

The Kimberley Region

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



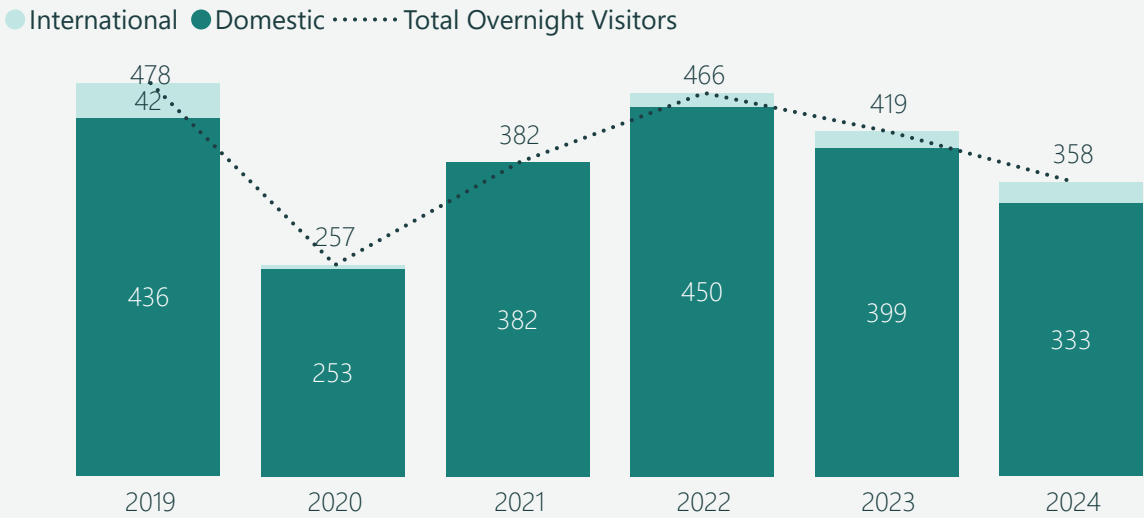
**WESTERN
AUSTRALIA**

Overnight Visitor Summary - The Kimberley Region

2024

The data in this factsheet refers to visitors who have spent at least one night in The Kimberley 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	436	253	382	450	399	333
	International	42	np	np	16	20	25
	Total	478	257	np	466	419	358

	Market	2019	2020	2021	2022	2023	2024
	Domestic	2,516	1,604	2,880	2,686	2,399	2,169
	International	781	np	np	np	604	967
	Total	3,297	np	np	np	3,003	3,136

"np" indicates sample size too small to publish

Total Visitors (000)

358

2024

Total Visitor Nights (000)

3,136

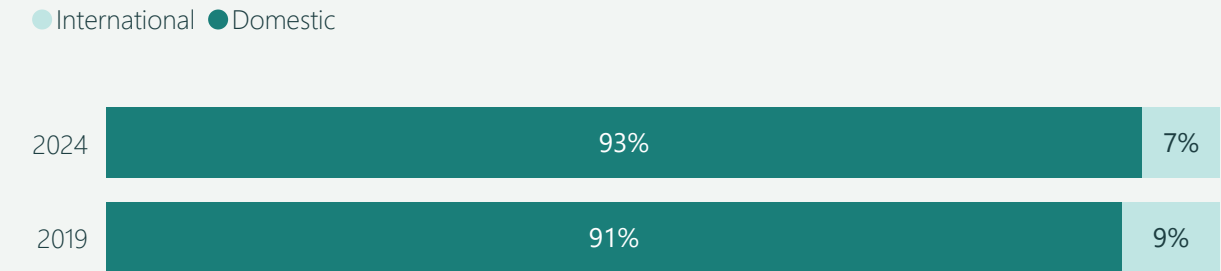
2024

Total Spend (\$ Million)

\$533

2024

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics - 2024

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	6.5 Days	\$1,441	\$221
International	38.7 Days	\$2,120	\$55
 Total Domestic + International	8.8 Days	\$1,489	\$170

Domestic Overnight Visitor Details - The Kimberley Region

2018+2019 vs. 2023+2024

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

Domestic Visitors (000)

