

# Australia's Golden Outback

## Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning  
April 2025



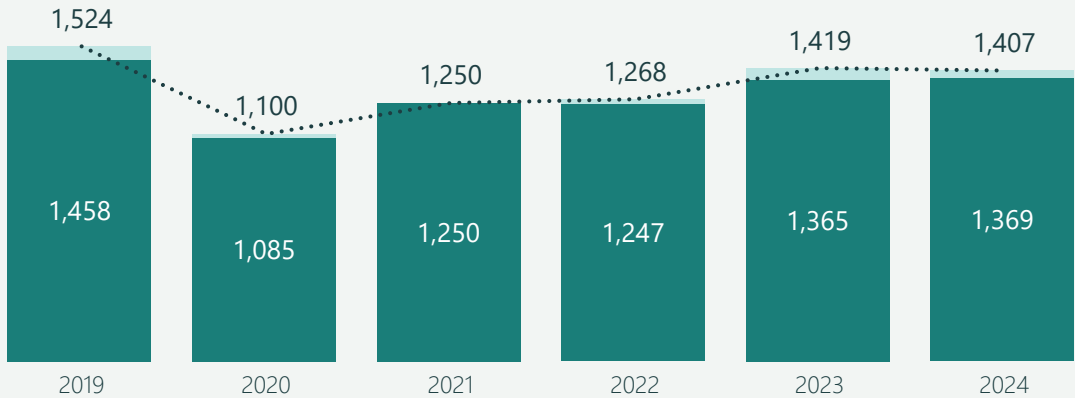
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AUSTRALIA

# Overnight Visitor Summary 2024 - Australia's Golden Outback

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

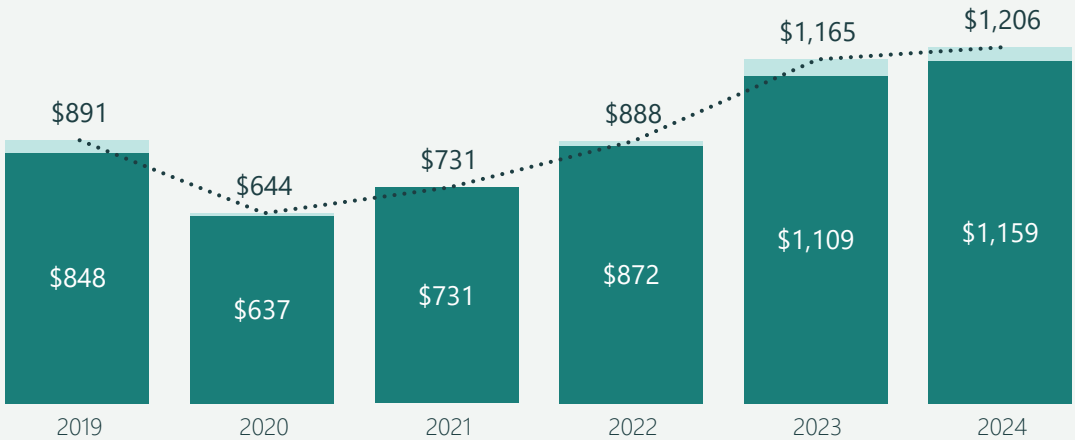
## Overnight Visitors (000)

● Domestic ● International ..... Total Overnight Visitors



## Overnight Visitors Spend (\$ millions)

● Domestic ● International ..... Total Overnight Spend

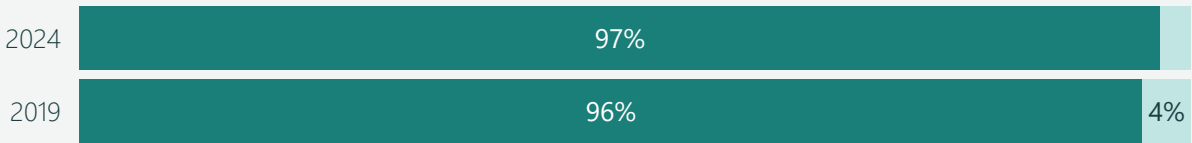


Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).





