

The Pilbara Region Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy
April 2026



WESTERN
AUSTRALIA

Domestic Overnight Trip Details - The Pilbara Region

2025

The data in this factsheet refers to visitors who have spent at least one night in The Pilbara Region

Trips (000)

358

2025

Nights (000)

1,661

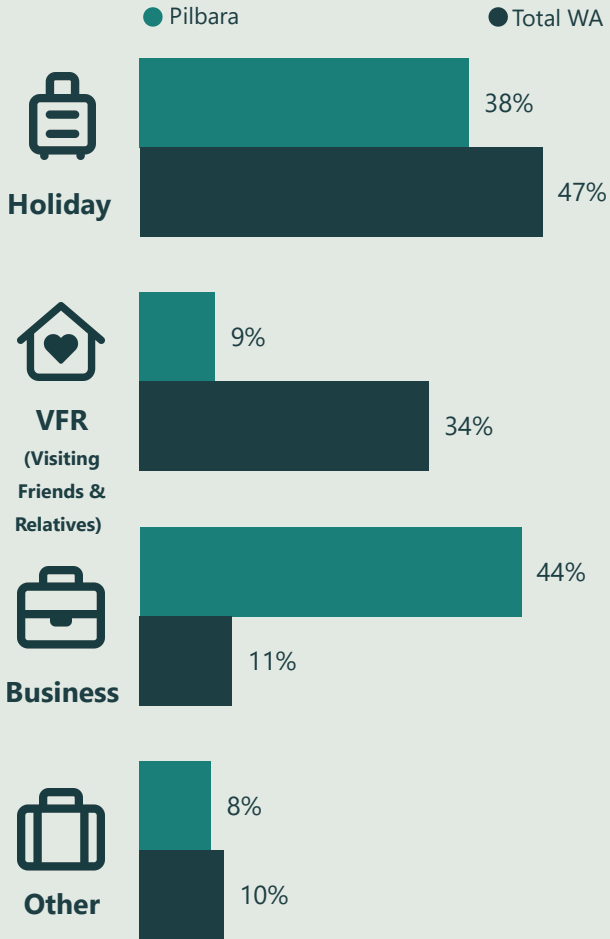
2025

Spend (\$M)

