



THE KIMBERLEY 2017 VISITOR FACTSHEET

Produced Tourism WA - Strategy and Research

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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 The Kimberleyess 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 The Kimberleyurately reflect the Australian population and domestic travel across the country.

The Kimberley Visitor Sample Size

YE Dec 2015/16/17	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	307	±12.9%	±17.0%
Interstate Visitors	215	±17.7%	±15.9%
International Visitors	825	±9.3%	±21.0%

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).

THE KIMBERLEY

OVERNIGHT VISITOR SUMMARY

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Visitors		
Intrastate	234,800	59%
Interstate	122,900	31%
International	37,700	10%
Total	395,400	100%
Estimated Visitor Nights		
Intrastate	1,221,100	38%
Interstate	1,405,100	44%
International	580,900	18%
Total	3,207,200	100%
Average Length of Stay (Estimated Nights)		
Intrastate	5.2	-
Interstate	11.4	-
International	15.4	-
Total	8.1	-

Visitors by Purpose

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Holiday	176,600	49%
Business	114,700	32%
Visiting friends and relatives	47,500	13%
Other	28,700	8%
Estimated International Visitors		
Holiday or leisure	29,600	78%
Business	2,900	8%
Visiting friends and relatives	2,700	7%
Other	3,900	10%

VISITOR PROFILES

OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE KIMBERLEY

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

Visitors by Gender

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Male	200,000	56%
Female	157,700	44%
Total	357,700	100%
Estimated International Visitors		
Male	20,300	54%
Female	17,400	46%
Total	37,700	100%

Visitors by Age

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
15-19 Years	7,000	2%
20-34 Years	99,700	28%
35-49 Years	92,300	26%
50-64 Years	84,700	24%
65+ Years	74,100	21%
Total	357,700	100%
Estimated International Visitors		
15-19 Years	1,300	3%
20-34 Years	16,400	43%
35-49 Years	6,800	18%
50-64 Years	7,500	20%
65+ Years	5,700	15%
Total	37,700	100%

TRIP INFORMATION

OVERNIGHT VISITORS TRAVELLING TO / WITHIN THE KIMBERLEY

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

Top Three Accommodation Choices

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 The Kimberley.

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Hotel/resort/motel or motor Inn	190,100	53%
Caravan or camping - non commercial	46,100	13%
Friends or relatives property	43,500	12%
Estimated International Visitors		
Hotel/resort/motel or motor Inn	13,200	35%
Caravan park or commercial camping ground	11,500	31%
Caravan or camping - non commercial	8,400	22%

Travel Party

	YE Dec 2015/16/17 Annual Average Visitors	YE Dec 2015/16/17 %
Estimated Domestic Visitors		
Travelling alone	100,600	28%
Adult Couple	94,000	26%
Friends / relatives	58,900	16%
Other	54,400	15%
Family group - parent(s) and children	49,800	14%
Total	357,700	100%
Estimated International Visitors		
Travelling Alone	18,700	50%
Adult couple	11,200	30%
Friends / relatives	3,800	10%
Family group - parent(s) and children	2,600	7%
Other	1,400	4%
Total	37,700	100%

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.

For information about the methodology of these surveys, please see the Tourism Research Australia website: www.tra.gov.au

THE KIMBERLEY DEVELOPMENT COMMISSION AREA

The Kimberley is made up of four local government authorities:

- Broome
- Derby-West Kimberley
- Halls Creek
- Wyndham-East Kimberley