Overnight Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ million)
1,407	9,132	\$1,207
2024	2024	2024

## Share of Overnight Visitors - change vs. pre-COVID

● Domestic ● International



## Overnight Visitor Metrics 2024

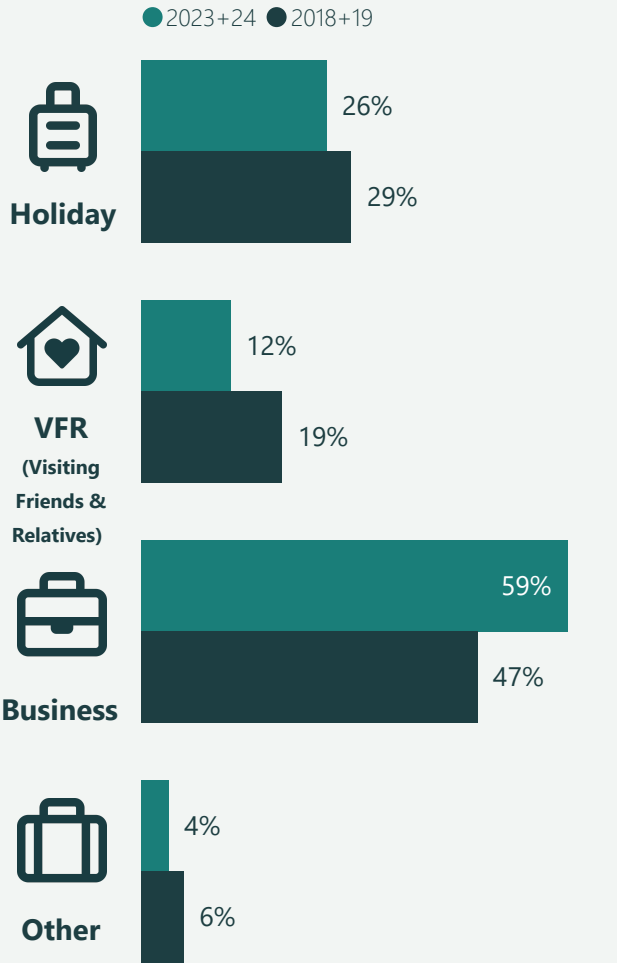
	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	6.0 Days	\$847	\$141
International	23.7 Days	\$1,237	\$52
 Total Domestic + International	6.5 Days	\$857	\$132

# Domestic Overnight Visitor Details - Australia's Golden Outback

2023+24 vs. 2018+19

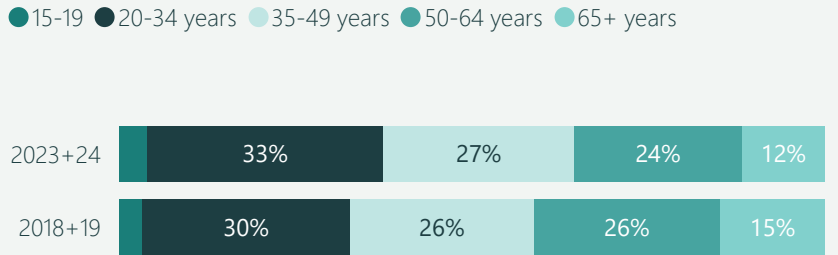
The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback

