

Australia's Coral Coast

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Strategy
May 2025



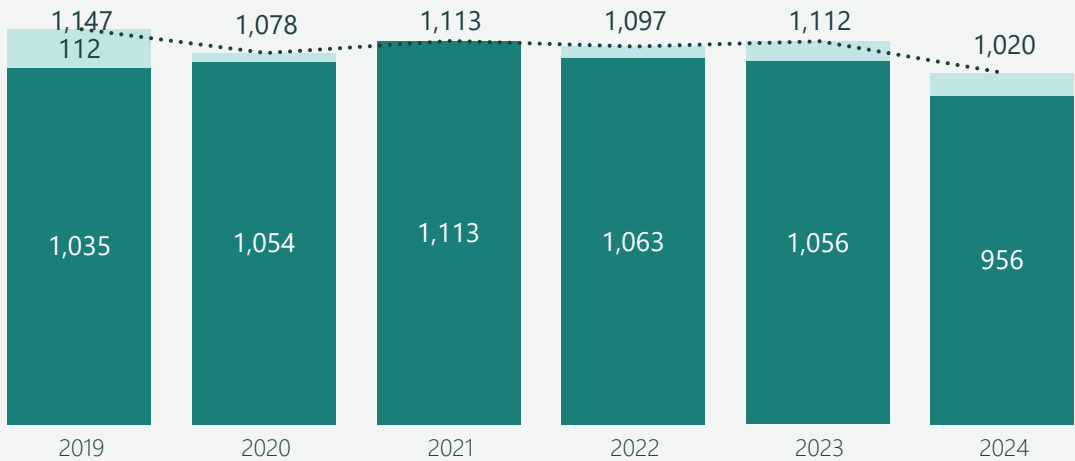
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Overnight Visitor Summary 2024 - Australia's Coral Coast

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

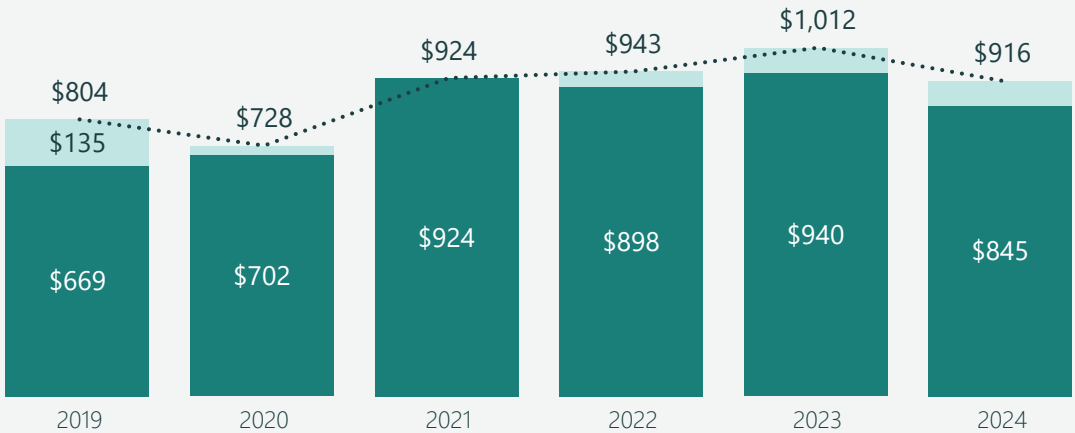
Overnight Visitors (000)

● Domestic ● International Total Overnight Visitors



Overnight Visitors Spend (\$ millions)

● Domestic ● International Total Overnight Spend

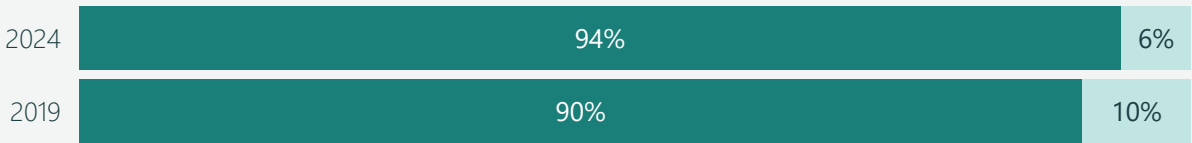


Additional visitor, nights and spend results can be found on the interactive chart on Tourism WA's website [here](#).





