

PILBARA REGION

TOURISM INVESTMENT PROFILE



WESTERN
AUSTRALIA
WALKING ON A DREAM

♀ KARIJINI NATIONAL PARK, THE PILBARA



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

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DESTINATION OVERVIEW

The Pilbara region is an epic, rugged and visually spectacular destination renowned for its red-earth landscapes, pristine coastline and rich cultural heritage. The Karijini National Park, with its dramatic gorges, emerald pools and secluded waterfalls combines with the UNESCO listed Murujuga Cultural Landscape, which contains one of the world's largest collections of Aboriginal rock art engravings, to offer a range of unique nature based and cultural experiences. The coastal towns of Karratha, Dampier and Onslow provide access to stunning beaches and islands, marine wildlife and world-class fishing, while inland communities such as Newman, Tom Price and Marble Bar showcase the outback spirit that characterises the Pilbara.



OVER 1,000 KM

of rugged coastline, red-earth landscapes, world-class national parks and thriving outback communities make the Pilbara a truly unique Australian tourism destination.



VISITORS 2025



673,000
day trip visitors



383,000
overnight visitors



2.4 MILLION
visitor nights

SOURCE: TRA (2026)



There are **3 national parks** in the Pilbara region, including the **Karijini National Park**, one of the most popular national parks in the state.

The Murujuga Cultural Landscape within the Murujuga National Park was inscribed on the UNESCO World Heritage List in July 2025.

NATIONAL PARKS IN THE PILBARA



700,000
visitors (2024-25)



Visitation to the parks in the Pilbara has doubled over the past 5 years

SOURCE: DBCA (2025)

\$519 MILLION

IN RECENT TOURISM RELATED INFRASTRUCTURE IN THE PILBARA



MANUWARRA RED DOG HIGHWAY UPGRADES

\$310 MILLION

Sealing and upgrades to connect Karratha and Tom Price via modern highway.



PORT HEDLAND SPOILBANK MARINA

\$187 MILLION

A brand new marina with state of the art facilities, jetty and public amenities.



KARIJINI NATIONAL PARK UPGRADES

\$21.2 MILLION

New visitor amenities, access roads and cantilevered lookout over Knox Gorge.

TOURISM INVESTMENT OVERVIEW

The Pilbara presents a substantial tourism investment opportunity supported by its strong and stable resource sector with a future investment pipeline of \$269 billion, as well as a niche and growing leisure visitor market. As demand for nature-based tourism continues to grow, visitation to the Pilbara region's national parks has doubled over the five year period

to 2024/25 to more than 700,000 visitors. The recent UNESCO World Heritage listing of the Murujuga Cultural Landscape is expected to drive additional visitor appeal. With the ongoing \$310 million investment in upgrading the Manuwarra Red Dog Highway, among other large-scale investments, the Pilbara is primed for future tourism investment.

A SIGNIFICANT INVESTMENT PIPELINE OF MAJOR RESOURCE SECTOR PROJECTS WILL CONTINUE TO DRIVE A STRONG BUSINESS TRAVELLER MARKET:

\$269 Billion IN TOTAL INVESTMENT	85 PROJECTS
49,270 CONSTRUCTION JOBS	10,806 PRODUCTION JOBS
\$49.3 Billion UNDER CONSTRUCTION / COMMITTED	\$220 Billion UNDER CONSIDERATION

SOURCE: PILBARA DEVELOPMENT COMMISSION (2025)

THE **PILBARA REGION** WILL REQUIRE **200-400 ADDITIONAL HOTEL ROOMS** BY 2033 TO KEEP UP WITH ANTICIPATED DEMAND.¹

1 | Lucid Economics (2025)

ACCOMMODATION INVESTMENT OPPORTUNITIES



HIGH-QUALITY BRANDED HOTELS/SERVICED APARTMENTS

High-end hotels and serviced apartments that can cater to both business and leisure visitors.



AIRPORT HOTELS

High-quality hotels located adjacent to Pilbara airports targeting the corporate/business market.



STATION STAYS

Station stay offerings across the region that can provide a unique visitor experience, celebrate the region's pastoral connections and provide access to the Pilbara's rugged landscapes.



