

# **Shire of Derby-West Kimberley**

## **Overnight Visitor Factsheet 2017/18/19**

Prepared by Tourism WA Strategy and Research  
June 2020



# Overnight Visitor Summary - Shire of Derby-West Kimberley

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Derby-West Kimberley Local Government Area (LGA)

Average Annual Visitors

113,000

Average Annual Nights

643,000

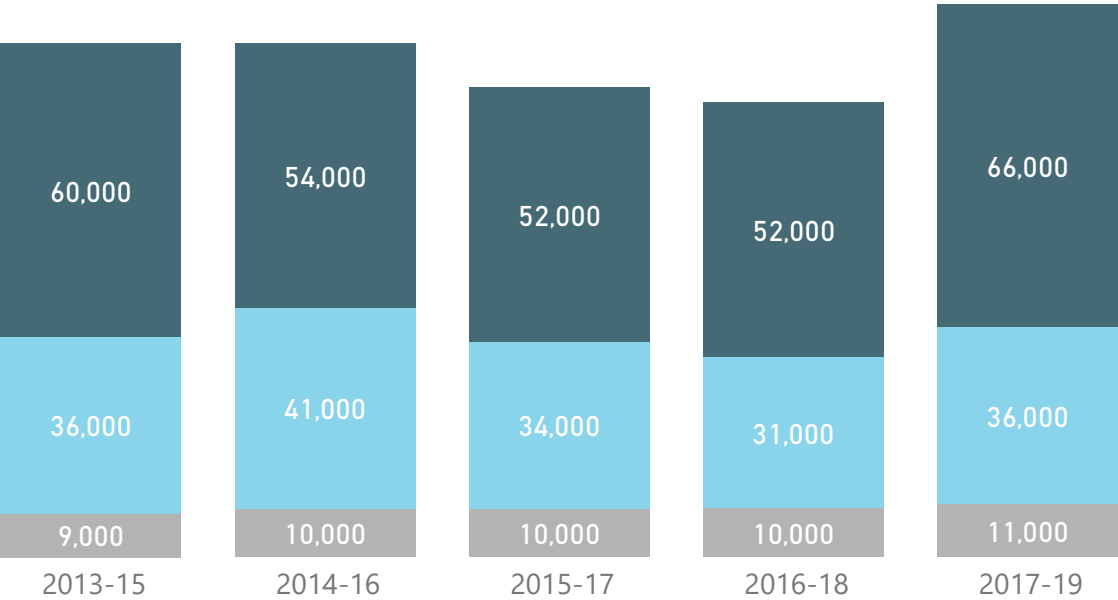
Average Annual Spend (\$ Million)\*

\$15

\*Four year average 2015/16/17/18

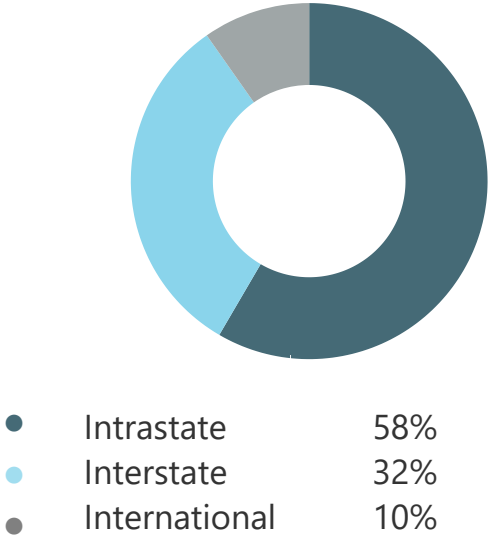
## Overnight Visitor Trends - Rolling Three Year Average

