

Shire of Broome

Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning
May 2024



WESTERN
AUSTRALIA

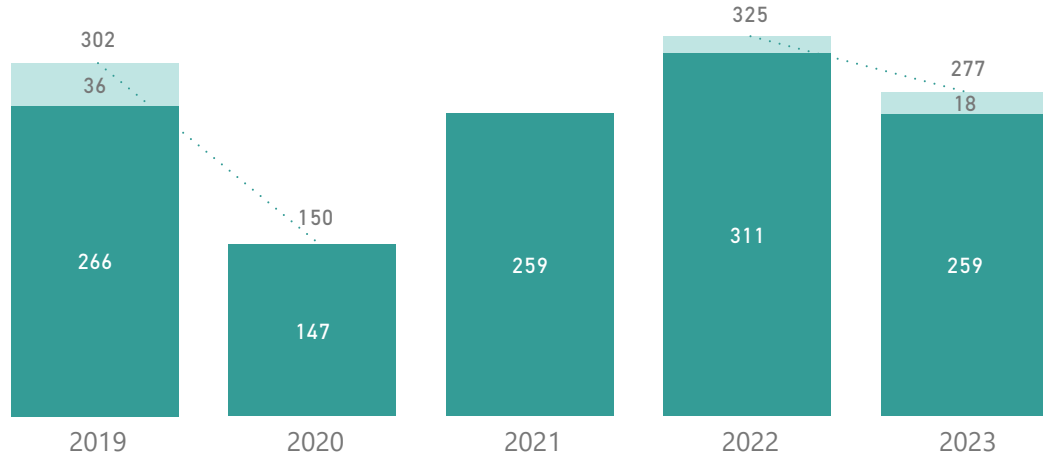
Overnight Visitor Summary - Shire of Broome

2023
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Broome Local Government Area (LGA).



Total Visitors (000) 277 2023	Total Visitor Nights (000) 1,678 2023	Total Spend (\$ Million) \$464 2023
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Overnight Visitor Trends (000)

● International ● Domestic Total Overnight Visitors



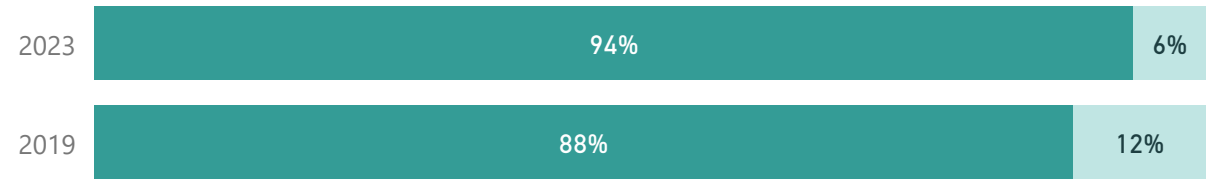
NOTE: WA international borders largely closed from March 2020 to March 2022 due to COVID-19, therefore international data in relation to 2020, 2021 and 2022, if shown, should be used with caution.

Market	2019	2020	2021	2022	2023
 Visitors (000)	266	147	259	311	259
International	36	np	np	14	18
Total	302	150	np	325	277
Market	2019	2020	2021	2022	2023
 Nights (000)	1,209	932	1,569	1,337	1,242
International	450	np	np	np	436
Total	1,659	np	np	np	1,678





np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID

● International ● Domestic



Overnight Visitor Metrics - 2023

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	4.8 Days	\$1,680	\$350
International	24.2 Days	\$1,611	\$67
 Total Domestic + International	6.1 Days	\$1,675	\$277

