	-18.6%	-9.0%
Nights	3,130,200	2,712,300	-13.4%	-5.2%
International				
Visitors	72,400	61,600	-14.9%	-10.3%
Nights	1,741,300	1,372,000	-21.2%	-12.2%

Source of Visitors



Average Length of Stay
(Estimated nights)

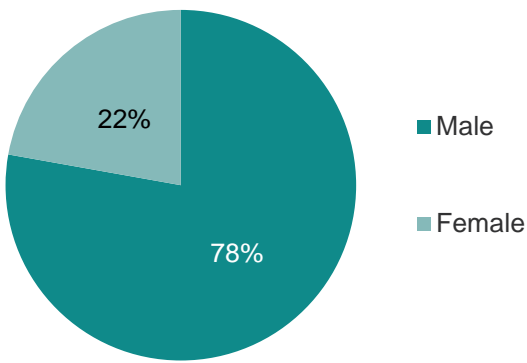
	YE Dec 2015/16/17
Intrastate	7.2
Interstate	12.9
International	23.2
Total	9.1

INTRASTATE VISITOR SUMMARY

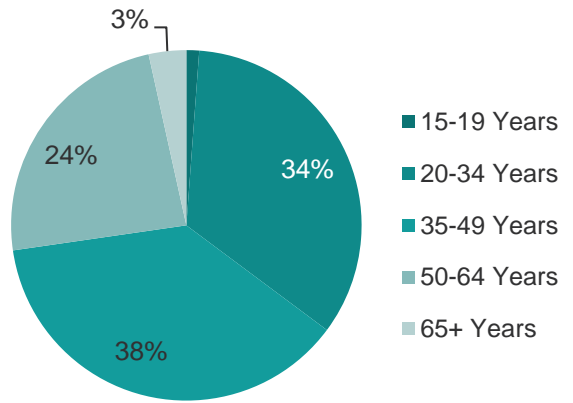
WESTERN AUSTRALIANS TRAVELLING TO / WITHIN AUSTRALIA'S NORTH WEST

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

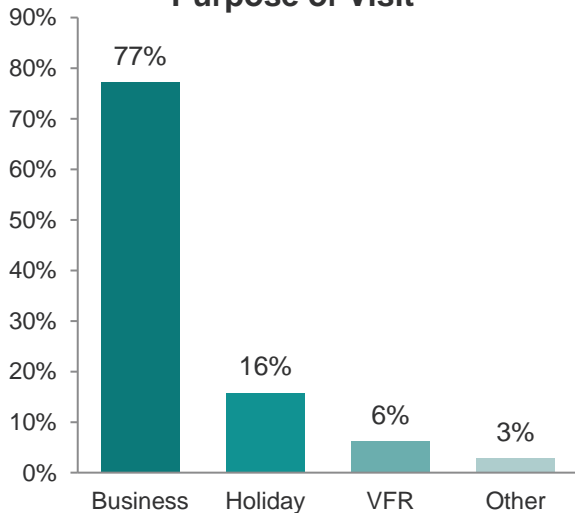
Gender



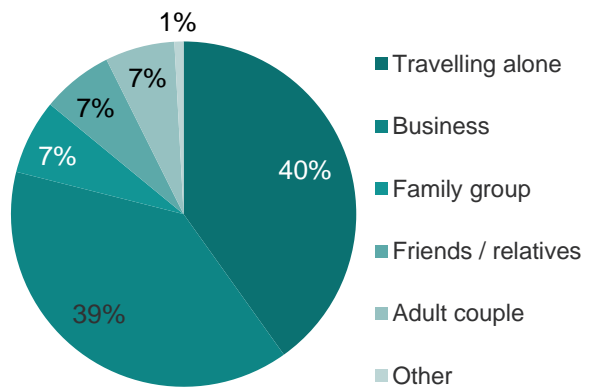
Age



Purpose of Visit*



Travel Party



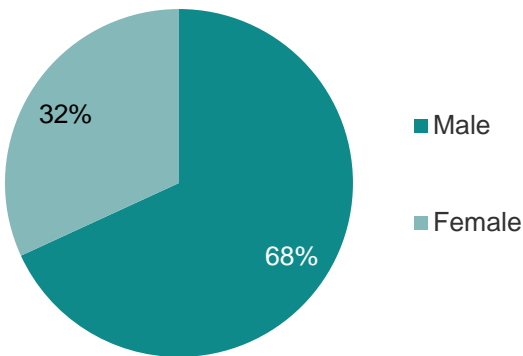
INTERSTATE VISITOR SUMMARY

OTHER AUSTRALIANS TRAVELLING TO AUSTRALIA'S NORTH WEST

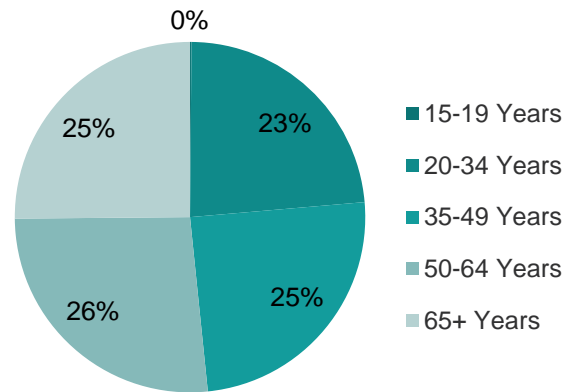
BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