NATURE-BASED ECO RESORTS

Nature-based accommodation and eco-resorts in or around national parks or unique natural settings that can leverage the distinctive landscapes and rich cultural heritage of the region.



CARAVAN/HOLIDAY PARKS

Caravan and holiday parks that can offer a high-amenity offering and assist in meeting peak season demand, which often exceeds overflow capacity.

OTHER TOURISM INVESTMENT OPPORTUNITIES



ABORIGINAL EXPERIENCES

Partner with Traditional Owners to create unique experiences that are in high demand from visitors, such as guided walks, cultural and bushtucker tours, rock art experiences, arts and craft as well as stargazing.



MARINE EXPERIENCES AND TOURS

Unlock the coastal and marine potential of the region through offering fishing, snorkelling/diving and island tours as well as equipment and boat rental along the coast.



WILDLIFE AND NATURE TOURS

The Pilbara coast offers a pristine natural habitat that is ideal for experiences such as whale watching in the Dampier Archipelago or nesting sea turtles around Port Hedland. Every June to September, the Pilbara comes alive with a unique range of wildflowers, providing further opportunities for tour operators.



NATURE-BASED ADVENTURE TOURS

Development of new walking, cycling or mountain biking tours and trails. Additionally, the rugged landscapes and national parks of the Pilbara provide considerable opportunities for multi-day 4X4 or tag-along tours, including along the Canning Stock Route.



INDUSTRIAL TOURS

Expansion of industrial and resource-based tourism across the region's mines and harbours, strengthening visitor understanding of the Pilbara's globally significant industries and building on established products such as the Tom Price mine tour. Beyond providing additional tours, new visitation platforms and/or the use of virtual reality (VR) or augmented reality (AR) could further deepen these tours and create a truly unique experience for visitors.



EVENTS AND FESTIVALS

Festivals and events that can support and celebrate Aboriginal culture as well as new events that can leverage the region's warmer, more favourable winter climate.

PILBARA VISITATION & ACCOMMODATION INSIGHTS



VISITORS

	2025
DAY TRIP	673,000
DOMESTIC OVERNIGHT	358,000
INTERNATIONAL	26,000
TOTAL	1,057,000

SOURCE: TRA (2026)



VISITOR NIGHTS

	2025
DOMESTIC OVERNIGHT	1,661,000
INTERNATIONAL	767,000
TOTAL	2,428,000

SOURCE: TRA (2026)



INTERNATIONAL VISITATION

	2020	2021	2022	2023	2024	2025
VISITORS	5,000	np	19,000	32,000	25,000	26,000
VISITOR NIGHTS	np	np	np	1,199,000*	586,000	767,000

NP = NON PUBLISHABLE DUE TO LOW SAMPLE SIZE. *797,000 RELATED TO EMPLOYMENT PURPOSE OF VISIT

		OCCUPANCY	ADR	RevPAR
ACCOMMODATION MARKET INDICATORS	2021	64%	\$223	\$143
	2022	77%	\$214	\$165
	2023	65%	\$216	\$140
	2024	65%	\$222	\$143
	2025	71%	\$207	\$148



SOURCE: COSTAR (2025)

The Pilbara region currently has a shortage of hotel rooms.

While the market is busier during the cooler months, due to the significance of the business market, the Pilbara is less seasonal than other regional destinations.

During peak periods, many properties experience full occupancy rates and **an average daily rate between \$250 and \$300.**

