



## AUSTRALIA'S CORAL COAST

Overnight Visitor Fact Sheet  
Years Ending December 2011/12/13

**Unless otherwise stated, all data is sourced from Tourism Research  
Australia's National and International Visitor Surveys.**

The estimates of visitor number and nights in this fact sheet are based on information obtained from the National and International Visitor Surveys - 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.

A basic assumption is that the bigger the sample (i.e. the more visitors that were interviewed) the more reliable the result. Conversely, results based on small sample sizes are less reliable. This means that smaller estimates, especially at regional levels, are less reliable than the larger estimates at State level. Combining the estimates for a number of years and working with average figures is often a better way of understanding visitation to a region. One should be careful of making direct year on year comparisons based on estimates from small survey samples.

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, data from local councils etc. In those circumstances where Tourism WA has relevant information over and above the National and International Visitor Surveys, the information would be included in this fact sheet. Details of all information sources are at the end of this document.

Interstate estimates are based on smaller sample sizes than either the intrastate or international measures, and can fluctuate significantly. Due to this variability other statistics such as Perth Airport statistics are often used for comparison purposes. It is Tourism WA's view that the likely visitation levels fall somewhere between the Perth Airport and NVS figures.

**Please Note: Unless otherwise stated, this fact sheet is based on three year annual averages to improve the reliability of the data. Data from three years ending December 2011, 2012 and 2013 are combined and divided by three to produce an annual average.**

**Totals may not add up due to rounding and the calculation of the annual average.**

**AUSTRALIA'S CORAL COAST VISITOR SAMPLE SIZE BASED ON  
TOURISM RESEARCH AUSTRALIA'S NATIONAL AND INTERNATIONAL  
VISITOR SURVEYS**

YE Dec 2011/12/13	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	1,156	±10.2%	±14.3%
Interstate Visitors	100	±30.6%	±32.8%
International Visitors	1,680	±10.7%	±25.3%

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

## Visitor summary as published by Tourism Research Australia for year ending June 2013

	Spend \$ million	Visitors '000	Nights '000	Avg Stay Nights	Avg trip spend \$	Avg nightly spend \$
Domestic day	83	793	np	np	105	np
Domestic overnight	405	670	3,253	5	604	125
International	71	60	1,039	17	1,183	68

Source: Tourism Research Australia – Regional Tourism Profiles 2012/13. Australia's Coral Coast Region.

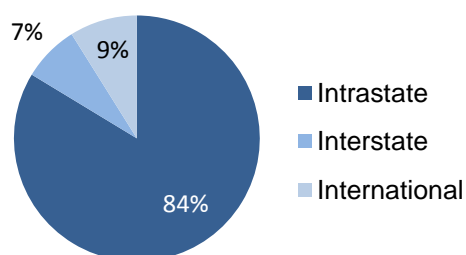
### AUSTRALIA'S CORAL COAST VISITOR SUMMARY

	YE Dec 2012	YE Dec 2013	% Change YE Dec 12 – YE Dec 13	3 Year AAGR*
<b>Total</b>				
Visitors	743,800	717,000	-3.6%	4.7%
Nights	4,554,600	4,416,900	-3.0%	8.2%
<b>Domestic Total</b>				
Visitors	685,000	655,000	-4.4%	5.6%
Nights	3,463,000	3,316,000	-4.2%	6.8%
<b>Intrastate</b>				
Visitors	628,000	606,000	-3.5%	6.3%
Nights	3,013,000	2,962,000	-1.7%	9.2%
<b>Interstate</b>				
Visitors	57,000	49,000	-14.0%	-2.0%
Nights	450,000	354,000	-21.3%	-8.5%
<b>International</b>				
Visitors	58,800	62,000	5.5%	-4.2%
Nights	1,091,600	1,100,900	0.8%	12.9%

Source: Tourism Research Australia – National Visitor Survey (Visitors aged 15+ years); International Visitor Survey (Visitors aged 15+ years) Note that visitor numbers, nights and spend are estimates based on the results of the surveys.

