

The Goldfields Esperance Region

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



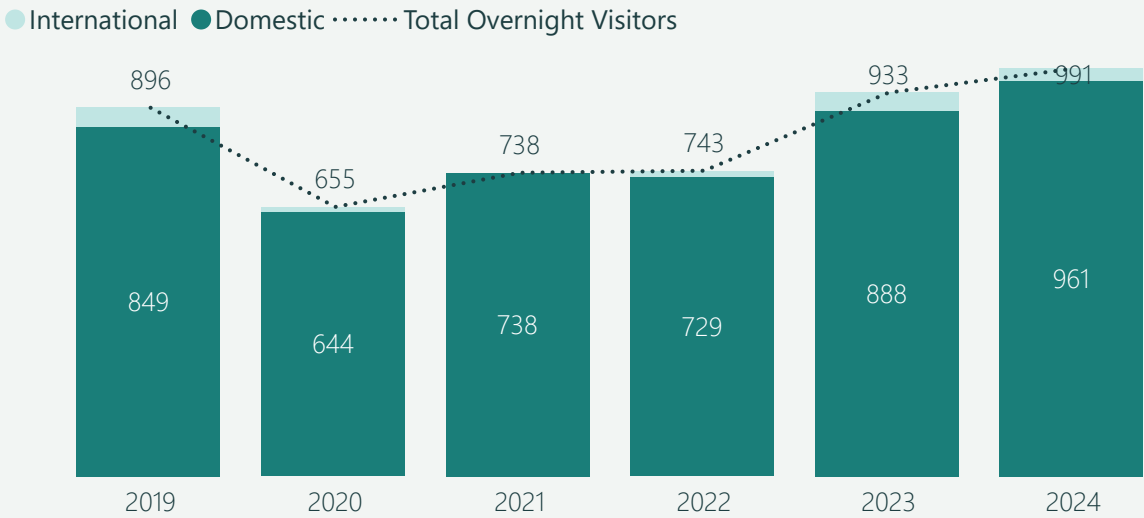
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Overnight Visitor Summary - The Goldfields Esperance Region

2024

The data in this factsheet refers to visitors who have spent at least one night in The Goldfields Esperance 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	849	644	738	729	888	961
	International	47	11	np	14	45	30
	Total	896	655	np	743	933	991

Visitors (000)

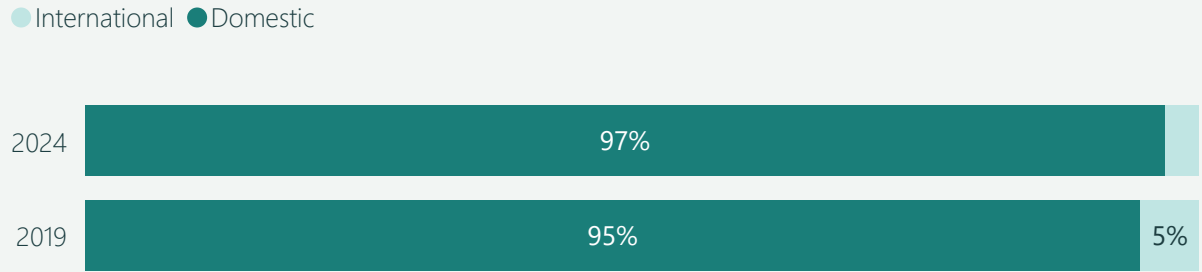
	Market	2019	2020	2021	2022	2023	2024
	Domestic	5,114	3,417	4,459	4,013	5,858	6,268
	International	653	np	np	np	880	676
	Total	5,767	np	np	np	6,738	6,944

Nights (000)


"np" indicates sample size too small to publish

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
991	6,944	\$963
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	6.5 Days	\$965	\$148
International	22.5 Days	\$1,200	\$53
Total Domestic + International	7.0 Days	\$972	\$139

Domestic Overnight Visitor Details - The Goldfields Esperance Region

2018+2019 vs. 2023+2024

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

Domestic Visitors (000)