Market ● International ● Interstate ● Intrastate

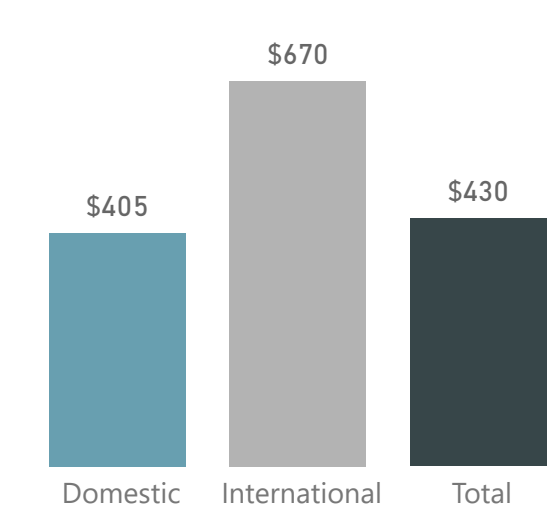


Market		2013-15	2014-16	2015-17	2016-18	2017-19
Visitors	Intrastate	60,000	54,000	52,000	52,000	66,000
	Interstate	36,000	41,000	34,000	31,000	36,000
	International	9,000	10,000	10,000	10,000	11,000
	Total	105,000	105,000	96,000	93,000	113,000
Nights	Intrastate	276,000	253,000	179,000	225,000	286,000
	Interstate	340,000	326,000	302,000	212,000	247,000
	International	109,000	103,000	84,000	122,000	110,000
	Total	725,000	682,000	565,000	559,000	643,000

## Visitors by Market

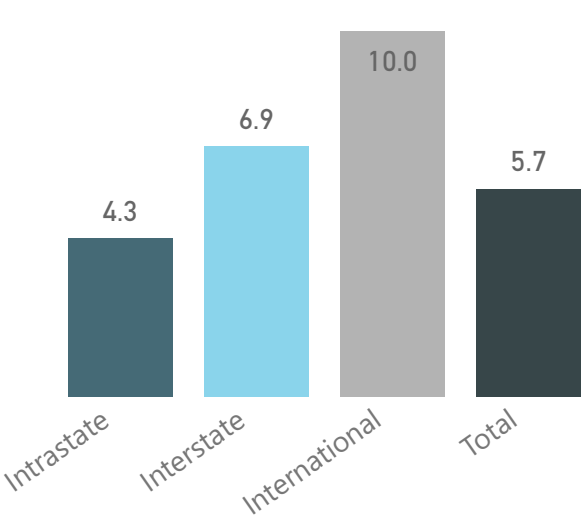


## Average trip spend\*

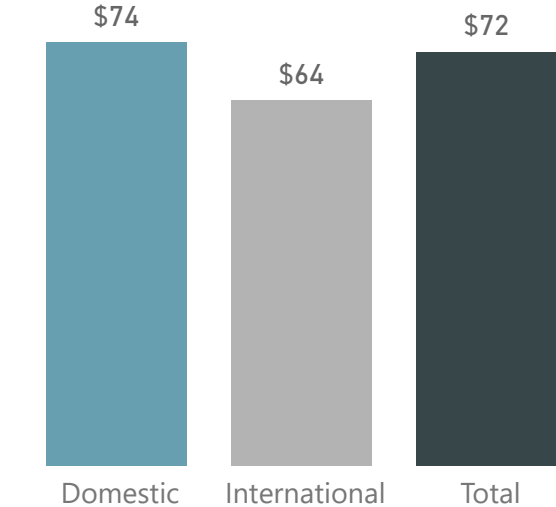


\*Four year average 2015/16/17/18

## Average length of Stay (nights)



## Average daily spend\*



# Domestic Overnight Visitor Details - Shire of Derby-West Kimberley

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Derby-West Kimberley Local Government Area (LGA)

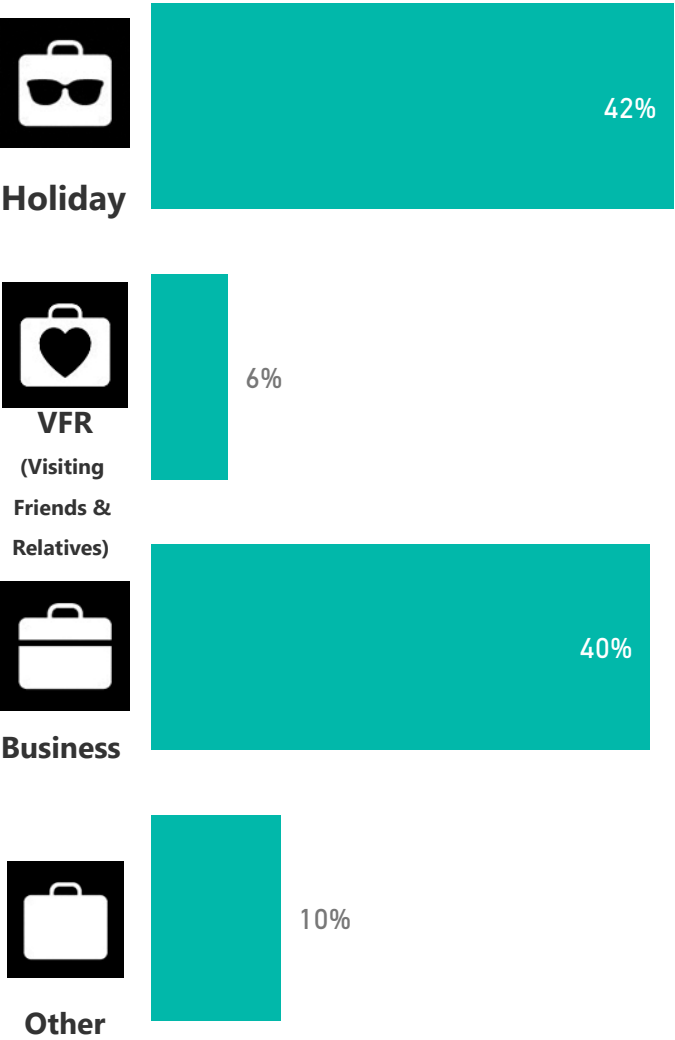
Domestic Visitors  
(Average Annual)

