

Australia's Coral Coast Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025

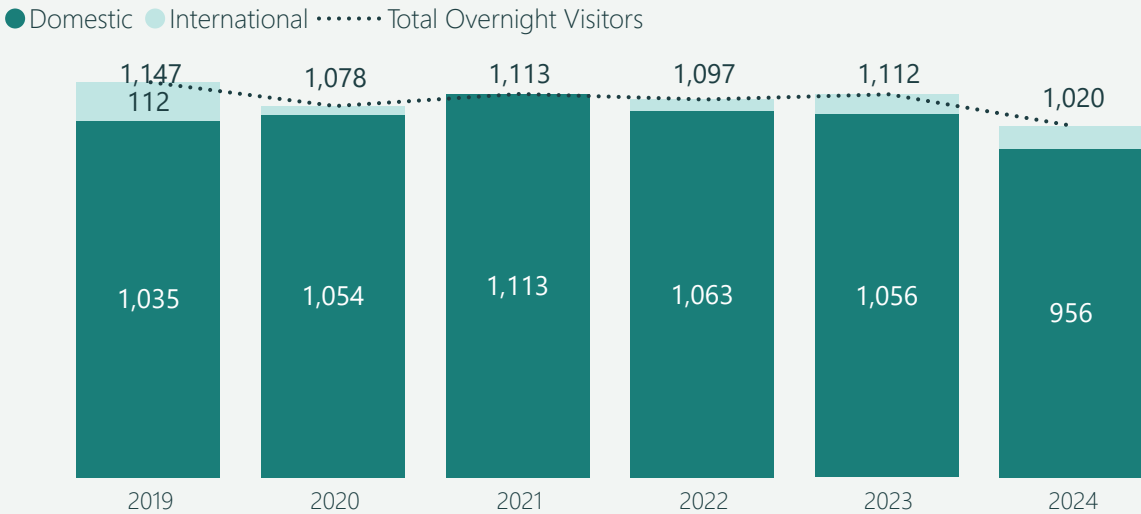


WESTERN
AUSTRALIA

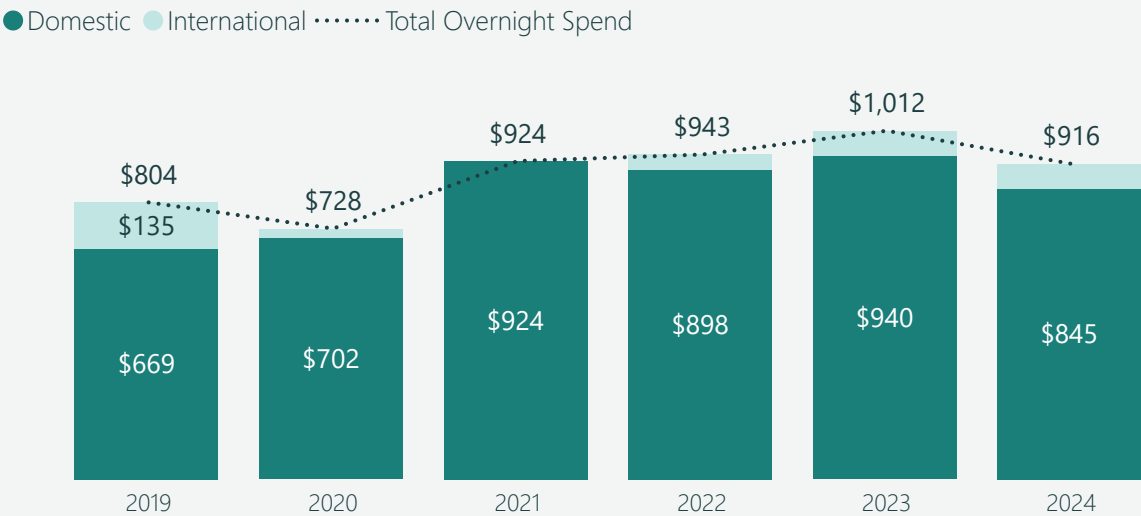
Overnight Visitor Summary 2024 - Australia's Coral Coast

