

# Australia's North West Overnight Visitor Factsheet 2025

Prepared by Tourism WA Insights and Strategy  
April 2026



WESTERN  
AUSTRALIA

# International Overnight Trip Details - Australia's North West

2024+25

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

Trips (000)

48

2025

Nights (000)

1,378

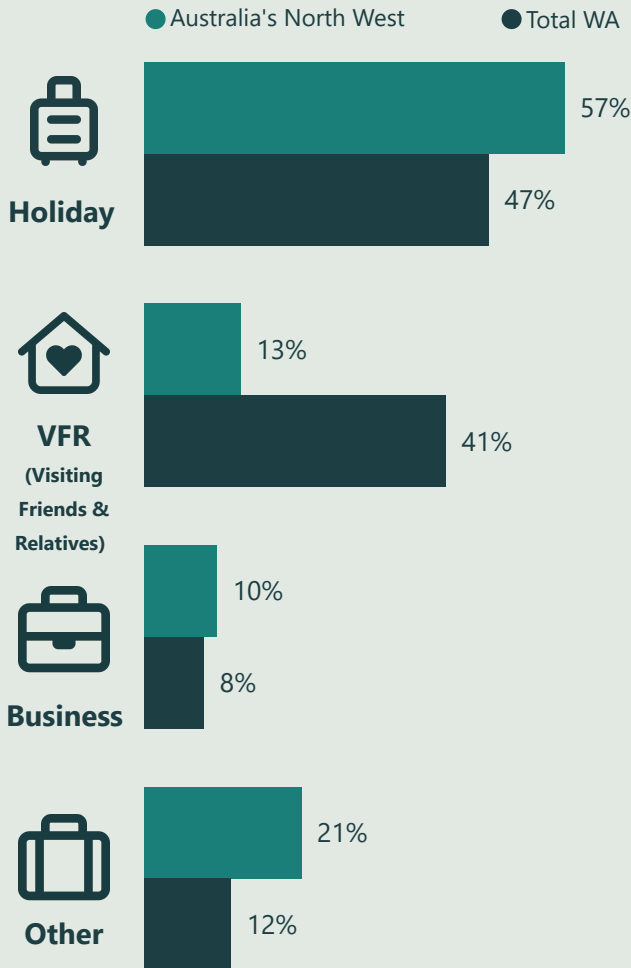
2025

Spend (\$M)

