Australia's Coral Coast

Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026

GOVERNMENT OF WESTERN AUSTRALIA | Tourism WESTERN AUSTRALIA | WESTERN AUSTRALIA

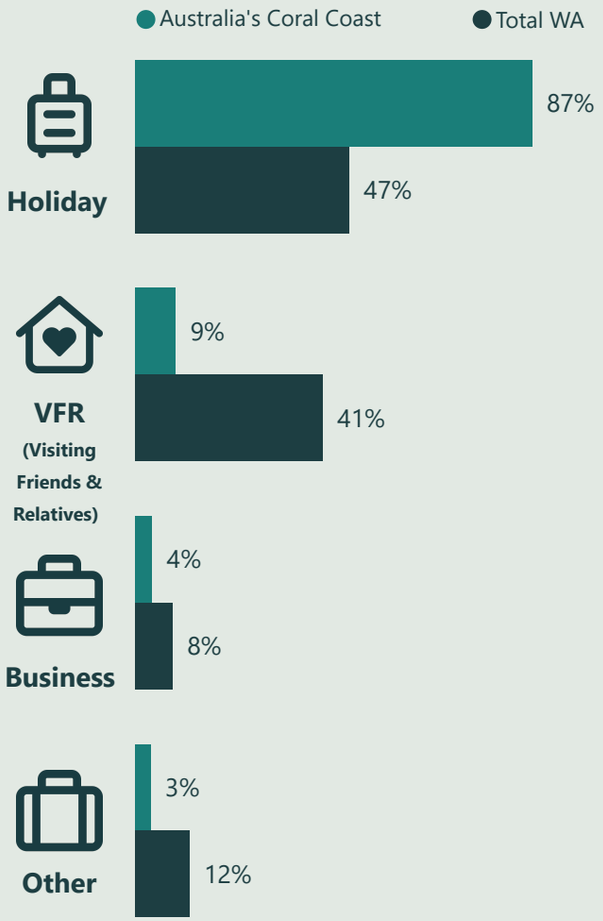
International Overnight Trip Details - Australia's Coral Coast

2024+25

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

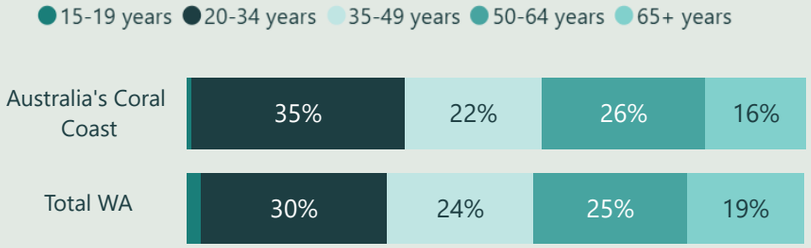
Trips (000)	Nights (000)	Spend ($M)
73	975	$78
2025	2025	2025