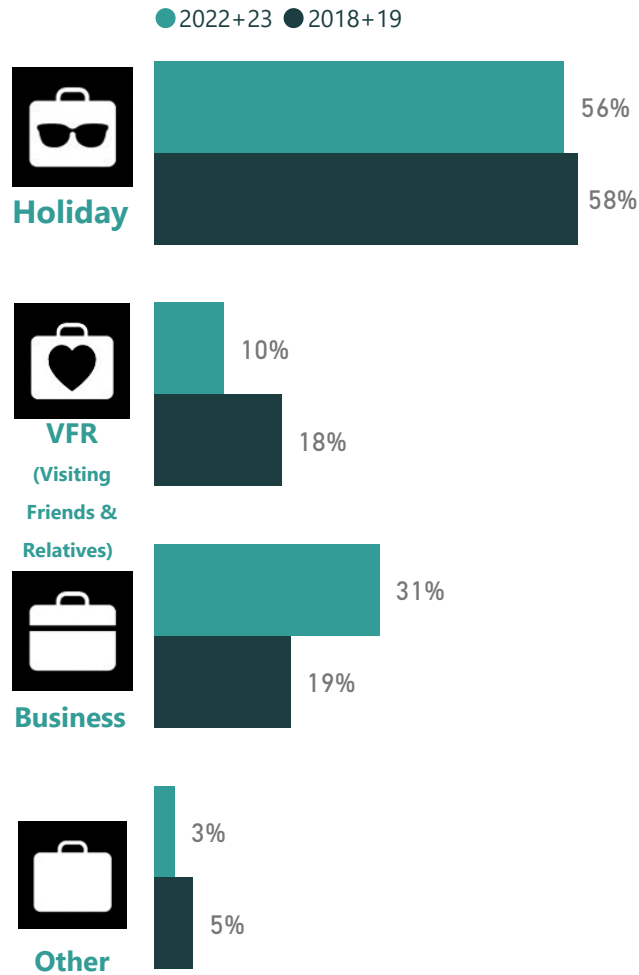
Domestic Overnight Visitor Details - Shire of Broome

2022+23 vs. 2018+19

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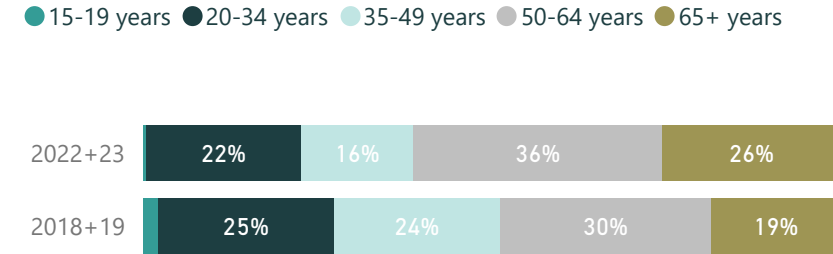
Domestic Visitors (000)	Domestic Nights (000)
259	1,242
2023	2023

