

Australia's Golden Outback

Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026



WESTERN
AUSTRALIA

International Overnight Trip Details - Australia's Golden Outback

2024+25

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

Trips (000)

52

2025

Nights (000)

1,325

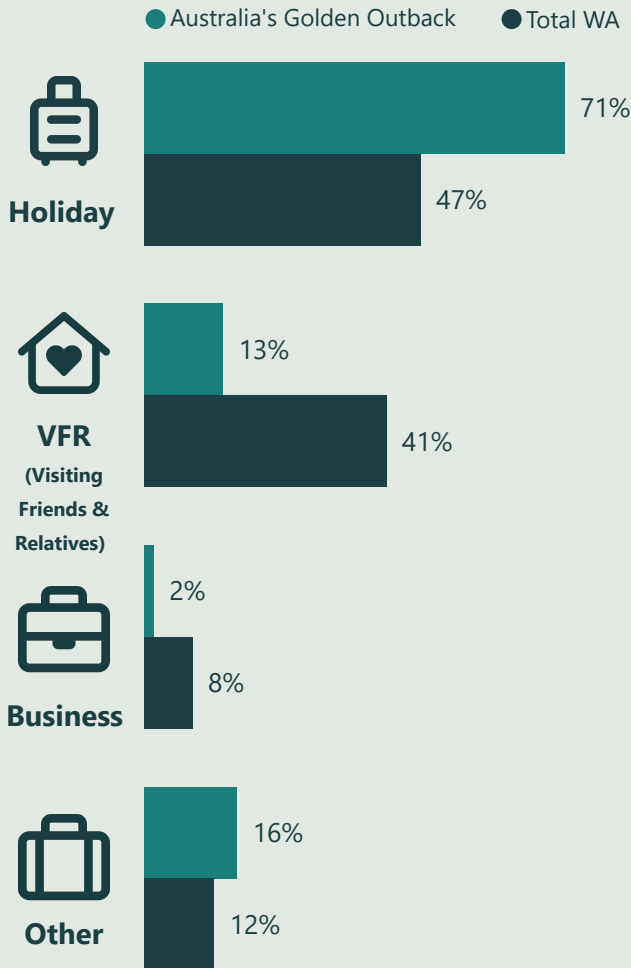
2025

Spend (\$M)

