

# THE KIMBERLEY

## TOURISM INVESTMENT PROFILE

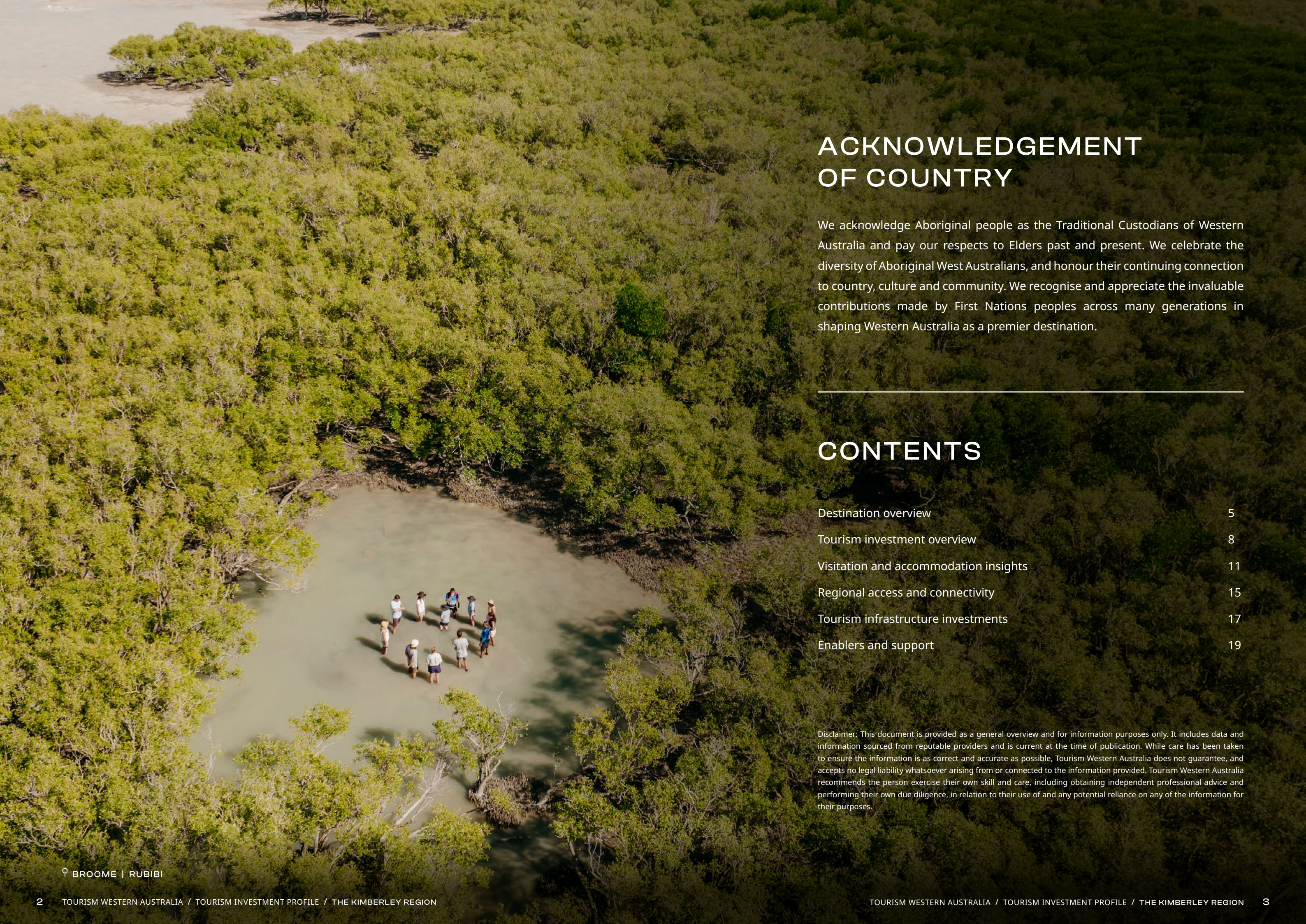


**Tourism**  
WESTERN AUSTRALIA

WESTERN  
AUSTRALIA  
WALKING ON A DREAM

♀ COCKBURN RANGE, THE KIMBERLEY





# ACKNOWLEDGEMENT OF COUNTRY

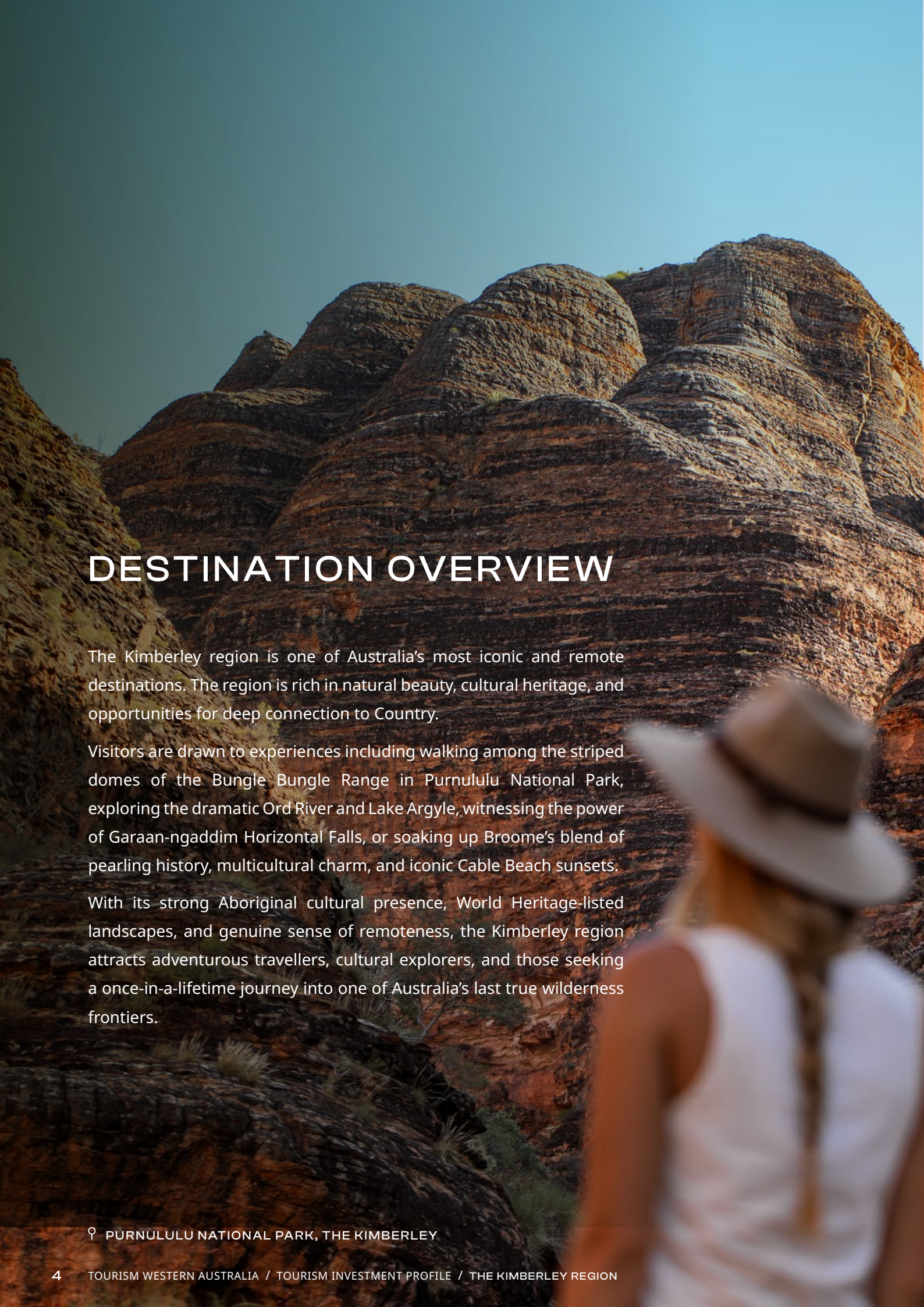
We acknowledge Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community. We recognise and appreciate the invaluable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

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Disclaimer: This document is provided as a general overview and for information purposes only. It includes data and information sourced from reputable providers and is current at the time of publication. While care has been taken to ensure the information is as correct and accurate as possible, Tourism Western Australia does not guarantee, and accepts no legal liability whatsoever arising from or connected to the information provided. Tourism Western Australia recommends the person exercise their own skill and care, including obtaining independent professional advice and performing their own due diligence, in relation to their use of and any potential reliance on any of the information for their purposes.