\*AAGR = Average Annual Growth Rate

### SOURCE OF VISITORS TO AUSTRALIA'S CORAL COAST



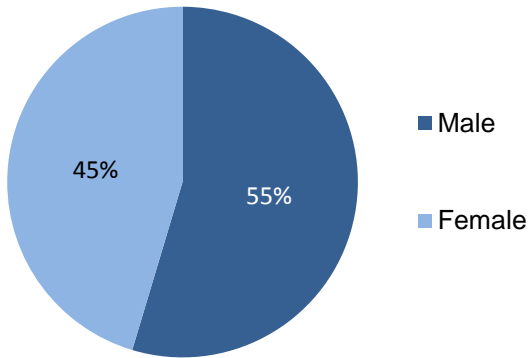
### AVERAGE LENGTH OF STAY (ESTIMATED NIGHTS)

	YE Dec 2011/12/13
Intrastate	4.8
Interstate	7.8
International	16.2
<b>Total</b>	<b>6.0</b>

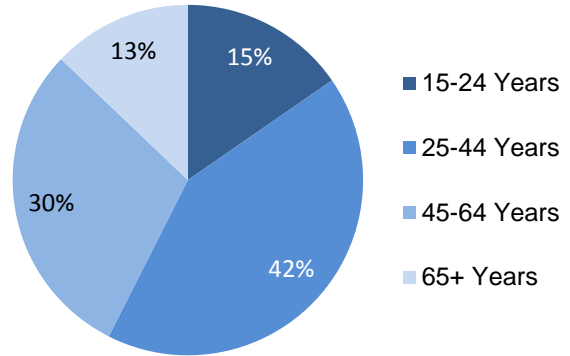
## INTRASTATE VISITOR SUMMARY WESTERN AUSTRALIANS TRAVELLING TO AUSTRALIA'S CORAL COAST

