

Ningaloo & Shark Bay

Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026

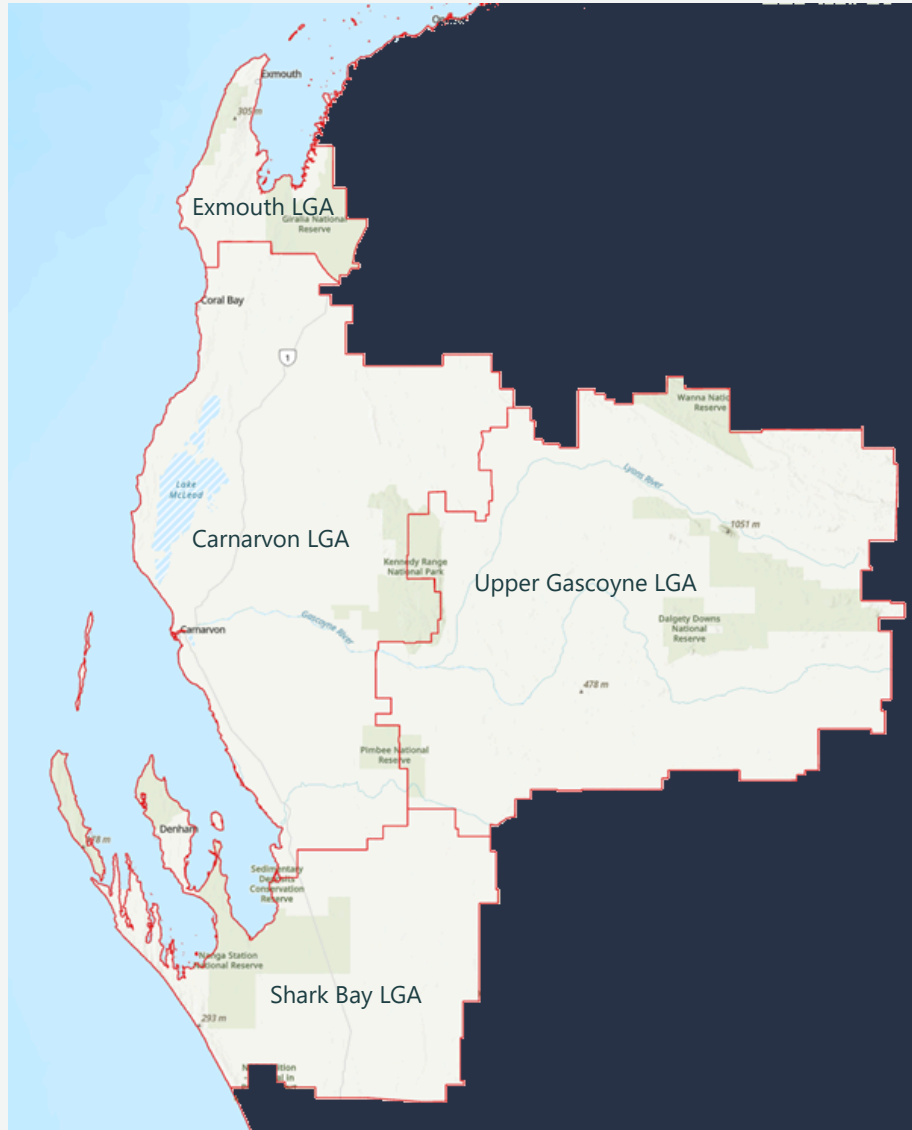


WESTERN
AUSTRALIA

Ningaloo & Shark Bay

Important Note:

Due to the structure of the DoTS data it has not been possible to produce factsheets for individual LGAs in this area, however the LGAs shown on the map below are combined into a single region. International statistics have been compiled on the same basis to produce this factsheet.



Domestic Overnight Trip Details - Ningaloo & Shark Bay

2025

The data in this factsheet refers to visitors who have spent at least one night in Ningaloo & Shark Bay.

