

The Peel Region

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



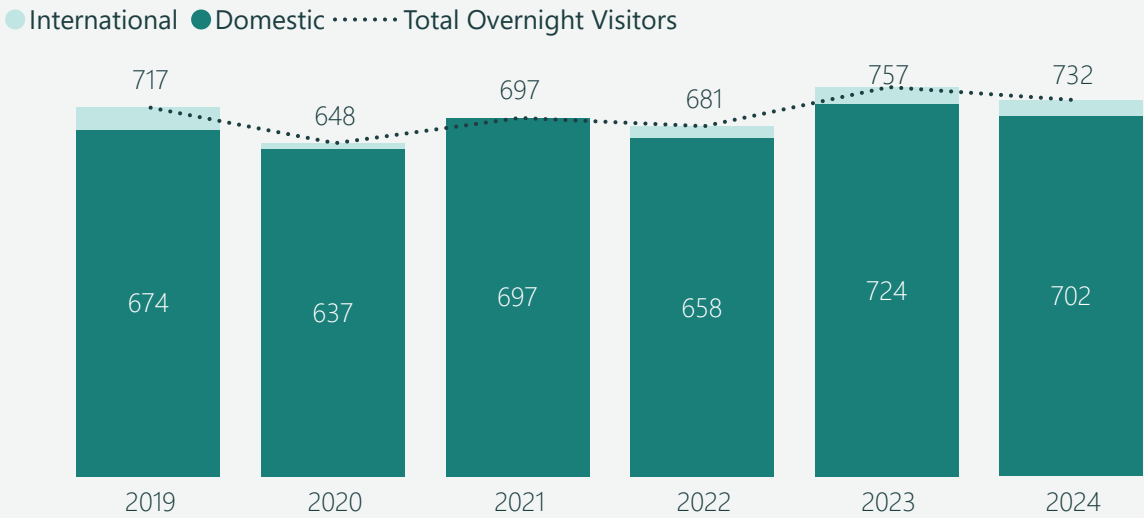
WESTERN
AUSTRALIA

Overnight Visitor Summary - The Peel Region



2024

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

Overnight Visitor Trends (000)



NOTE: WA international borders largely closed from March 2020 to March 2022 due to COVID-19, therefore international data in relation to 2020, 2021 and 2022, if shown, should be used with caution.

	Market	2019	2020	2021	2022	2023	2024
	Domestic	674	637	697	658	724	702
	International	43	11	np	23	33	30
	Total	717	648	np	681	757	732
Visitors (000)							
	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,685	1,693	1,951	1,595	1,952	1,967
	International	699	np	np	np	521	912
	Total	2,384	np	np	np	2,473	2,879
Nights (000)							

"np" indicates sample size too small to publish

Total Visitors (000)

732

2024

Total Visitor Nights (000)

2,879

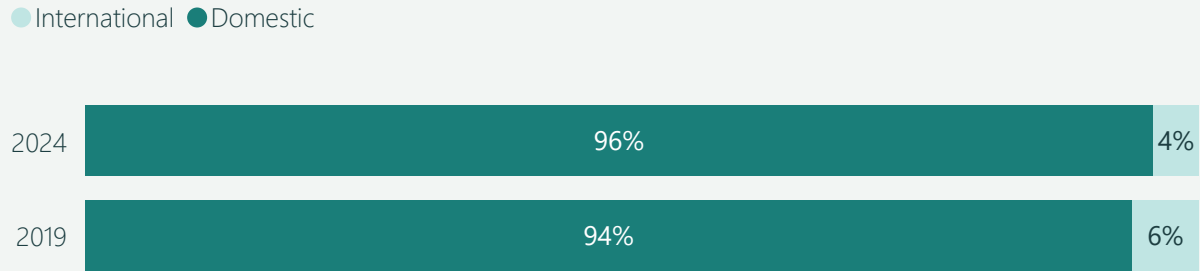
2024

Total Spend (\$ Million)

\$275

2024

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics - 2024

	Average Trip Length			
	Domestic	2.8 Days	\$328	\$117
	International	30.4 Days	\$1,500	\$49
	Total	3.9 Days	\$376	\$96
	Domestic + International			