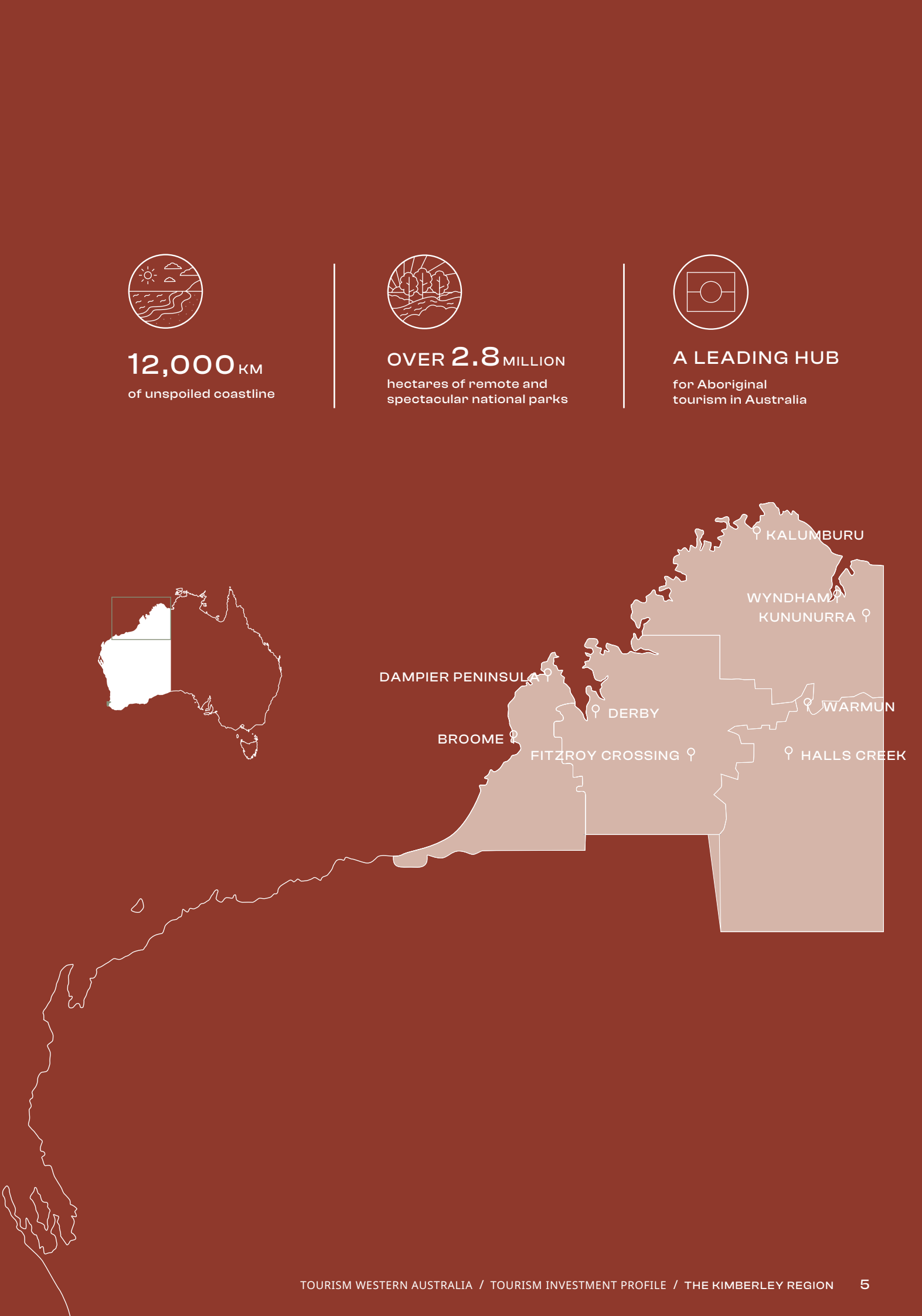
# DESTINATION OVERVIEW

The Kimberley region is one of Australia's most iconic and remote destinations. The region is rich in natural beauty, cultural heritage, and opportunities for deep connection to Country.

Visitors are drawn to experiences including walking among the striped domes of the Bungle Bungle Range in Purnululu National Park, exploring the dramatic Ord River and Lake Argyle, witnessing the power of Garaan-ngaddim Horizontal Falls, or soaking up Broome's blend of pearling history, multicultural charm, and iconic Cable Beach sunsets.

With its strong Aboriginal cultural presence, World Heritage-listed landscapes, and genuine sense of remoteness, the Kimberley region attracts adventurous travellers, cultural explorers, and those seeking a once-in-a-lifetime journey into one of Australia's last true wilderness frontiers.

