# **The Pilbara Region** Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning April 2025



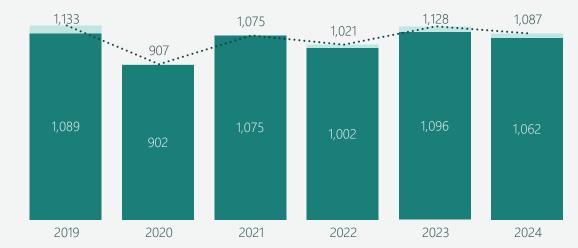
## **Overnight Visitor Summary - The Pilbara Region**

#### 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<br>International | 1,089<br>44 | 902<br>np | 1,075<br>np | 1,002<br>19 | 1,096<br>32 | 1,062<br>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  | <b>7.2</b> Days     | \$1,142            | \$158               |  |  |
| International                                     | <b>23.4</b> Days    | \$1,000            | \$43                |  |  |
| Total   | <b>7.6</b> Days     | \$1,139            | \$150               |  |  |

| Domestic Overnight Visitor Details - The Pilbara Region<br>2018+2019 vs. 2023+2024<br>The data in this factsheet refers to visitors who have spent at least one night in The Pilbara Region |                          |  |                       |                         |                                   |                     | Domestic Visitors (000)<br><b>1,062</b><br>2024                |            | Domestic Nights (00<br><b>7,684</b><br>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<br>62% 69%                                     |            |   |  |
| 11%   |                          | 2023+24<br>2018+19                                       | 38%<br>32%            | 31%                     | 24%<br>25%                        | Ĩ                   | Other Private Accommodation<br>Hotel/resort/motel or motor Inn | 15%<br>8%  | 6%<br>8%                                    |  |
| 3%  |                          | Travel Party   |                       |                         |                                   | Gender              |  |            |   |  |
| VFR<br>isiting<br>ends &  |                          | Travelling alo   | ne ●Couple ●Fam       | ily • Friends/relatives | <ul> <li>Other</li> </ul>         |                     | <b>☆</b>   | 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<br>Exercise, gym or swimming           | 20%<br>13% | 18%<br>18%                                  |  |
| Region for more than one reason.  |                          |  |                       |                         |                                   |                     |  |            |   |  |

| <b>International Overnight Visitor</b><br>2018+2019 vs. 2023+2024<br>The data in this factsheet refers to visitors who have spent at least or |  | International Visitors (000) International Nights (0<br>2024 2024 2024  |  |  |  |
|---|--|---|--|--|--|
| Purpose of Travel   | Top 3 accommodation (% of nights)  |   |  |  |  |
| • 2023+24 • 2018+19<br>47%<br>Holiday   | <ul> <li>15-19 20-34 years 35-49 years 50-64 years 65+ years</li> <li>2023+24 41% 27% 23% 10%</li> <li>2018+19 44% 23% 22% 9%</li> </ul> | 2018+192023+24Rented house/apartment/flat or unit19%41%Other Private Accommodation31%14%Friends or relatives property19%16% |  |  |  |
| VFR<br>(Visiting  | <ul> <li>Travel Party</li> <li>● Travelling alone ● Couple ● Family ● Friends/relatives ● Other</li> </ul>                               | Gender  |  |  |  |
| riends &<br>elatives)<br>15%<br>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%<br>Other  | 2023+24 39% 20% 14% 27%  | 2018+19 2023+24<br>Eat out / dine at a restaurant 89% 89%<br>and/or cafe  |  |  |  |
| um of purpose may add to more than 100% as overnight visitors can visit<br>le Region for more than one reason.                                | 2018+19 <b>59% 15% 8% 19%</b>  | 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