

Shire of Broome

Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026



WESTERN
AUSTRALIA

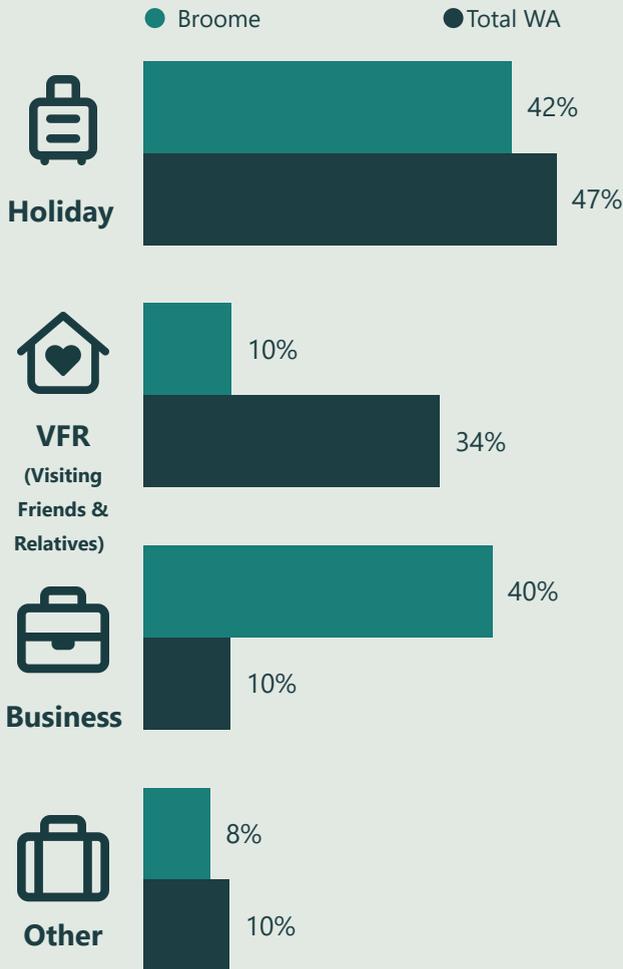
Domestic Overnight Trip Details - Shire of Broome

