

RV Travellers 2019 Season



Town of
Port Hedland

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Foreword by Hon. Fredrick Riebeling

Commissioner



I'm pleased to announce that survey data indicates more than \$1 million was injected into the local Hedland economy as a result of our RV Overflow program.

Over the course of Hedland's peak tourist season - July until the end of September - 2160 vans and caravans visited the park located adjacent to the Port Hedland Racecourse.

For the first time, the Town of Port Hedland engaged volunteer caretakers to stay at the site over the three-month period. These volunteers helped with necessary upkeep of the area and conducted a survey on behalf of the Town.

These results showed that the program continues to be successful in attracting more overnight visitors to Port Hedland.

The volunteers went above and beyond in the level of service they provided to fellow travellers, and I would like to express my gratitude to Kevin and Debbie Scarle for their efforts.

The data is collated from 1504 surveys that were collected over a period from 3 July to 29 September.

Some of the key takeaways from the surveys include:

- Almost 90 percent of respondents were more than 55-years-old, indicating the park was very popular with 'grey-nomad' travellers
- The vast majority of reported spend was in retail, followed by mechanical and hospitality
- Approximately 40 percent of respondents were repeat visitors to Port Hedland
- The majority of visitors spent at least two nights at the RV Overflow
- More than one quarter of respondents said they wouldn't have stayed in Port Hedland if it wasn't for the availability of the RV Overflow

Port Hedland is perfectly located for self-driving tourists who are travelling between the Kimberley and Karijini, or the Ningaloo Reef.

With the availability of the park, we were able to capture many extra visitors who may have only stopped briefly for fuel and supplies before moving on.

The Town of Port Hedland's RV Overflow Park is open all-year-round and available to self-contained travellers for three days at no charge.