961

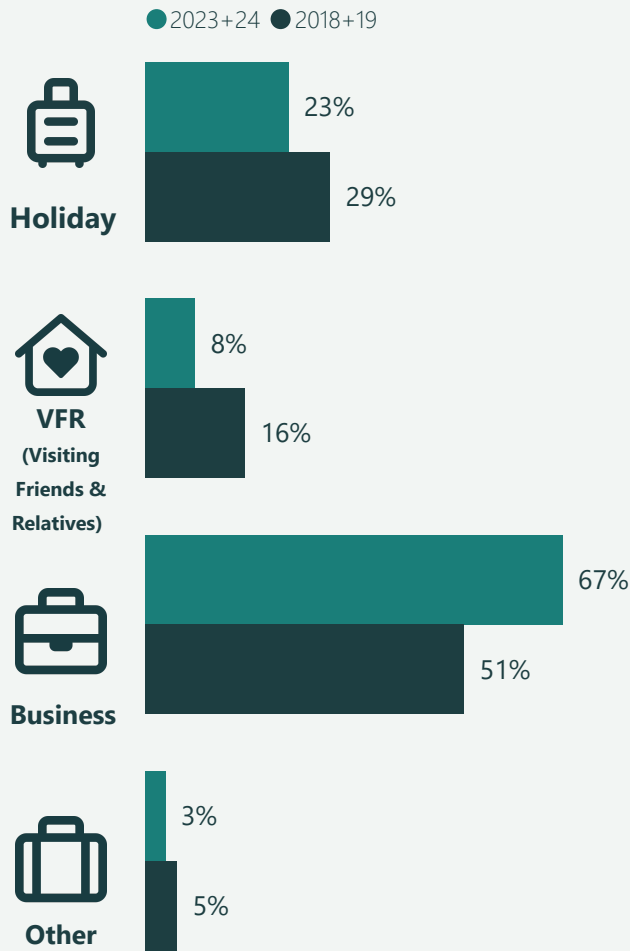
2024

Domestic Nights (000)