BASED ON VISITOR NUMBERS AVERAGED OVER 2011/12/13

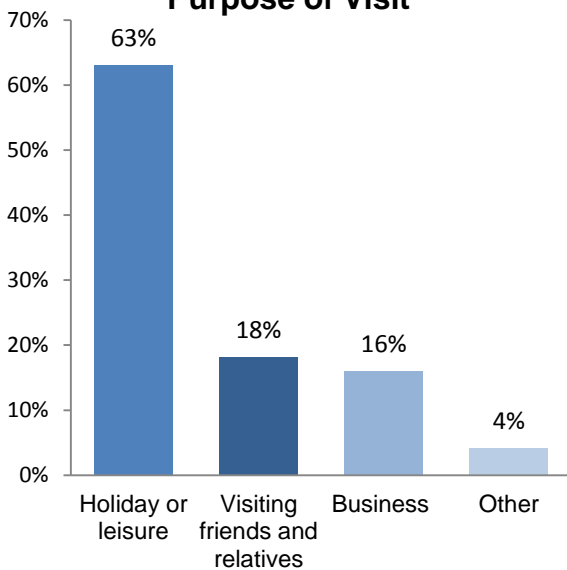
**Gender**



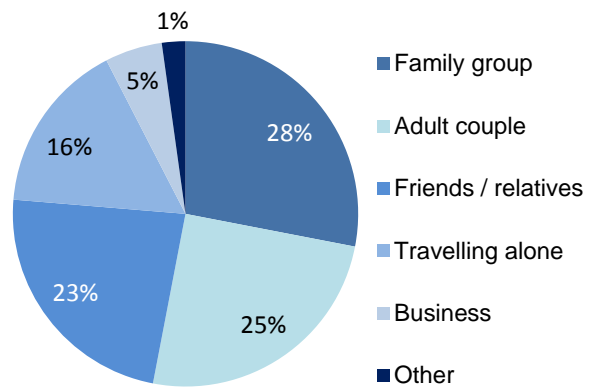
**Age Group**



**Purpose of Visit\***



**Travel Party Description**



**Please note:**

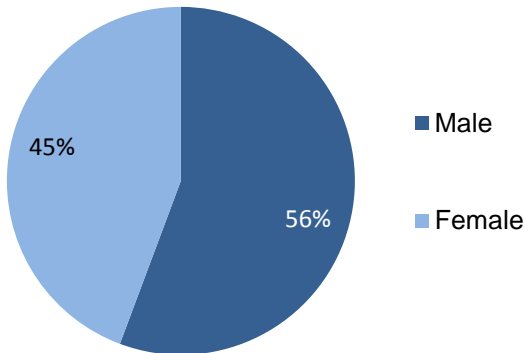
- Domestic Business Traveler includes those that have traveled for Work (as driver or transport crew); Conferences, exhibitions, conventions or trade fairs; Training and research (employed – not students); or Business or other work. This definition does not include FIFO.
- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%.

## INTERSTATE VISITOR SUMMARY OTHER AUSTRALIANS TRAVELLING TO AUSTRALIA'S CORAL COAST

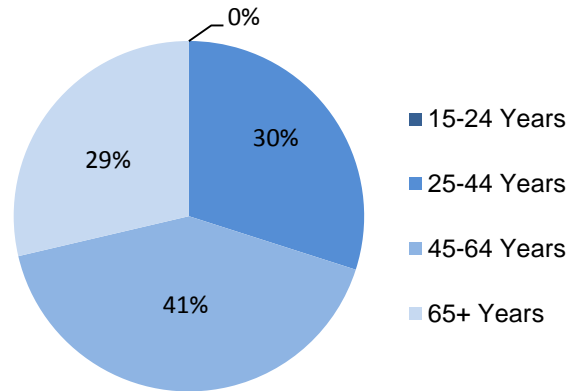
**BASED ON VISITOR NUMBERS AVERAGED OVER 2011/12/13**

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

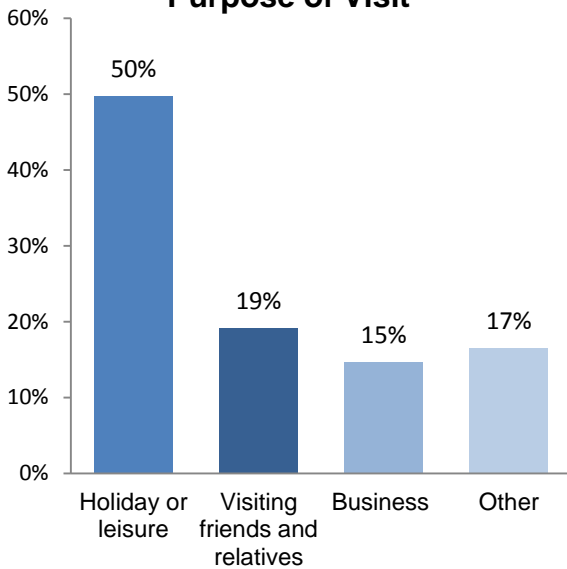
**Gender**



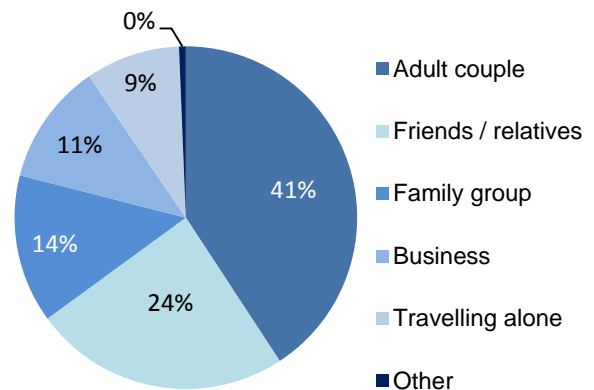
**Age Group**



**Purpose of Visit\***



**Travel Party Description**



**Please note:**

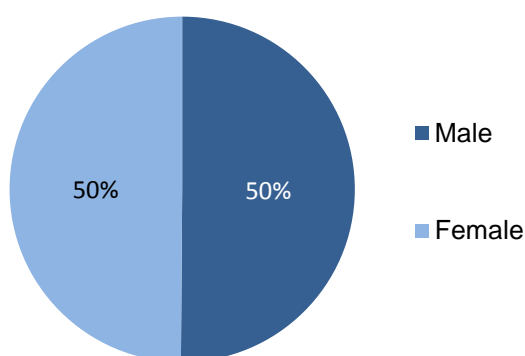
- Domestic Business Traveler includes those that have traveled for Work (as driver or transport crew); Conferences, exhibitions, conventions or trade fairs; Training and research (employed – not students); or Business or other work. This definition does not include FIFO.
- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%.