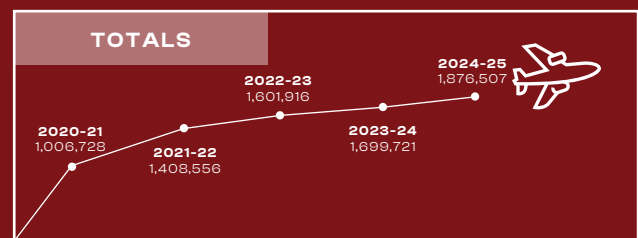
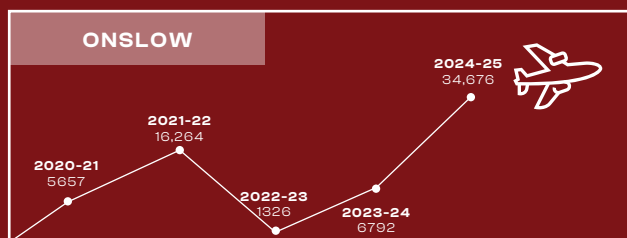
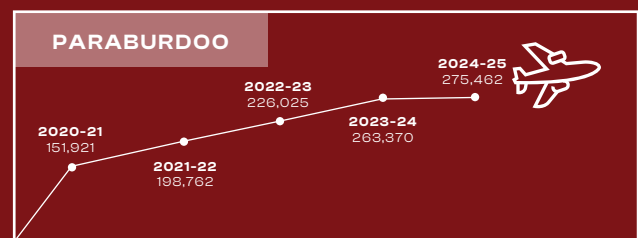
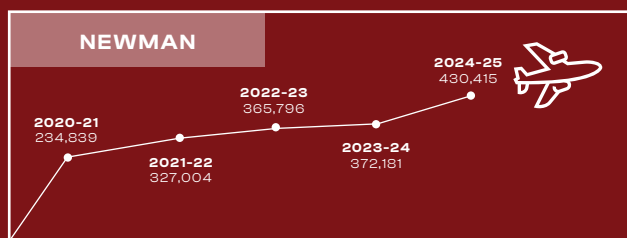
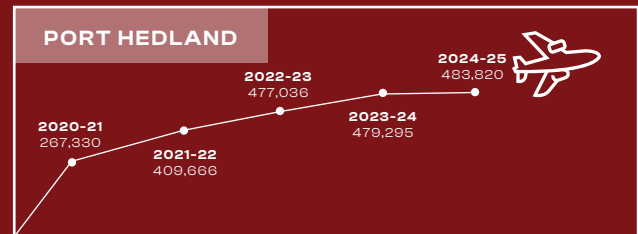
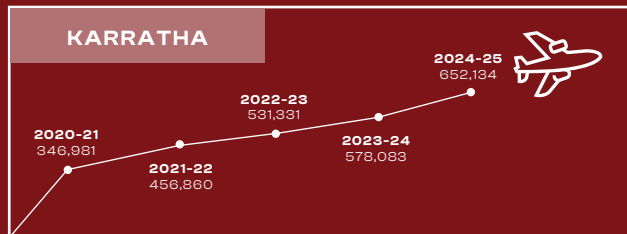


📍 KARIJINI NATIONAL PARK, THE PILBARA

REGIONAL ACCESS AND CONNECTIVITY

PILBARA AIRPORTS

PASSENGER NUMBERS



The Pilbara is serviced by a network of five airports, providing the region with strong connectivity from Perth, and acting as crucial gateways for both business and leisure travellers. The region is serviced by major national airlines as well as smaller regional airlines and a variety of charter services. Growing aviation access will continue to support the region's tourism industry, particularly as new attractions and experiences are delivered.

There is strong demand from self-drive visitors, including caravan travellers or family road-trippers escaping southern winters or seeking outdoor adventure. The region is well-connected, with the North West Coastal Highway and Great Northern Highway providing major north-south

routes. The upcoming completion of the sealing of the Manuwarra Red Dog Highway will further enhance touring options, reducing travel times and creating a direct link between signature natural attractions such as the Karijini, Millstream Chichester and Murujuga national parks.

Five airports with regular public transport (RPT) services brought **1.9 million passengers** to the region in 2024-25.

86% IN PASSENGERS OVER THE LAST FIVE YEARS
GROWTH

SOURCE: BITRE (2025)



