

# The Wheatbelt Region Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy  
April 2026



WESTERN  
AUSTRALIA

# Domestic Overnight Trip Details - The Wheatbelt Region

2025

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt Region

Trips (000)

1,035

2025

Nights (000)

2,148

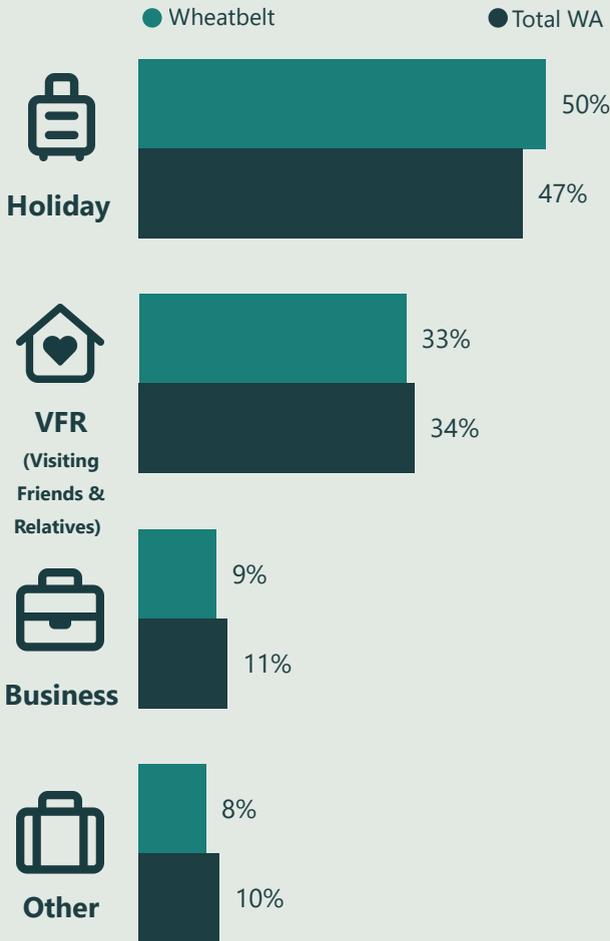
2025

Spend (\$M)

\$412

2025

## Purpose of Travel

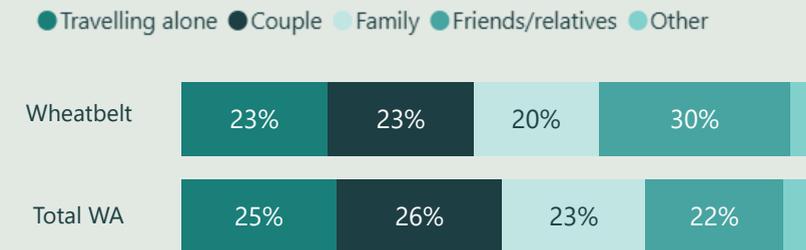


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

## Age



## Travel Party



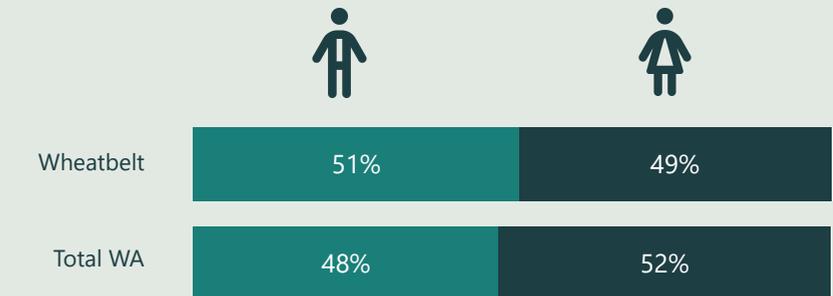
## Length of Stay



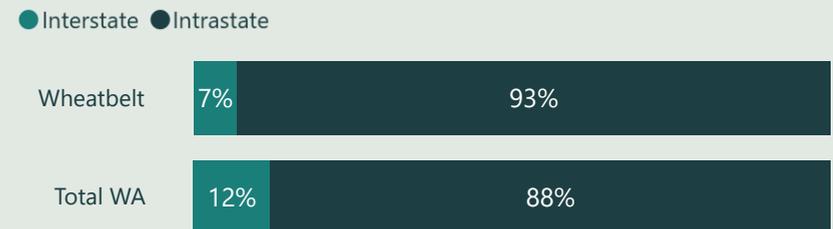
## Top 5 accommodation (% of nights)