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

Overnight Visitors (000)

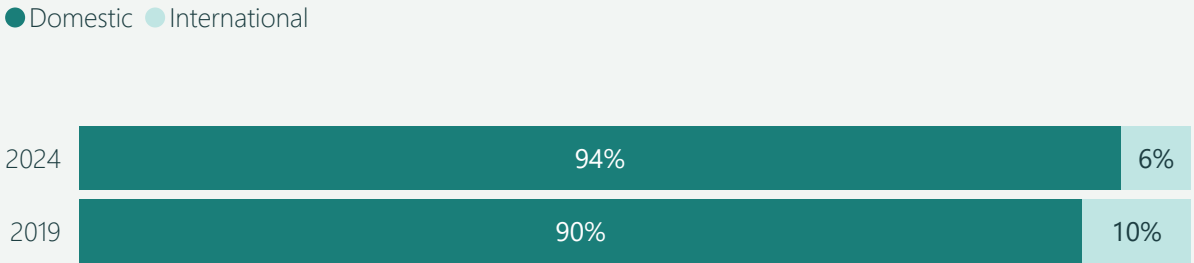


Overnight Visitors Spend (\$ millions)







Overnight Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ million)
1,020	5,386	\$916
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics 2024

	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	4.7 Days	\$884	\$189
International	14.3 Days	\$1,109	\$78
 Total Domestic + International	5.3 Days	\$898	\$170

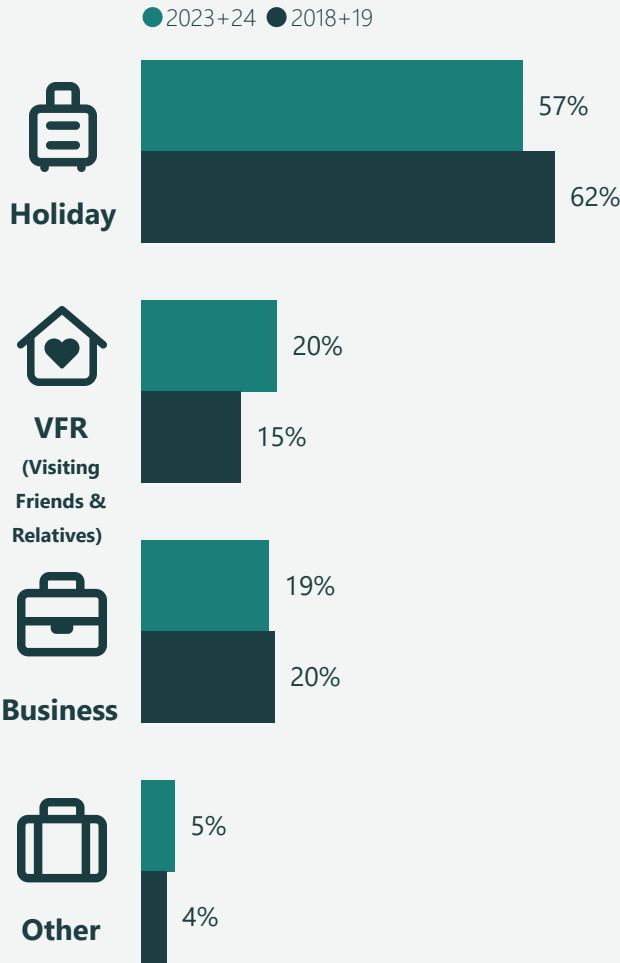
Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).