102,000

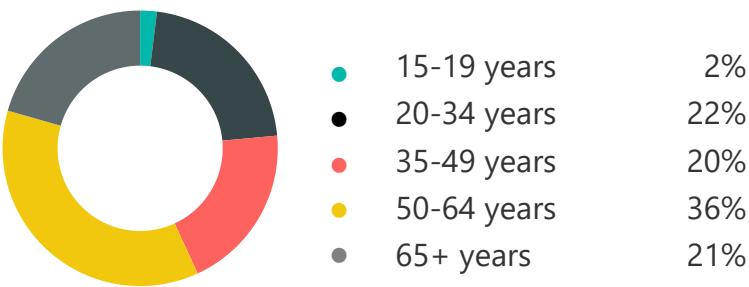
Domestic Nights  
(Average Annual)

533,000

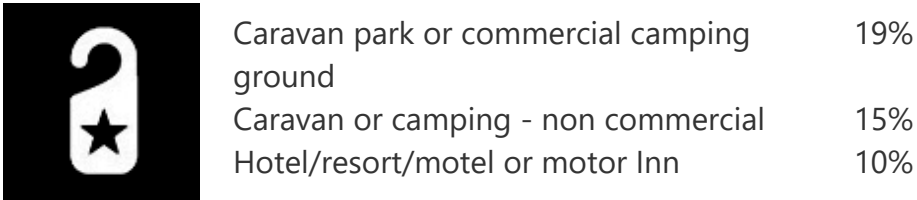
## Purpose of Travel



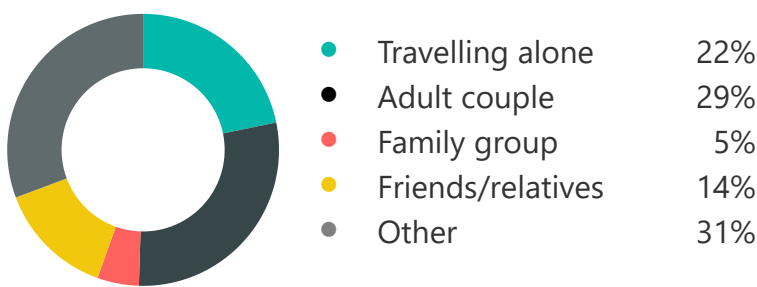
## Age



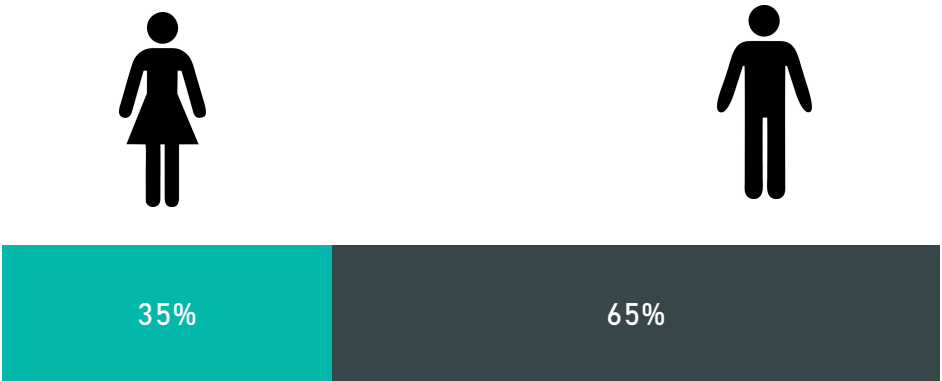
## Top 3 accommodation (% of nights)