## Purpose of Travel

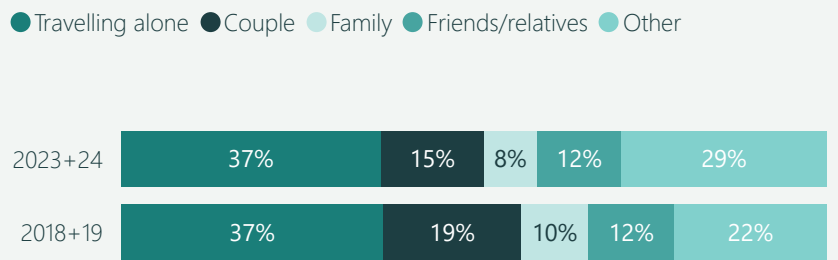


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

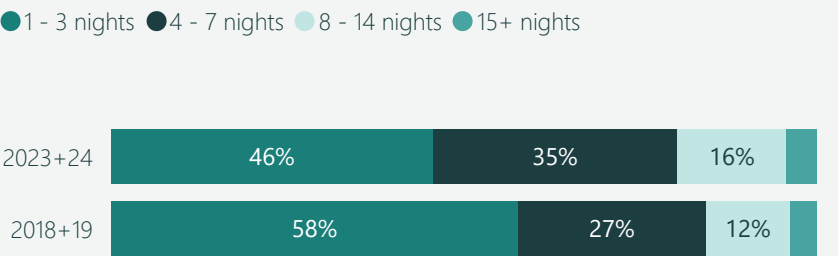
## Age



## Travel Party



## Length of Stay in Region



Overnight Visitors (000)

1,369

2024

Total Visitor Nights (000)

8,232

2024

## Gender



## Definition

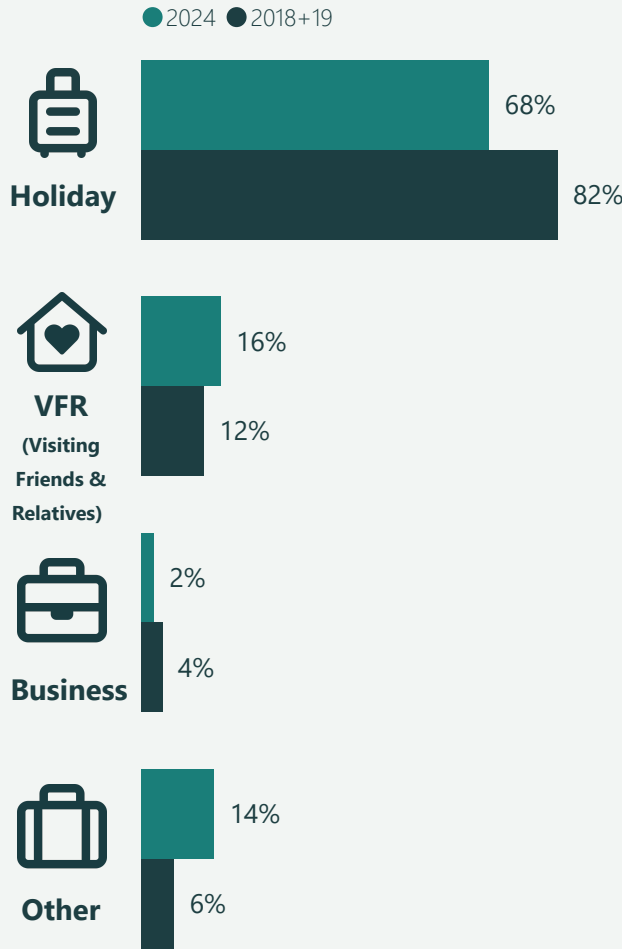
**Domestic Visitors:** Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

# International Overnight Visitor Details - Australia's Golden Outback

2024 vs. 2018+19

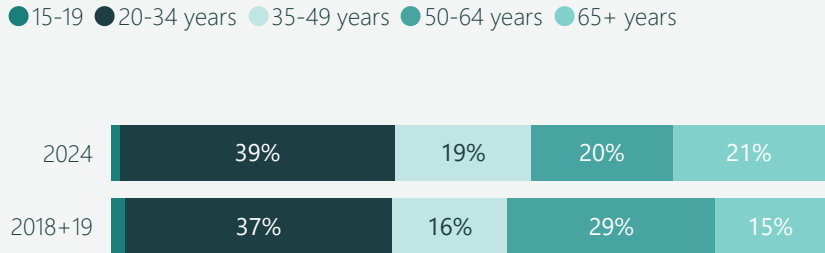
The data in this factsheet refers to visitors who have spent at least one night in Australia's Golden Outback

