

Australia's North West Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



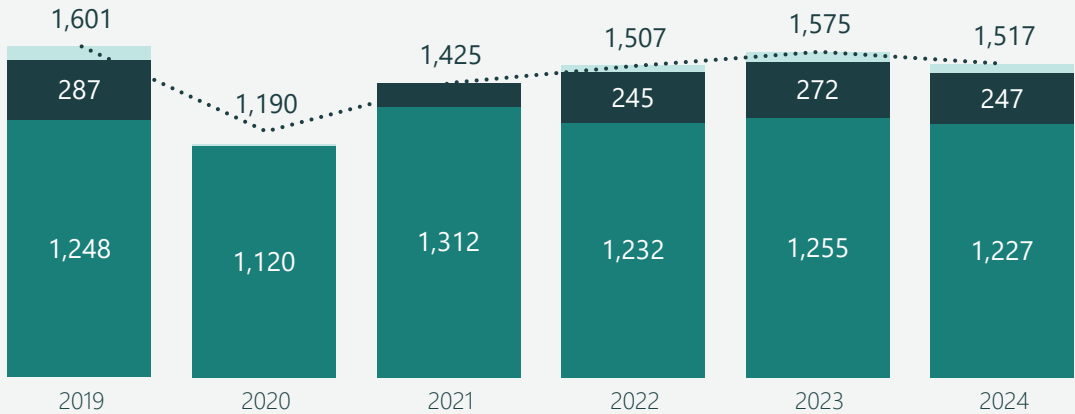
WESTERN
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Overnight Visitor Summary 2024 - Australia's North West

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

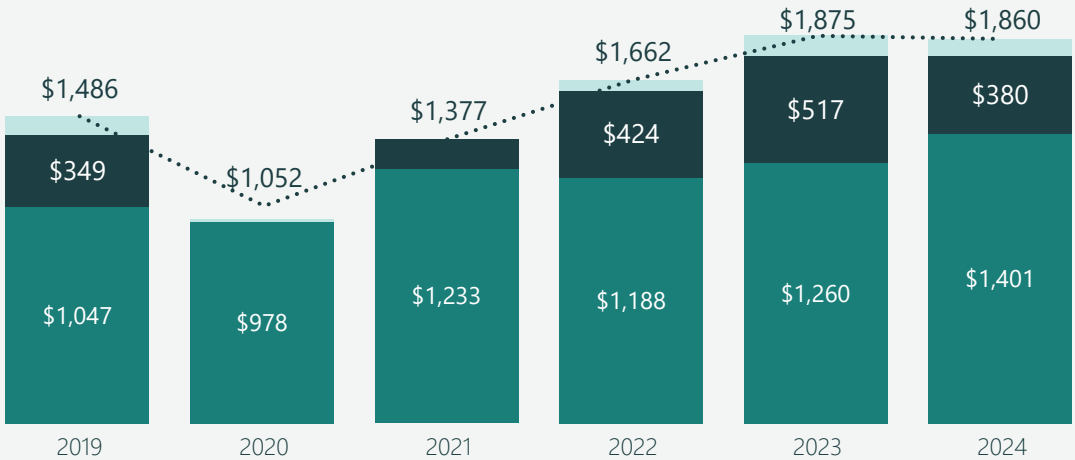
Overnight Visitors (000)

● Intrastate ● Interstate ● International Total Overnight Visitors



Overnight Visitors Spend (\$ millions)

● Intrastate ● Interstate ● International Total Overnight Spend

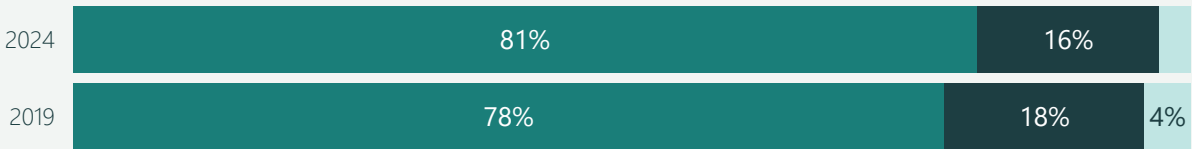


Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

Overnight Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ million)
1,517	12,212	\$1,860
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID

● Intrastate ● Interstate ● International



Overnight Visitor Metrics 2024

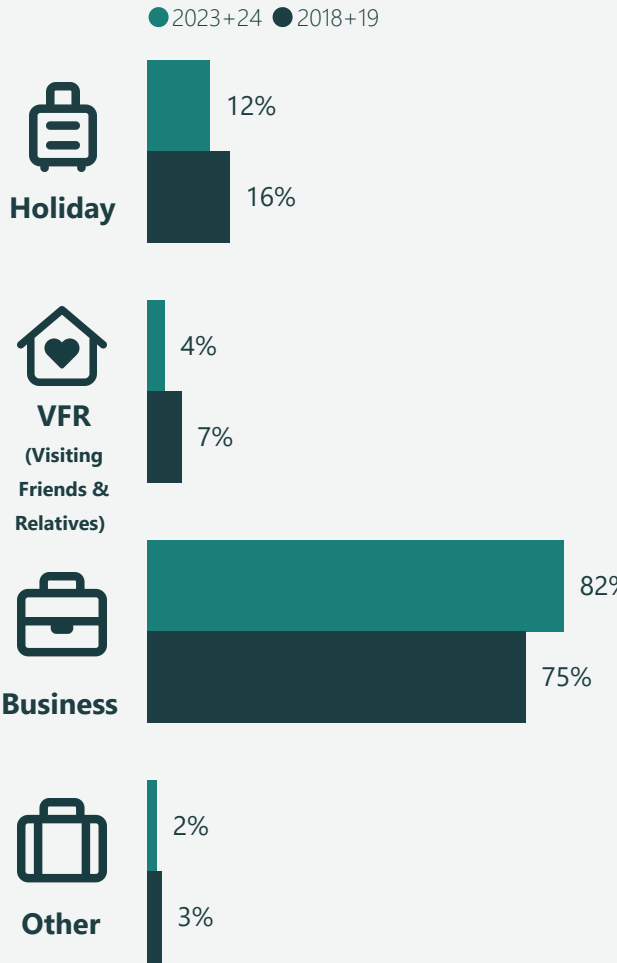
	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate	6.6 Days	\$1,142	\$173
Interstate	10.3 Days	\$1,538	\$149
International	36.4 Days	\$1,837	\$50
 Total Domestic + International	8.1 Days	\$1,225	\$152

Intrastate Overnight Visitor Details - Australia's North West

2023+24 vs. 2018+19

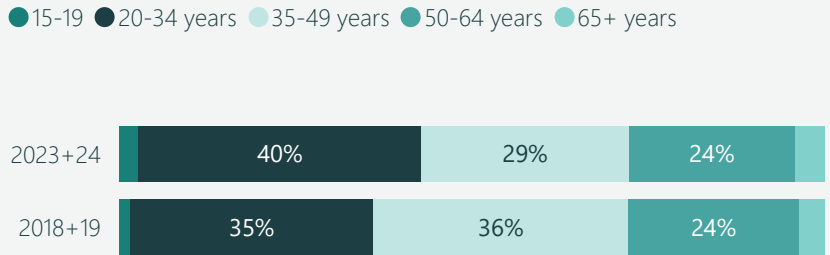
The data in this factsheet refers to visitors who have spent at least one night in Australia's North West