333

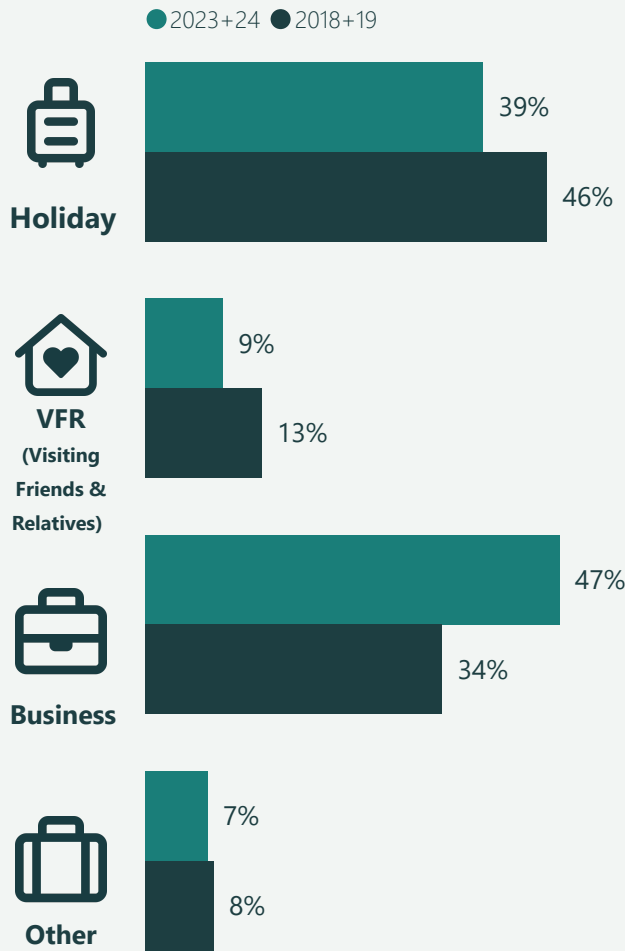
2024

Domestic Nights (000)

2,169

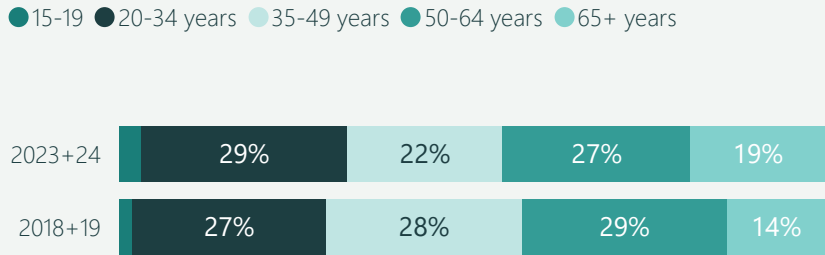
2024

Purpose of Travel

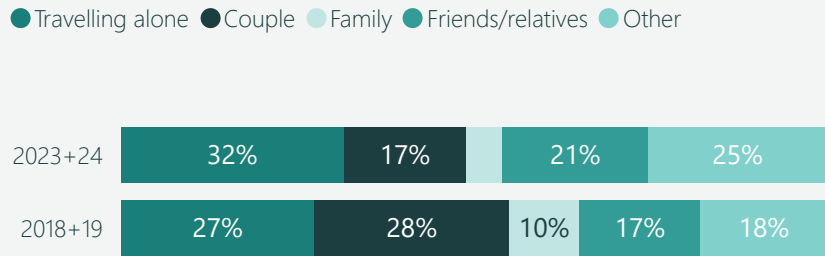


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

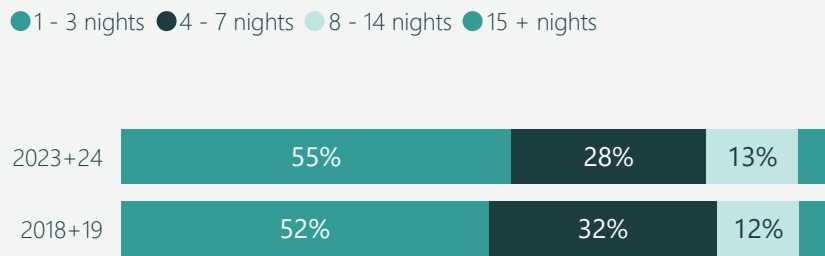
Age



Travel Party



Length of Stay



Top 3 accommodation (% of nights)



Hotel/resort/motel or motor Inn
Other Accommodation
Caravan park or commercial camping ground

2018+19 2023+24

23% 33%
16% 14%
18% 10%

Gender



Top 3 activities



Eat out / dine at a restaurant and/or cafe
Go to the beach
Sightseeing/looking around