Hon. Fredrick Riebeling
Commissioner



Data Collected for
89 days



Total Visitors
2160



Total Expenditure
\$1,073,347.20



Average Expenditure per day
\$12,060.08

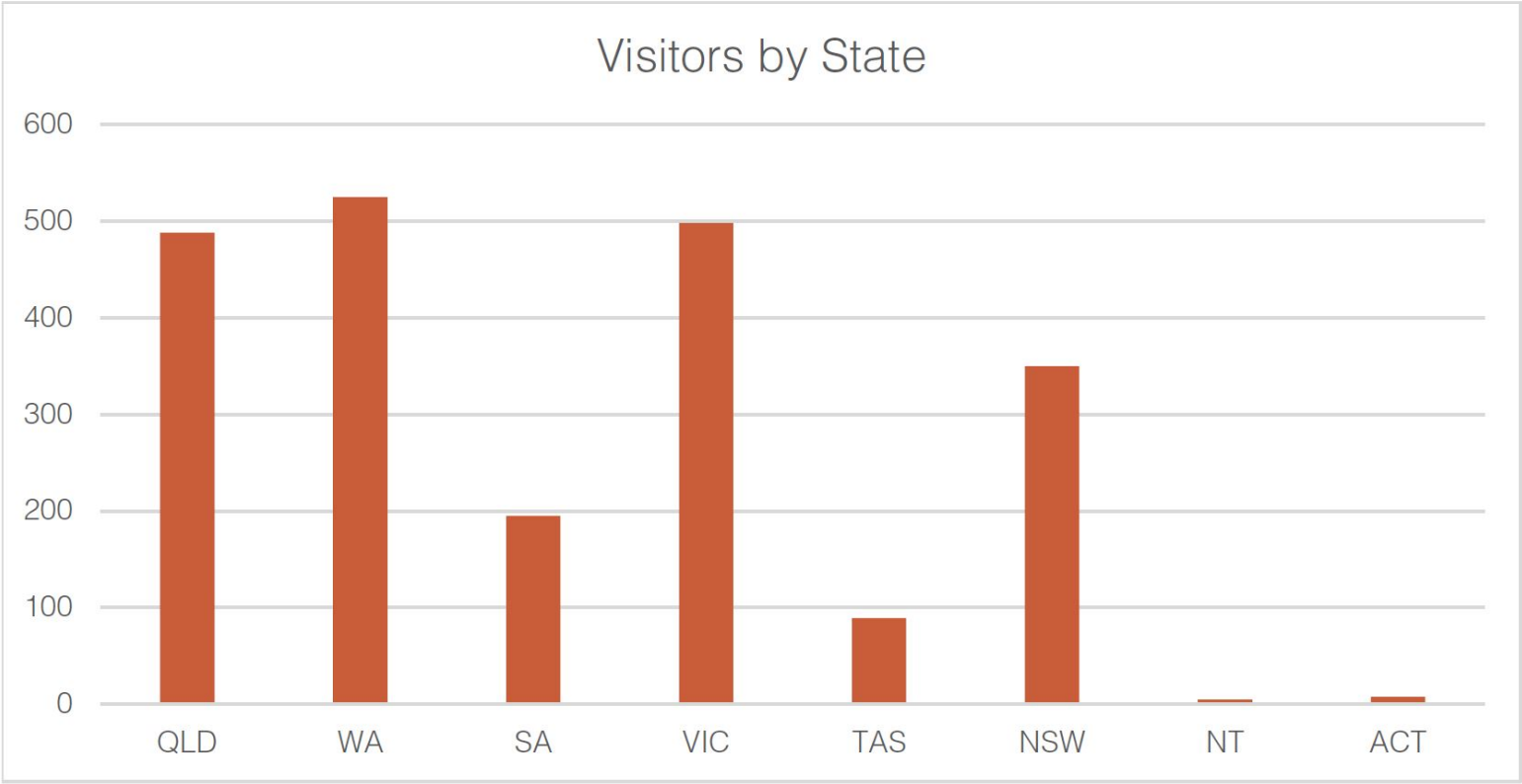