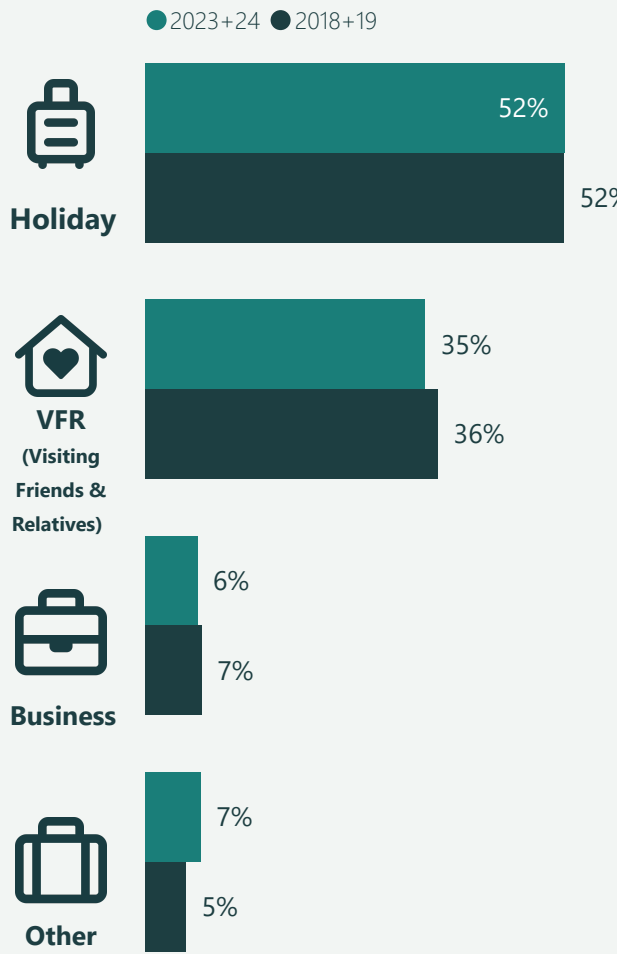
Domestic Overnight Visitor Details - The Peel Region

2018+2019 vs. 2023+2024

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

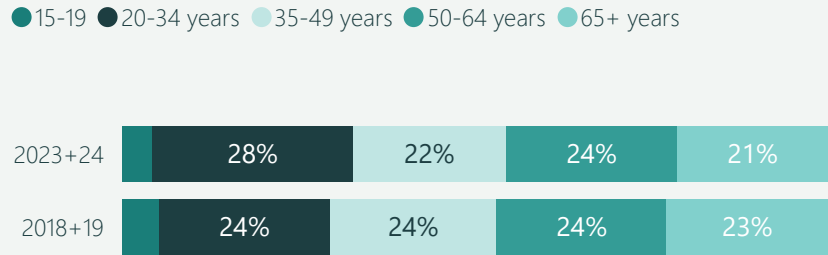
Domestic Visitors (000)	Domestic Nights (000)
702	1,967
2024	2024