TRAVEL TIME BY PLANE

KARRATHA

PERTH: 2 HOURS
PORT HEDLAND: 50 MINS
BROOME: 1 HOUR 15 MIN

PORT HEDLAND

PERTH: 2 HOURS
KARRATHA: 50 MINS
BROOME: 1 HOUR

NEWMAN

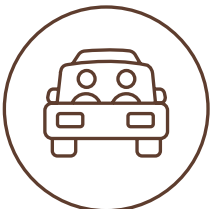
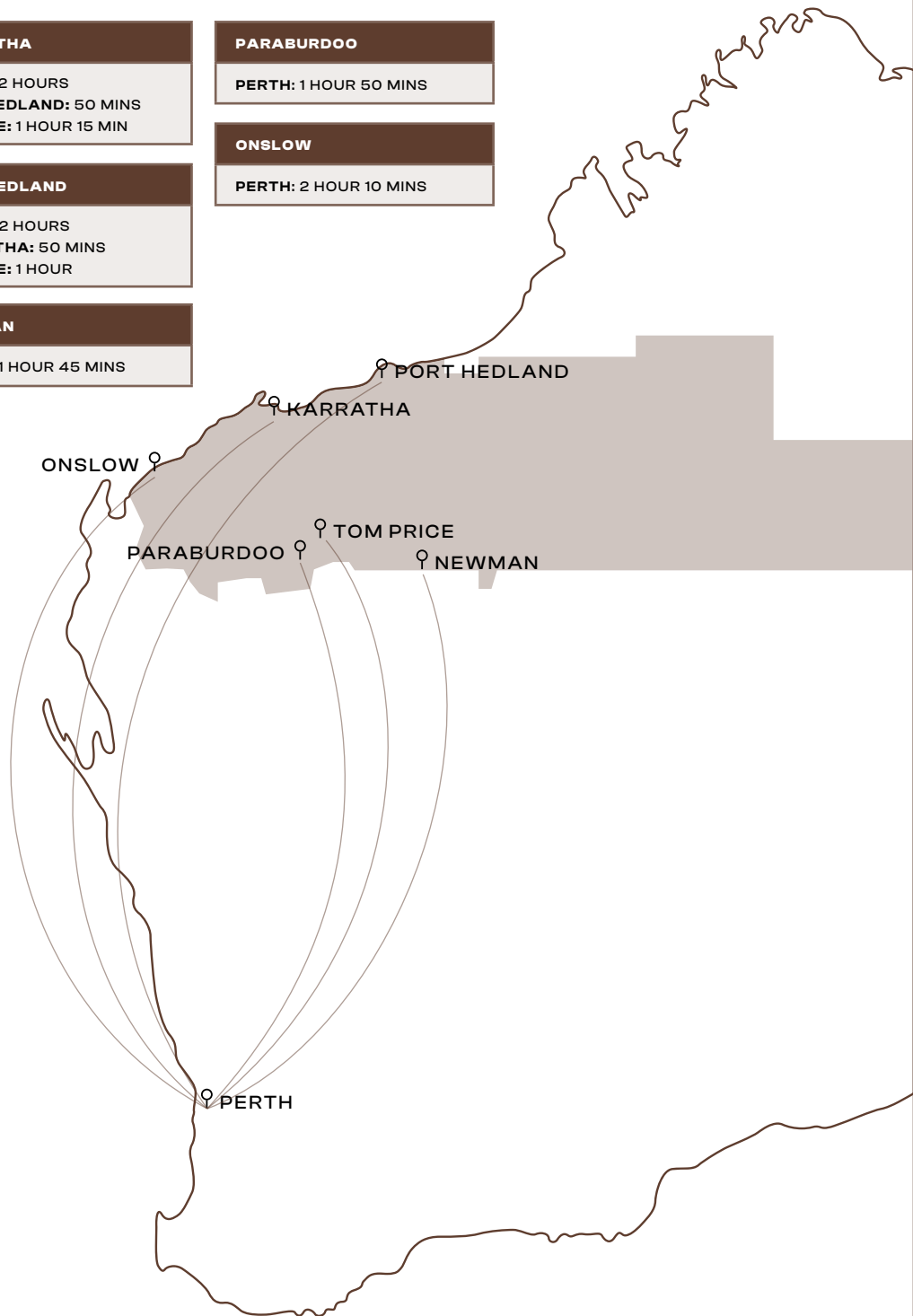
PERTH: 1 HOUR 45 MINS