Trips (000)

182

2025

Nights (000)

866

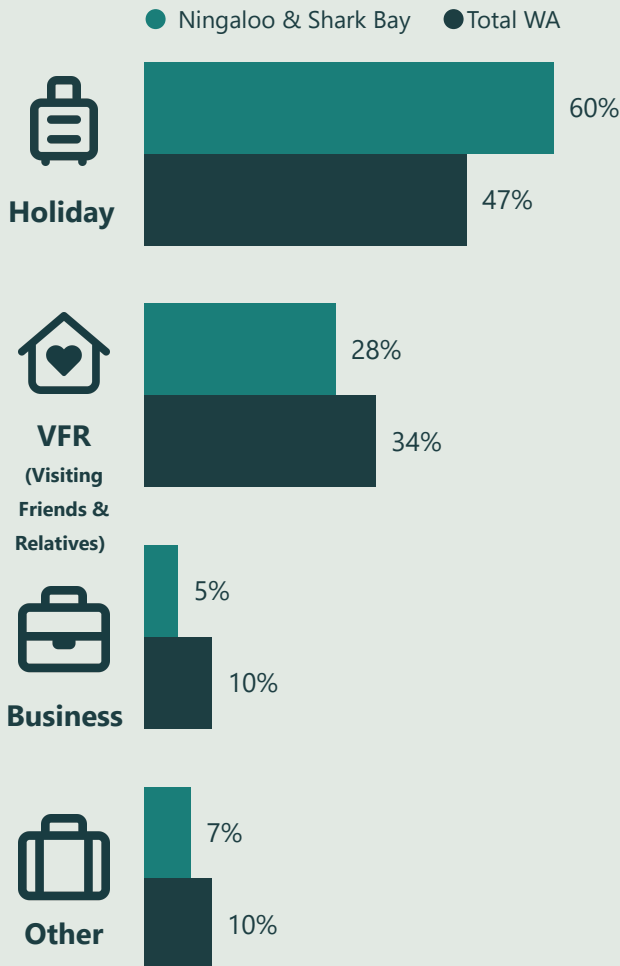
2025

Spend (\$M)