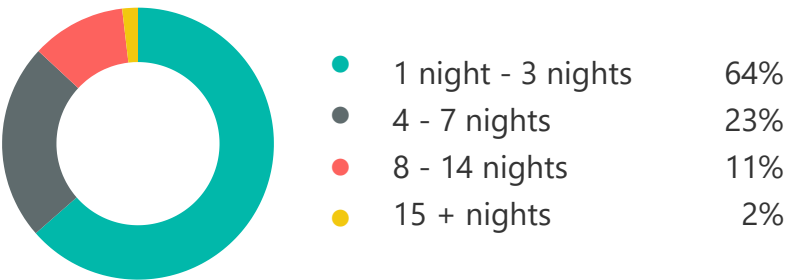
## Travel Party



## Gender



## Length of Stay



## Definitions

**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

# International Overnight Visitor Details - Shire of Derby-West Kimberley

Three Year Average - 2017/18/19

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Derby-West Kimberley Local Government Area (LGA)

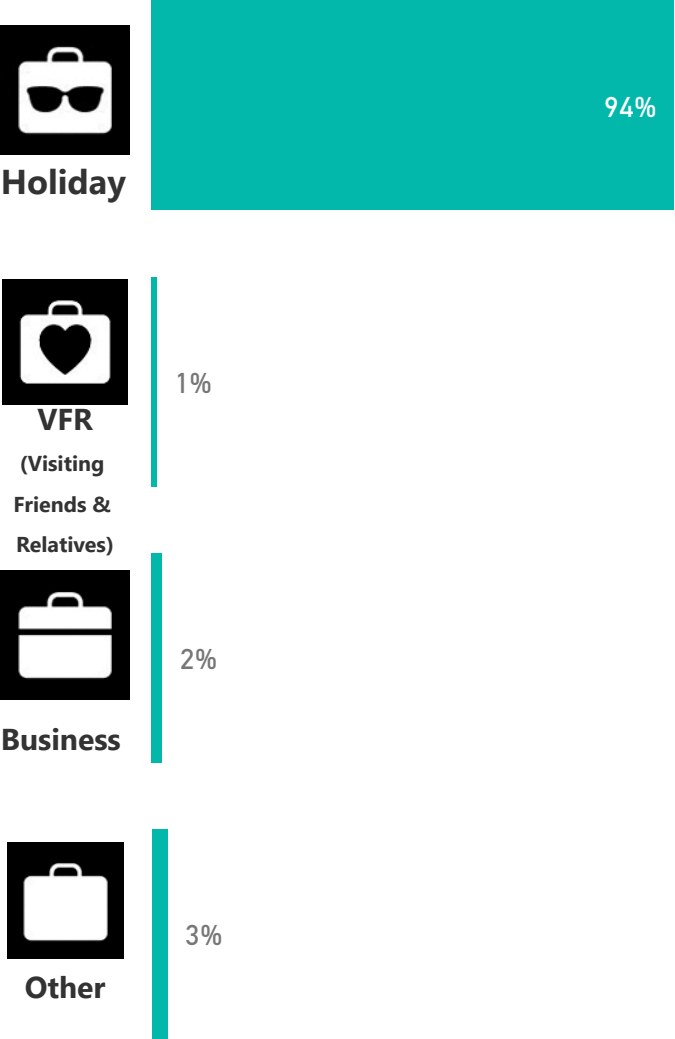
International Visitors  
(Average Annual)

11,000

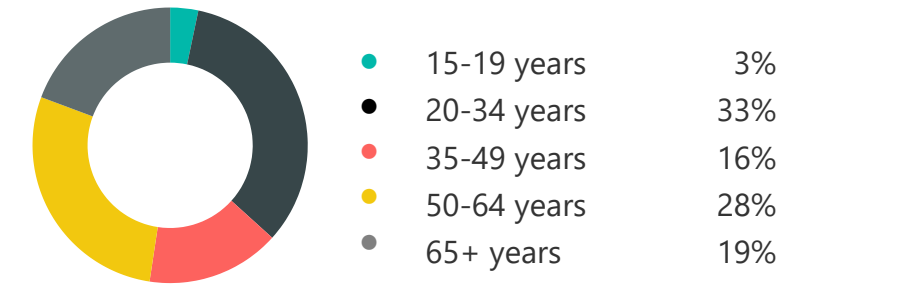
International Nights  
(Average Annual)