Average Expenditure per RV
\$496.92

2019 Snapshot



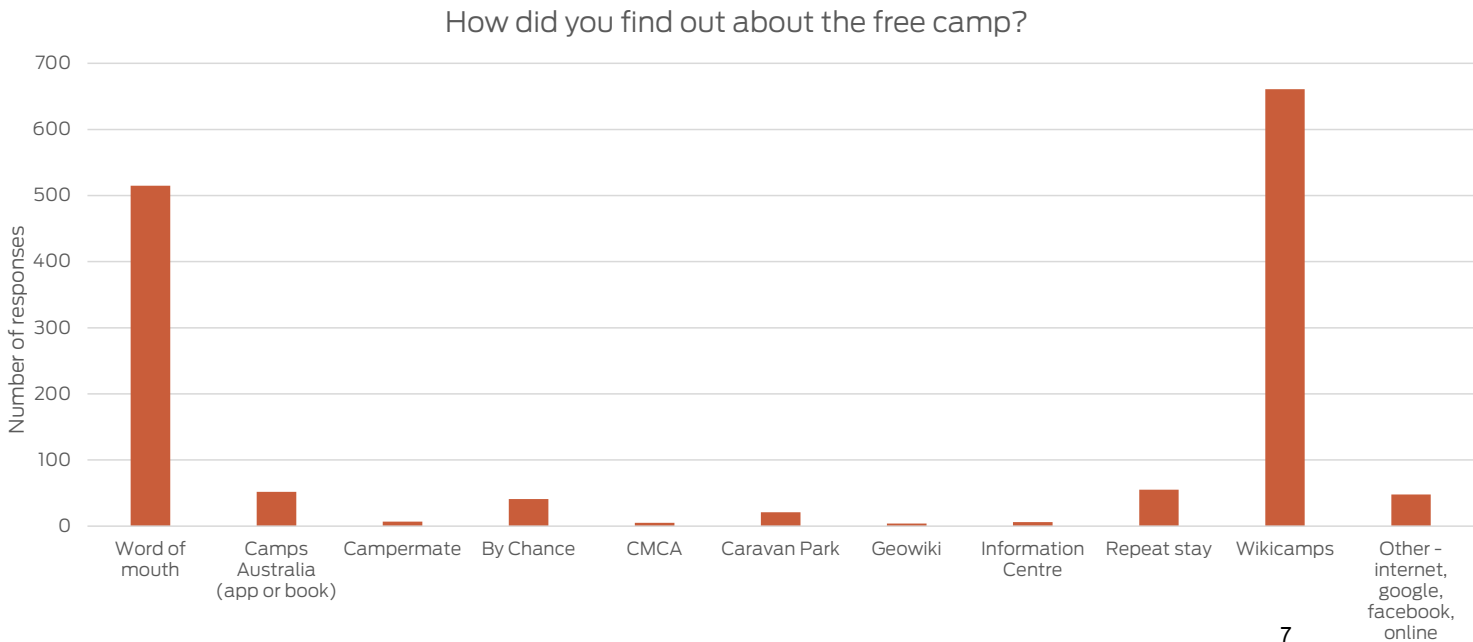
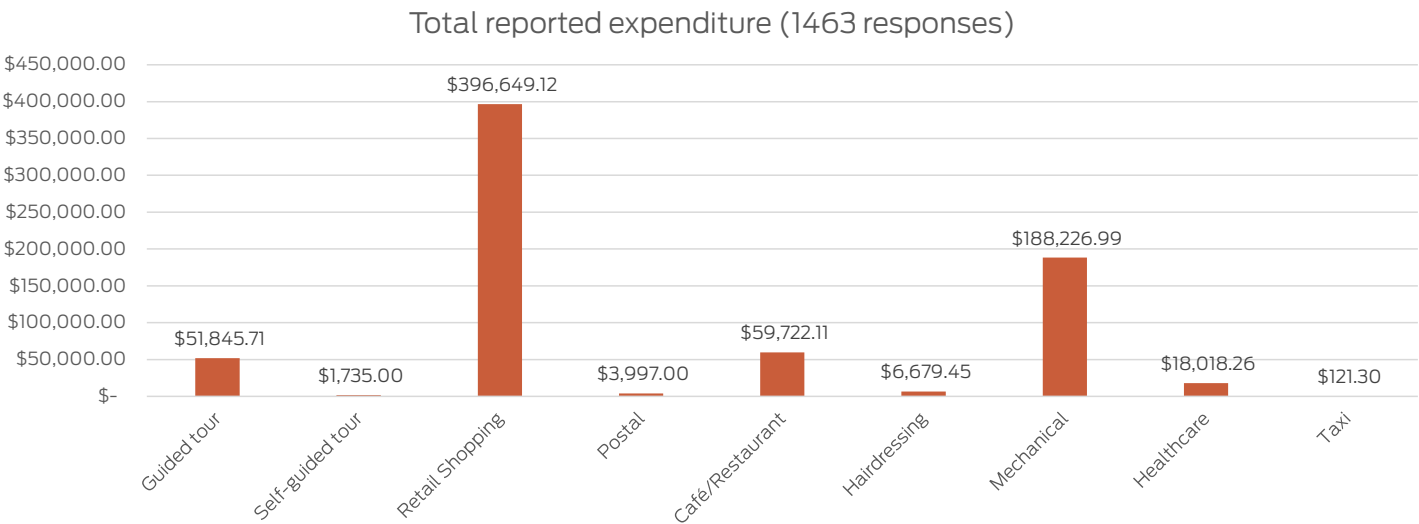
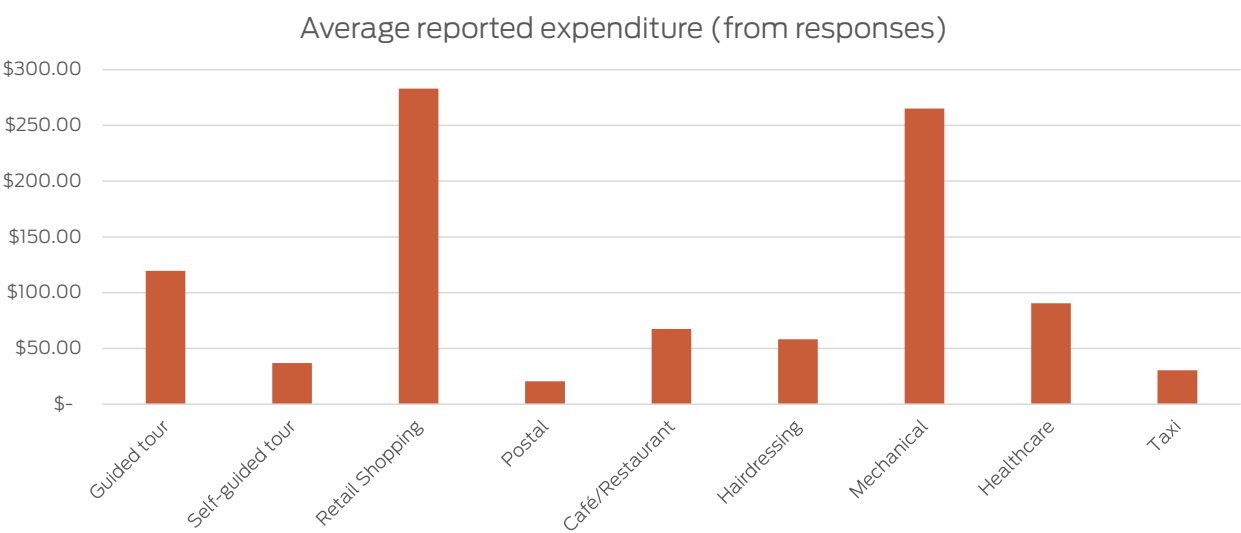
Visitors by State

