

# **The Pilbara Region**

## **Overnight Visitor Factsheet 2024**

Prepared by Tourism WA Insights and Planning  
April 2025



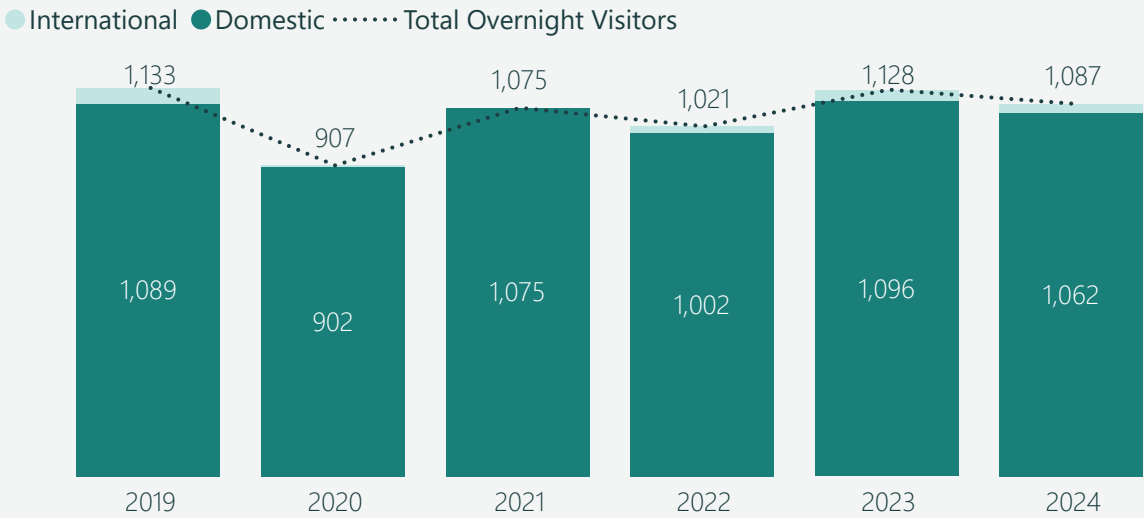
**WESTERN  
AUSTRALIA**

# 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)



**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	1,089	902	1,075	1,002	1,096	1,062
	International	44	np	np	19	32	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
	Total	9,439	np	np	np	8,809	8,270

"np" indicates sample size too small to publish

Total Visitors (000)

1,087

2024

Total Visitor Nights (000)

8,270

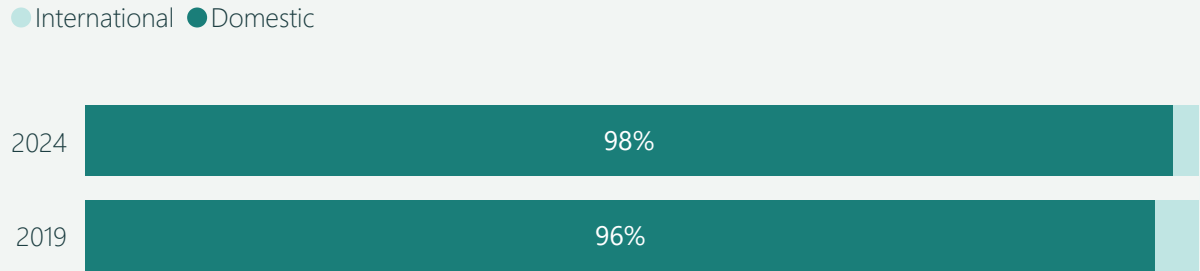
2024

Total Spend (\$ Million)


\$1,238

2024

## Share of Overnight Visitors - change vs. pre-COVID



## Overnight Visitor Metrics - 2024

			
	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	7.2 Days	\$1,142	\$158
International	23.4 Days	\$1,000	\$43
	7.6 Days	\$1,139	\$150
Total Domestic + International			