110,000

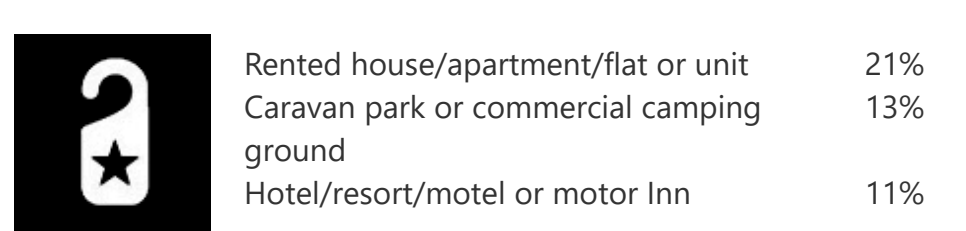
## Purpose of Travel



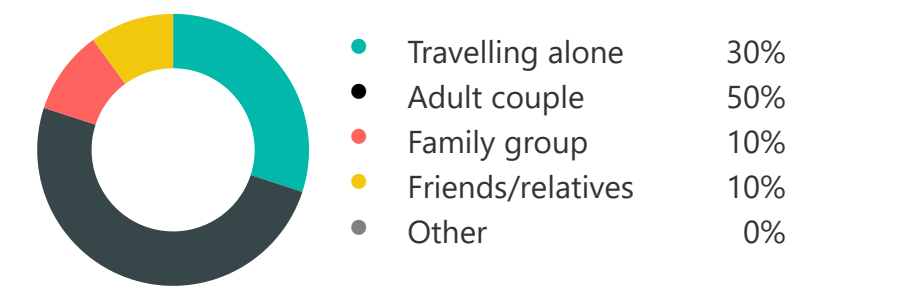
## Age



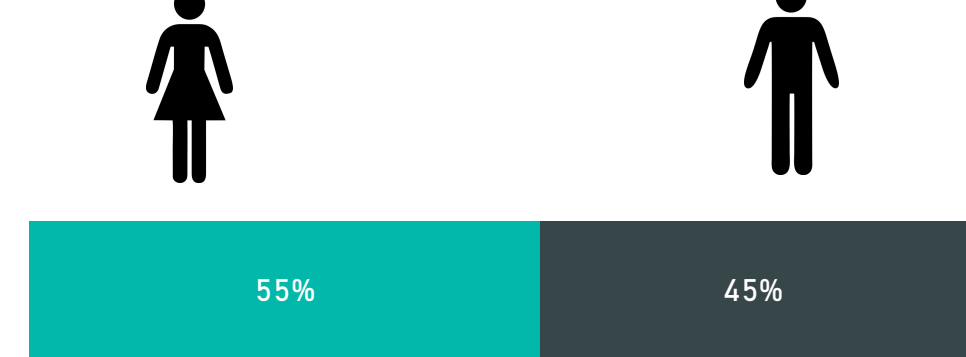
## Top 3 accommodation (% of nights)



## Travel Party



## Gender



## Length of Stay



## Definitions

**International Visitors:** aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the Shire of Derby-West Kimberley Local Government Area (LGA)



## Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

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 (2017, 2018 and 2019).

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.

Since 2018, changes have been made to both the IVS and the NVS. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see [NVS Methodology](#) or [IVS Methodology](#) on Tourism Research Australia's website.

The IVS and NVS collect expenditure information based on whole trips, hence expenditure data is available at a state/territory and tourism region level only. However, each calendar year, TRA models estimated expenditure at the LGA level for domestic and international overnight visitors (where sample size allows). Where available, this estimated expenditure has been included in this factsheet. For more information see [Local Government Area Profiles](#) on Tourism Research Australia's website.

## Sample

Market	Sample Size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
International	225	17.2%	44.3%
Domestic	142	19.4%	25.7%
Interstate	61	32.5%	37.6%
Intrastate	81	24.1%	35.0%

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)

## Definitions

**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

**International Visitors:** International visitors aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

## Source

Tourism Research Australia, National and International Visitor Surveys, 2019