2025

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

Trips (000)	Nights (000)	Spend (\$M)
130	532	\$148
2025	2025	2025

Purpose of Travel

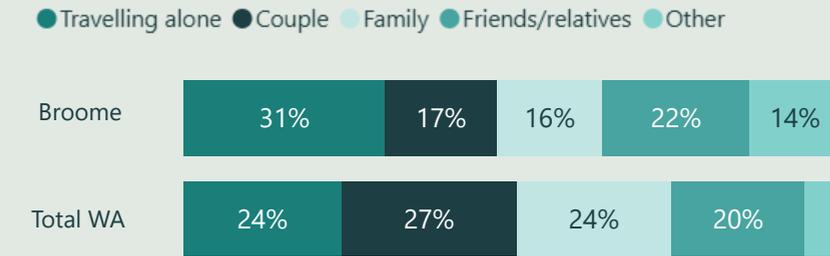


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

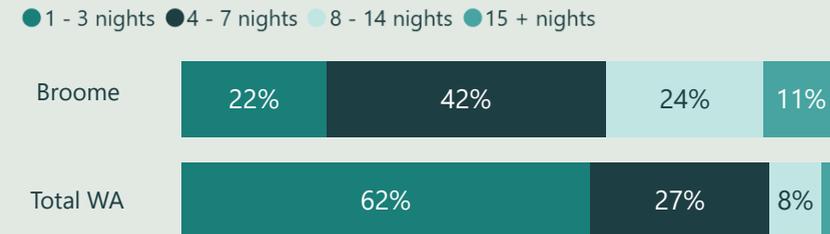
Age



Travel Party



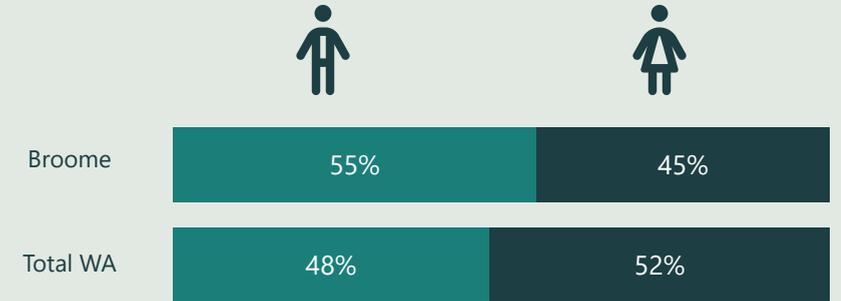
Length of Stay



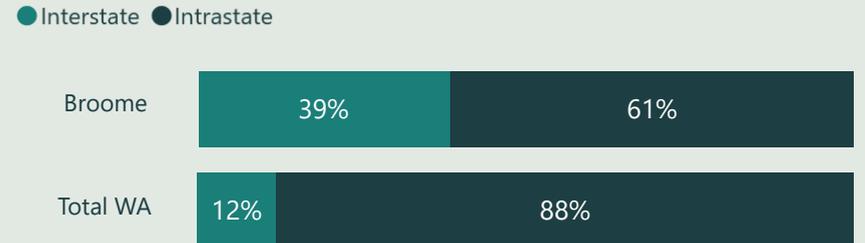
Top 5 accommodation (% of nights)

Accommodation Type	LGA	Total WA
Hotel/resort/motel or motor Inn	38%	24%
Caravan or camping - commercial	23%	12%
Friends or relatives property	10%	35%
Caravan or camping - non commercial	3%	6%
Rented house/apartment etc	1%	9%

Gender



Interstate / Intrastate



International Trip Details - Shire of Broome

2024+2025

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

Trips (000)

25

2025

Nights (000)

394

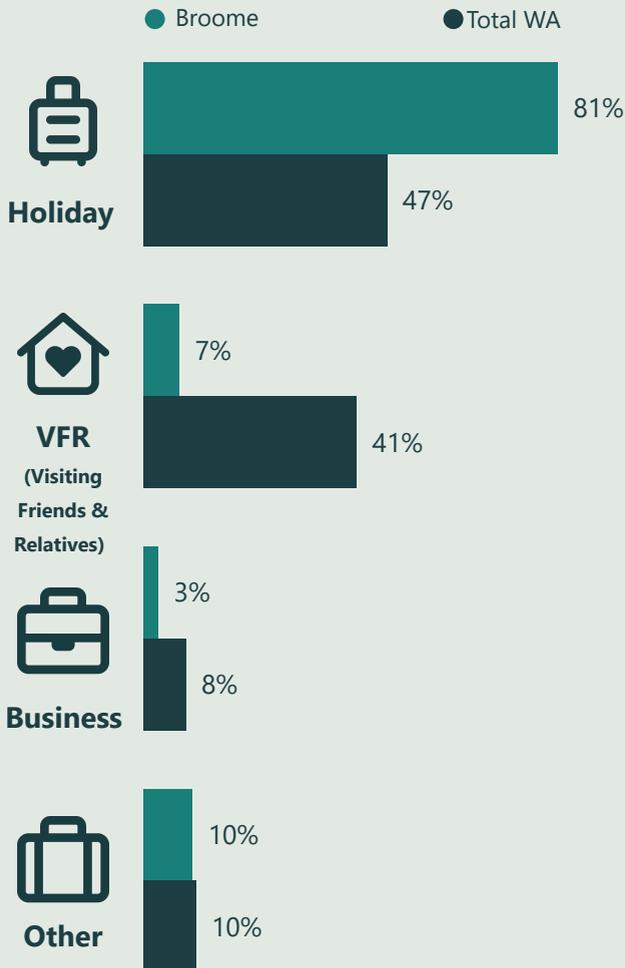
2025

Spend (\$M)

