The Pilbara Region Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning April 2025



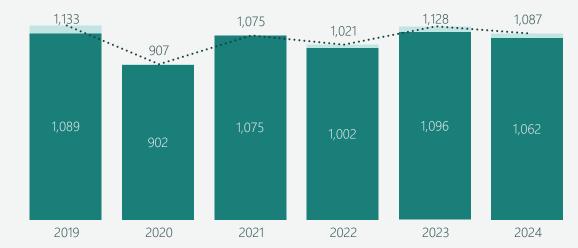
Overnight Visitor Summary - The Pilbara Region

2024

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

Overnight Visitor Trends (000)

● International ● Domestic …… Total Overnight Visitors



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
Visitors (000)	Domestic International	1,089 44	902 np	1,075 np	1,002 19	1,096 32	1,062 25
	Total	1,133	907	np	1,021	1,128	1,087
	Market	2019	2020	2021	2022	2023	2024
	Domestic	8,507	7,781	8,075	7,685	7,610	7,864
	International	932	np	np	np	1,199	586
Nights (000)	Total	9,439	np	np	np	8,809	8,270

"np" indicates sample size too small to publish

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
1,087	8,270	\$1,238
2024	2024	2024

Share of Overnight Visitors - change vs. pre-COVID

Domestic + International

share of overhight visitors "change vs. pre covid					
● International ● D	omestic				
2024		98%			
2019		96%			
Overnight Visito	r Metrics - 2024				
	=	<u> B</u>	\$		
	Average Trip Length	Average Trip Spend	Average Daily Spend		
Domestic	7.2 Days	\$1,142	\$158		
International	23.4 Days	\$1,000	\$43		
Total	7.6 Days	\$1,139	\$150		

Domestic Overnight Visitor Details - The Pilbara Region 2018+2019 vs. 2023+2024 The data in this factsheet refers to visitors who have spent at least one night in The Pilbara Region							Domestic Visitors (000) 1,062 2024		Domestic Nights (00 7,684 2024	
urpose of Travel	Age			Тор 3 ассо	Top 3 accommodation (% of nights)					
●2023+24 ●2018+19		●15-19 ●20-34 years ●35-49 years ●50-64 years ●65+ years			1	Other Accommodation	2018+19 2023+24 62% 69%			
11%		2023+24 2018+19	38% 32%	31%	24% 25%	Ĩ	Other Private Accommodation Hotel/resort/motel or motor Inn	15% 8%	6% 8%	
3%		Travel Party				Gender				
VFR isiting ends &		Travelling alo	ne ●Couple ●Fam	ily • Friends/relatives	 Other 		☆	Ť		
atives)	84%	2023+24	46%		41%	2023+24	27%	73%		
	84%	2018+19	47%		39%	2018+19	18% 8/	2%		
siness		Length of S	tay			Top 3 acti	vities			
		●1 - 3 nights ●	●4 - 7 nights ● 8 - 1	14 nights ●15 + night	S			2018+19	2023+24	
Other		2023+24	40%	31%	22% 7%		Eat out / dine at a restaurant and/or cafe	25%	18%	
of purpose may add to more than 100% as overr	night visitors can visit	2018+19	39%	27%	27% 7%		Pubs, clubs, discos etc Exercise, gym or swimming	20% 13%	18% 18%	
Region for more than one reason.										

International Overnight Visitor 2018+2019 vs. 2023+2024 The data in this factsheet refers to visitors who have spent at least or		International Visitors (000) International Nights (0 2024 2024 2024			
Purpose of Travel	Top 3 accommodation (% of nights)				
• 2023+24 • 2018+19 47% Holiday	 15-19 20-34 years 35-49 years 50-64 years 65+ years 2023+24 41% 27% 23% 10% 2018+19 44% 23% 22% 9% 	2018+192023+24Rented house/apartment/flat or unit19%41%Other Private Accommodation31%14%Friends or relatives property19%16%			
VFR (Visiting	 Travel Party ● Travelling alone ● Couple ● Family ● Friends/relatives ● Other 	Gender			
riends & elatives) 15% 16%	2023+24 59% 23% 11% 2018+19 57% 27% 7%	2023+24 29% 71% 2018+19 43% 57%			
Business 33%	●1 - 3 nights ●4 - 7 nights ●8 - 14 nights ●15 + nights	Top 3 activities* *International visitors may have undertaken the activity in the region or elsewhere in Australia			
16% Other	2023+24 39% 20% 14% 27%	2018+19 2023+24 Eat out / dine at a restaurant 89% 89% and/or cafe			
um of purpose may add to more than 100% as overnight visitors can visit le Region for more than one reason.	2018+19 59% 15% 8% 19%	Sightseeing/looking around74%71%Go shopping for pleasure74%70%			

Visitor Factsheet - Further Information

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

Important Note Definitions

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.

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.

Sample Size					Source		
Market	2019	2020	2021	2022	2023	2024	
Intrastate	390	330	368	291	227	213	
Interstate	69	15	30	32	29	31	Tourism Research Australia, International and National Visitor Surveys, 2024.
Domestic	459	345	398	323	256	244	Local Government Areas included to make up The Pilbara Region: Shire of Ashburton, Shire of East Pilbara, Shire of Port Hedland, Shire of
International	264	37	1	1,799	170	121	Karratha

Note: Data has not been provided where the Sample Size is less than 40