\$733

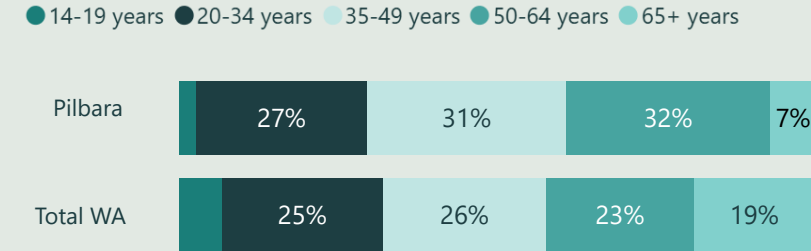
2025

Purpose of Travel

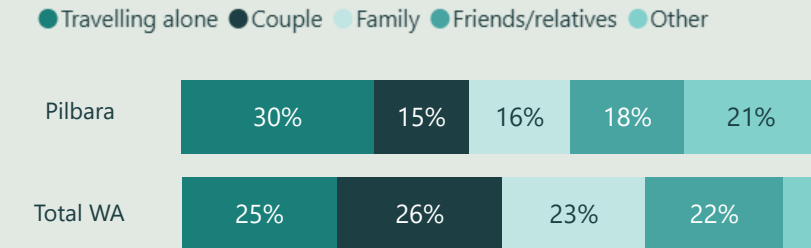


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

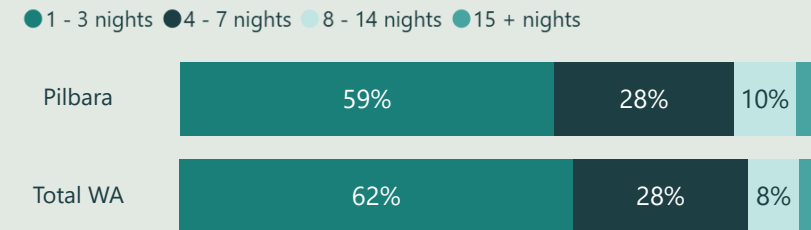
Age



Travel Party



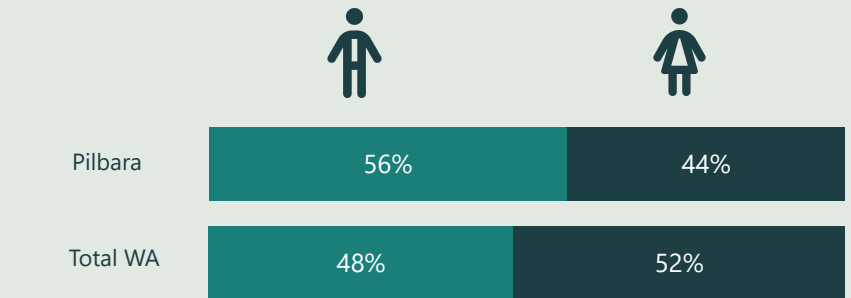
Length of Stay



Top 5 accommodation (% of nights)

Accommodation Type	Region	Total WA
Hotel/resort/motel or motor Inn	28%	24%
Caravan or camping - commercial	20%	12%
Friends or relatives property	13%	35%
Caravan or camping - non commercial	5%	6%
Rented house/apartment etc	2%	9%

Gender



Interstate / Intrastate



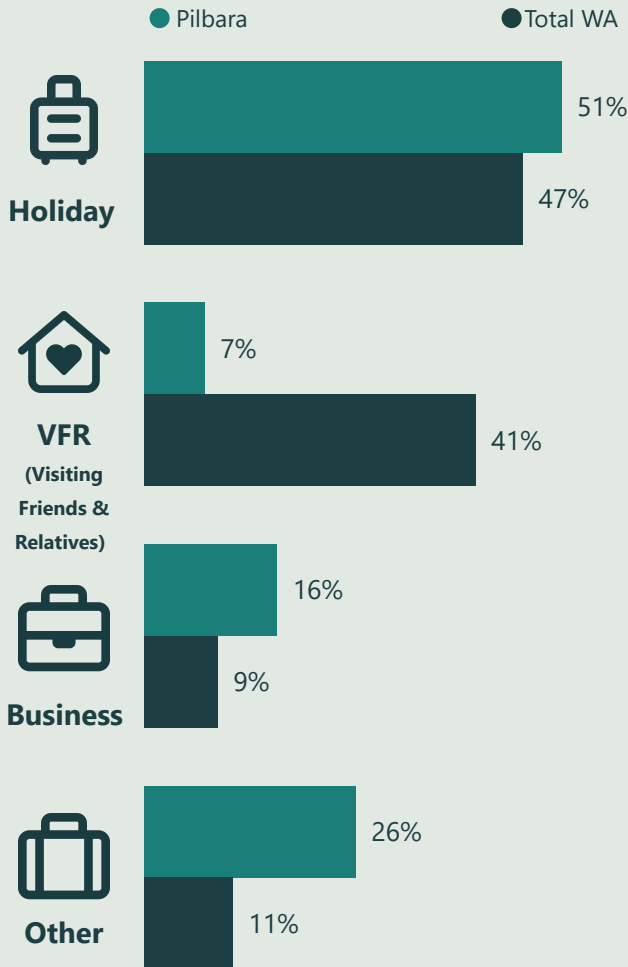
International Overnight Trip Details - The Pilbara Region

2024+2025

The data in this factsheet refers to visitors who have spent at least one night in The Pilbara Region

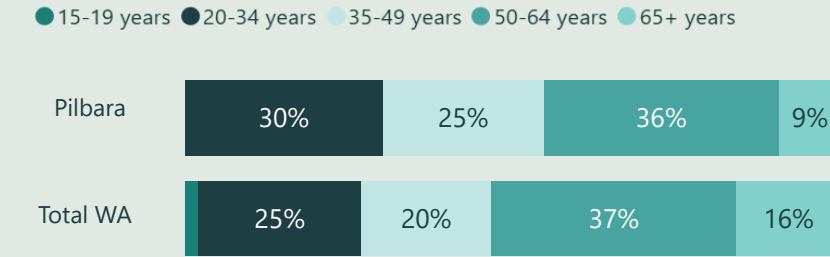
Trips (000)	Nights (000)	Spend (\$M)
25	815	\$43
2025	2025	2025