♀ PURNULULU NATIONAL PARK, THE KIMBERLEY





# 2024


VISITORS & NIGHTS

 **155,000**  
day trip visitors


 **358,000**  
overnight visitors


 **3.1 MILLION**  
visitor nights


VISITOR SPENDING<sup>2</sup>

 **\$546 MILLION**  
visitor spending

## MAJOR DRAWCARDS

 **CABLE BEACH**  
269,000 visitors  
each year<sup>3</sup>

 **GARAAN-NGADDIM  
HORIZONTAL FALLS**  
100,000 visitors each year<sup>4</sup>

 **LAKE ARGYLE**  
100,000 visitors  
each year<sup>5</sup>

 **PURNULULU NATIONAL PARK  
(BUNGL BUNGL RANGE)**  
44,000 visitors each year<sup>6</sup>

1. TRA (2025)
2. TRA (2025)
3. Cable Beach Business Case, Shire of Broome
4. ABC News
5. Stakeholder Interviews
6. DBCA

♀ ECO BEACH, BROOME

## TOURISM INVESTMENT OVERVIEW

The Kimberley region draws high-yield, experience-seeking travellers looking for remote landscapes, deep culture, and immersive, low-impact tourism. The region's existing accommodation market is established and performing strongly - Broome tops 80 per cent occupancy in peak season - but supply is under pressure. Broome alone will need an estimated 573 new rooms by 2034. Across the region, there are gaps in luxury retreats, boutique eco-stays and culturally aligned options and

this demonstrates considerable opportunity for new development throughout the Kimberley to meet the needs and expectations of high-yield travellers.

The region is also well-positioned to lead in Aboriginal-led and adventure-based tourism, with opportunities to grow immersive product that aligns with global trends toward authenticity, sustainability, and low-impact travel.





## ACCOMMODATION INVESTMENT OPPORTUNITIES



### COASTAL SECLUSION AND LUXURY

The remote wilderness of the Kimberley region presents strong potential for development of ultra-premium accommodation accessible only by air or sea. These exclusive offerings cater to high-yield travellers seeking privacy and align with findings from the [Broome Accommodation Study](#), which highlights a growing global demand for luxury travel and exclusive stays.



### STATION STAY EXPERIENCES

The proliferation of working pastoral stations in the region have the potential to diversify into tourism, particularly accommodation, along iconic routes like the Gibb River Road. These experiential offerings blend authenticity with comfort, attracting adventure travellers and the self-drive market.



### FLAGSHIP ACCOMMODATION AT MAJOR ATTRACTIONS

Demand exists to support new landmark accommodation at major natural icons such as Lake Argyle. These offerings can encourage regional dispersal, extended visitor stays, and cater to projected demand growth from cruise passengers, free independent travellers (FIT), and land-based tours.

For a sample of tourism investment opportunities on offer in the Kimberley region and in broader Western Australia, visit [here](#).



### NATURE-BASED PREMIUM ESCAPES

The region is well positioned to support the growth of boutique eco-lodges, glamping, and safari-style retreats in or adjacent to national parks and spectacular natural landscapes. These offerings meet rising demand from high-yield, low-impact travellers seeking immersive nature-based experiences.



### REVITALISATION OF EXISTING STOCK

There is clear opportunity to reposition and refurbish existing hotel and motel stock to better meet evolving market expectations. Upgrades targeted at higher-end segments could help unlock new yield potential and contribute to projected capacity growth, including an estimated demand for an additional 573 rooms across all market sectors in Broome by 2034 ([Broome Accommodation Study](#)).



### CONFERENCE AND BUSINESS ACCOMMODATION

The meetings, incentives, conferences and exhibitions (MICE) market represents a lucrative sector to grow off-peak/shoulder visitation. A potential performing arts and event centre in Broome presents an opportunity to attract additional business travellers to the region and will be a demand driver for accommodation facilities aligning to the needs of this market.

## OTHER TOURISM OPPORTUNITIES



### HOSPITALITY AND FORESHORE ACTIVATION

Reimagine town centres with vibrant food, retail and hospitality precincts.

- Broome Chinatown, Wyndham, and Derby foreshore dining and retail
- Integrated hubs with pop-ups and artisan markets
- Higher-quality cafés and eateries aligned to traditional touring routes and fly-in markets
- Food tourism (e.g. paddock-to-plate, Aboriginal-led dining experiences, agritourism experiences)



### CRUISE AND MARINE TOURISM

Unlock higher-yield marine product for expedition cruising and boutique markets.

- Premium shore excursions for cruise passengers
- Boutique marine tours (fishing, cultural, nature-based)



### CULTURAL AND ABORIGINAL-LED EXPERIENCES

Partner with Traditional Owners to develop world-class, authentic cultural product.