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

Share of Overnight Visitors - change vs. pre-COVID

● Domestic ● International



Overnight Visitor Metrics 2024

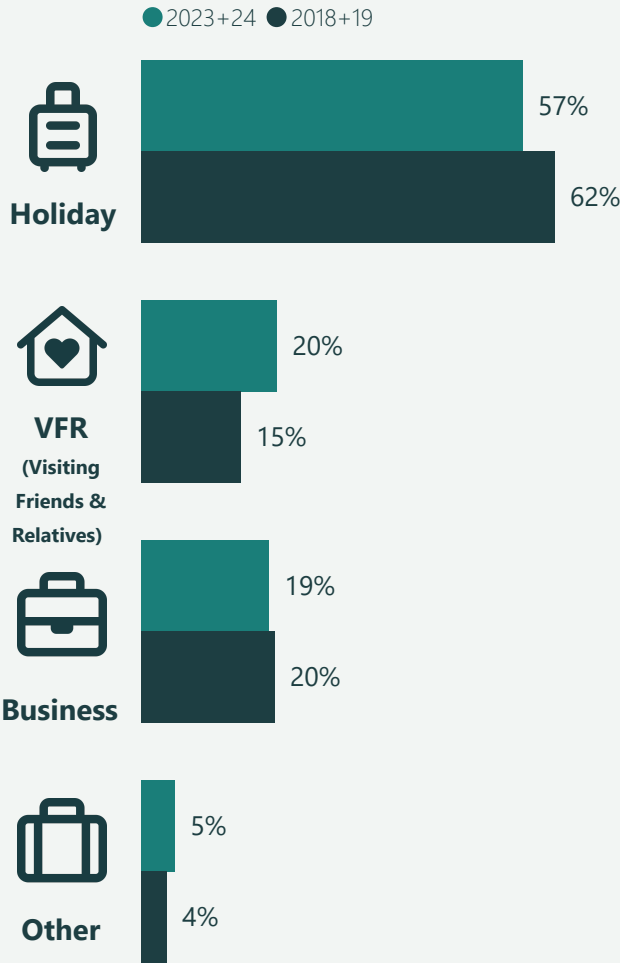
| |  Average Trip Length |  Average Trip Spend |  Average Daily Spend |
|---|---|--|---|
| Domestic | 4.7 Days | \$884 | \$189 |
| International | 14.3 Days | \$1,109 | \$78 |
|  Total Domestic + International | 5.3 Days | \$898 | \$170 |

Domestic Overnight Visitor Details - Australia's Coral Coast

2023+24 vs. 2018+19

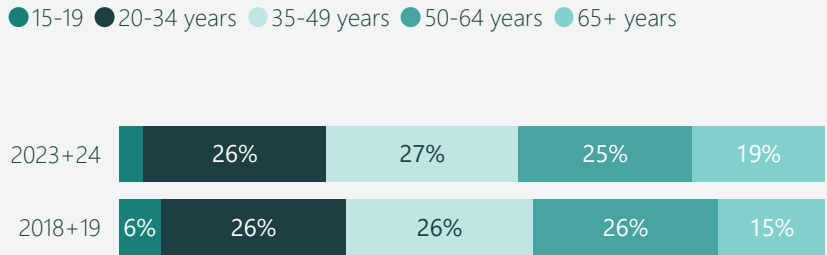
The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Purpose of Travel

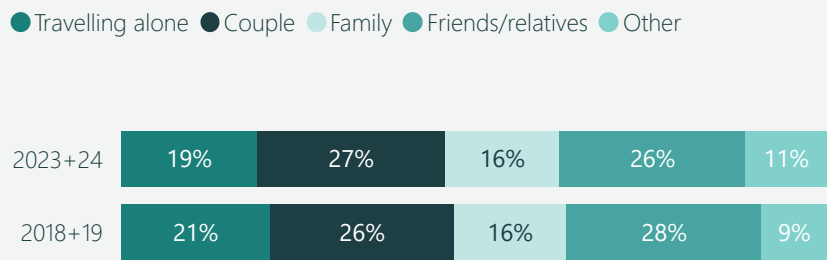


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

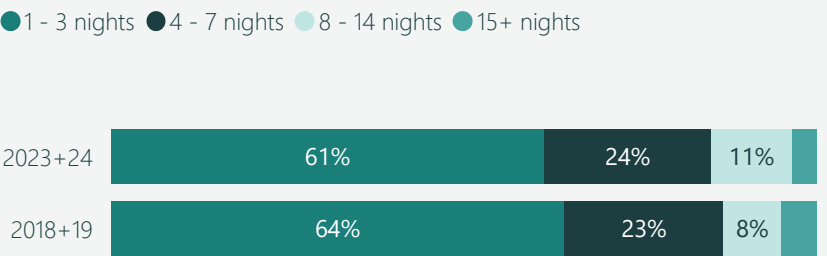
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

956

2024

Total Visitor Nights (000)