Accommodation Type	Region	Total WA
Friends or relatives property	31%	35%
Hotel/resort/motel or motor Inn	18%	24%
Caravan or camping - commercial	16%	12%
Caravan or camping - non commercial	15%	6%
Rented house/apartment etc	6%	9%

## Gender



## Interstate / Intrastate



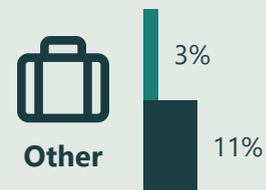
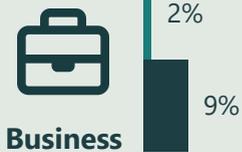
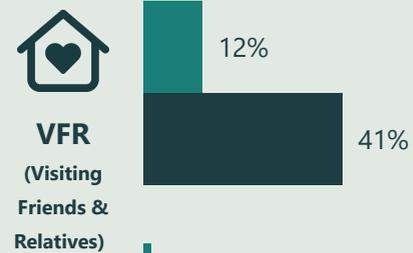
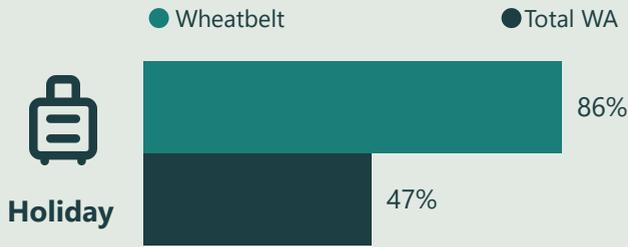
# International Overnight Trip Details - The Wheatbelt Region

2024+2025

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt Region

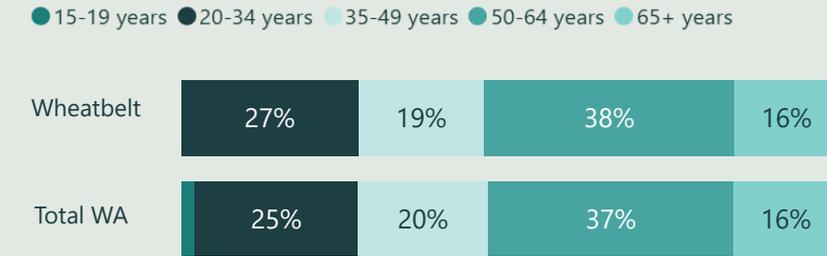
Trips (000)	Nights (000)	Spend (\$M)
36	502	\$29
2025	2025	2025