- Joint ventures for art centres, cultural hubs and on-Country stays
- Aboriginal-guided night tours, AR/VR storytelling, seasonal events
- Support Aboriginal enterprise across supply chains (e.g. food and bush tucker, art, crafts)



### TOURING, GUIDING AND NATURE-BASED EXPERIENCES

Develop higher-value tours showcasing iconic landscapes and low-impact nature encounters.

- Bespoke 4WD, walking and wildlife tours (e.g. Bungle Bungles, Gibb River Road)
- Digital enhancement and immersive storytelling (AR/VR)
- Lake and river cruises, night sky tours, stargazing/dark sky tourism experiences





# VISITATION & ACCOMMODATION INSIGHTS

**VISITORS**  
(000)

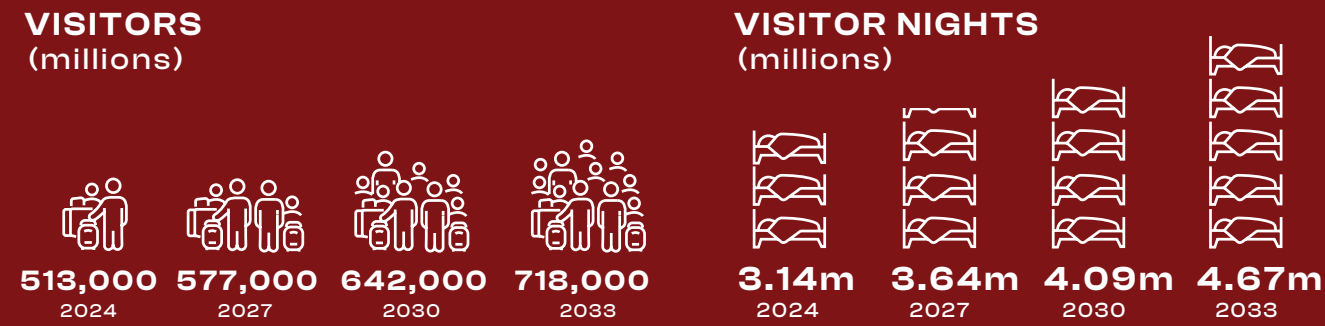
	2020	2021	2022	2023	2024
DOMESTIC DAY TRIP	100	114	193	252	155
DOMESTIC OVERNIGHT	253	382	450	399	333
INTERNATIONAL OVERNIGHT	4	np	16	20	25
TOTAL	357	np	659	671	513

**NIGHTS**  
(000)

	2020	2021	2022	2023	2024
DOMESTIC OVERNIGHT	1,600	2,900	2,700	2,400	2,200
INTERNATIONAL OVERNIGHT	np	np	np	604	967
TOTAL	np	np	np	3,000	3,100

SOURCE: TRA (2025)  
np = not publishable due to small sample size

BY 2033, THE REGION COULD EXPECT 718,000 VISITORS & 4.7 MILLION VISITOR NIGHTS.



SOURCE: NVS and IVS, TRA (2025) & Tourism forecasts for Australia 2024 to 2029, TRA

**\$546 million** in total  
visitor spending  
YE December 2024

**+3.9% growth**  
in total visitor  
spending from 2019

**98%** of spending  
generated by  
**overnight visitors**

THE KIMBERLEY REGION  
DRAWS HIGH-YIELD,  
EXPERIENCE-SEEKING  
TRAVELLERS LOOKING FOR  
REMOTE LANDSCAPES, DEEP  
CULTURE AND IMMERSIVE,  
LOW-IMPACT TOURISM.

📍 EL QUESTRO, THE KIMBERLEY



THE KIMBERLEY REGION'S  
ACCOMMODATION SECTOR:  
WELL-ESTABLISHED AND  
POISED FOR GROWTH



♀ CYGNET BAY PEARL FARM, DAMPIER PENINSULA

2024



**63%**  
Occupancy



**\$284**  
Average  
Daily Rate



**\$180**  
Revenue per  
Available Room

GROWTH FROM 2020



**3.0 ppts**  
per year



**12%**  
average growth  
per year



**18%**  
average  
growth per  
year

PROPERTIES REGULARLY REACH OVER 80 PER CENT  
OCCUPANCY IN PEAK PERIODS.

ACCOMMODATION MARKET INDICATORS <sup>1</sup>	OCCUPANCY      ADR      RevPAR			
	2020	51%	\$180	\$92
	2021	63%	\$222	\$140
	2022	66%	\$261	\$174
	2023	64%	\$272	\$173
	2024	63%	\$284	\$180

SOURCE: STR GLOBAL (2025)

A GROWING ACCOMMODATION SHORTFALL IN  
BROOME SIGNALS BROADER REGIONAL OPPORTUNITY

Broome, the Kimberley’s western gateway, is forecast to require an additional 573 rooms by 2034 to meet anticipated demand.<sup>2</sup> This shortfall includes both traditional hotel and motel rooms as well as sites in holiday parks and self-contained accommodation options.