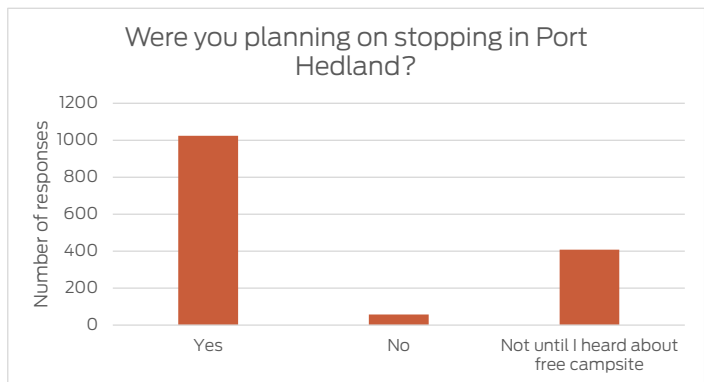
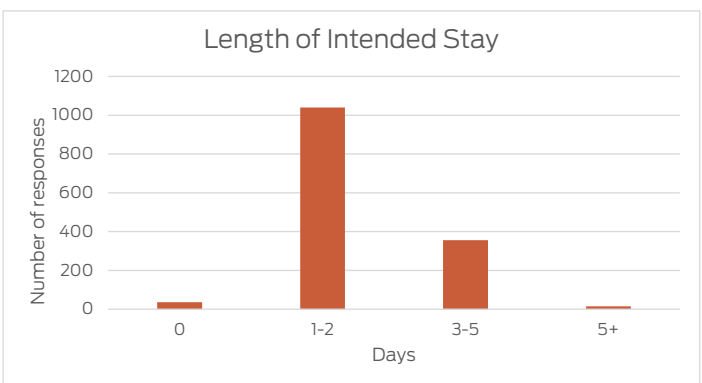
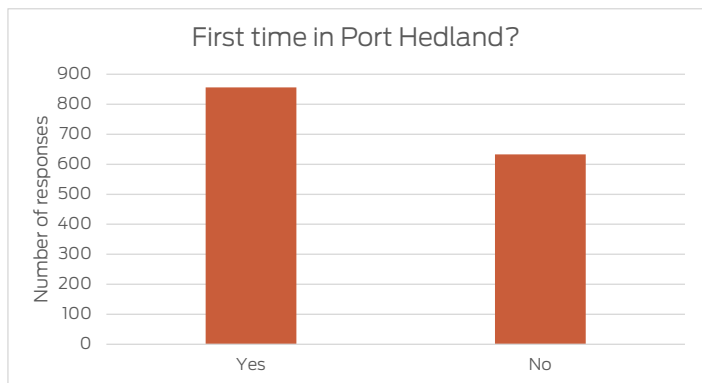
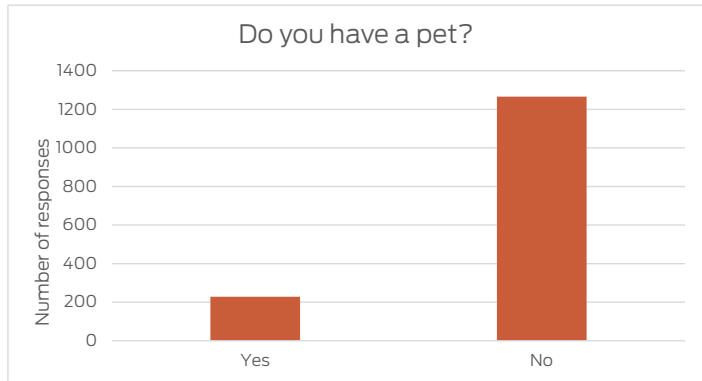
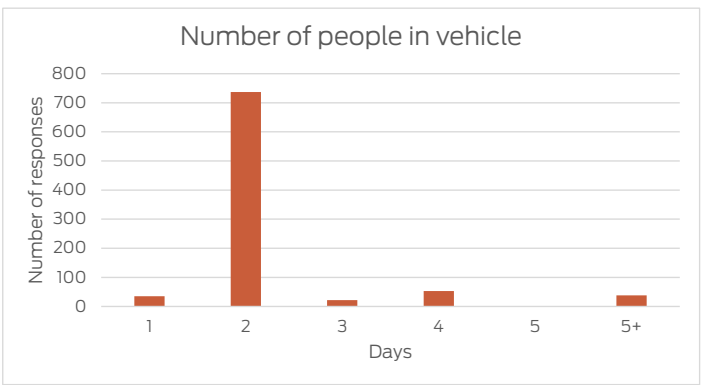
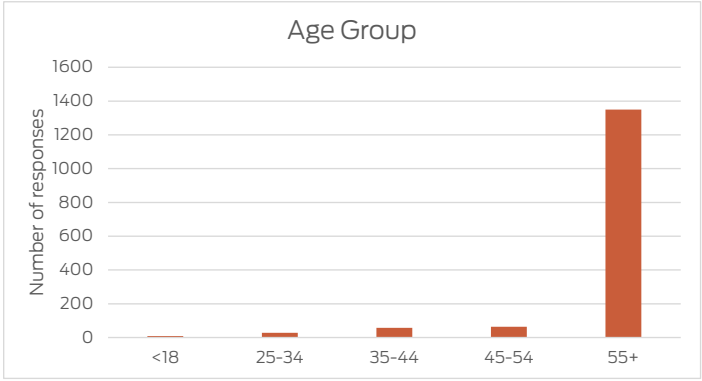