## Purpose of Travel

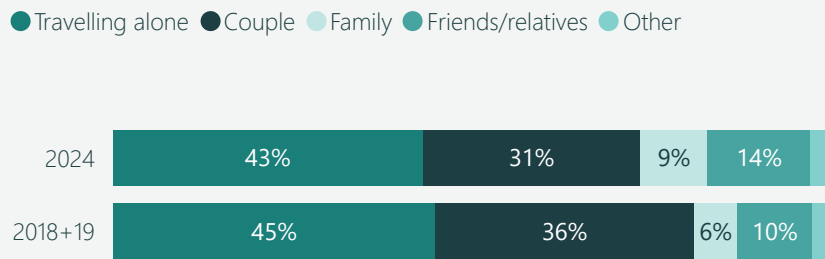


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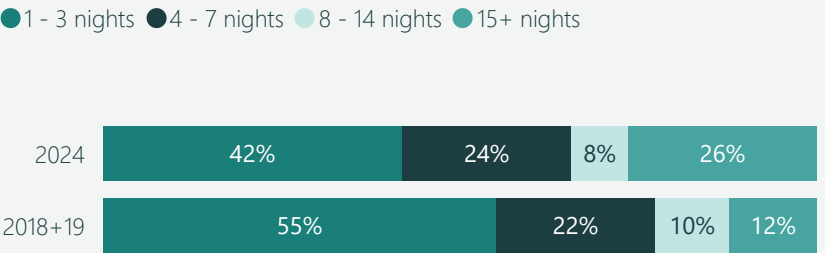
## Age



## Travel Party



## Length of Stay in Region



Overnight Visitors (000)

54

2024

Total Visitor Nights (000)

1,192

2024

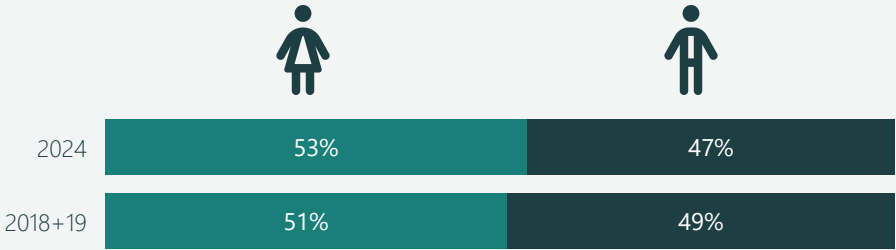
## Top 3 Home Country



Germany  
United Kingdom  
New Zealand

	2018+19	2024
Germany	15%	15%
United Kingdom	13%	14%
New Zealand	9%	14%

## Gender



## Definition


**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.

# Overnight Visitor Details - Australia's Golden Outback


2023+24 (2024 international) vs. 2018+19

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


## Top 3 accommodation (% of nights) - Domestic

	2018+19	2023+24
 Hotel/resort/motel or motor Inn	14%	10%
Friends or relatives property	15%	9%
Caravan or camping - non commercial	10%	9%


## Top 3 activities - Domestic

	2018+19	2023+24
 Eat out / dine at a restaurant and/or cafe	39%	28%
Pubs, clubs, discos etc	23%	25%
Visit friends & relatives	24%	15%


## Top 3 Local Government Areas (LGA's) visited - Domestic

	2018+19	2023+24
 Kalgoorlie-Boulder	20%	19%
Esperance	16%	13%
Leonora	6%	13%


## Top 3 accommodation (% of nights) - International

	2018+19	2024
 Rented house/apartment/flat or unit	19%	27%
Friends or relatives property	19%	25%
Other Private Accommodation	31%	5%

## Top 3 activities - International\*

	2018+19	2024
 Eat out / dine at a restaurant and/or cafe	92%	94%
Sightseeing/looking around	85%	85%
Go shopping for pleasure	78%	83%

## Top 3 Local Government Areas (LGA's) - International

	2018+19	2024
 Esperance	48%	49%
Kalgoorlie-Boulder	24%	31%
Kondinin	22%	19%

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

# Visitor Factsheet - Further Information

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

## 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 by year.

The demographics and trip details for domestic visitors show comparisons between 2023+24 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, these years have been excluded for international visitors.

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 [NVS Methodology](#) or [IVS Methodology](#) on Tourism Research Australia's website and the [Changing Visitor Spend](#) factsheet on Tourism WA's website.

## Sample Size

Market	2019	2020	2021	2022	2023	2024
Intrastate	509	364	440	388	285	283
Interstate	73	19	33	43	35	29
Domestic	582	383	473	431	320	312
International	395	111	2	2,134	289	188

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, National and International Visitor Surveys, 2024