## Purpose of Travel

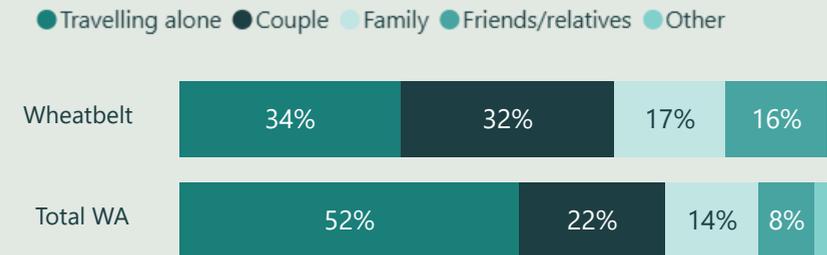


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

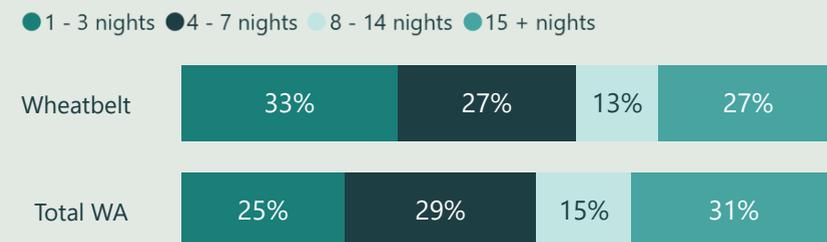
## Age



## Travel Party



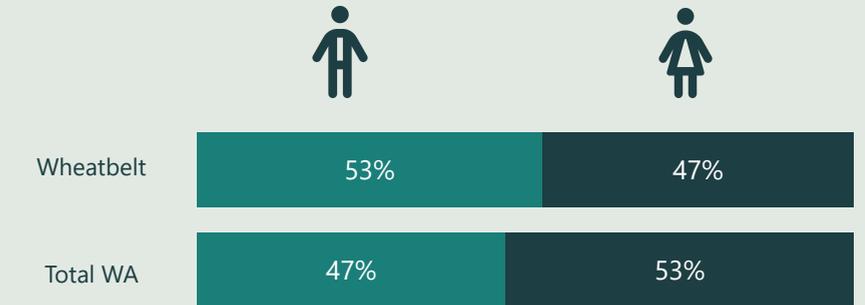
## Length of Stay



## Top 5 accommodation (% of nights)

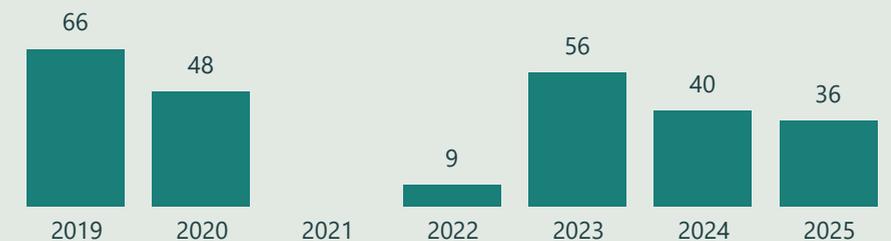
Accommodation Type	Region	Total WA
Rented house/apartment etc	26%	33%
Friends or relatives property	24%	37%
Caravan or camping - commercial	12%	2%
Hotel/resort/motel or motor Inn	7%	13%
Caravan or camping - non commercial	1%	1%

## Gender



## International Trip Trends (000s)

International trips are provided for years when sample size permits, noting 2021 is not available.



# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Wheatbelt Region

## Important Note

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All data is sourced from Tourism Research Australia's International Visitor Surveys (IVS) and Domestic Tourism Statistics (DoTS).

Estimates in the 2025 factsheet are not comparable with previous factsheets due to changes in methodology. For further information, see [Change to domestic statistics](#) or [IVS Methodology](#) on Tourism Research Australia's (TRA) website.

To increase the sample size and hence improve the reliability of the data, international estimates are based on an average of two calendar years. Domestic results are available only for 2025 as the first year of DoTS methodology. Data is not published where sample size is deemed to be insufficient.

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 [domestic visitor density](#) from TRA, population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

For more information contact [research@westernaustralia.com](mailto:research@westernaustralia.com).

## Source

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Tourism Research Australia, IVS and DoTS. 2025. Local Government Areas included to make up The Wheatbelt Region: Shire of Beverley, Shire of Brookton, Shire of Bruce Rock, Shire of Chittering, Shire of Corrigin, Shire of Cuballing, Shire of Cunderdin, Shire of Dalwallinu, Shire of Dandaragan, Shire of Dowerin, Shire of Dumbleyung, Shire of Gingin, Shire of Goomalling, Shire of Kellerberrin, Shire of Kondinin, Shire of Koorda, Shire of Kulin, Shire of Lake Grace, Shire of Merredin, Shire of Moora, Shire of Mount Marshall, Shire of Mukinbudin, Shire of Narembeen, Shire of Narrogin, Shire of Northam, Shire of Nungarin, Shire of Pingelly, Shire of Quairading, Shire of Tammin, Shire of Toodyay, Shire of Trayning, Shire of Victoria Plains, Shire of Wagin, Shire of Wandering, Shire of West Arthur, Shire of Westonia, Shire of Wickiepin, Shire of Williams, Shire of Wongan-Ballidu, Shire of Wyalkatchem, Shire of Yilgarn, Shire of York.

## Definitions

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**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 14 years and over who spent at least one night in the Region.

**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.