\$84

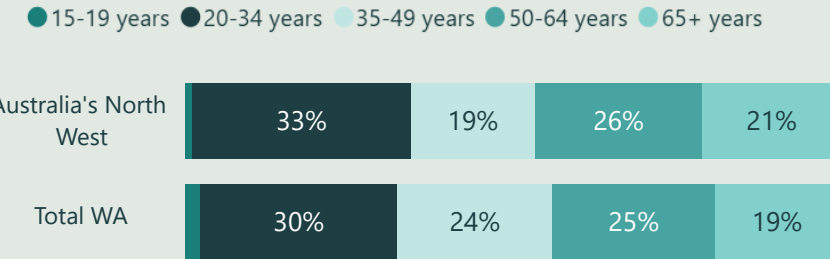
2025

## Purpose of Travel

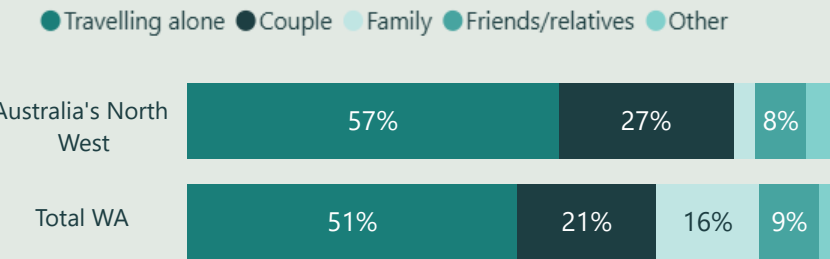


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

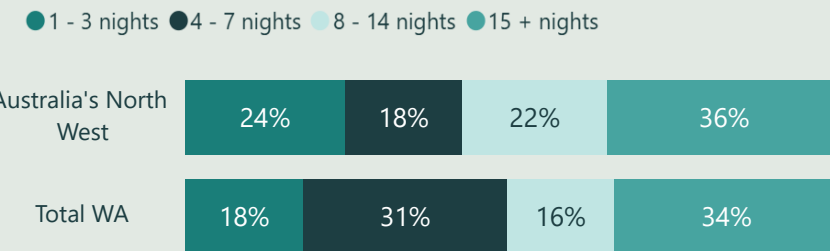
## Age



## Travel Party



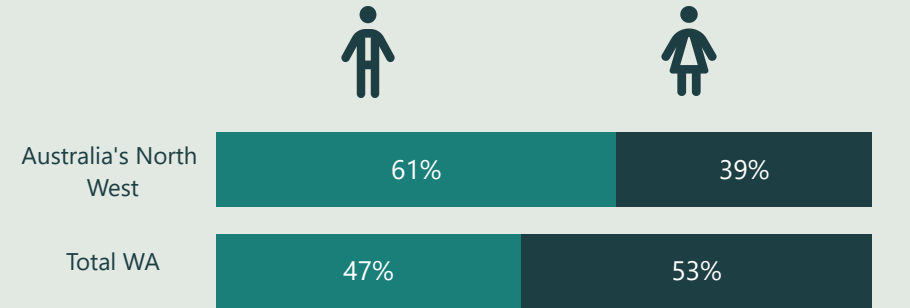
## Length of Stay



## Top 5 Home Country

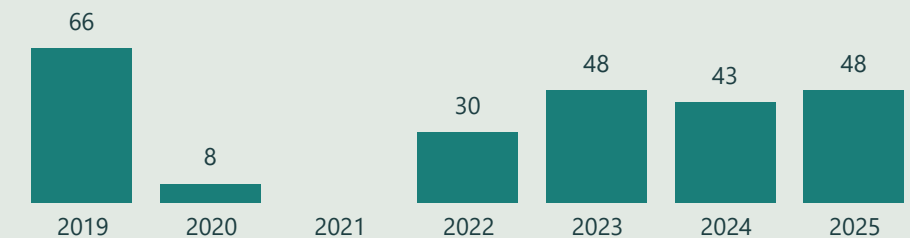
Home Country	Region	Total WA
New Zealand	22%	8%
France	9%	3%
United States of America	8%	5%
United Kingdom	7%	15%
Italy	7%	1%

## Gender



## International Trip Trends (000s)

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



# Interstate Overnight Trip Details - Australia's North West

2025

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

Trips (000)

96

2025

Nights (000)

655

2025

Spend (\$M)

\$184

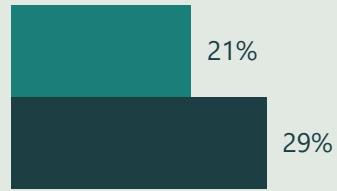
2025

## Purpose of Travel

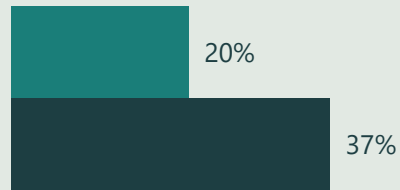
● Australia's North West ● Total WA



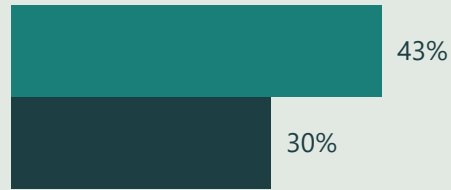
Holiday



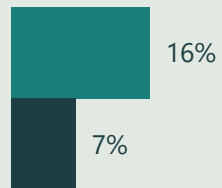
VFR  
(Visiting Friends & Relatives)