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

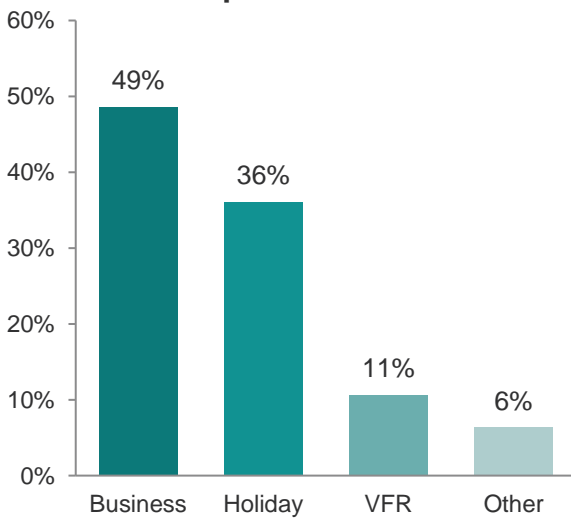
Gender



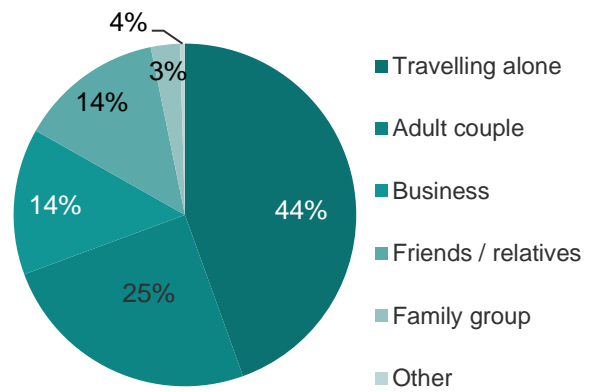
Age



Purpose of Visit*



Travel Party

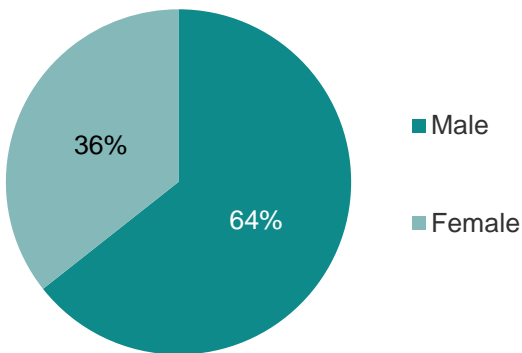


INTERNATIONAL VISITOR SUMMARY

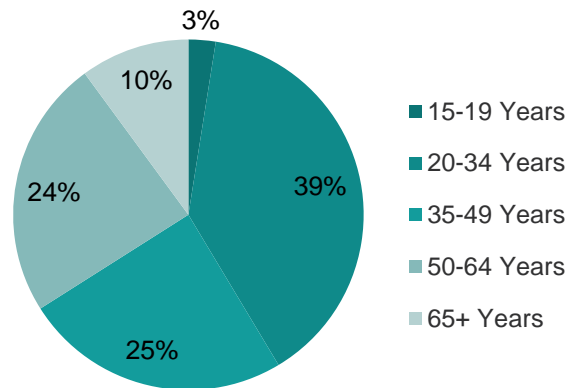
INTERNATIONAL VISITORS TRAVELLING TO AUSTRALIA'S NORTH WEST

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

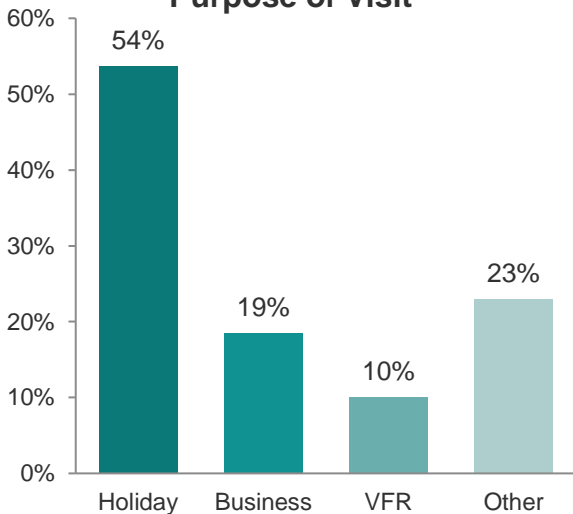
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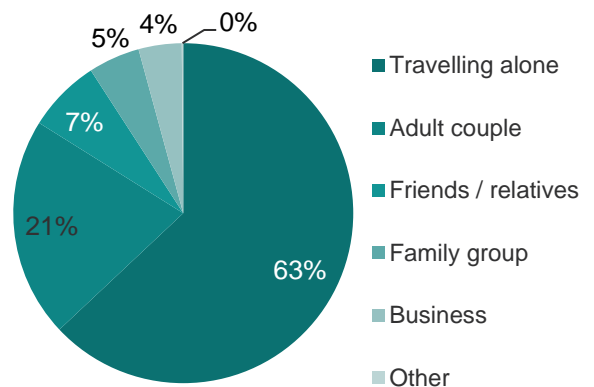
Age



Purpose of Visit*



Travel Party



TRIP INFORMATION

OVERNIGHT VISITORS TRAVELLING IN/TO AUSTRALIA'S NORTH WEST

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

Top Five International Markets to ANW

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

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
USA	11,200	16%
New Zealand	10,500	15%
Germany	8,700	12%
United Kingdom	8,200	12%
France	3,900	6%

Top Three Accommodation Choices in ANW

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 North West.

	YE Dec 2015/16/17 %
Estimated Intrastate Visitors	
Other Accommodation	45%
Hotel/resort/motel or motor Inn	23%
Other Private Accommodation	11%
Estimated Interstate Visitors	
Hotel/resort/motel or motor Inn	37%
Other Accommodation	30%
Caravan or camping - non commercial	12%
Estimated International Visitors	
Hotel/resort/motel or motor Inn	28%
Other Private Accommodation	23%
Caravan park or commercial camping ground	22%