Purpose of Travel

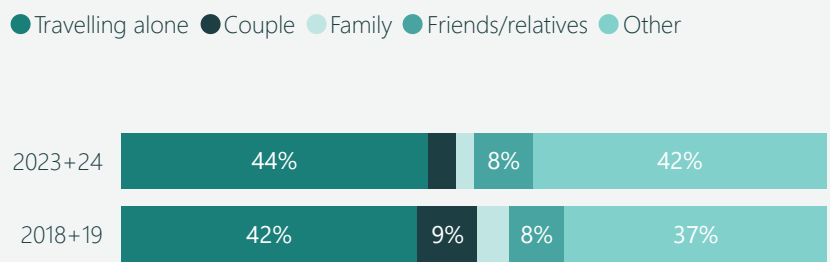


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

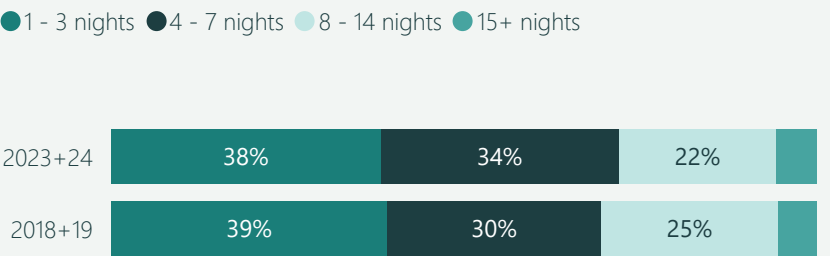
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

1,227

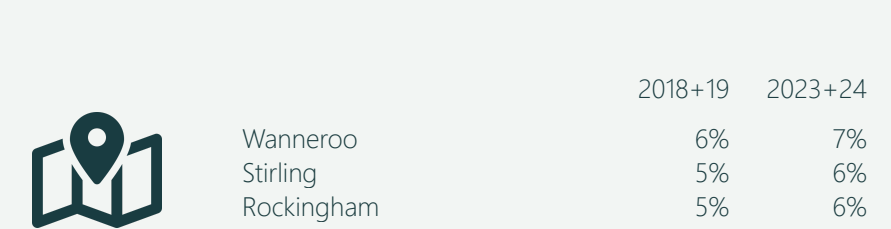
2024

Total Visitor Nights (000)

8,091

2024

Top 3 Home Local Government Area (LGA)



Gender



Definition

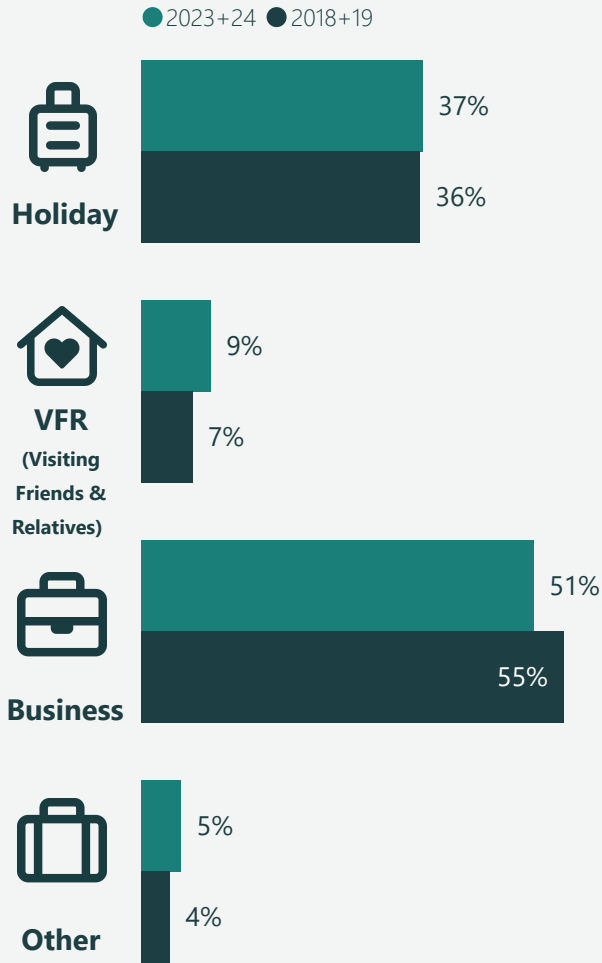
Domestic Visitors (Intrastate): Western Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home. Note, intra-regional travel is included, i.e. the home and stay may fall within the same region.