Purpose of Travel

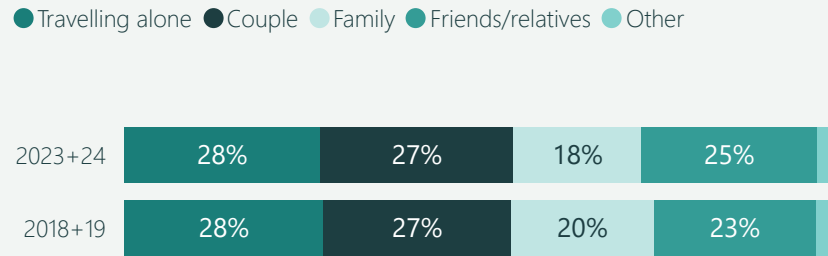


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

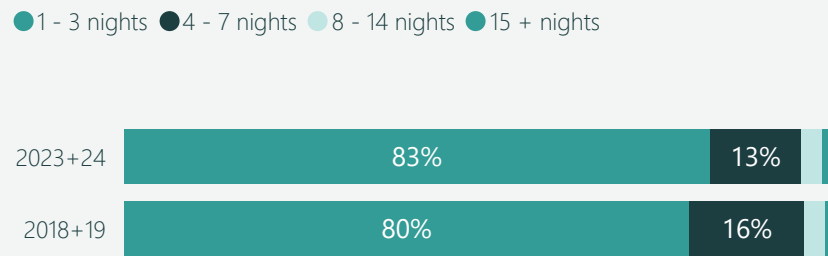
Age



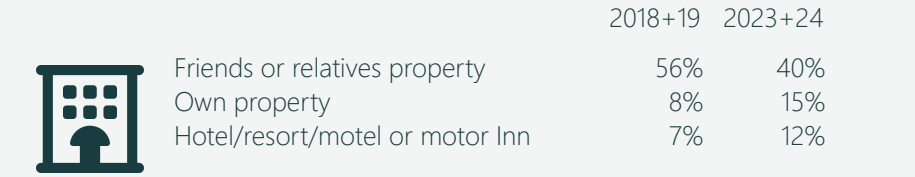
Travel Party



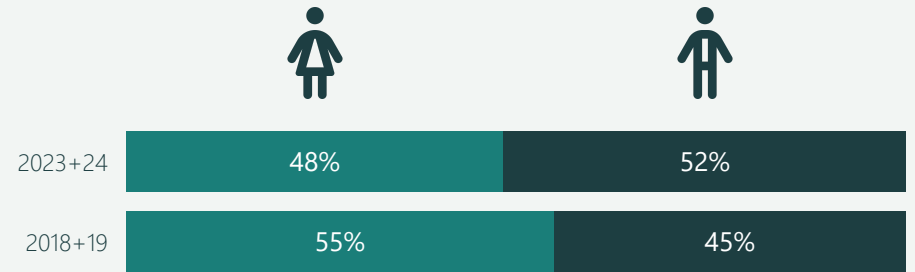
Length of Stay



Top 3 accommodation (% of nights)



Gender



Top 3 activities

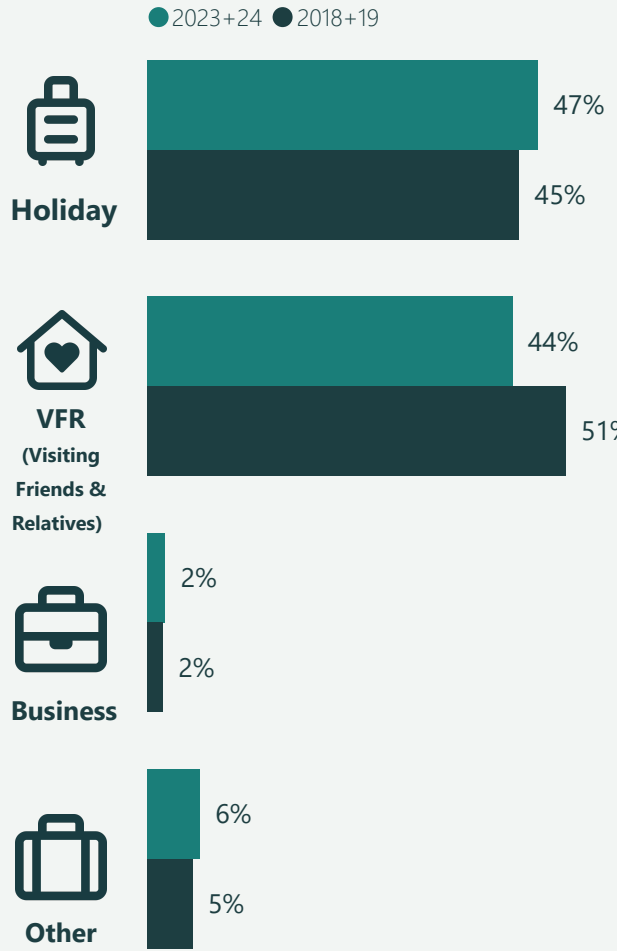


International Overnight Visitor Details - The Peel Region

2018+2019 vs. 2023+2024

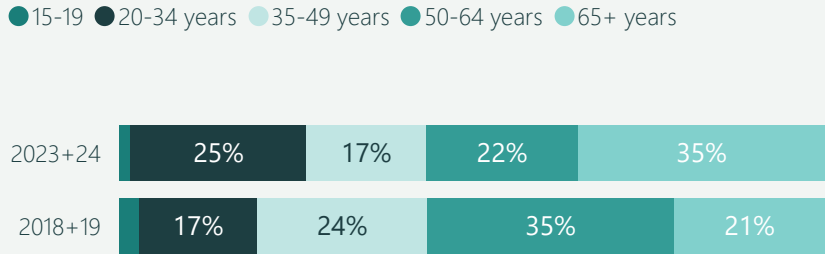
The data in this factsheet refers to visitors who have spent at least one night in The Peel Region