Purpose of Travel

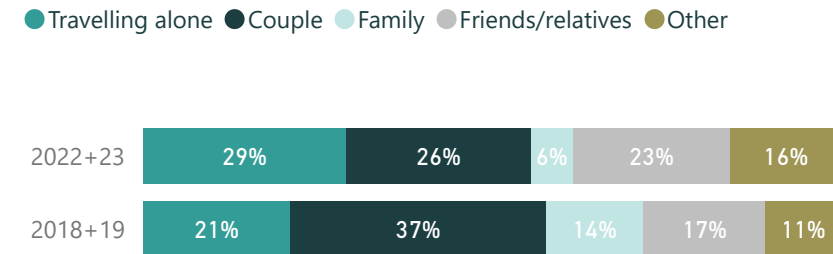


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

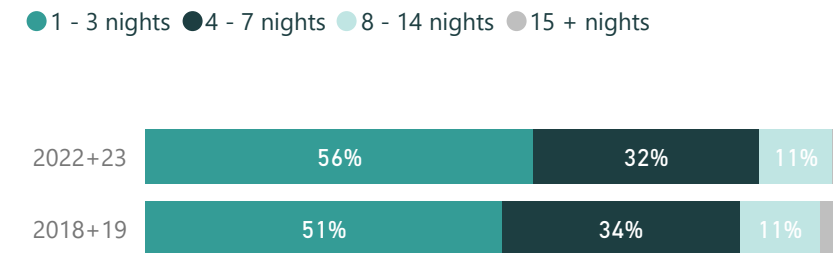
Age



Travel Party



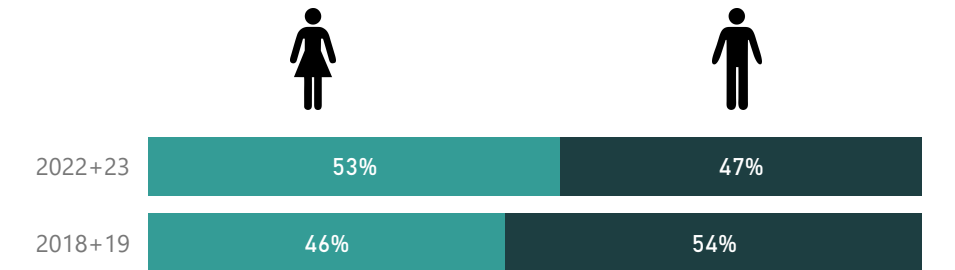
Length of Stay



Top 3 accommodation (% of nights)

Accommodation Type	2018+19 (%)	2022+23 (%)
Hotel/resort/motel or motor Inn	36%	47%
Friends or relatives property	12%	21%
Caravan park or commercial camping ground	18%	6%

Gender



Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

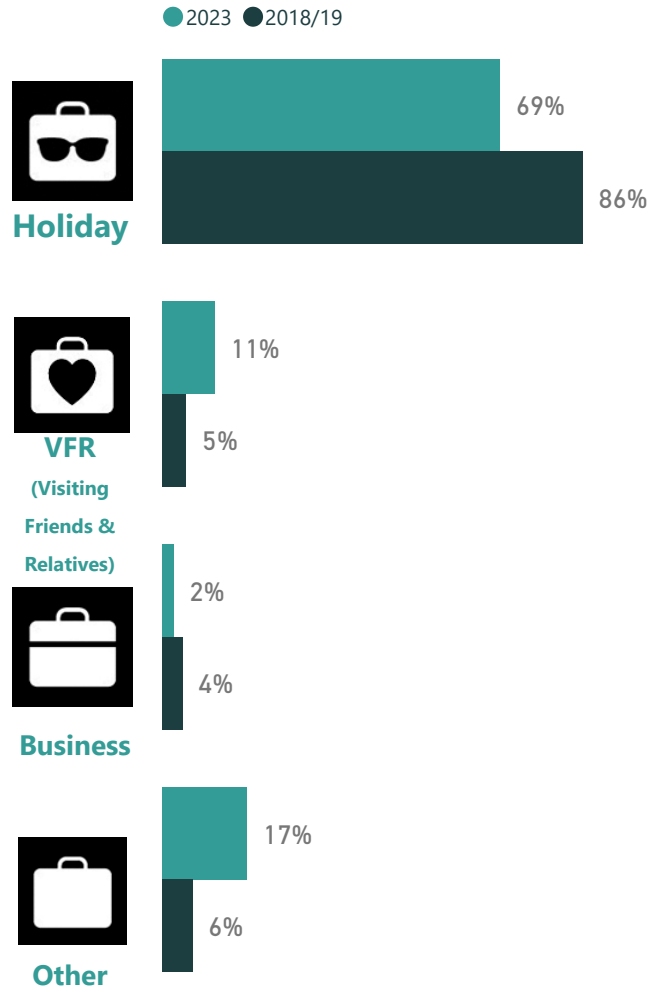
International Overnight Visitor Details - Shire of Broome

2023 vs. 2018+19

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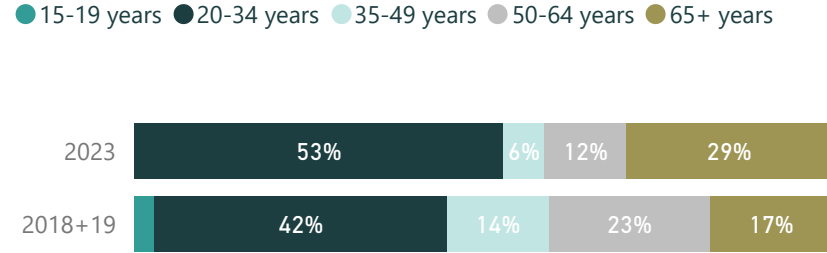
International Visitors (000)	International Nights (000)
18	436
2023	2023