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 NORTH WEST.
- 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		
Eat out / dine at a restaurant and/or cafe	261,900	27%
Pubs, clubs, discos etc	179,900	19%
Exercise, gym or swimming	120,200	12%
Go to the beach	115,400	12%
Sightseeing/looking around	109,200	11%
Estimated Interstate Visitors		
Eat out / dine at a restaurant and/or cafe	99,300	44%
Sightseeing/looking around	68,100	30%
Pubs, clubs, discos etc	50,500	22%
Go to the beach	47,800	21%
Bushwalking / rainforest walks	47,800	21%
Estimated International Visitors		
Eat out / dine at a restaurant and/or cafe	58,800	84%
Go to the beach	45,200	64%
Sightseeing/looking around	44,900	64%
Go shopping for pleasure	42,000	60%
Visit national parks / state parks	40,200	57%

Top Five Local Government Areas (LGAs) Visited

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
Estimated Intrastate Visitors		
Shire of East Pilbara	265,800	27%
Shire of Ashburton	257,400	27%
City of Karratha	157,300	16%
Shire of Broome	144,900	15%
Town of Port Hedland	132,300	14%
Estimated Interstate Visitors		
Shire of Broome	89,300	39%
Shire of Wyndham-East Kimberley	57,400	25%
Shire of Ashburton	42,200	19%
Shire of Derby-West Kimberley	34,100	15%
City of Karratha	33,600	15%
Estimated International Visitors		
Shire of Broome	34,600	49%
Shire of Ashburton	25,100	36%
City of Karratha	15,200	22%
Town of Port Hedland	14,700	21%
Shire of Wyndham-East Kimberley	13,200	19%

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