PARABURDOO

PERTH: 1 HOUR 50 MINS

ONSLOW

PERTH: 2 HOUR 10 MINS



TRAVEL TIME BY CAR

LOCATION	KARRATHA	PORT HEDLAND	NEWMAN	TOM PRICE	PARABURDOO	ONSLOW
FROM PERTH	16 HOURS	17 HOURS	12.5 HOURS	15.5 HOURS	15.75 HOURS	14.5 HOURS
FROM KARRATHA	-	2.5 HOURS	6.5 HOURS	4.5 HOURS	5.5 HOURS	3 HOURS

SPOTLIGHT ON KARRATHA



Karratha is emerging as the tourism hub of the Pilbara, offering excellent amenities and easy access both within and outside the region. As one of Australia’s most important resource hubs, Karratha balances its economic strengths with remarkable natural and cultural attractions, including the Murujuga Cultural Landscape within the Murujuga National Park, which gained World Heritage status in 2025. Additionally, the Millstream Chichester National Park (1.5 hours’ drive) provides a lush inland oasis of wetlands, springs and spinifex hills providing a contrast to the coastal and industrial landscapes around Karratha.

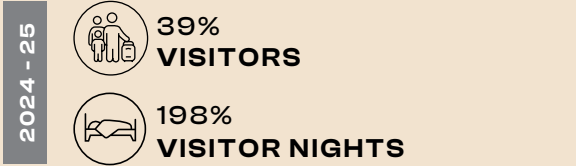
Upgrades to the Manuwarra Red Dog Highway are nearing completion and will provide a sealed highway connecting Karratha and Tom Price (as well as the Karijini National Park). Over the past decade, Karratha has seen significant investment and development, transforming it into a modern regional city. These factors combine to make Karratha a destination with a unique mix of industry, world-class culture, nature and adventure, providing a solid foundation for ongoing tourism growth.

KARRATHA VISITATION INSIGHTS

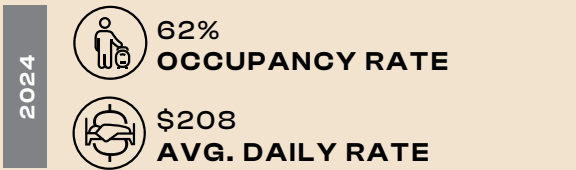


GROWTH IN COMMERCIAL
ACCOMMODATION 2025 VS 2024

SOURCE:
TRA (2026)



ACCOMMODATION INSIGHTS



100 FLIGHTS PER WEEK

Karratha Airport is the region's largest airport, serviced by Qantas, Virgin and Nexus Airlines with approx. 100 flights per week to Perth, Port Hedland and Geraldton.

Karratha Airport is currently seeking approvals for international airport status, which will enable opportunities for new routes, enhanced visitor servicing and retail.



TOURISM INVESTMENT OPPORTUNITIES IN KARRATHA



BRANDED, FULL-SERVICE HOTEL

Development of a branded, full-service hotel would respond to Karratha's strong and ongoing business travel market while also catering to leisure visitors, families and events. Karratha's role as the Pilbara's primary hub and gateway drives demand for a new high-quality accommodation offering.



HOLIDAY PARK

Potential to develop a large, high quality holiday park featuring family friendly amenities and a quality food and beverage offering. Karratha's caravan parks reach capacity each year during peak season (May-September) and overflow areas are required to be established, demonstrating demand for additional facilities.



ABORIGINAL EXPERIENCES

Beyond the Murujuga and Millstream Chichester national parks, Karratha has a depth of Aboriginal culture and heritage. There are opportunities to partner with Traditional Owners to develop a range of authentic cultural experiences in and around Karratha.