## INTERNATIONAL VISITOR SUMMARY

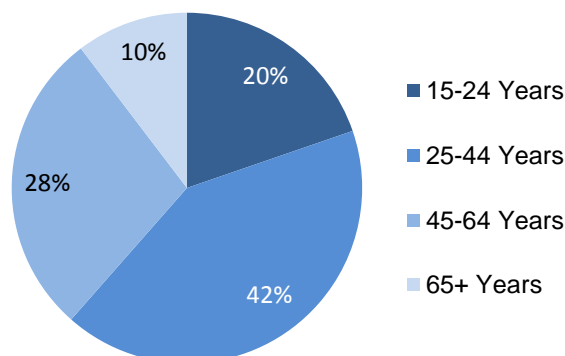
### INTERNATIONAL VISITORS TRAVELLING TO AUSTRALIA'S CORAL COAST

BASED ON VISITOR NUMBERS AVERAGED OVER 2011/12/13

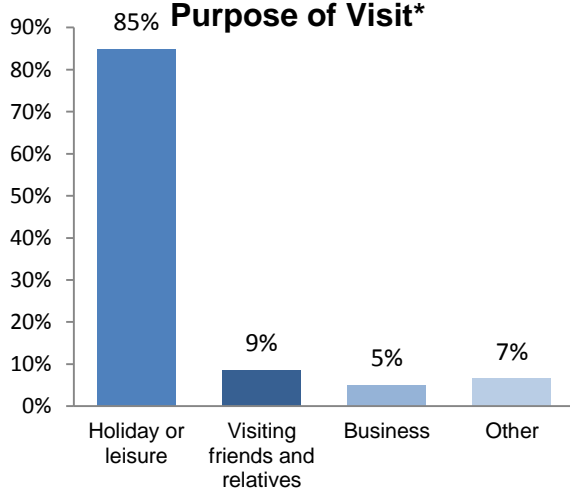
#### Gender



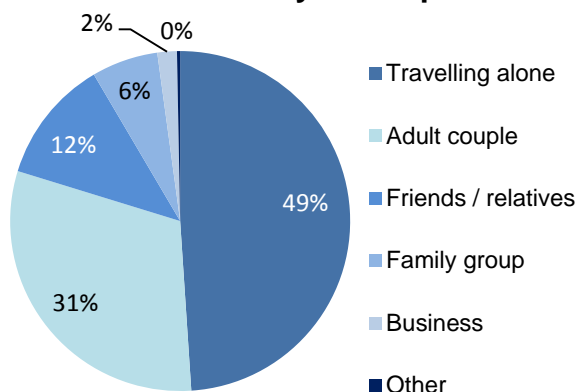
#### Age Group



#### Purpose of Visit\*



#### Travel Party Description



**Please note:**

- International Business Traveler includes those that have traveled to attend a convention, conference, seminar, trade fair, exhibition or for Business.
- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%.

