



# AUSTRALIA'S SOUTH 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 South West Visitor Sample Size

YE Dec 2015/16/17	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	3,484	±3.8%	±6.5%
Interstate Visitors	259	±14.2%	±18.2%
International Visitors	3,214	±4.6%	±11.3%

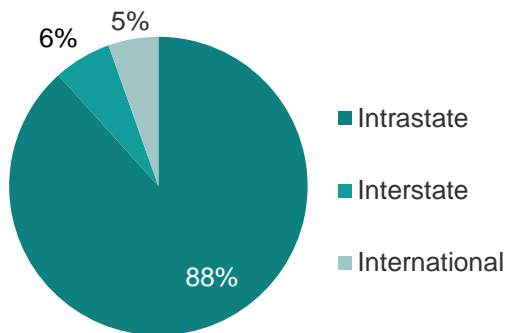
Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50% (highlighted in red).

# AUSTRALIA'S SOUTH WEST

## OVERNIGHT VISITOR SUMMARY

	YE Dec 2016	YE Dec 2017	% Change YE Dec 2017 – YE Dec 2016	3 Year AAGR*
<b>Total</b>				
Visitors	3,086,400	3,128,400	1.4%	1.1%
Nights	12,411,200	11,797,000	-4.9%	0.5%
<b>Domestic Total</b>				
Visitors	2,902,800	2,968,400	2.3%	1.2%
Nights	10,027,000	9,571,000	-4.5%	1.0%
<b>Intrastate</b>				
Visitors	2,690,700	2,808,100	4.4%	2.1%
Nights	8,892,600	8,549,000	-3.9%	1.4%
<b>Interstate</b>				
Visitors	212,100	160,300	-24.4%	-12.4%
Nights	1,134,400	1,022,000	-9.9%	-1.5%
<b>International</b>				
Visitors	183,600	160,000	-12.8%	0.2%
Nights	2,384,200	2,225,900	-6.6%	-1.8%

Source of Visitors



Average Length of Stay  
(Estimated nights)

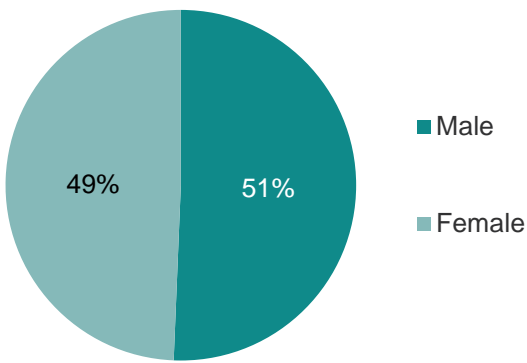
	YE Dec 2015/16/17
Intrastate	3.1
Interstate	5.5
International	13.8
<b>Total</b>	<b>3.9</b>