\$28

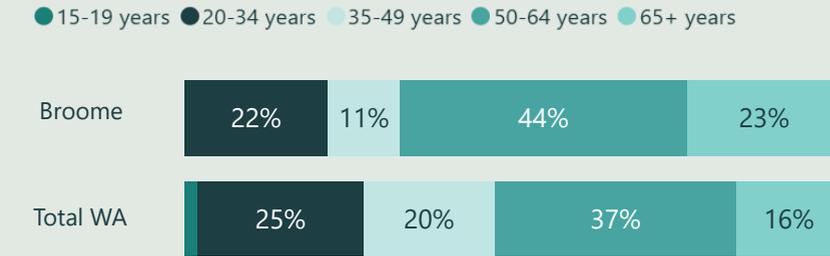
2025

Purpose of Travel

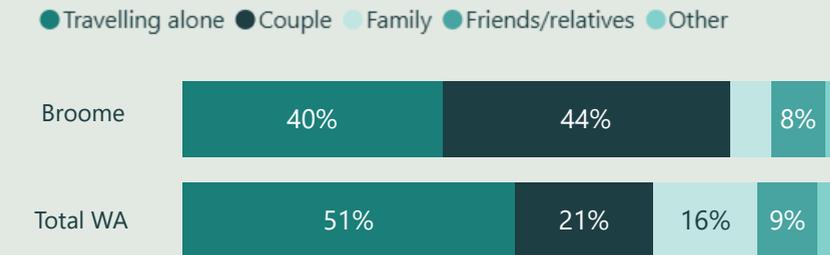


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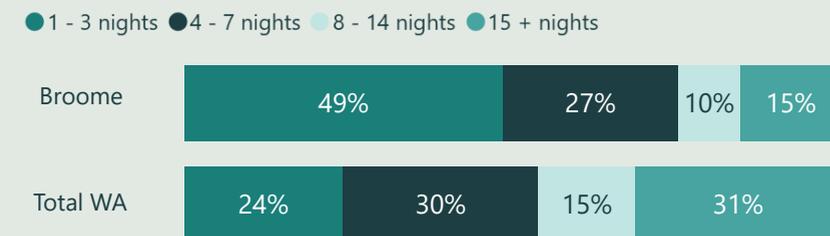
Age



Travel Party



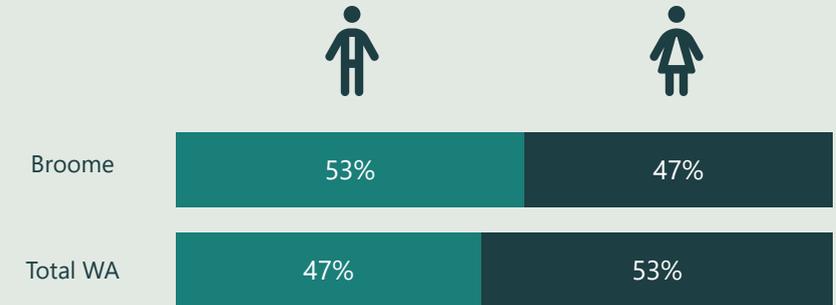
Length of Stay



Top 5 accommodation (% of nights)

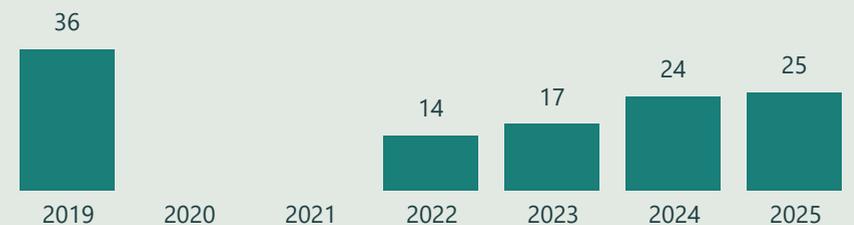
Accommodation Type	LGA	Total WA
Rented house/apartment etc	50%	33%
Hotel/resort/motel or motor Inn	18%	13%
Backpacker or hostel	7%	3%
Friends or relatives property	6%	36%
Caravan or camping - commercial	3%	2%

Gender



International Trip Trends (000s)

International trips are not available for 2021 at LGA level and have been provided for other years where sample size permits.



Visitor Factsheet - Further Information

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

Important Note

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 factsheet 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.

Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 14 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, IVS and DoTS 2025.