### TOP FIVE INTERNATIONAL MARKETS TO AUSTRALIA'S CORAL COAST – VISITOR COUNTRY OF ORIGIN

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

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
United Kingdom	12,200	19%
Germany	10,000	16%
New Zealand	4,600	7%
USA	4,200	7%
France	4,100	6%

## TOP THREE VISITOR ACCOMMODATION IN AUSTRALIA'S CORAL COAST

**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 2011/12/13 %
<b>Estimated Intrastate Visitors</b>	
Home of friend or relative	27%
Caravan park or camping ground	23%
Hotel, resort, motel or motor inn	19%
<b>Estimated Interstate Visitors</b>	
Hotel, resort, motel or motor inn	45%
Caravan park or camping ground	18%
Home of friend or relative	13%
<b>Estimated International Visitors</b>	
Caravan or camping	43%
Hotel, resort, motel or motor inn	26%
Backpacker / hostel	20%

## TOP FIVE LEISURE ACTIVITIES

**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.

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Intrastate Visitors</b>		
Go to the beach (incl. swimming, surfing, diving)	290,700	49%
Eat out at restaurants	271,700	46%
Visit friends and relatives	198,300	34%
Go fishing	178,000	30%
General sightseeing	171,700	29%
<b>Estimated Interstate Visitors</b>		
Eat out at restaurants	26,300	50%
General sightseeing	16,300	31%
Go to the beach (incl. swimming, surfing, diving)	15,700	30%
Visit national parks / state parks	15,300	29%
Bushwalking or rainforest walks (2000 onwards)	10,700	20%
<b>Estimated International Visitors</b>		
Eat out at restaurants and/or cafés	56,500	90%
Go to the beach (incl. swimming, surfing, diving)	55,500	88%
General sightseeing	54,800	87%
Visit national parks / state parks	50,000	80%
Go shopping for pleasure	48,400	77%

\*International activities may have been undertaken anywhere in Australia.

## TOP FIVE LOCAL GOVERNMENT AREAS VISITED IN AUSTRALIA'S CORAL COAST

**Please note:**

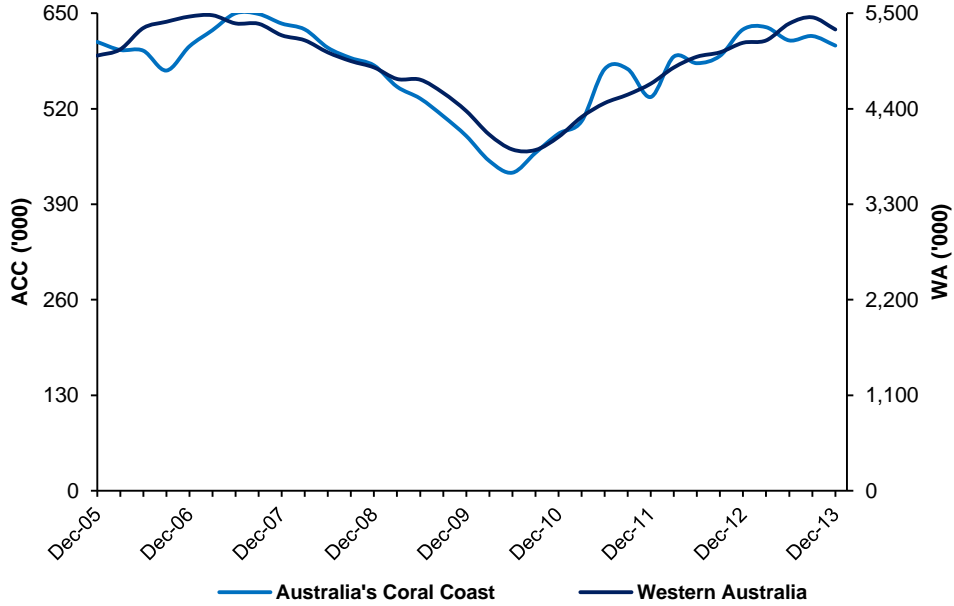
- *LGAs Visited* is a multiple response question. Totals may not add up to 100%.
- Base for % is from total estimated Intrastate, Interstate and International visitor numbers to Australia's Coral Coast.