TOUR OPERATORS

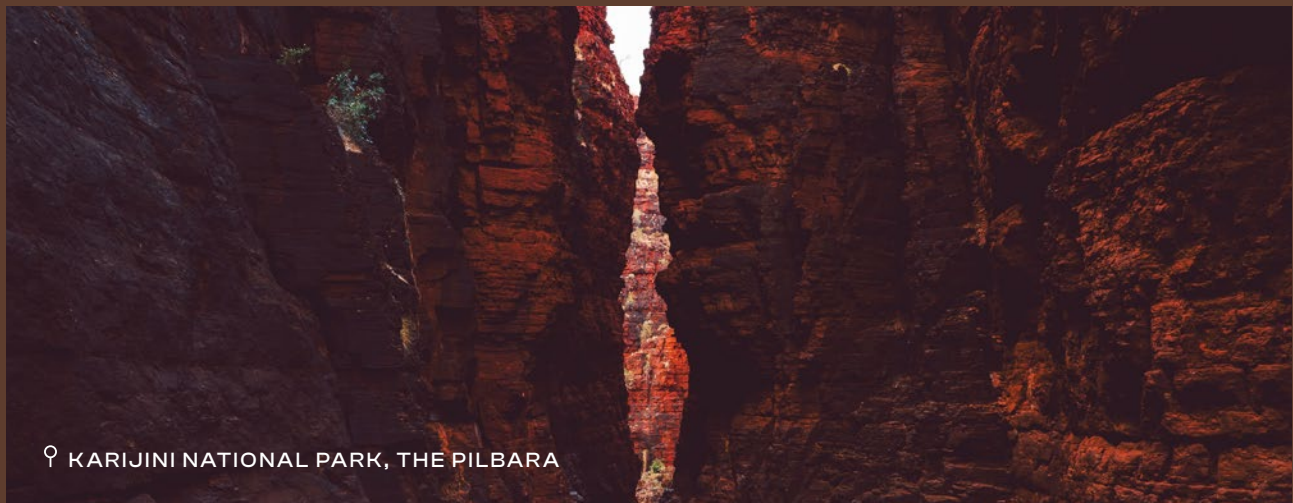
A diverse mix of new and expanded visitor experiences, including history and heritage, Aboriginal cultural experiences, resource industry tours and adventure activities, catering to growing leisure and family markets in Karratha (as well as to local residents).



NATURE-BASED AND ADVENTURE EXPERIENCES

The nearby Dampier Archipelago offers a pristine environment with world-class fishing, whale watching and remote islands providing a distinctive natural experience and potential for boating, marine tourism and equipment hire opportunities.

REGIONAL VISITOR EXPERIENCES AND ATTRACTIONS



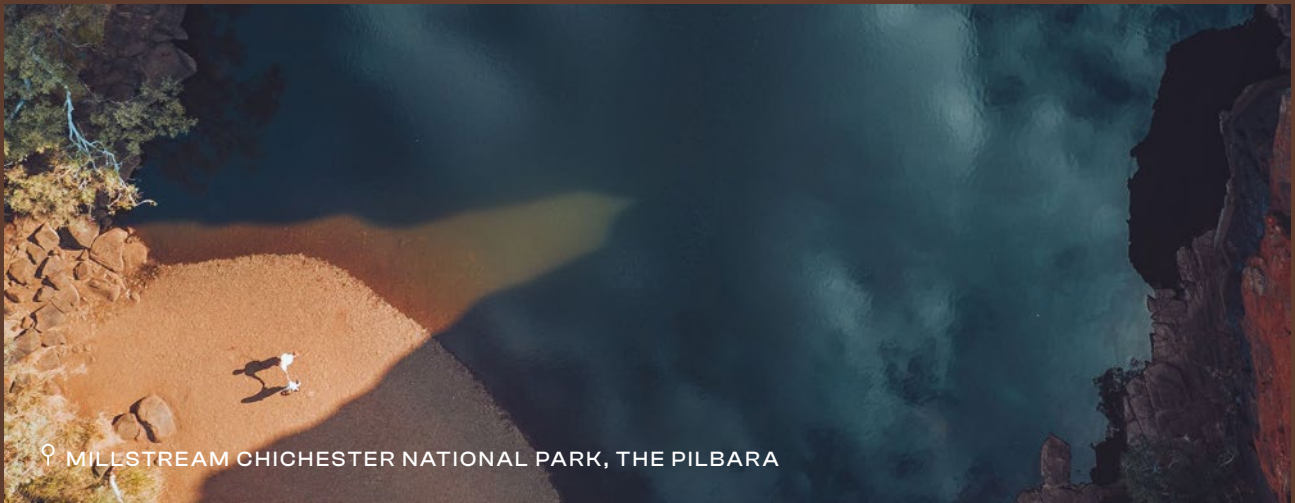
KARIJINI NATIONAL PARK:

Ancient banded iron formations, emerald pools and towering gorges define one of Australia's most dramatic landscapes. Recent upgrades to the national park include sealing 41 kilometres of key access roads, new day use areas, and the installation of a cantilevered lookout over Knox Gorge, enhancing the visitor experience.