Purpose of Travel

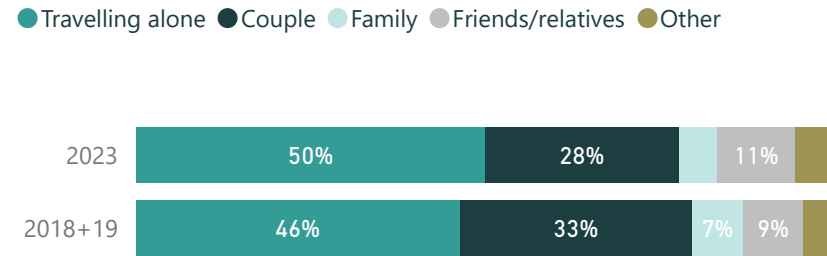


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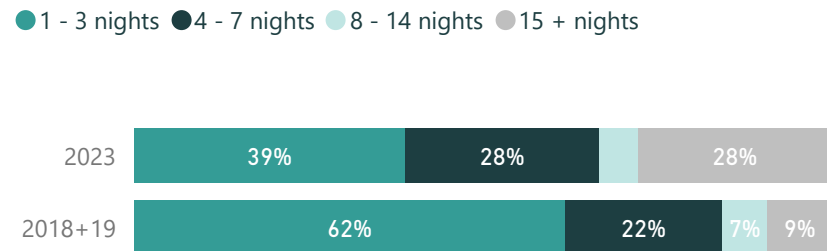
Age



Travel Party



Length of Stay

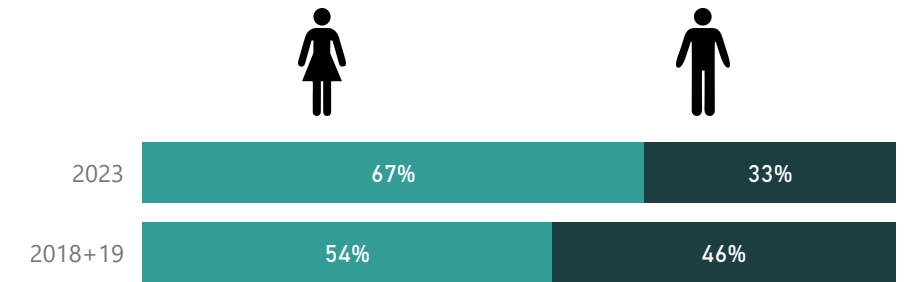


Top 3 accommodation (% of nights)



Accommodation Type	2018+19 (%)	2023 (%)
Rented house/apartment/flat or unit	31%	66%
Other Private Accommodation	20%	9%
Caravan park or commercial camping ground	16%	6%

Gender



Definitions

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.

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 National and International Visitor Surveys (NVS and IVS).

Data has been provided for Interstate and Intrastate (sample size permitting) or Domestic, as well as International (see below) by year.

Number of international visitors cannot be provided for 2021 as this was not available at LGA level and has been provided for other years where sample size permits.

The demographics and trip details for domestic visitors show comparisons between 2022+23 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, only 2018+19 and 2023 has been provided for international visitors.

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 population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

Methodology and definition changes are made to both the IVS and the NVS from time to time. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see [NVS Methodology](#) or [IVS Methodology](#) on Tourism Research Australia's website and the [Changing Visitor Spend](#) factsheet on Tourism WA's website.

Sample Size

Market	2019	2020	2021	2022	2023
Intrastate	65	65	84	60	38
Interstate	46	3	18	36	36
Domestic	111	68	102	96	74
International	226	25	2	982	94

Note: Data has not been provided where the Sample Size is less than 40



Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 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, National and International Visitor Surveys, 2023