	YE Dec 2011/12/13 Average Annual Visitors	YE Dec 2011/12/13 %
<b>Estimated Intrastate Visitors</b>		
Gingin - Dandaragan	199,700	34%
Geraldton	136,300	23%
Exmouth	122,300	21%
Northampton - Mullewa - Greenough	95,700	16%
Irwin - Morawa	85,300	14%
<b>Estimated Interstate Visitors</b>		
Exmouth	27,700	53%
Geraldton	18,700	36%
Northampton - Mullewa - Greenough	17,300	33%
Gingin - Dandaragan	16,300	31%
Irwin - Morawa	13,300	25%
<b>Estimated International Visitors</b>		
Exmouth	40,900	65%
Geraldton	25,500	41%
Northampton - Mullewa - Greenough	22,900	37%
Gingin - Dandaragan	21,000	34%
Carnarvon	12,700	20%

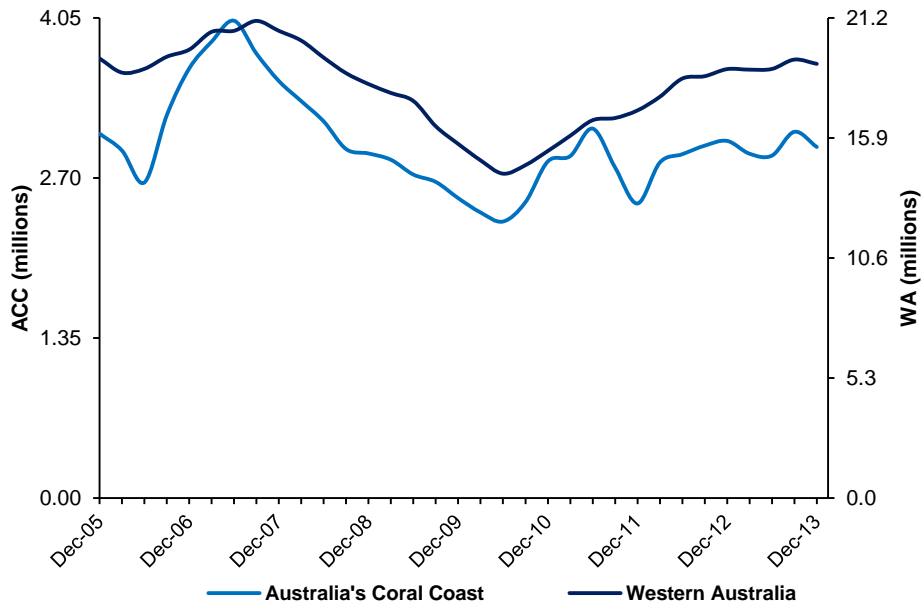