\$157

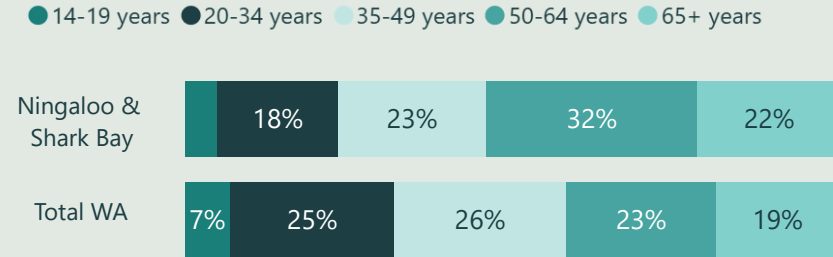
2025

Purpose of Travel

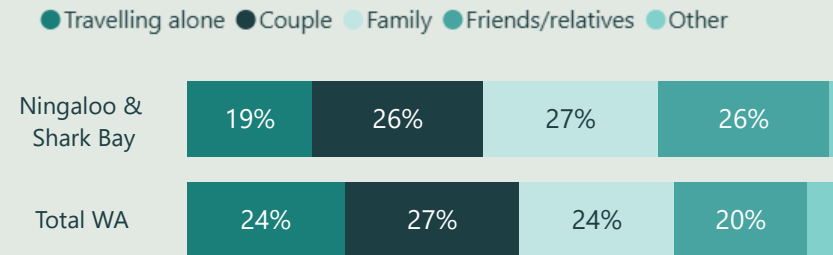


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

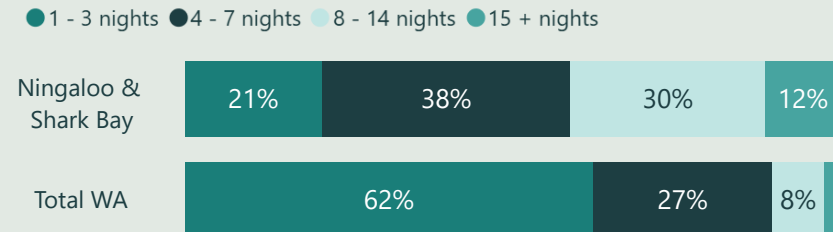
Age



Travel Party



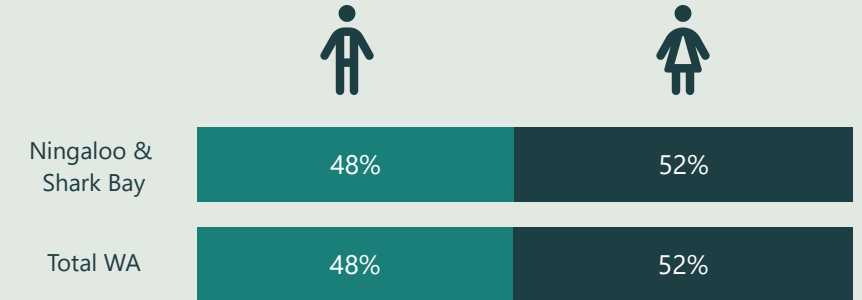
Length of Stay



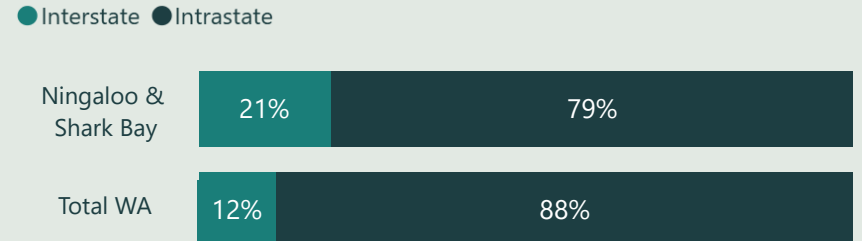
Top 5 accommodation (% of nights)

Accommodation Type	LGA	Total WA
Friends or relatives property	20%	35%
Caravan or camping - commercial	20%	12%
Rented house/apartment etc	12%	9%
Hotel/resort/motel or motor Inn	12%	24%
Caravan or camping - non commercial	10%	6%

Gender



Interstate / Intrastate



International Trip Details - Ningaloo & Shark Bay

2024+2025

The data in this factsheet refers to visitors who have spent at least one night in Ningaloo & Shark Bay.

Trips (000)

41

2025

Nights (000)

442

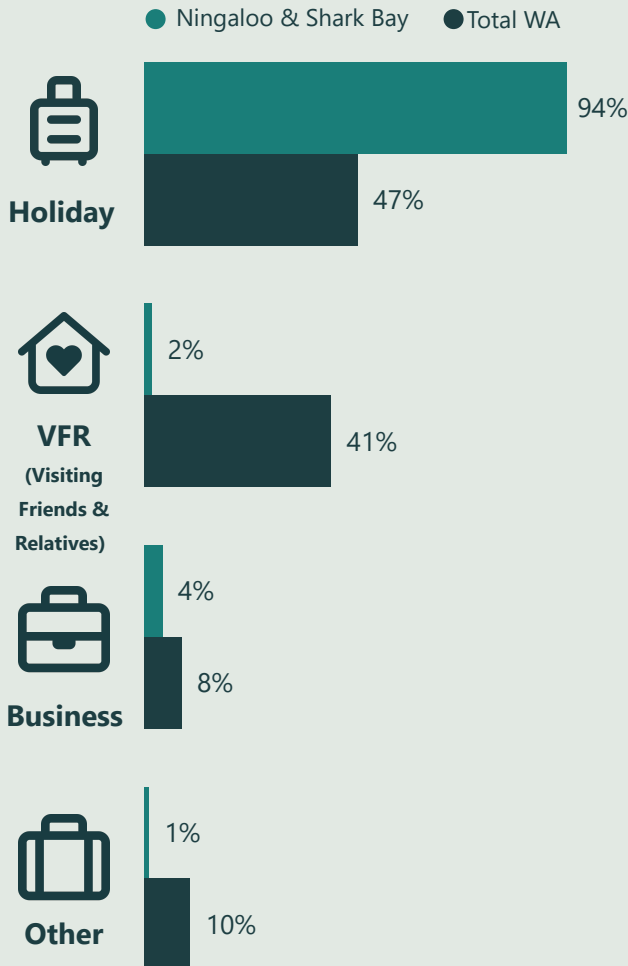
2025

Spend (\$M)