# 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

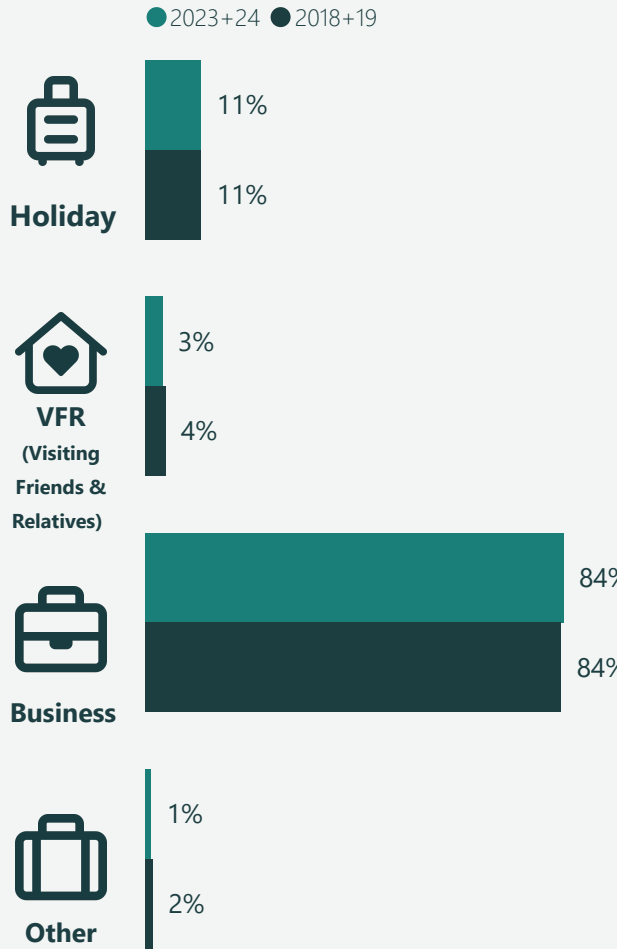
2024

Domestic Nights (000)