The most significant gap identified through scenario modelling and benchmarking with comparable tourism destinations is in the high-end and luxury accommodation segment. This includes premium coastal resorts, boutique lodges, and culturally immersive stays that cater to a discerning visitor seeking exclusivity, comfort, and meaningful connection to place.

Broome’s projected undersupply is driven by:

- Consistently strong seasonal occupancy, with many properties exceeding 80 per cent during peak periods (June – August).
- Rising visitation via cruise, aviation and touring markets, positioning Broome as a natural launch point for regional dispersal.
- Growing demand for premium, experience-led product, particularly among high-yield travellers seeking cultural depth and natural immersion.

As the Kimberley continues to grow its identity as a world-class adventure and cultural destination, Broome’s capacity constraints point to a clear investment opportunity - not only in the town itself but also in locations across the region.

1 Stafford (2025) and STR GLOBAL (2025)

2 Broome / Rubibi Short Stay Accommodation Analysis, Urbis (2024)



♀ LOMBADINA CAMPGROUND, DAMPIER PENINSULA



# KEY VISITOR EXPERIENCES AND ATTRACTIONS



## NATURAL WONDERS

The Kimberley is home to some of Australia's most iconic natural landmarks - each offering distinct visitor experiences across land, coast and water.

- Bungle Bungle Range (Purnululu National Park) – A UNESCO World Heritage Site, celebrated for its beehive-shaped sandstone domes, accessible by 4WD or scenic flight.
- Cable Beach – Broome's most recognisable natural asset, with 22 kilometres of white sand, camel rides at sunset, and turquoise Indian Ocean views.
- Garaan-ngaddim Horizontal Falls– A natural tidal phenomenon in Talbot Bay, described by David Attenborough as “one of the greatest natural wonders of the world”.
- Lake Argyle & Ord River – One of the largest man-made lakes in the southern hemisphere, supporting a thriving wetland ecosystem and popular for cruises, kayaking and wildlife spotting.

These natural icons provide strong foundations for destination branding, with opportunities to enhance access, interpretation and guided adventure experiences.



## ABORIGINAL CULTURE & ART

The Kimberley is one of Australia's richest cultural landscapes, where Aboriginal stories, art and connection to Country are deeply embedded in everyday experiences. This living cultural heritage is a key regional asset, with growing demand for Aboriginal-led tourism, art-focused journeys, and interpretive infrastructure that supports cultural preservation and local employment.

- The Dampier Peninsula is home to one of the highest concentrations of Aboriginal tourism businesses in Australia, offering coastal and cultural experiences led by Traditional Owners.
- Guided rock art tours showcase sacred sites across the region, revealing Wandjina and Gwion Gwion art that dates back tens of thousands of years.
- Dreamtime stories and celestial navigation are central to cultural tours, where guides explain how land, sea and sky are linked through songlines and oral tradition.
- Aboriginal art centres such as Waringarri, Mowanjum and Yarliyl display nationally significant works and provide immersive visitor programs that include artist interactions, workshops and cultural storytelling.
- Camping with Custodians - an Australian-first initiative offering public campgrounds on Aboriginal lands, owned and operated by local communities.<sup>1</sup> Visitors can stay on Country and support local employment and cultural exchange - with accommodation fees staying in the community.

Interest in Aboriginal tourism across Western Australia is strong, with 87 per cent of visitors indicating they would engage with Aboriginal tourism experiences if easily accessible.<sup>2</sup>

1. Local campgrounds, locally run, Tourism WA

2. Visitor Experience and Expectations Research (VEER) 2023-24, Tourism WA





## WILDLIFE AND ANIMALS

The Kimberley offers rare access to one of the world's last true wilderness regions, home to extraordinary marine and terrestrial biodiversity.

- Humpback whales migrate annually to breed in the tropical waters of Lalang-gaddam Marine Park, forming the southern hemisphere's most significant nursery.
- Marine turtles nest on Kimberley beaches, with hatchlings making their way to the sea at dawn.
- Snubfin dolphins, a recently identified species, thrive in Roebuck Bay and along the Dampier Peninsula.
- Crocodiles, dinosaur footprints, and coral reefs add to the region's ecological intrigue.
- Birdlife is prolific - Broome alone records over 300 species, including a quarter of the world's shorebird species.
- The region is also world-renowned for reef and game fishing, attracting nature-based travellers and adventure anglers alike.