\$39

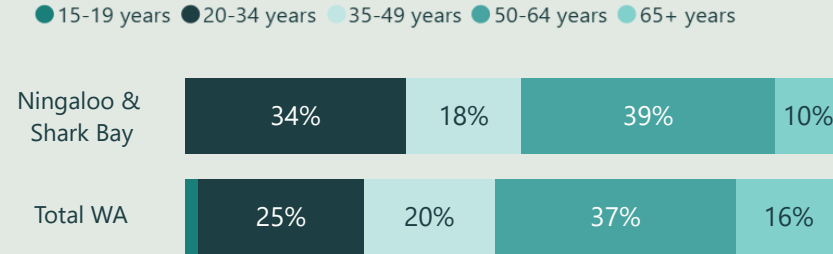
2025

Purpose of Travel

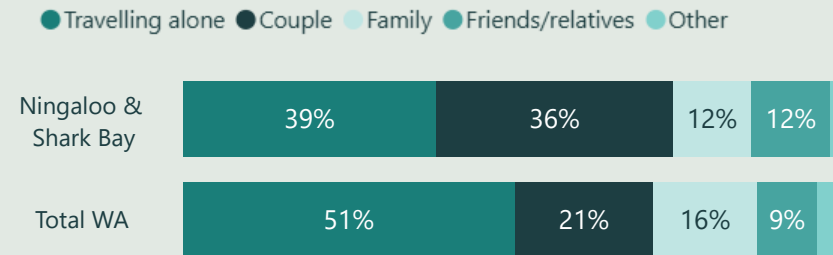


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

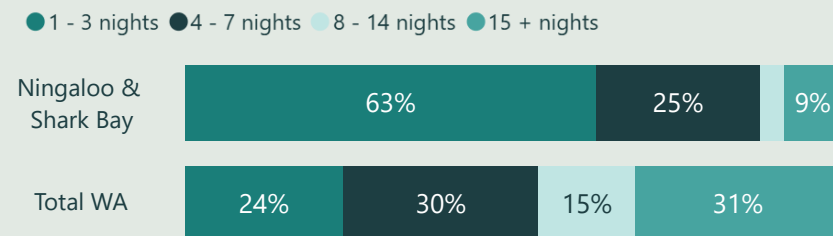
Age



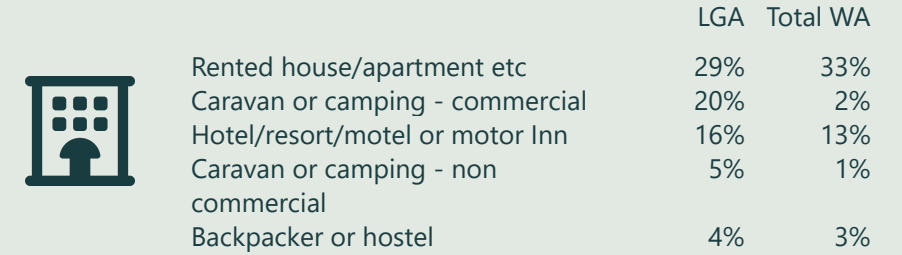
Travel Party



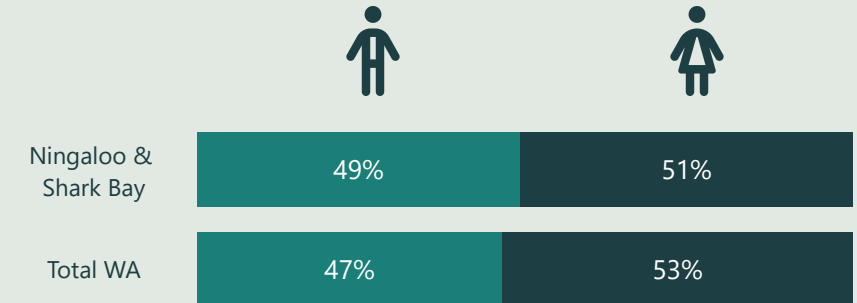
Length of Stay



Top 5 accommodation (% of nights)

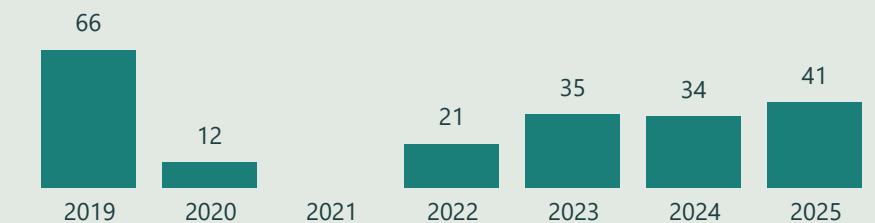


Gender



International Trip Trends (000s)

International trips are not available for 2021 at LGA level and have been provided for other years where sample size permits.



Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in Ningaloo & Shark Bay.

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.

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 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, IVS and DoTS 2025.