Interstate Overnight Visitor Details - Australia's North West

2023+24 vs. 2018+19

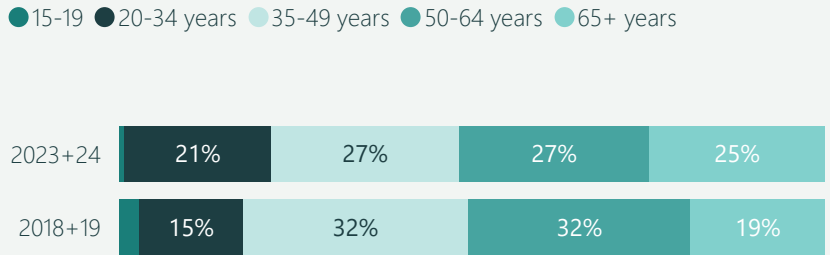
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Purpose of Travel

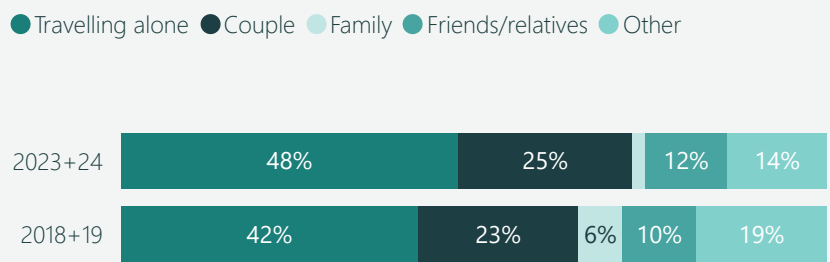


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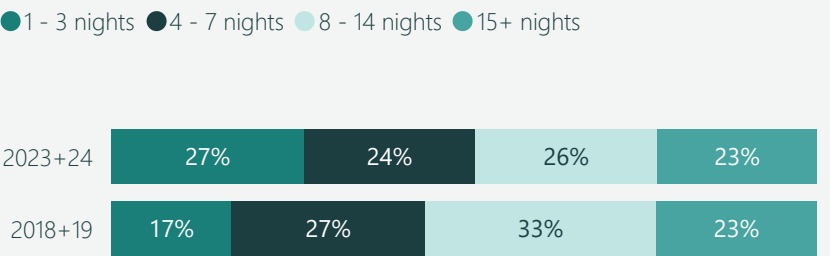
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

247

2024

Total Visitor Nights (000)

2,555

2024

Top 3 Home State/Territory



Gender



Definition

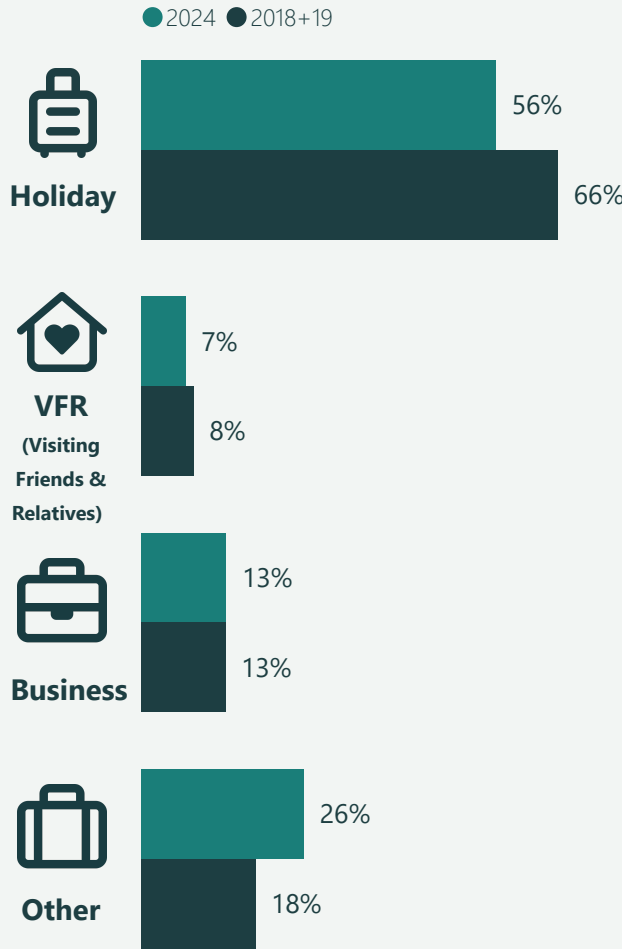
Domestic Visitors (Interstate): Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Overnight Visitor Details - Australia's North West