Business



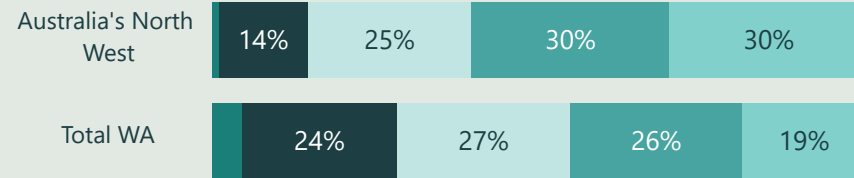
Other



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

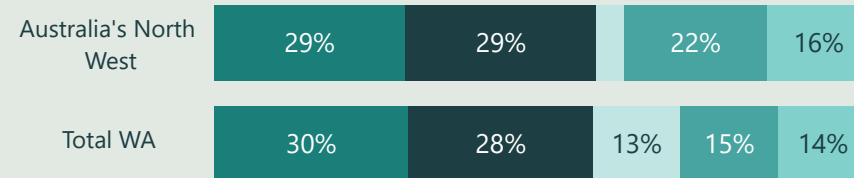
## Age

● 14-19 years ● 20-34 years ● 35-49 years ● 50-64 years ● 65+ years



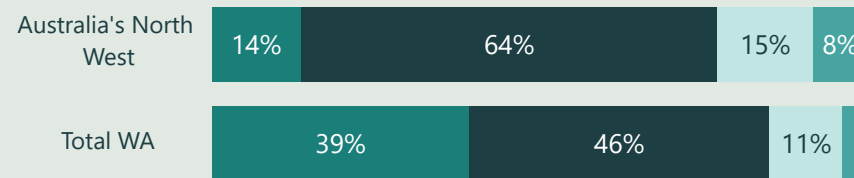
## Travel Party

● Travelling alone ● Couple ● Family ● Friends/relatives ● Other



## Length of Stay

● 1 - 3 nights ● 4 - 7 nights ● 8 - 14 nights ● 15 + nights

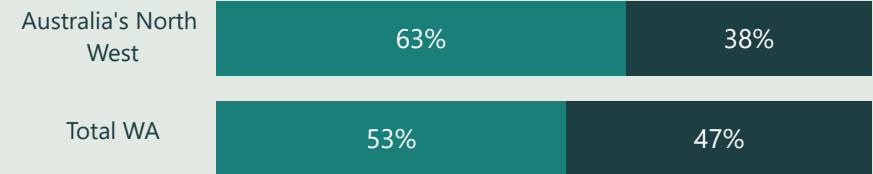


## Top 5 Home State / Territory



Region	Australia's North West	Total WA
New South Wales	35%	35%
Queensland	22%	18%
Northern Territory	20%	4%
Victoria	17%	29%
South Australia	5%	9%

## Gender



## Definition

**Domestic Visitors (Interstate):** Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home in a different state to their home.

# Intrastate Overnight Trip Details - Australia's North West

2025

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

Trips (000)

395

2025

Nights (000)

1,819

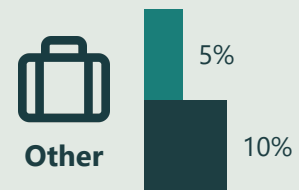
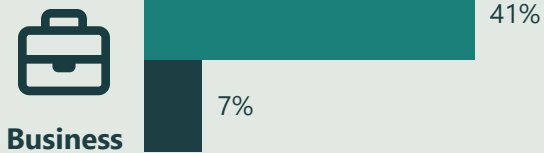
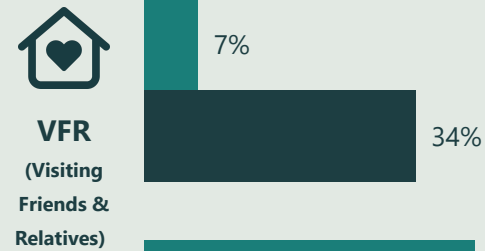
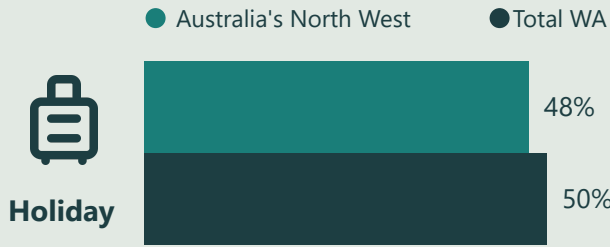
2025

Spend (\$M)