Domestic Overnight Visitor Details - Australia's Coral Coast

2023+24 vs. 2018+19

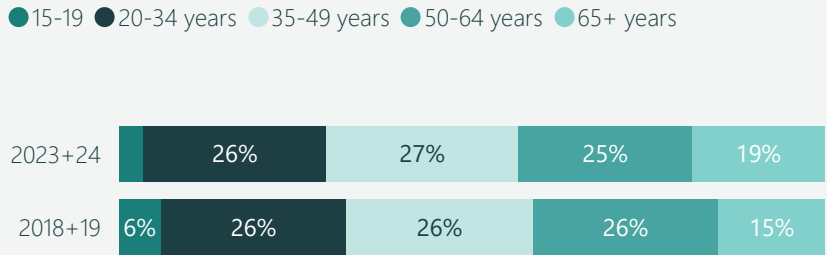
The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Purpose of Travel

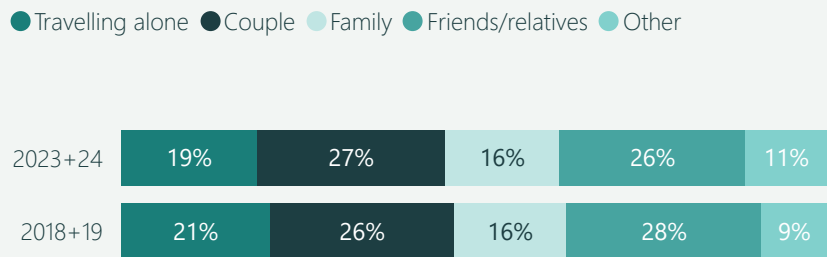


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

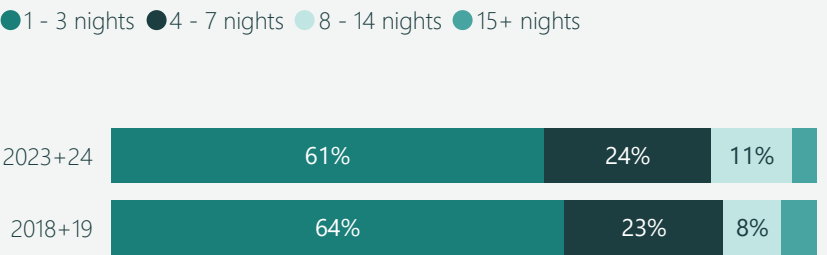
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

956

2024

Total Visitor Nights (000)

4,470

2024

Gender



Definition

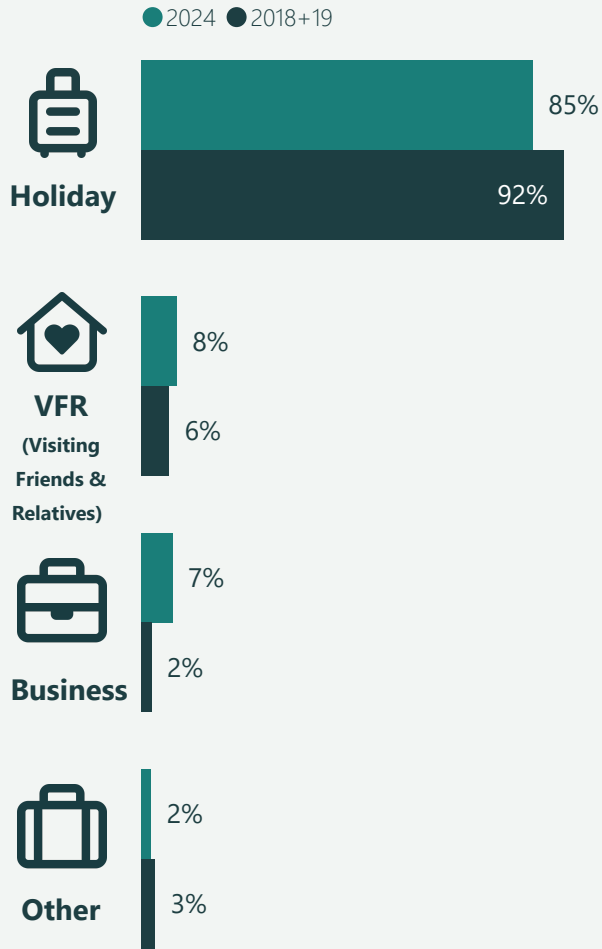
Domestic Visitors: Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Overnight Visitor Details - Australia's Coral Coast