6,268

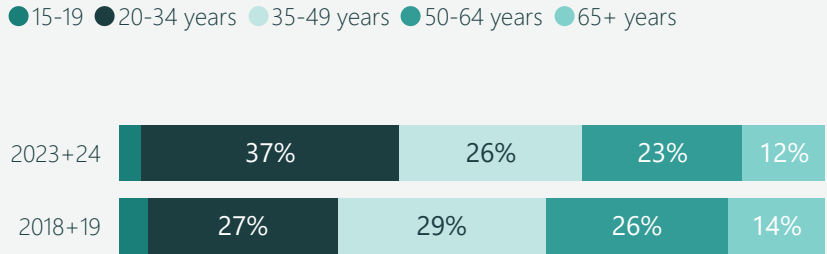
2024

Purpose of Travel

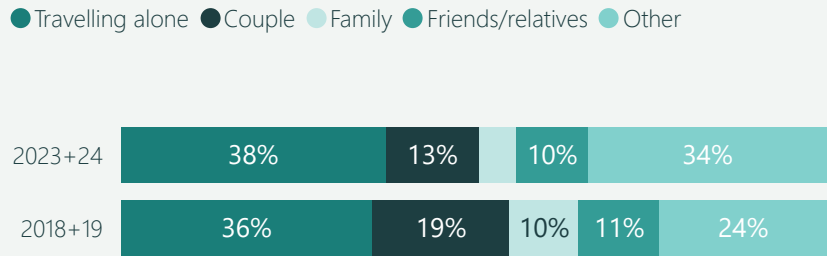


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

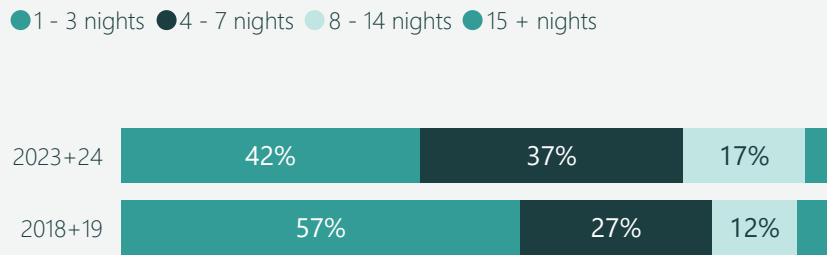
Age



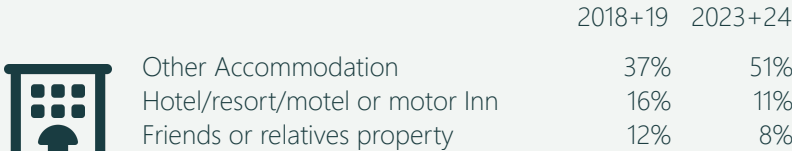
Travel Party



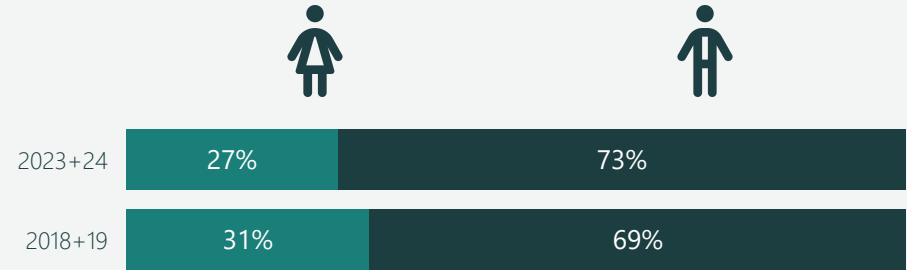
Length of Stay



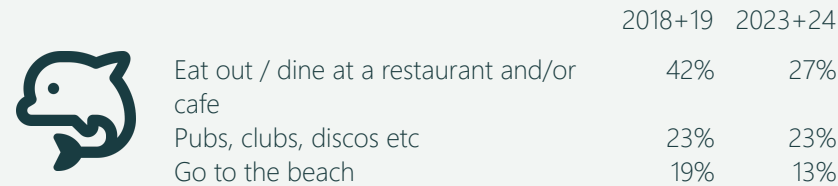
Top 3 accommodation (% of nights)