# INTRASTATE VISITOR SUMMARY

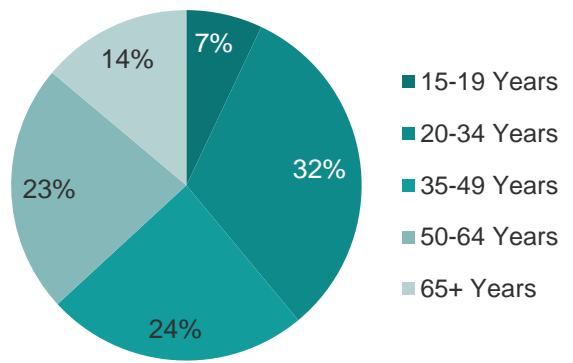
## WESTERN AUSTRALIANS TRAVELLING TO / WITHIN AUSTRALIA'S SOUTH WEST

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

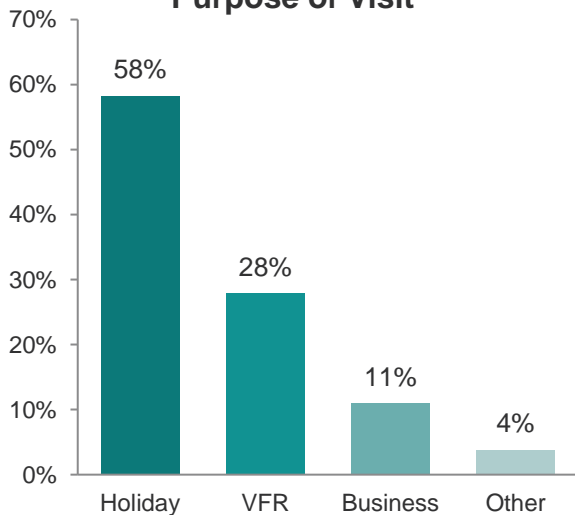
**Gender**



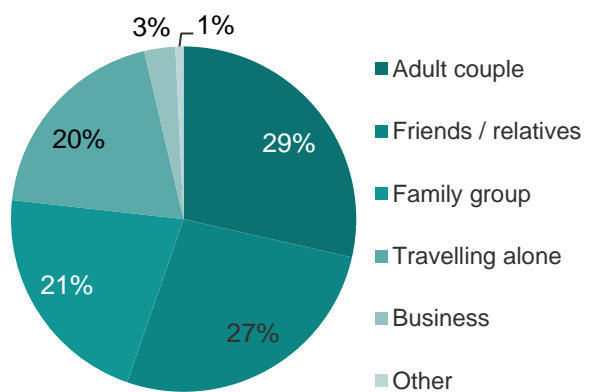
**Age**



**Purpose of Visit\***



**Travel Party**



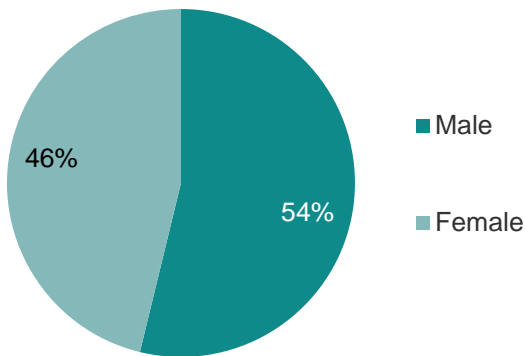
# INTERSTATE VISITOR SUMMARY

## OTHER AUSTRALIANS TRAVELLING TO AUSTRALIA'S SOUTH WEST

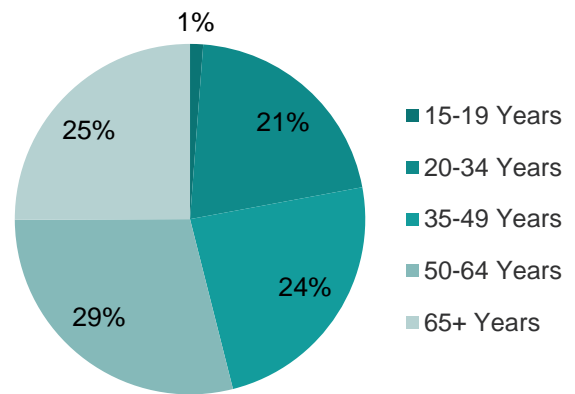
BASED ON VISITOR NUMBERS – ANNUAL AVERAGE OF 2015, 2016 & 2017