2018+19 2023+24

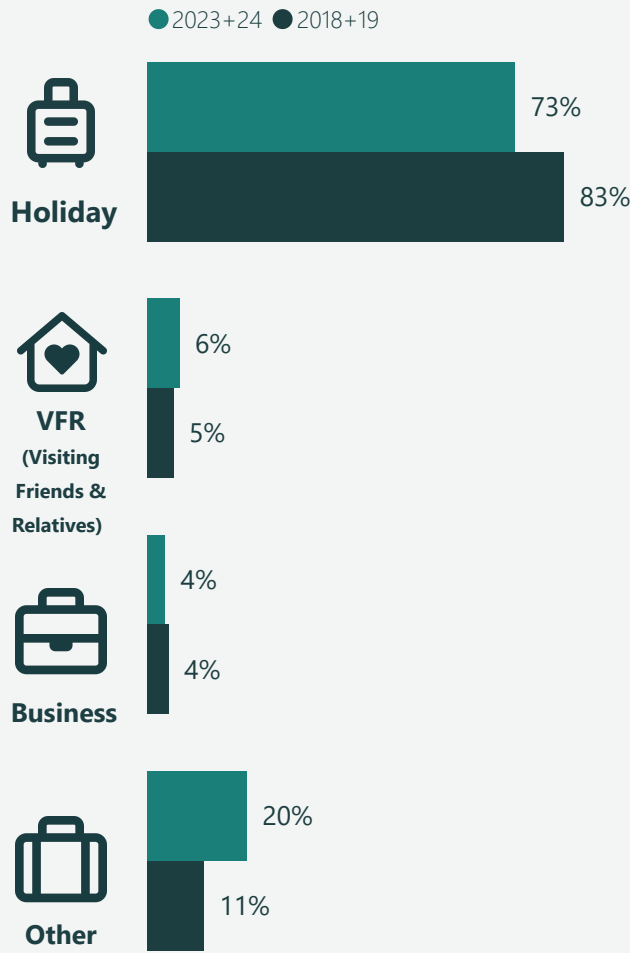
57% 59%
44% 28%
31% 22%

International Overnight Visitor Details - The Kimberley Region

2018+2019 vs. 2023+2024

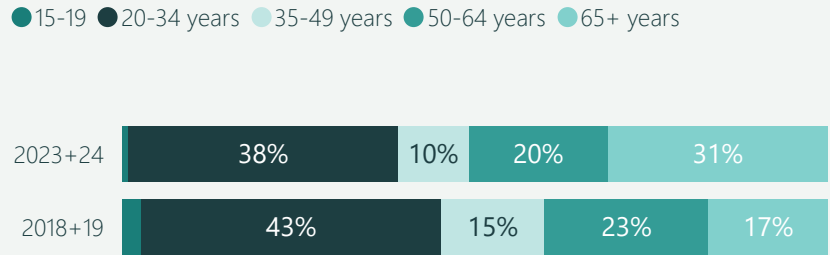
The data in this factsheet refers to visitors who have spent at least one night in The Kimberley Region

Purpose of Travel

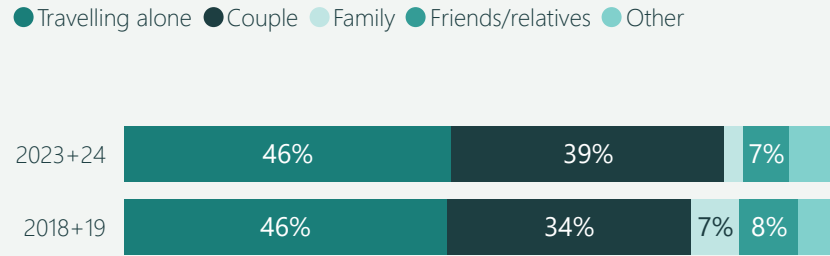


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

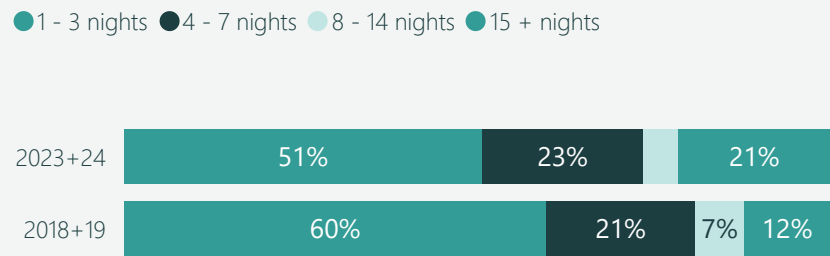
Age



Travel Party



Length of Stay



International Visitors (000)

25

2024

International Nights (000)

967

2024

Top 3 accommodation (% of nights)



Rented house/apartment/flat or unit
Other Private Accommodation
Caravan park or commercial camping ground

2018+19 2023+24

24% 56%
22% 13%
16% 6%

Gender



2023+24

50%

50%

2018+19

53%

47%

Top 3 activities*

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



Eat out / dine at a restaurant
and/or cafe
Sightseeing/looking around
Go to the beach

2018+19 2023+24

93% 91%
84% 88%
80% 77%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Kimberley 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	115	101	124	106	60	72
Interstate	64	5	24	45	46	29
Domestic	179	106	148	151	106	101
International	266	28	2	1,221	110	102

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 Kimberley Region:
Shire of Broome, Shire of Derby-West Kimberley, Shire of Halls Creek,
Shire of Wyndham-East Kimberley.