\$67

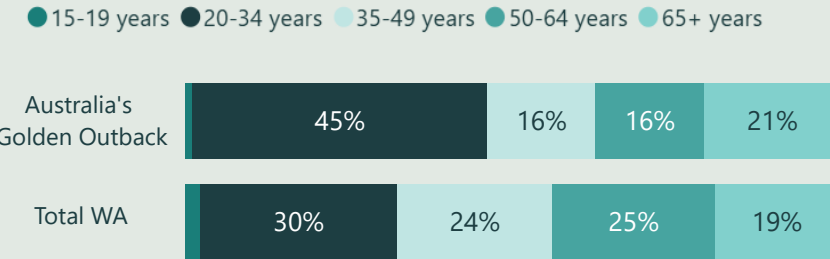
2025

Purpose of Travel

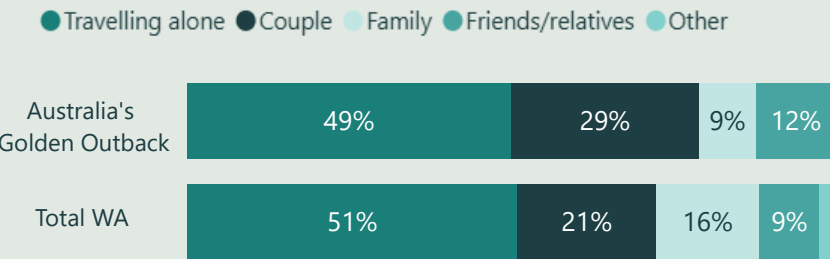


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

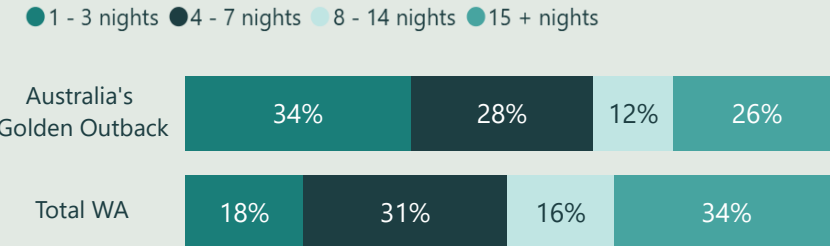
Age



Travel Party



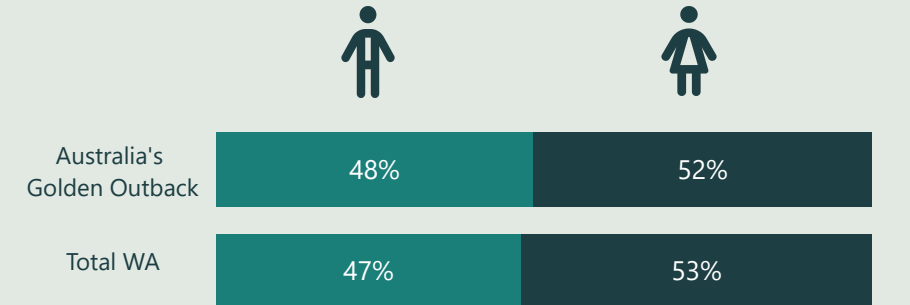
Length of Stay



Top 5 Home Country

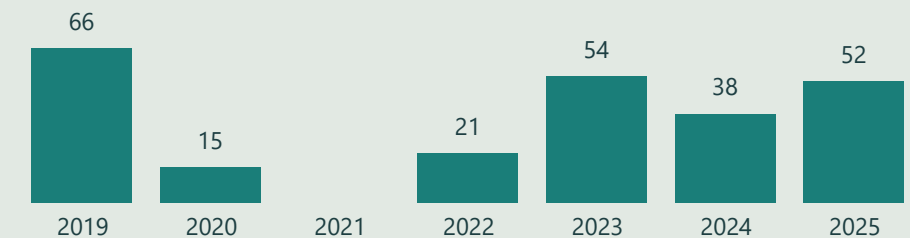
Home Country	Region	Total WA
United Kingdom	15%	15%
Germany	13%	3%
New Zealand	13%	8%
France	5%	3%
United States of America	5%	5%

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 Golden Outback

2025

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

Trips (000)

684

2025

Nights (000)

2,245

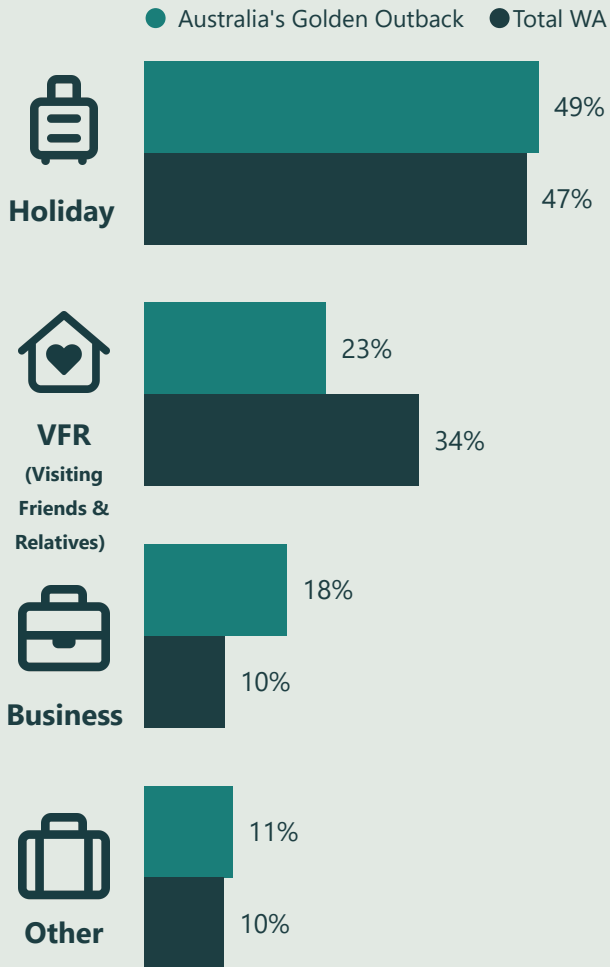
2025

Spend (\$M)