MURUJUGA NATIONAL PARK (BURRUP PENINSULA):

Inscribed on the UNESCO World Heritage List in 2025, the Murujuga National Park holds the world's densest concentration of petroglyphs, or rock art, across sea and land Country. Visitors can expect a deep cultural experience, coastline vistas and the appreciation of a living cultural landscape stewarded by Traditional Owners.



♀ MILLSTREAM CHICHESTER NATIONAL PARK, THE PILBARA

MILLSTREAM CHICHESTER NATIONAL PARK:

Located within 2 hours drive from Karratha, the Millstream Chichester National Park is a lush oasis of deep gorges and palm fringed rock pools, providing a stark contrast to the surrounding landscape of rocky escarpments and rolling spinifex covered hills. The national park holds a great number of places with cultural significance to Traditional Owners and there are plans to broaden the range of visitor experiences.



♀ DAMPIER ARCHIPELAGO, THE PILBARA

COASTAL AND MARINE EXPERIENCES:

The Pilbara coastline offers a diverse range of coastal and marine activities including boating, fishing, snorkelling and whale watching as well as pristine, remote beaches. The 42 pristine islands of the Dampier Archipelago, the Mackerel Islands and Montebello Islands all provide unique experiences. Seasonal highlights include whale watching and witnessing turtles nesting on sandy beaches.



♀ PARDOO STATION, PARDOO

STATION STAYS:

Many of the pastoral stations across the Pilbara provide visitor accommodation, offering a range of station stays that offer immersive dark sky, wellness or agritourism experiences and tours that allow visitors to gain first-hand insight into life on a working station. Accommodation options typically include a mix of formal lodgings and seasonal camping, catering to a variety of travel styles and preferences.



♀ PORT HEDLAND

INDUSTRIAL & RESOURCES TOURISM:

The Pilbara is one of the world's largest resource regions. The Tom Price Mine Tour takes visitors into one of Rio Tinto's major open-cut iron ore operations, offering close-up views of large-scale mining equipment and insights into how ore is extracted and processed. The Seafarers Harbour Tour in Port Hedland takes guests through the busy port to observe iron-ore carriers, tug operations and the workings of the world's largest bulk export port.



♀ ROEBOURNE

HERITAGE TOWNS & TRAILS:

The historical town of Roebourne offers a heritage precinct and lookout, including a number of heritage buildings. Together with nearby Cossack, a ghost town dating back to the 1860s and the birthplace of Western Australia's pearling industry, they provide unique insights into the region's pastoral history, early European settlement and pearling legacy.



ADVENTURE & 4×4 TOURING:

The Pilbara offers a growing 4X4 road trip and adventure tourism product underpinned by its rugged, remote landscapes and a network of unsealed inland routes. The iconic Canning Stock Route, which passes through the East Pilbara, attracts many 4X4 enthusiasts. Along with lesser-known trails, these paths offer adventure seekers a unique opportunity to explore the region's landscapes.



EVENTS & FESTIVALS:

The Pilbara has a growing calendar of cultural and sporting events and continues to attract a variety of small to medium business events, sustained by the uniqueness of the destination and its warm winter climate.

TOURISM INFRASTRUCTURE INVESTMENTS

Recent investment across the Pilbara has strengthened the region’s overall accessibility, visitor amenity and capacity to support a growing tourism economy. Improvements to transport corridors, upgraded visitor infrastructure, enhanced public amenity and better-resourced national park facilities are collectively making the region easier to navigate and more enjoyable for both leisure and business travellers.

While not exhaustive, the below summary highlights a range of recent government investment to enhance access, amenity, and tourism assets across the Pilbara region.



Tourism related public investment of **\$519 million** to improve access and amenity in the region.