Summary Data



Summary Data





First Time in Port Hedland?	
Yes	No
856	633

Age Group				
<18	25-34	35-44	45-54	55+
9	28	57	64	1349

Intended Stay?			
0	1-2	3-5	5+
36	1040	356	15

Do You Have a Pet?	
Yes	No
228	1266

How Did You Find Out About the Camp?										
Word of Mouth	Camps Australia (app or book)	Camp-mate	By Chance	CMCA	Caravan Park	Geowiki	Information Centre	Repeat Stay	Wiki-camp	Other - Internet (Google, FB etc)
515	52	7	41	5	21	4	6	55	661	48

How Many Days Have You Spent in Port Hedland?					
1	2	3	4	5	5+
315	476	493	73	31	35

Number of People?					
1	2	3	4	5	5+
35	737	22	53	0	38

	Guided Tour	Self Guided Tour	Retail Shopping	Postal	Cafe / Restaurant	Hairdressing	Mechanical	Healthcare	Taxi	Totals
Total	\$51,845.71	\$1,735	\$396,649.12	\$3,997	\$59,722.11	\$6,679.45	\$188,226.99	\$18,018.26	\$121.30	\$726,994.94
Response Number	434	47	1401	195	885	115	710	199	4	1463
Average	\$119.46	\$36.91	\$283.12	\$20.50	\$67.48	\$58.08	\$265.11	\$90.54	\$30.32	\$496.92

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Port Hedland