Purpose of Travel

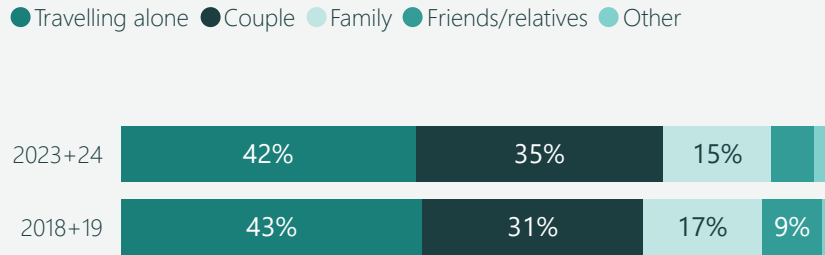


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

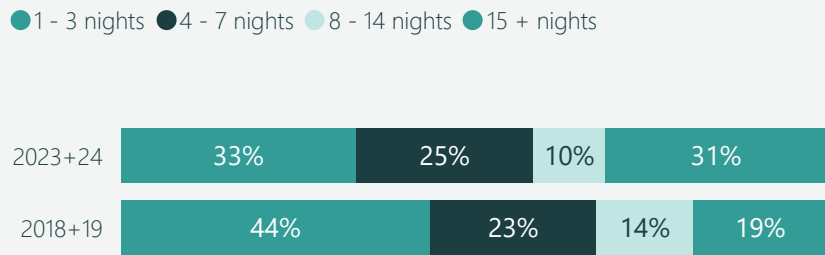
Age



Travel Party



Length of Stay



International Visitors (000)

30

2024

International Nights (000)

912

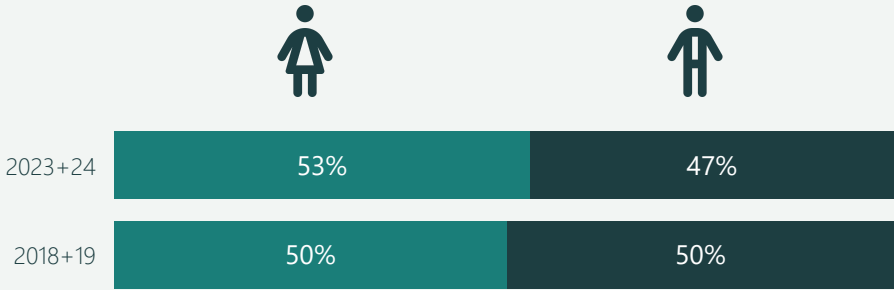
2024

Top 3 accommodation (% of nights)



	2018+19	2023+24
Friends or relatives property	70%	51%
Rented house/apartment/flat or unit	6%	18%
Hotel/resort/motel or motor Inn	4%	14%

Gender



Top 3 activities*

*International visitors may have undertaken the activity in the region or elsewhere in Australia



	2018+19	2023+24
Eat out / dine at a restaurant and/or cafe	95%	94%
Go shopping for pleasure	80%	87%
Sightseeing/looking around	77%	81%

Visitor Factsheet - Further Information

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

Important Note

All data is sourced from Tourism Research Australia’s National and International Visitor Surveys (NVS and IVS).

Data has been provided for Interstate and Intrastate (sample size permitting) or Domestic, as well as International (see below) by year.

The demographics and trip details show comparisons between 2023+2024 (current) and 2018+2019 (pre-COVID). Two-year averages are used to increase the sample size and therefore the reliability of the data.

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 population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils etc.

Methodology and definition changes are made to both the IVS and the NVS from time to time. As such, estimates in this factsheet are not comparable to previous factsheets. For further information, see Tourism Research Australia's website tra.gov.au.

Sample Size

Market	2019	2020	2021	2022	2023	2024
Intrastate	259	231	260	206	179	148
Interstate	19	8	9	8	11	12
Domestic	278	239	269	214	190	160
International	213	66	1	1,887	129	130

Note: Data has not been provided where the Sample Size is less than 40

Definitions

Domestic Visitors (Intrastate): Australian residents aged 15 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.

Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

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, International and National Visitor Surveys, 2024.
Local Government Areas included to make up The Peel Region: Shire of Boddington, Shire of Murray, Shire of Serpentine-Jarrahdale, Shire of Waroona, City of Mandurah