2024 vs. 2018+19

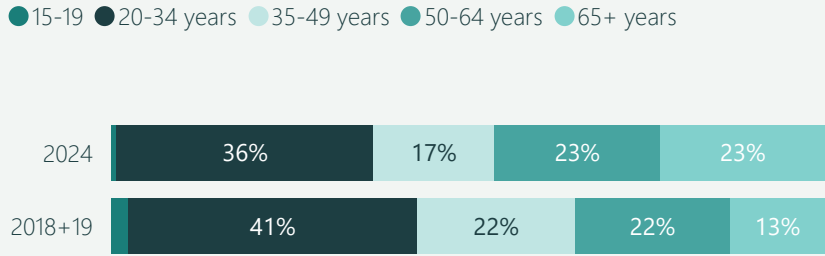
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Purpose of Travel

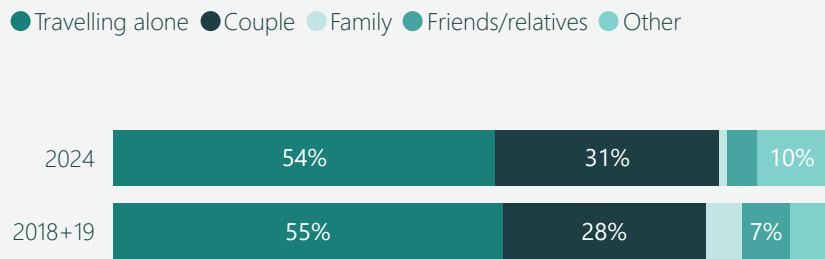


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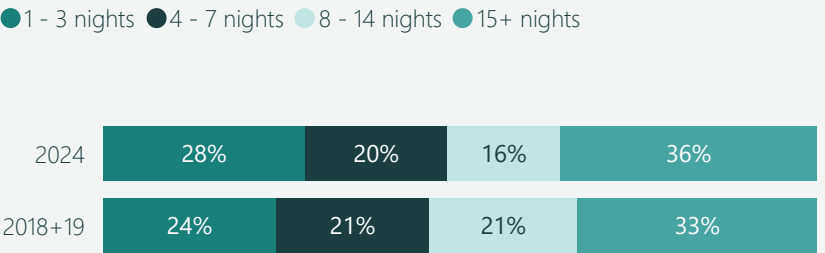
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

48

2024

Total Visitor Nights (000)

1,908

2024

Top 3 Home Country



New Zealand
Germany
United Kingdom

2018+19

11%
13%
9%

2024

25%
5%
5%

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 North West


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 North West


Top 3 accommodation (% of nights) - Intrastate

	2018+19	2023+24
 Hotel/resort/motel or motor Inn	10%	12%
Friends or relatives property	7%	4%
Caravan or camping - non commercial	4%	6%


Top 3 activities - Intrastate

	2018+19	2023+24
 Eat out / dine at a restaurant and/or cafe	31%	23%
Pubs, clubs, discos etc	21%	19%
Exercise, gym or swimming	15%	18%


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

	2018+19	2023+24
 East Pilbara	24%	25%
Ashburton	21%	27%
Karratha	19%	15%

Top 3 accommodation (% of nights) - Interstate

	2018+19	2023+24
 Hotel/resort/motel or motor Inn	15%	17%
Caravan park or commercial camping ground	11%	7%
Friends or relatives property	3%	10%


Top 3 activities - Interstate

	2018+19	2023+24
 Eat out / dine at a restaurant and/or cafe	50%	49%
Go to the beach	32%	26%
Sightseeing/looking around	29%	22%


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

	2018+19	2023+24
 Broome	38%	43%
Wyndham-East Kimberley	18%	18%
Port Hedland	18%	16%


Top 3 accommodation (% of nights) - International

	2018+19	2024
 Rented house/apartment/flat or unit	21%	50%
Other Private Accommodation	27%	10%
Friends or relatives property	14%	7%

Top 3 activities - International*

	2018+19	2024
 Eat out / dine at a restaurant and/or cafe	89%	88%
Sightseeing/looking around	74%	73%
Go shopping for pleasure	71%	74%

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

	2018+19	2024
 Broome	53%	56%
Port Hedland	25%	26%
Ashburton	34%	17%

*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 North West

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	512	438	487	396	291	296
Interstate	130	20	49	77	73	59
Domestic	642	458	536	473	364	355
International	397	56	3	2,693	252	196

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