Purpose of Travel

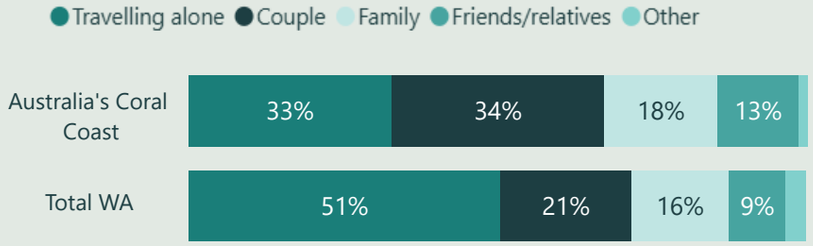


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

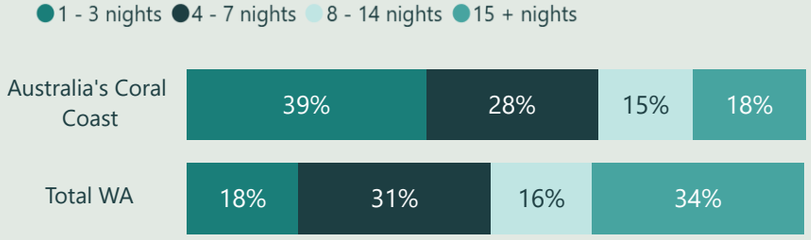
Age



Travel Party



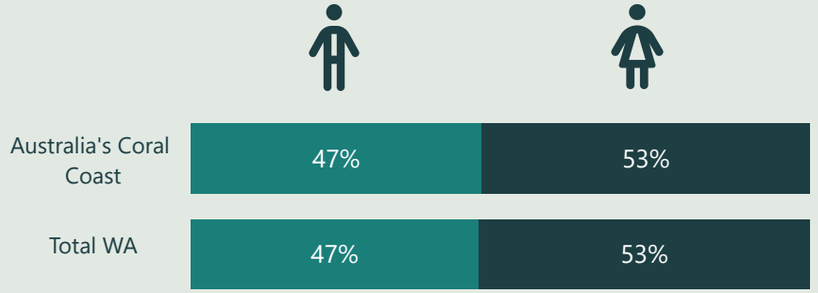
Length of Stay



Top 5 Home Country

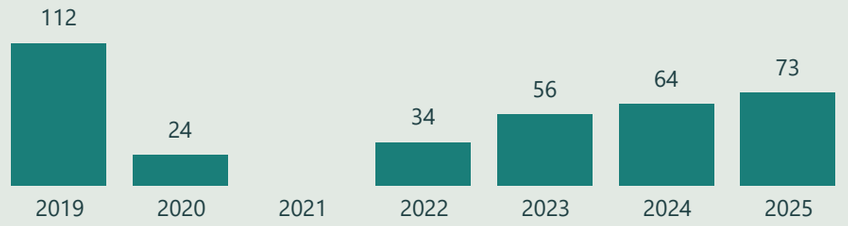
	Region	Total WA
United Kingdom	13%	15%
China	12%	7%
Germany	11%	3%
Singapore	8%	12%
France	8%	3%

Gender



International Trip Trends (000s)

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



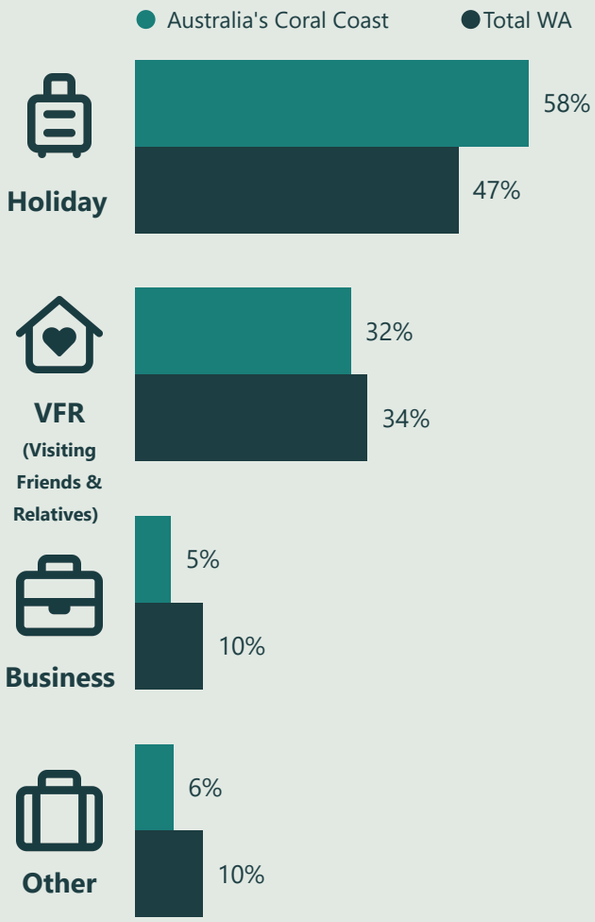
Domestic Overnight Trip Details - Australia's Coral Coast

2025

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

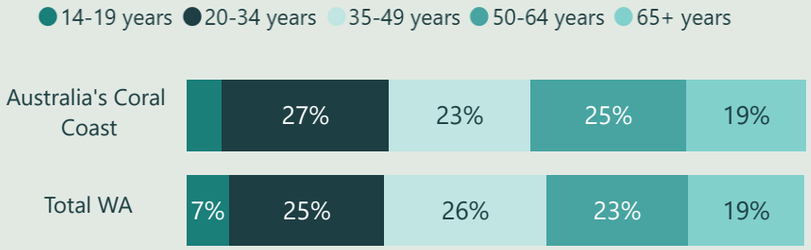
Trips (000)	Nights (000)	Spend ($M)
826	2,868	$581
2025	2025	2025