This abundance of unique wildlife and natural landscapes presents an opportunity to grow eco-tourism and guided nature interpretation experiences.



## CRUISES AND ROAD TRIPS

The Kimberley is built for exploration. Whether marine or terrestrial based, the journey itself is part of the experience.

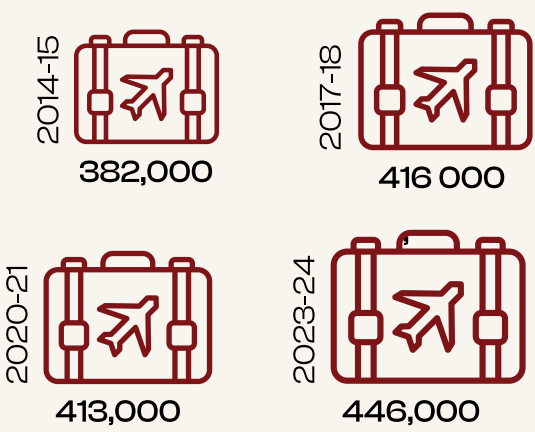
- Day cruises, fishing charters, jet-ski tours and kayaking offer relaxed ways to explore the coastlines of the Kimberley, along with the Ord River and Lake Argyle.
- Extended expedition cruises along the Kimberley Coast allow visitors to access remote waterfalls, reefs and rock art sites that are otherwise unreachable by land or air.
- The Gibb River Road is one of Australia's most iconic 4WD journeys, connecting travellers with waterfalls, gorges and cattle station stays across the Kimberley's remote interior.

Cruise and road-based touring form the backbone of regional travel, with opportunities to enhance touring routes, visitor facilities and product diversity across land and sea.



# REGIONAL ACCESS AND CONNECTIVITY

## AIR ACCESS



**OVER 5%  
AVERAGE  
ANNUAL GROWTH  
IN PASSENGERS  
SINCE 2015**

**BROOME INTERNATIONAL  
AIRPORT -TOTAL PASSENGER  
NUMBERS**

Broome International Airport and East Kimberley Regional Airport (Kununurra) play complementary roles in connecting the Kimberley region, supporting both regional dispersal and broader market access.

Broome International Airport remains the Kimberley region’s primary aviation hub, offering year-round connectivity for leisure, business and essential travel. The airport is serviced by Qantas, Virgin Australia and Airnorth, with seasonal direct flights from Sydney and Melbourne, and regular links from Perth and Darwin.<sup>2</sup> Regional connectivity is further enhanced by Nexus Airlines and Skippers Aviation. Nexus operates inter-regional services under the State-supported Inter-Regional Flight Network,<sup>3</sup> while Skippers provides charter and RPT flights to remote communities, servicing key resource sector operations.<sup>4</sup>

With passenger volumes continuing to rise, Broome International Airport is progressing a series of infrastructure upgrades, including terminal enhancements, apron expansion and improved screening systems.<sup>5</sup>

These investments aim to lift operational capacity, improve visitor experience, and support a long-term ambition to accommodate direct international flights from Southeast Asia.

The East Kimberley Regional Airport in Kununurra complements this network by providing essential air access for domestic tourism, business and community mobility to the East Kimberley. The airport offers regular flights to Darwin and Perth via Airnorth, Aviair and Virgin Australia, and plays a vital role in connecting key tourism destinations such as El Questro, Lake Argyle and the Gibb River Road. Its strategic location also supports intra-regional travel and enhances access to the East Kimberley for touring routes and fly-drive itineraries.

Together, these airports provide the foundation for regional dispersal, multi-destination travel, and enhanced aviation resilience across the Kimberley.

1. Airport Traffic Data, DITRDCA  
2. Broome International Airport – Destination Map and Airline Schedules  
3. Nexus Airlines Route Network  
4. Skippers Aviation Route Information  
5. Department of Transport WA, 2024



## BY PLANE

1 HOUR 10 MINS	DARWIN - KUNUNURRA
2 HOURS 30 MINS	PERTH - BROOME
3 HOURS	DARWIN - BROOME (CONNECTING)
3 HOURS	PERTH - KUNUNURRA
4 HOURS 40 MINS	MELBOURNE - BROOME
5 HOURS 15 MINS	SYDNEY - BROOME