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

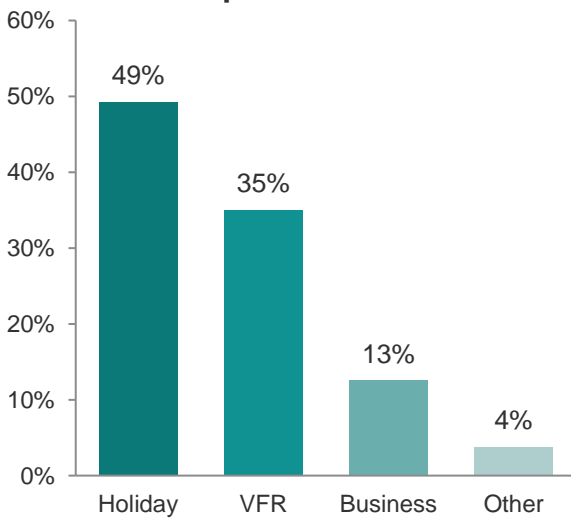
**Gender**



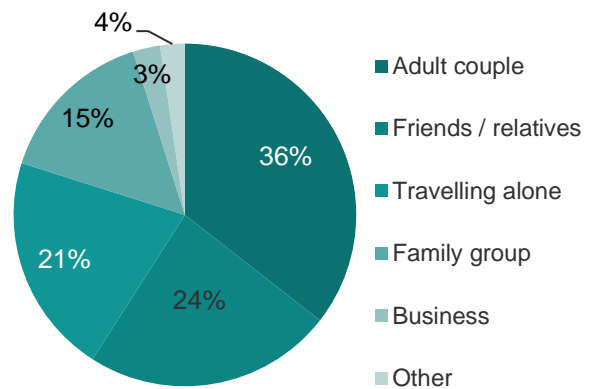
**Age**



**Purpose of Visit\***



**Travel Party**

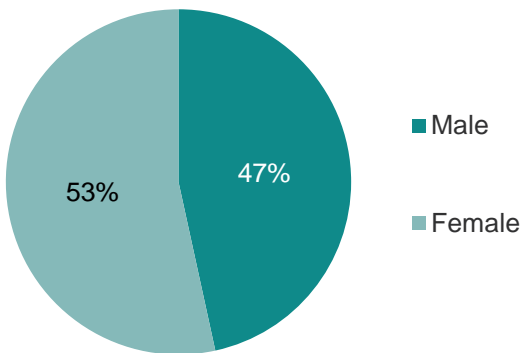


# INTERNATIONAL VISITOR SUMMARY

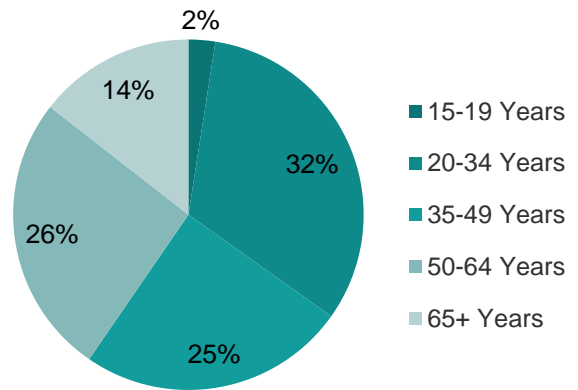
## INTERNATIONAL VISITORS TRAVELLING TO AUSTRALIA'S SOUTH WEST

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

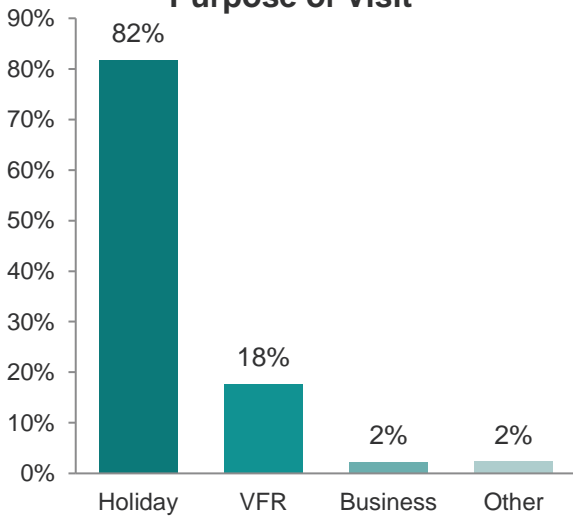
**Gender**



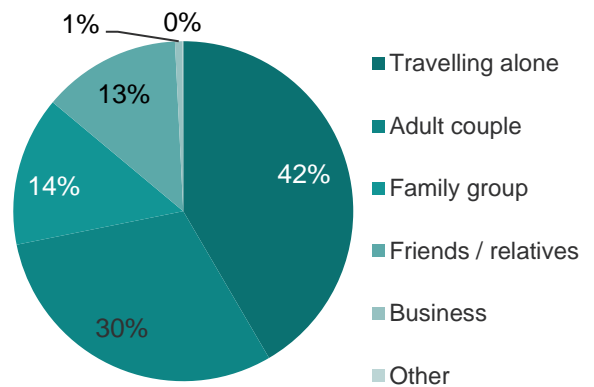
**Age**



**Purpose of Visit\***



**Travel Party**



# TRIP INFORMATION

## OVERNIGHT VISITORS TRAVELLING IN/TO AUSTRALIA'S SOUTH WEST

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

### Top Five International Markets to ASW

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

	YE Dec 2015/16/17 Average Annual Visitors	YE Dec 2015/16/17 %
United Kingdom	32,900	20%
Singapore	26,500	16%
Malaysia	14,200	8%
USA	13,300	8%
New Zealand	11,300	7%

### Top Three Accommodation Choices in ASW

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 South West.

	YE Dec 2015/16/17 %
<b>Estimated Intrastate Visitors</b>	
Friends or relatives property	35%
Hotel/resort/motel or motor Inn	19%
Caravan park or commercial camping ground	13%
<b>Estimated Interstate Visitors</b>	
Hotel/resort/motel or motor Inn	45%
Friends or relatives property	28%
Rented house/apartment/flat or unit	15%
<b>Estimated International Visitors</b>	
Hotel/resort/motel or motor Inn	36%
Rented house/apartment/flat or unit	21%
Friends or relatives property	20%

## 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 South 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 %
<b>Estimated Intrastate Visitors</b>		
Eat out / dine at a restaurant and/or cafe	1,680,400	62%
Go to the beach	1,083,900	40%
Visit friends & relatives	1,081,500	40%
Sightseeing/looking around	815,600	30%
Visit wineries	619,100	23%
<b>Estimated Interstate Visitors</b>		
Eat out / dine at a restaurant and/or cafe	140,900	73%
Visit wineries	92,900	48%
Go to the beach	90,600	47%
Sightseeing/looking around	84,100	43%
Go shopping for pleasure	56,600	29%
<b>Estimated International Visitors</b>		
Eat out / dine at a restaurant and/or cafe	156,700	93%
Go to the beach	142,600	85%
Sightseeing/looking around	137,800	82%
Go shopping for pleasure	128,800	77%
Visit national parks / state parks	118,100	70%



### 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>		
City of Busselton	782,300	29%
Shire of Augusta-Margaret River	528,600	19%
City of Bunbury	385,600	14%
City of Albany	363,000	13%
Shire of Manjimup	169,700	6%
<b>Estimated Interstate Visitors</b>		
Shire of Augusta-Margaret River	82,700	43%
City of Busselton	63,900	33%
City of Albany	46,900	24%
City of Bunbury	27,100	14%
Shire of Manjimup	20,200	10%
<b>Estimated International Visitors</b>		
Shire of Augusta-Margaret River	90,400	54%
City of Busselton	46,400	28%
City of Albany	45,900	27%
City of Bunbury	21,500	13%
Shire of Manjimup	20,300	12%

# 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)