\$546

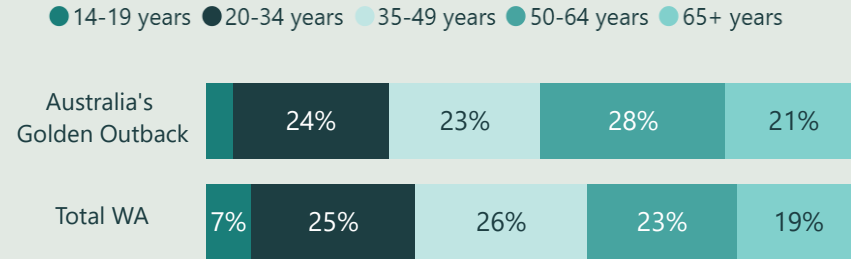
2025

Purpose of Travel

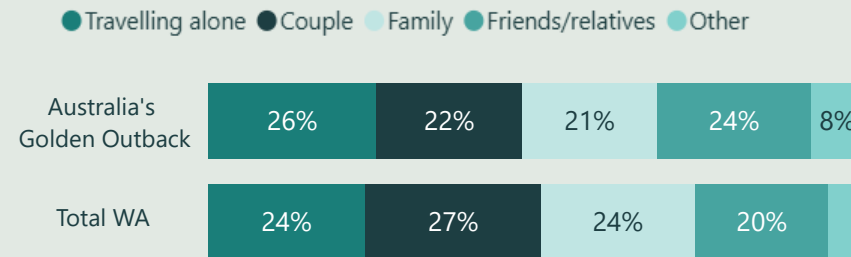


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

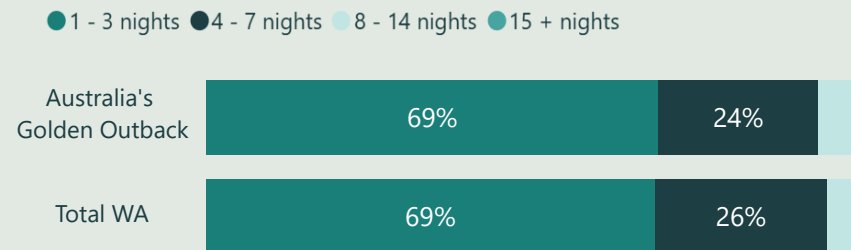
Age



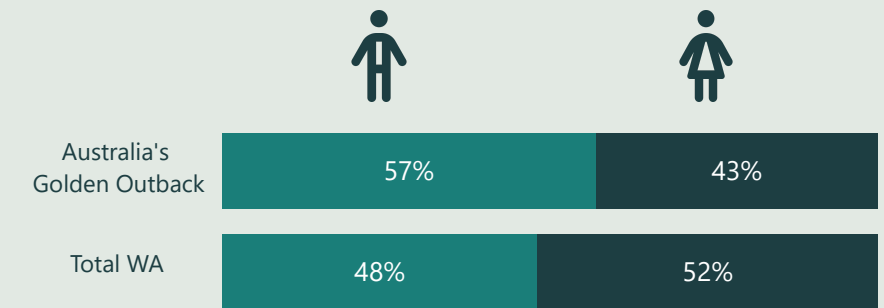
Travel Party



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 Golden Outback


2025 (International 2024+25)

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


Top 5 accommodation (% of nights) - Domestic

	Region	Total WA
 Hotel/resort/motel or motor Inn	20%	24%
Caravan or camping - commercial	20%	12%
Caravan or camping - non commercial	19%	6%
Friends or relatives property	16%	35%
Rented house/apartment etc	3%	9%

Top 5 activities - Domestic

	Region	Total WA
 Eat out at a restaurant / cafe	27%	56%
Pubs, clubs, discos etc	26%	26%
Sightseeing/looking around	23%	27%
Go to the beach	21%	33%
Bushwalking / rainforest walks	21%	14%


Top 5 Local Government Areas visited - Domestic

	Region
 Kalgoorlie-Boulder and surrounds	35%
Esperance-Ravensthorpe	23%
Wagin and surrounds	11%
Moora-Dalwallinu-Victoria Plains	8%
Leonora and surrounds	7%


Top 5 accommodation (% of nights) - International

	Region	Total WA
 Rented house/apartment etc	30%	33%
Friends or relatives property	20%	36%
Hotel/resort/motel or motor Inn	6%	14%
Caravan or camping - commercial	6%	2%
Caravan or camping - non commercial	4%	1%

Top 5 activities - International

	Region	Total WA
 Eat out at a restaurant / cafe	96%	95%
Sightseeing/looking around	85%	85%
Visit national parks / state parks	80%	68%
Go shopping for pleasure	79%	83%
Go to the beach	77%	74%

Top 5 Local Government Areas visited - International

	Region
 Esperance	54%
Kalgoorlie-Boulder	27%
Kondinin	15%
Dundas	12%
Leonora	3%

Visitor Factsheet - Further Information

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

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.