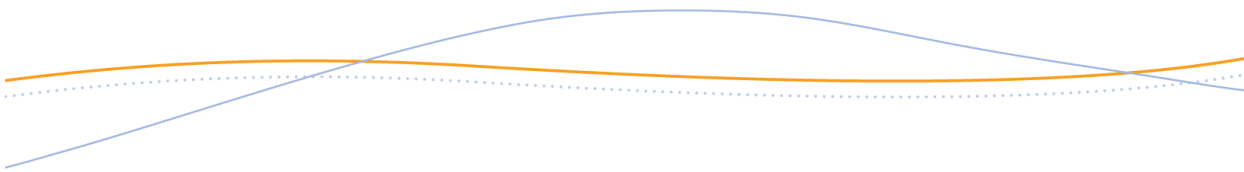


SHIRE OF DENMARK

Overnight Visitor Fact Sheet

Years Ending December 2014/2015



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 (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.

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.

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 two calendar years (2014 and 2015).

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.

PLEASE NOTE: 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](#).

SHIRE OF DENMARK VISITOR SAMPLE SIZE BASED ON TOURISM RESEARCH AUSTRALIA’S NATIONAL AND INTERNATIONAL VISITOR SURVEYS

Years Ending (YE) December 2014 and 2015	Sample Size	95% Confidence Intervals	
		Visitors	Visitor Nights
Intrastate Visitors	111	±22.8%	±34.6%
Interstate Visitors	12	±69.1%	±128.7%
Domestic Visitors	123	±21.7%	±33.4%
International Visitors	176	±19.1%	±83.6%

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).

SHIRE OF DENMARK REGION VISITOR SUMMARY

	YE Dec 2014/15 Annual Average	YE Dec 2014/15 %
Estimated Visitors		
Domestic	122,500	91%
International	12,700	9%
Total	135,200	100%
Estimated Visitor Nights		
Domestic	470,500	NP
International	NP	NP
Total	NP	NP
Average Length of Stay (Estimated Nights)		
Domestic	3.8	-
International	NP	-
Total	NP	-

NP: Not publishable, sample size is too small to provide an estimate

PURPOSE OF VISIT

Please note:

- *Purpose of Visit* is a multiple response question. Totals may not add up to 100%
- "Other" includes education, employment, personal appointment (e.g. medical), and all other purposes.
- By the definition of a visitor, FIFO workers are included in the estimates and captured under 'business'

	YE Dec 2014/15 Annual Average	YE Dec 2014/15 %
Estimated Domestic Visitors		
Holiday or leisure	74,000	60%
Visiting friends and relatives	37,500	31%
Business	7,500	6%
Other	3,000	2%
Estimated International Visitors		
Holiday or leisure	11,200	88%
Visiting friends and relatives	1,500	12%
Business	0	0%
Other	0	0%

TOP THREE VISITOR ACCOMMODATION

Please note:

- *Accommodation* is a multiple response question. Totals may not add up to 100%

	YE Dec 2014/15 Annual Average	YE Dec 2014/15 %
Estimated Domestic Visitors		
Friends or relatives property	36,500	30%
Caravan park / commercial campground	27,500	22%
Rented house/apartment/flat or unit	16,500	13%
Estimated International Visitors		
Caravan park / commercial campground	3,900	31%
Hotel/resort/motel or motor Inn	2,500	20%
Friends or relatives property	1,600	13%

AVERAGE ROOM OCCUPANCY RATES HOTELS, MOTELS AND SERVICED APARTMENTS WITH 15+ ROOMS

Month	2013	2014	2015
January	79.3%	79.0%	95.9%
February	65.3%	58.9%	86.2%
March	67.7%	58.5%	79.2%
April	62.3%	65.1%	79.4%
May	57.3%	46.6%	56.6%
June	54.4%	38.9%	49.1%
July	34.5%	28.6%	-
August	39.2%	31.4%	-
September	44.0%	41.3%	-
October	46.1%	46.1%	-
November	55.4%	51.2%	-
December	67.8%	77.5%	-
Annual Average	56.1%	51.9%	74.3%

Source: Australian Bureau of Statistics, 8635.0 Tourist Accommodation, Australia, 2014-15

TRAVEL PARTY

Please note:

- "Other" includes business associates, school groups, and sporting groups or other groups/clubs.

	YE Dec 2014/15 Annual Average	YE Dec 2014/15 %
Estimated Domestic Visitors		
Adult couple	45,000	37%
Family group - parent(s) and children	28,500	23%
Friends / relatives	26,000	21%
Travelling alone	21,500	18%
Other	1,500	1%
Total	122,500	100%
Estimated International Visitors		
Adult couple	5,100	40%
Travelling Alone	4,900	38%
Family group - parent(s) and children	1,600	13%
Friends / relatives	1,000	8%
Other	100	1%
Total	12,700	100%

GENDER

	YE Dec 2014/15 Annual Average	YE Dec 2014/15 %
Estimated Domestic Visitors		
Male	70,500	58%
Female	52,000	42%
Total	122,500	100%
Estimated International Visitors		
Male	5,900	46%
Female	6,800	54%
Total	12,700	100%



AGE

	YE Dec 2014/15 Annual Average	YE Dec 2014/15 %
Estimated Domestic Visitors		
15-24 Years	14,000	11%
25-44 Years	58,000	47%
45-64 Years	30,500	25%
65+ Years	20,000	16%
Total	122,500	100%
Estimated International Visitors		
15-24 Years	1,500	12%
25-44 Years	4,300	34%
45-64 Years	4,500	35%
65+ Years	2,400	19%
Total	12,700	100%

The Shire of Denmark is made up of the following ABS Statistical Area Level 2 (SA2s):

- Denmark

See the [ABS website](#) for a map of Western Australia by SA2s.

Fact Sheet Sources:

- **Tourism Research Australia - National Visitor Survey YE Dec 2014/15**
 - 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 2014/15**
 - Overnight International Visitors Definition: International visitors aged 15 years and over who spent at least one night in the region