2024 vs. 2018+19

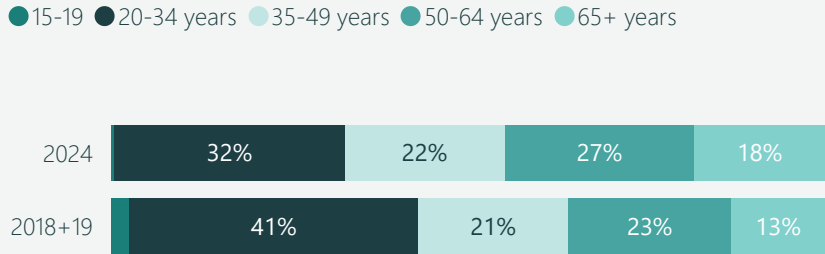
The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Purpose of Travel

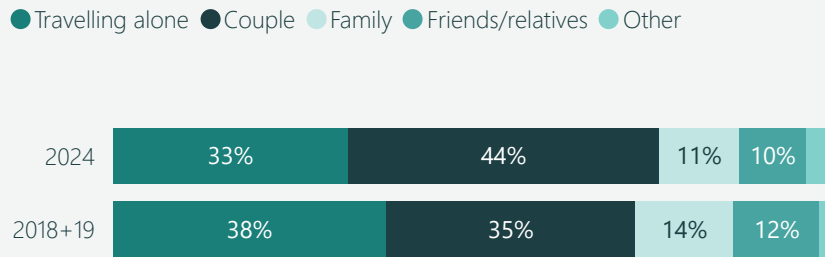


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

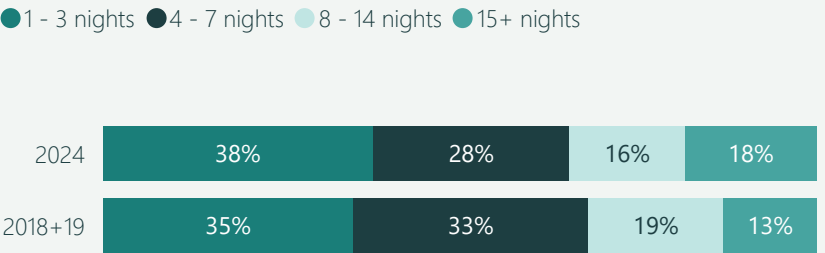
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

56

2024

Total Visitor Nights (000)

871

2024

Top 3 Home Country



United Kingdom
Germany
China

2018+19

14%

12%

9%

2024

12%

12%

10%

Gender



2024

56%

44%

2018+19

59%

41%

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 Coral Coast


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 Coral Coast

Top 3 accommodation (% of nights) - Domestic

	2018+19	2023+24
 Caravan park or commercial camping ground	26%	24%
Friends or relatives property	20%	23%
Hotel/resort/motel or motor Inn	11%	14%


Top 3 activities - Domestic

	2018+19	2023+24
 Go to the beach	50%	53%
Eat out / dine at a restaurant and/or cafe	53%	49%
Sightseeing/looking around	30%	23%


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

	2018+19	2023+24
 Greater Geraldton	25%	27%
Dandaragan	20%	26%
Gingin	17%	14%

Top 3 accommodation (% of nights) - International

	2018+19	2024
 Rented house/apartment/flat or unit	19%	22%
Caravan park or commercial camping ground	23%	14%
Hotel/resort/motel or motor Inn	14%	15%

Top 3 activities - International*

	2018+19	2024
 Eat out / dine at a restaurant and/or cafe	94%	98%
Go to the beach	90%	93%
Sightseeing/looking around	89%	93%

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

	2018+19	2024
 Greater Geraldton	46%	48%
Northampton	44%	42%
Exmouth	36%	37%

*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 Coral Coast

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	395	412	400	350	262	219
Interstate	40	6	23	24	18	21
Domestic	435	418	423	374	280	240
International	661	144	1	3,186	275	271

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