## BY CAR

830 KM	DARWIN - KUNUNURRA
1,900 KM	DARWIN - BROOME
2,200 KM	PERTH - BROOME
3,100 KM	PERTH - KUNUNURRA



## BROOME CRUISE SECTOR SNAPSHOT (2024)<sup>1</sup>



**198**  
CRUISE VISIT DAYS  
- THE HIGHEST IN WA



**41,389**  
PASSENGERS

**5,331**  
CREW



**\$33.3 MILLION**  
TOTAL ESTIMATED  
ECONOMIC CONTRIBUTION

1. Cruise Broome includes small expedition ships and larger vessels.



# TOURISM INFRASTRUCTURE INVESTMENTS

## PUBLIC INVESTMENT PAVING THE WAY FOR PRIVATE OPPORTUNITY

In recent years, the Kimberley has seen a wave of transformational public and private investment in tourism infrastructure. From upgraded airports and roads to revitalised public spaces, new venues and accommodation, these investments are unlocking access, elevating the visitor experience, and laying the groundwork for a new era of private sector growth.

While not exhaustive, this summary highlights a range of recent investments by state and federal governments to enhance access, amenity, and tourism assets across the Kimberley region.

OVER THE LAST TEN YEARS, MAJOR PUBLIC INVESTMENT IN TOURISM RELATED OR SUPPORTING INFRASTRUCTURE HAS TOTALLED OVER \$880 MILLION.

Significant private investment has also taken place, including a \$200 million upgrade of marine infrastructure at the Port of Broome, and a \$7 million terminal upgrade at Broome International Airport, alongside several other tourism-related projects.

PROJECT	INVESTMENT (\$M)
TANAMI ROAD UPGRADE	\$541 million
BROOME-CAPE LEVEQUE ROAD UPGRADES - STAGE 1 & 2	\$85 million
WALMANYJUN CABLE BEACH REDEVELOPMENT - STAGE 1 & 2	\$71 million
DUNCAN AND GORDON DOWNS ROADS UPGRADE	\$51 million
WYNDHAM PORT PRECINCT FIRST POINT OF ENTRY INFRASTRUCTURE	\$44 million
WYNDHAM COMMUNITY BOAT LAUNCHING FACILITY	\$35 million
CHINATOWN REVITALISATION PROJECT	\$23 million
GUWURRI TOWN BEACH FORESHORE REDEVELOPMENT	\$17 million
EAST KIMBERLEY REGIONAL AIRPORT MAJOR UPGRADES	\$16 million
TOTAL	\$883 MILLION

CAPE LEVEQUE ROAD, BROOME





## ENABLERS AND SUPPORT

There are considerable local efforts to market and grow the destination to drive future demand while supporting existing businesses. Investors can be confident that their ventures will be well supported through initiatives that are designed to foster a thriving environment for new and existing operators.

### 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. 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.

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.

### TOURISM INVESTMENT DELIVERY DIVISION

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 establishment of this unit, which also supports the Tourism Investment Committee of Cabinet, further emphasises the State Government's focus on driving tourism investment in Western Australia.

### AUSTRALIA'S NORTH WEST

Australia's North West (ANW) is the regional tourism organisation responsible for promoting the Kimberley and Pilbara regions to intrastate, interstate and international markets. Through targeted marketing campaigns, ANW showcases the region's iconic landscapes, cultural depth, and remote touring experiences to drive visitation and increase destination awareness.

The Australia's North West Tourism Destination Management Plan emphasises the need to strengthen tourism supply across the region, including high-quality accommodation near major natural attractions and new touring product.



# THE KIMBERLEY REGION: A DREAM INVESTMENT DESTINATION



A STUNNING AND DIVERSE LANDSCAPE OF GORGES, RANGES, COASTLINES AND WATERWAYS IN ONE OF THE WORLD'S LAST TRUE WILDERNESS AREAS.



IMMERSIVE AND AUTHENTIC VISITOR EXPERIENCES RANGING FROM ABORIGINAL-GUIDED CULTURAL TOURS AND CAMPGROUNDS ON COUNTRY, TO OUTBACK STATION STAYS.

## A GROWING TOURISM MARKET....



**4.7 MILLION**  
VISITOR NIGHTS  
approximate forecast by 2033 -  
an increase of 51% from 2024



**OVER \$880 MILLION IN RECENT  
GOVERNMENT INVESTMENT INTO  
TOURISM RELATED INFRASTRUCTURE**  
Including upgrades to airstrips,  
port facilities, roads and destination  
precincts across the region.



**AN ESTABLISHED ACCOMMODATION  
MARKET WITH GAPS IN LUXURY,  
COASTAL, AND CULTURALLY-ALIGNED  
OFFERINGS.**

For more information, please contact [invest@westernaustralia.com](mailto:invest@westernaustralia.com)



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#WAtheDreamState



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