\$764

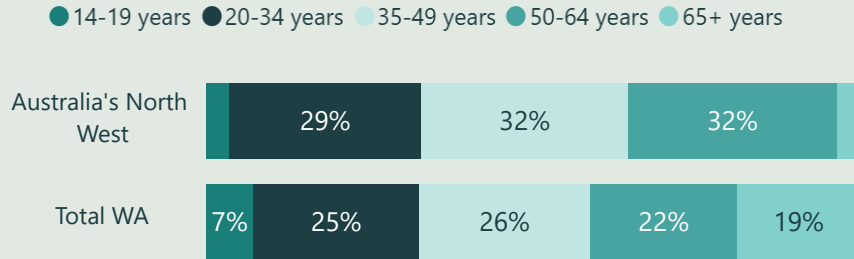
2025

## Purpose of Travel

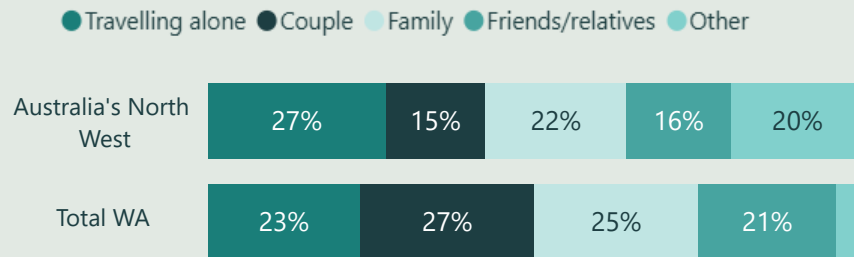


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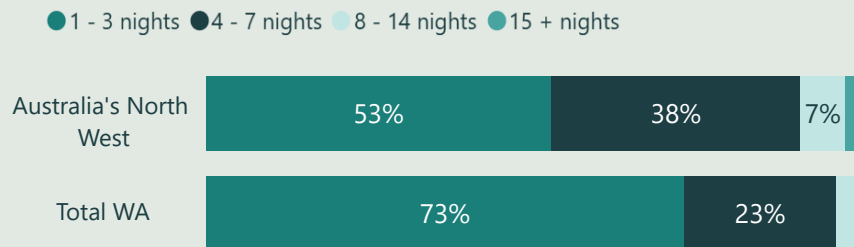
## Age



## Travel Party



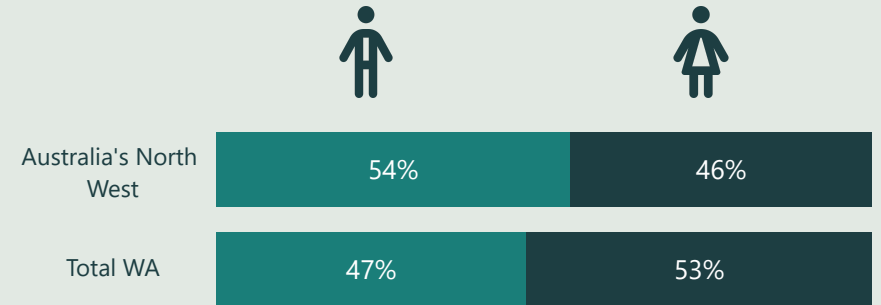
## Length of Stay



## Home Region

Destination	Region	Total WA
Destination Perth	69%	63%
Australia's North West	26%	4%
Australia's Coral Coast	2%	6%
Australia's South West	2%	19%
Australia's Golden Outback	1%	7%

## Gender



## Definition


**Domestic Visitors (Intrastate):** Western Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

# Overnight Trip Details - Australia's North West


2025 (International 2024+25)

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

## Top 5 accommodation (% of nights) - Intrastate

	Region	Total WA
 Hotel/resort/motel or motor Inn	28%	21%
Caravan or camping - commercial	22%	13%
Friends or relatives property	12%	35%
Caravan or camping - non commercial	6%	7%
Rented house/apartment etc	3%	9%


## Top 5 activities - Intrastate

	Region	Total WA
 Eat out at a restaurant / cafe	43%	55%
Pubs, clubs, discos etc	31%	25%
Go to the beach	29%	31%
Fishing	17%	10%
Sightseeing/looking around	17%	27%


## Top 5 Local Government Areas visited - Intrastate

	Region
 Karratha	28%
East Pilbara	24%
Broome	20%
Ashburton	19%
Port Hedland	13%

## Top 5 accommodation (% of nights) - Interstate

	Region	Total WA
 Hotel/resort/motel or motor Inn	32%	34%
Friends or relatives property	16%	34%
Caravan or camping - commercial	15%	8%
Backpacker or hostel	1%	1%
Rented house/apartment etc	1%	9%


## Top 5 activities - Interstate

	Region	Total WA
 Eat out at a restaurant / cafe	28%	64%
Pubs, clubs, discos etc	25%	31%
Visit national parks / state parks	23%	20%
Sightseeing/looking around	21%	27%
Go to the beach	19%	42%


## Top 5 Local Government Areas visited - Interstate

	Region
 Broome	52%
Wyndham-East Kimberley	26%
Karratha	24%
Ashburton	16%
Port Hedland	13%

## Top 5 accommodation (% of nights) - International

	Region	Total WA
 Rented house/apartment etc	30%	33%
Hotel/resort/motel or motor Inn	15%	14%
Friends or relatives property	11%	36%
Caravan or camping - commercial	5%	2%
Backpacker or hostel	4%	3%

## Top 5 activities - International

	Region	Total WA
 Eat out at a restaurant / cafe	88%	95%
Sightseeing/looking around	73%	85%
Go shopping for pleasure	73%	83%
Go to the beach	68%	74%
Visit national parks / state parks	65%	68%

## Top 5 Local Government Areas visited - International

	Region
 Broome	54%
Karratha	21%
Port Hedland	20%
Ashburton	19%
Wyndham-East Kimberley	18%

# Visitor Factsheet - Further Information

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

## Important Note

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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](mailto:research@westernaustralia.com).

## Definitions

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**Domestic Visitors (Interstate):** Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home in a different state to their home.

**Domestic Visitors (Intrastate):** Western Australian residents aged 14 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same 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

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Tourism Research Australia, IVS and DoTS 2025.