**LONG TERM TRENDS – INTRASTATE MARKET**

**Visitors to Australia's Coral Coast and Western Australia  
Year Ending Data**

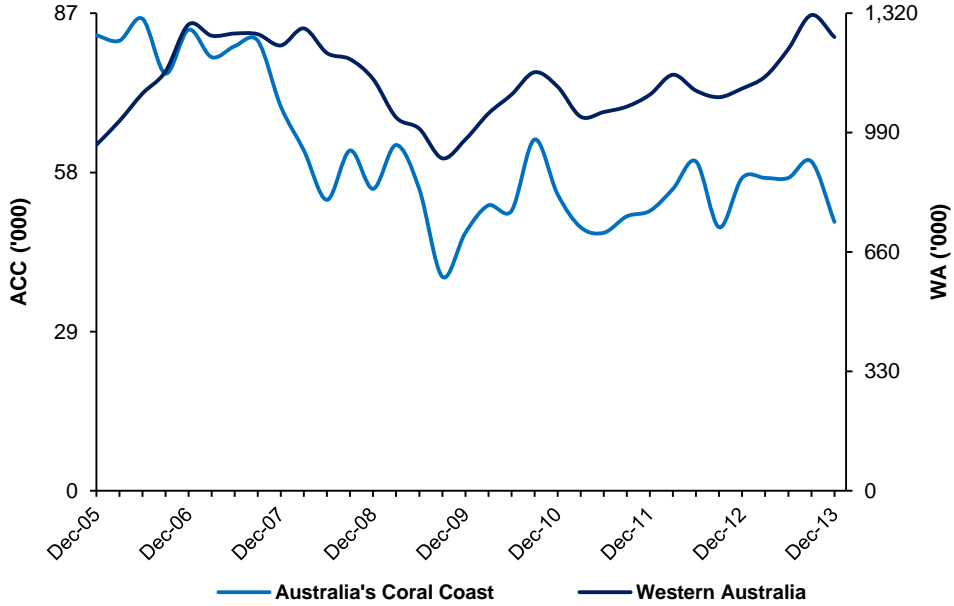


**Visitor Nights to Australia's Coral Coast and Western Australia  
Year Ending Data**

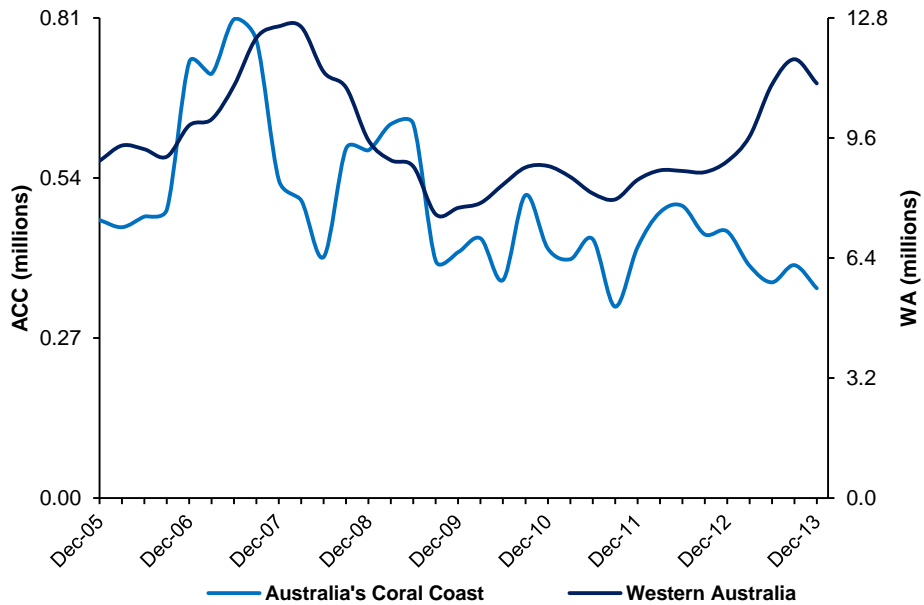


**LONG TERM TRENDS – INTERSTATE MARKET**

**Visitors to Australia's Coral Coast and Western Australia  
Year Ending Data**

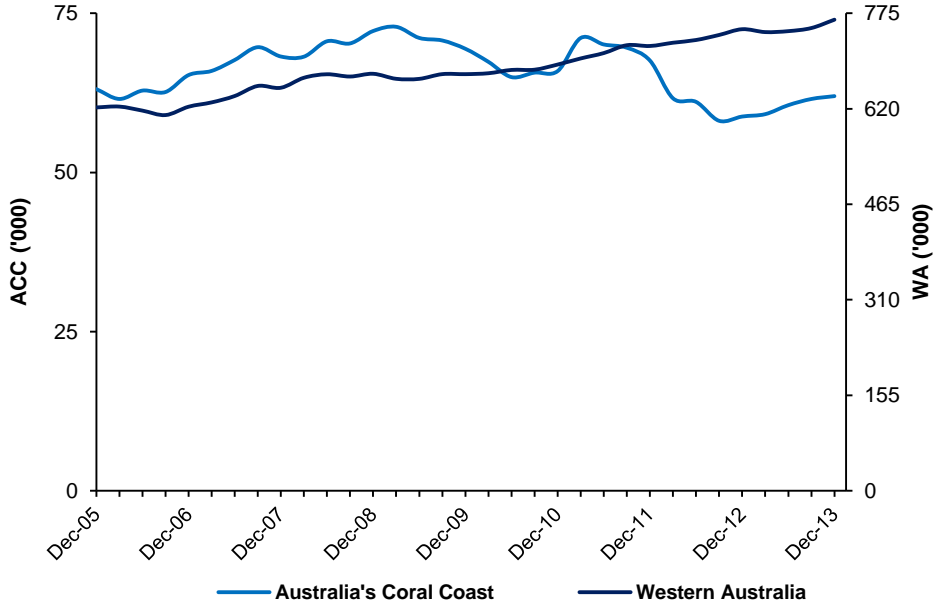


**Visitor Nights to Australia's Coral Coast and Western Australia  
Year Ending Data**

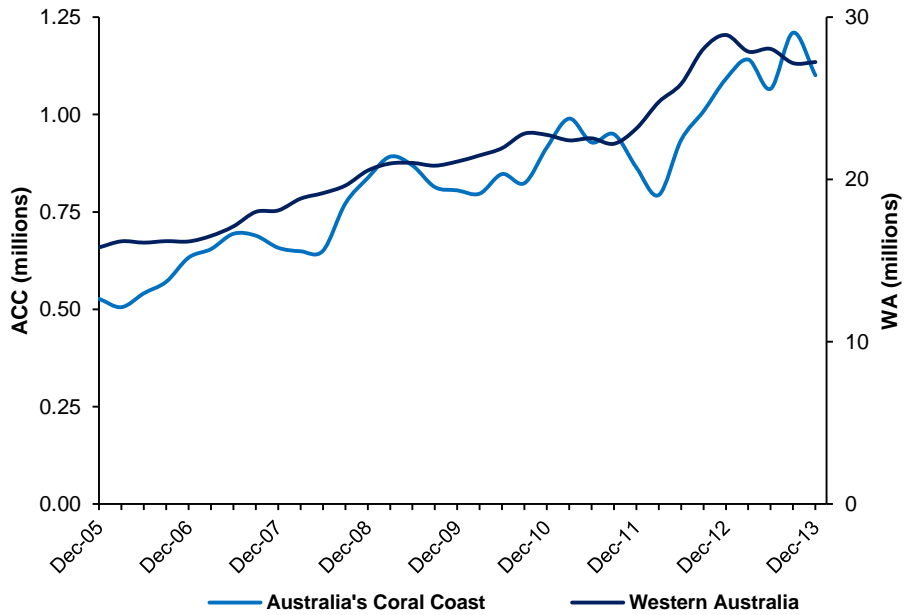


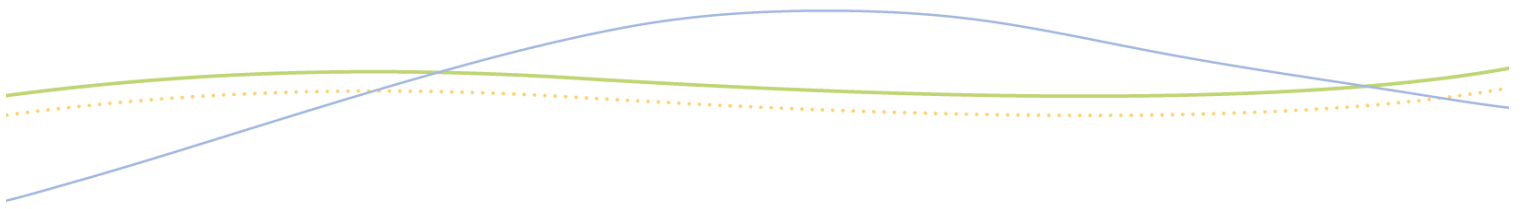
**LONG TERM TRENDS – INTERNATIONAL MARKET**

**Visitors to Australia's Coral Coast and Western Australia  
Year Ending Data**



**Visitor Nights to Australia's Coral Coast and Western Australia  
Year Ending Data**





#### Fact Sheet Sources:

- **Tourism Research Australia - National Visitor Survey YE Dec 2011/12/13**
  - Overnight Domestic Visitors Definition: Australian residents aged 15 years and over who spent at least one night away from home
- **Tourism Research Australia - International Visitor Survey YE Dec 2011/12/13**
  - Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in the region
- **Tourism Research Australia - Regional Tourism Profiles YE June 2013**