Purpose of Travel

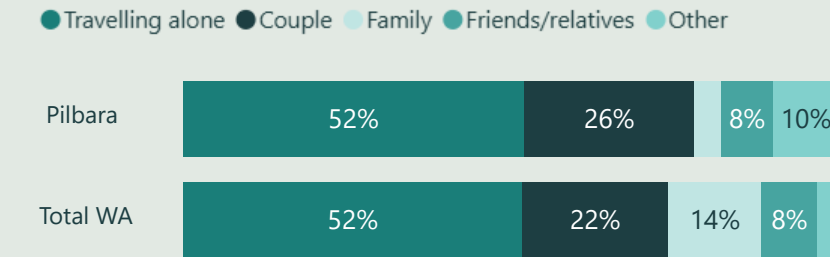


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

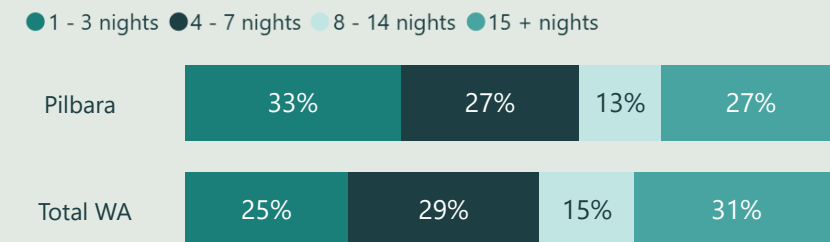
Age



Travel Party



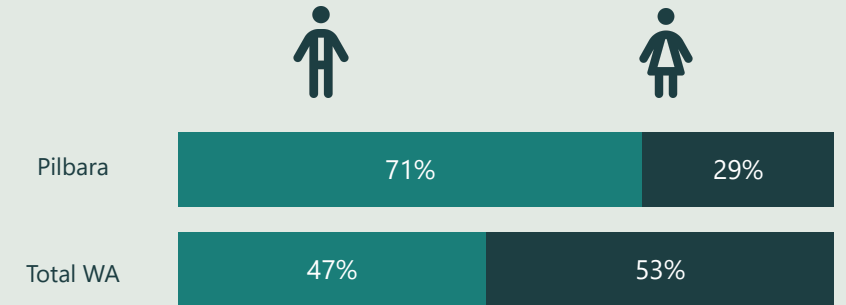
Length of Stay



Top 5 accommodation (% of nights)

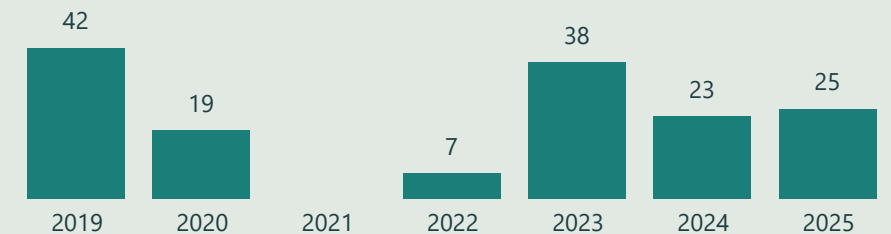
Accommodation Type	Region	Total WA
Rented house/apartment etc	18%	33%
Hotel/resort/motel or motor Inn	15%	13%
Friends or relatives property	11%	37%
Guest house or Bed & Breakfast	5%	1%
Caravan or camping - non commercial	3%	1%

Gender



International Trip Trends (000s)

International trips are provided for years when sample size permits, noting 2021 is not available.



Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Pilbara Region

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 fact sheet 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.

Source

Tourism Research Australia, IVS and DoTS. 2025. Local Government Areas included to make up The Pilbara Region: Shire of Ashburton, Shire of East Pilbara, Shire of Port Hedland, Shire of Karratha.

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.