Purpose of Travel

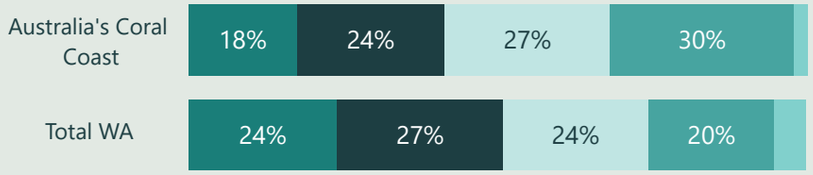


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

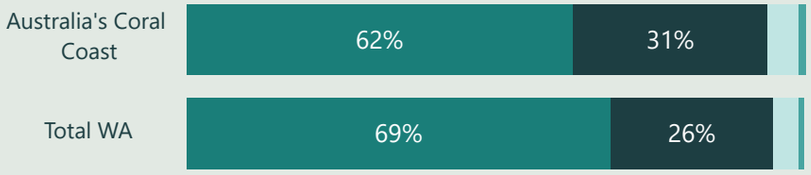
Age



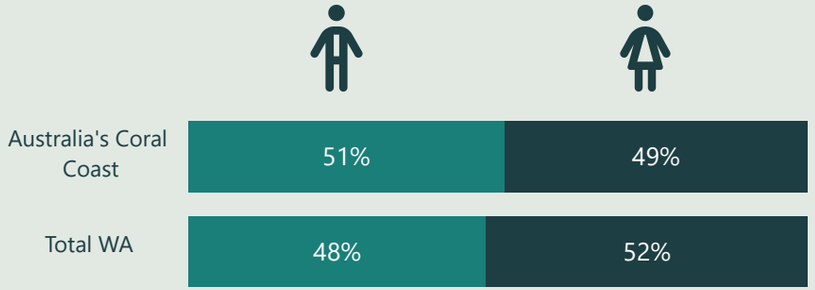
Travel Party



Length of Stay



Gender



Definition

Domestic Visitors : Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home.

Overnight Trip Details - Australia's Coral Coast

2025 (International 2024+25)

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Top 5 accommodation (% of nights) - Domestic

	Region	Total WA
Friends or relatives property	28%	35%
Caravan or camping - commercial	23%	12%
Hotel/resort/motel or motor Inn	13%	24%
Caravan or camping - non commercial	11%	6%
Rented house/apartment etc	10%	9%

Top 5 activities - Domestic

	Region	Total WA
Go to the beach	59%	33%
Eat out at a restaurant / cafe	48%	56%
Sightseeing/looking around	35%	27%
Pubs, clubs, discos etc	29%	26%
Fishing	28%	9%

Top 5 Local Government Areas visited - Domestic

	Region
Gingin-Dandaragan	46%
Greater Geraldton and surrounds	37%
Exmouth-Carnarvon-Shark Bay	22%
Irwin	7%
Morawa and surrounds	7%

Top 5 accommodation (% of nights) - International

	Region	Total WA
Rented house/apartment etc	21%	33%
Hotel/resort/motel or motor Inn	19%	14%
Friends or relatives property	18%	36%
Caravan or camping - commercial	16%	2%
Caravan or camping - non commercial	4%	1%

Top 5 activities - International

	Region	Total WA
Eat out at a restaurant / cafe	98%	95%
Sightseeing/looking around	94%	85%
Go to the beach	92%	74%
Visit national parks / state parks	91%	68%
Go shopping for pleasure	83%	83%

Top 5 Local Government Areas visited - International

	Region
Greater Geraldton	47%
Exmouth	37%
Northampton	36%
Shark Bay	30%
Dandaragan	27%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

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.

Visitation trends including visitors, nights and spend data is available for each of WA's Tourism Regions in a PowerBI report. See Regional Insights on Tourism WA's website and select the desired Region.

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 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.

Source

Tourism Research Australia, IVS and DoTS 2025.