RECENT AND ONGOING INVESTMENTS, PILBARA REGION

PROJECT DESCRIPTION	INVESTMENT (\$M)
MANUWARRA RED DOG HIGHWAY UPGRADES	\$310.0
KARIJINI NATIONAL PARK UPGRADES	\$21.2
PORT HEDLAND SPOILBANK MARINA	\$187.5

SOURCE: BUILDING FOR TOMORROW (2025), MAIN ROADS (2025), MIRAGE (2024), TOWN OF PORT HEDLAND (2025).



📍 MACKEREL ISLANDS, ONSLOW

ENABLERS AND SUPPORT

TOURISM WESTERN AUSTRALIA

As the State Tourism Organisation, Tourism WA plays a crucial role in marketing Western Australia as a premier travel destination by developing and implementing strategic marketing campaigns to attract both domestic and international visitors from 12 key international markets. Tourism WA also supports a range of vibrant events throughout the state and has established a vision for Perth and Western Australia to be the fastest growing events destination in the South East Asia Region.

Tourism WA is part of the Department of Creative Industries, Tourism and Sport (CITS), and works with industry to support operators, improve access to Western Australia, and attract private investment to increase the density and diversity of tourism experiences, attractions and high-quality accommodation throughout the state. In addition, Tourism WA can provide advice and support to investors seeking to develop new tourism product or expand existing offerings.

The Western Australia Visitor Economy Strategy 2033 has identified a goal to increase short-stay visitor accommodation, particularly premium accommodation, and the need to attract private sector investment into new tourism offerings throughout the state.

The Tourism Investment Delivery Division of CITS provides strategic guidance for major tourism attractions and infrastructure proposals, seeking to remove barriers to tourism investment and strengthening coordination across Government.

The State Government has identified the tourism sector as a priority sector for development as part of its Future State: Accelerating Diversify WA plan. The development of Western Australia's regional tourism destinations has been identified as a key goal area of the plan, and the WA Government is committed to working with businesses to unlock the full potential of its tourism regions.



AUSTRALIA'S NORTH WEST

Australia's North West (ANW) is the Regional Tourism Organisation that focuses on promoting the diverse and captivating experiences available in the North West region of the state. Through targeted marketing initiatives, ANW highlights and promotes the region's key attractions and experiences to intrastate, interstate, and international audiences. Together with the local governments across the Pilbara region, these organisations work collaboratively to drive future demand and foster a thriving environment for new and existing tourism operators.

The ANW Tourism Destination Management Plan (TDMP) and Pilbara Regional Tourism Development Strategy (RTDS) set objectives and actions across supply, demand and capability to grow tourism sustainably within the Pilbara region.

The TDMP and RTDS highlight opportunities around access & connectivity, national parks & nature activation, Aboriginal-led experiences, accommodation, marine & island-based tourism product and enhanced visitor servicing.

THE PILBARA REGION: A DREAM INVESTMENT DESTINATION

A RUGGED AND PRISTINE DESTINATION OF STRIKING RED EARTH, ANCIENT ROCK FORMATIONS, EXPANSIVE OUTBACK LANDSCAPES AND BREATHTAKING COASTLINE.

DIVERSE RANGE OF VISITOR EXPERIENCES RANGING FROM WORLD-FAMOUS NATIONAL PARKS AND RICH ABORIGINAL CULTURAL SITES TO UNIQUE ADVENTURE OPPORTUNITIES AND HERITAGE ATTRACTIONS.



OVER \$500 MILLION IN RECENT INFRASTRUCTURE INVESTMENT TO IMPROVE ACCESSIBILITY AND AMENITY.



A RELIABLE CORPORATE BASE AND EXPANDING LEISURE MARKET, WITH STRONG INTERNATIONAL VISITATION RECOVERY.



A WELL-PERFORMING ACCOMMODATION MARKET THAT IS IN SHORT SUPPLY AND REQUIRES ADDITIONAL CAPACITY.



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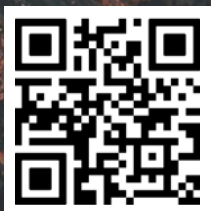
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#WAtheDreamState



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Tourism
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**WESTERN
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♀ KARIJINI NATIONAL PARK, THE PILBARA