Gender



Top 3 activities

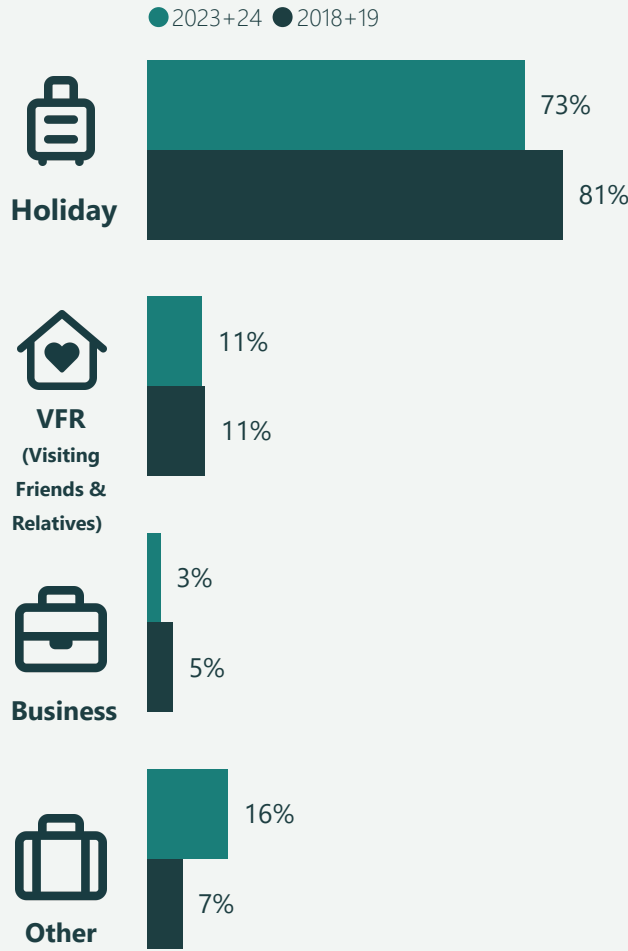


International Overnight Visitor Details - The Goldfields Esperance Region

2018+2019 vs. 2023+2024

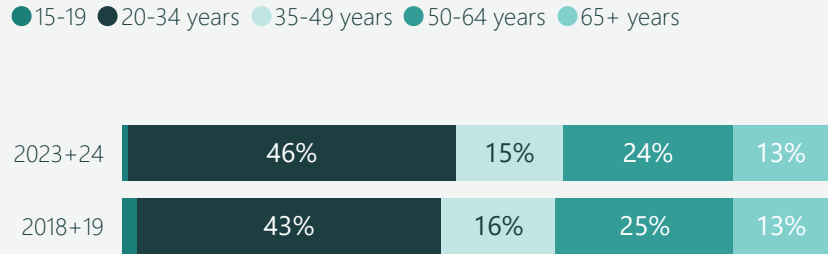
The data in this factsheet refers to visitors who have spent at least one night in The Goldfields Esperance Region

Purpose of Travel

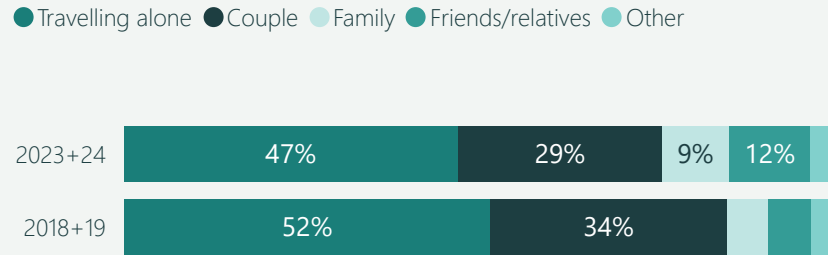


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

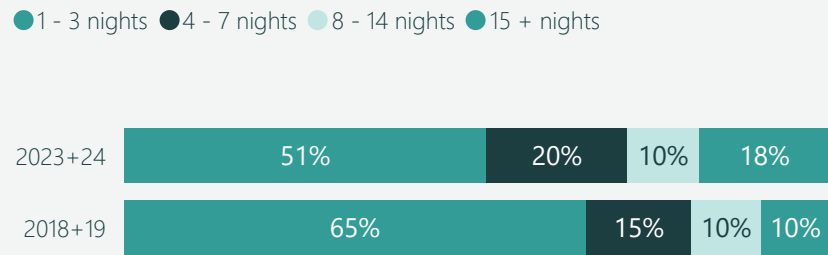
Age



Travel Party



Length of Stay



International Visitors (000)

30

2024

International Nights (000)

676

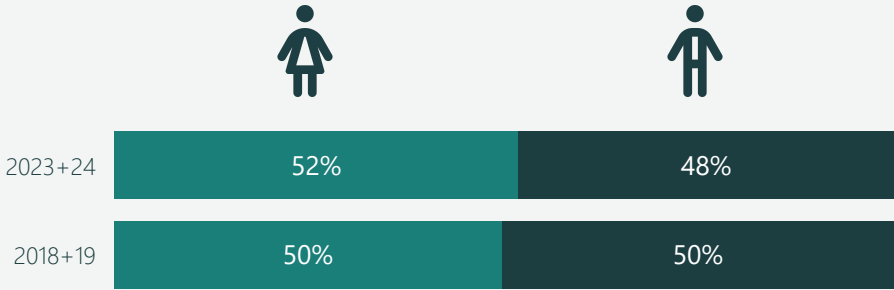
2024

Top 3 accommodation (% of nights)



	2018+19	2023+24
Other Private Accommodation	32%	20%
Friends or relatives property	20%	26%
Rented house/apartment/flat or unit	21%	14%

Gender



Top 3 activities*

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



	2018+19	2023+24
Eat out / dine at a restaurant and/or cafe	92%	92%
Sightseeing/looking around	84%	87%
Go to the beach	84%	81%

Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Goldfields Esperance 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	271	219	261	220	187	192
Interstate	65	15	26	39	31	24
Domestic	336	234	287	259	218	216
International	304	84		1,587	237	145

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 GoldfieldsEsperance Region: City of Kalgoorlie/Boulder, Shire of Coolgardie, Shire of Dundas, Shire of Esperance, Shire of Laverton, Shire of Leonora, Shire of Menzies, Shire of Ngaanyatjaraku, Shire of Ravensthorpe and Shire of Wiluna