4,470

2024

Gender



Definition

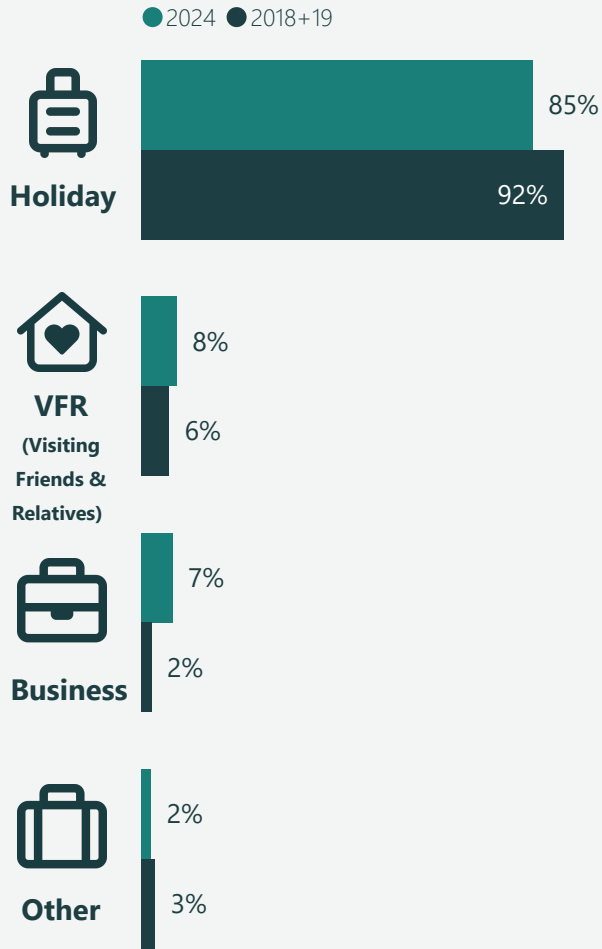
Domestic Visitors: Australian residents aged 15 years and over who spent at least one night at a place at least 40km from their home.

International Overnight Visitor Details - Australia's Coral Coast

2024 vs. 2018+19

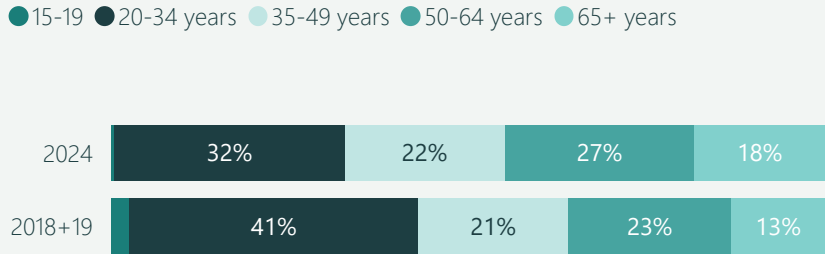
The data in this factsheet refers to visitors who have spent at least one night in Australia's Coral Coast

Purpose of Travel

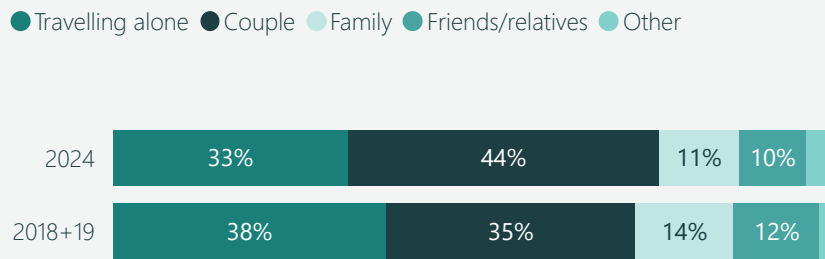


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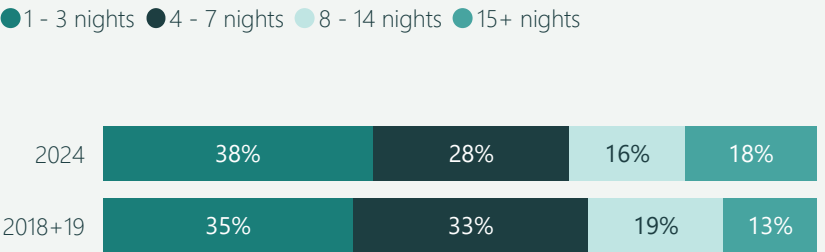
Age



Travel Party



Length of Stay in Region



Overnight Visitors (000)

64

2024

Total Visitor Nights (000)

916

2024

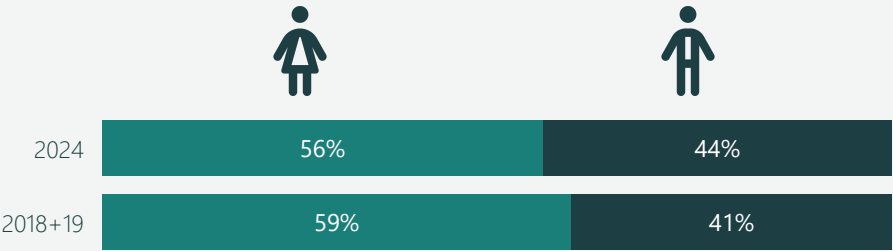
Top 3 Home Country



United Kingdom
Germany
China

| | 2018+19 | 2024 |
|----------------|---------|------|
| United Kingdom | 14% | 12% |
| Germany | 12% | 12% |
| China | 9% | 10% |

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 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