7,684

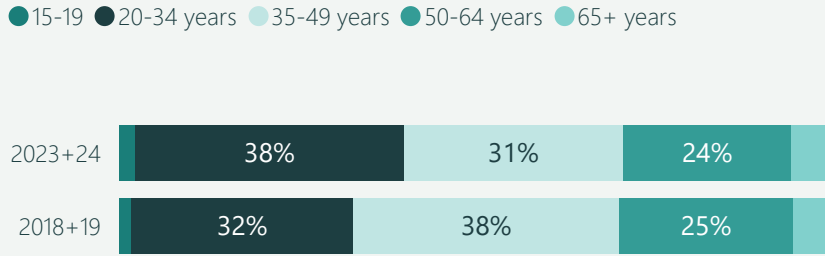
2024

## Purpose of Travel

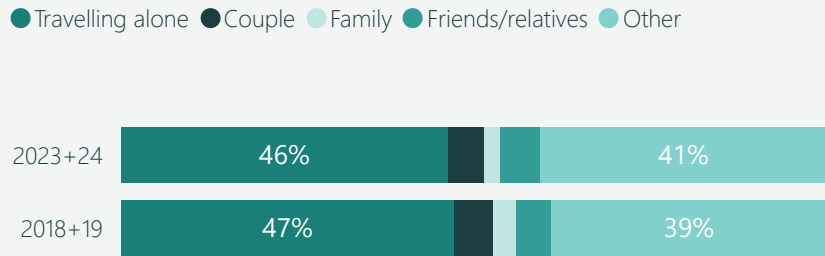


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

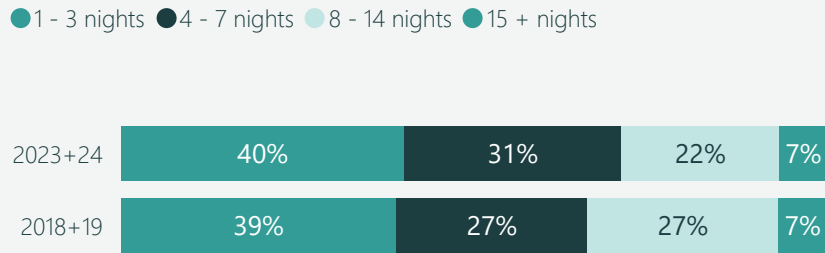
## Age



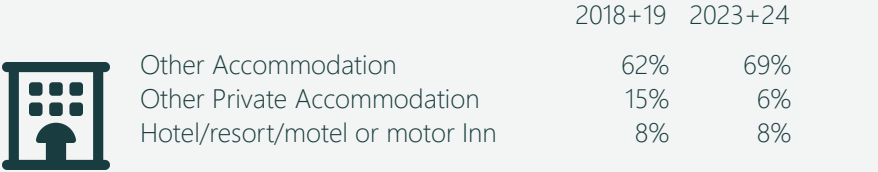
## Travel Party



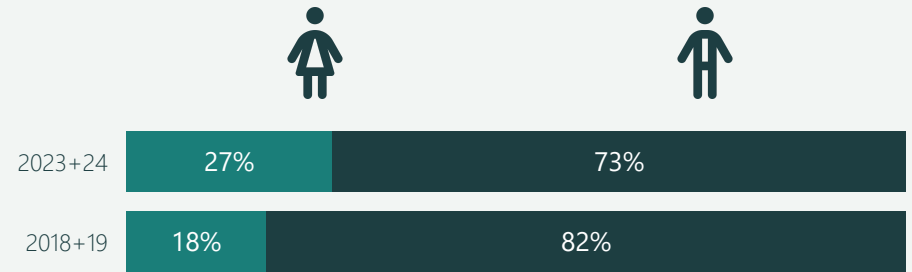
## Length of Stay



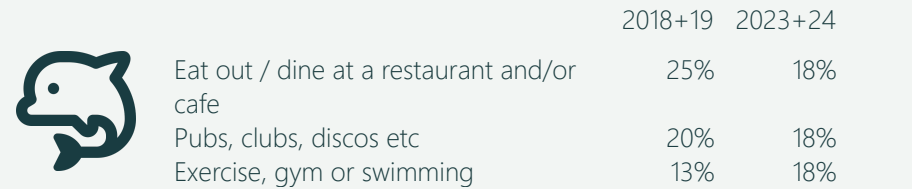
## Top 3 accommodation (% of nights)



## Gender



## Top 3 activities

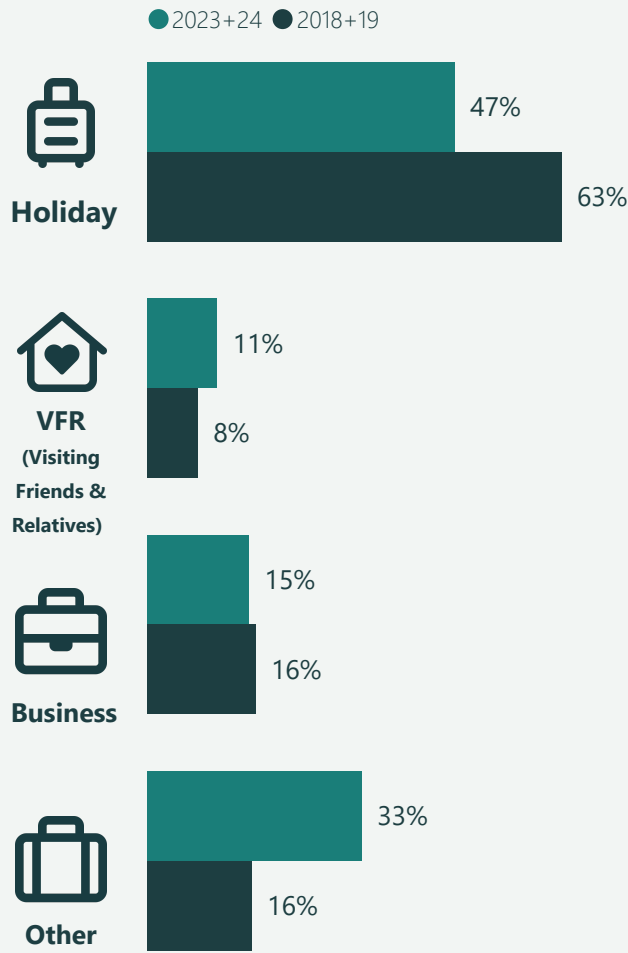


# International Overnight Visitor Details - The Pilbara Region

2018+2019 vs. 2023+2024

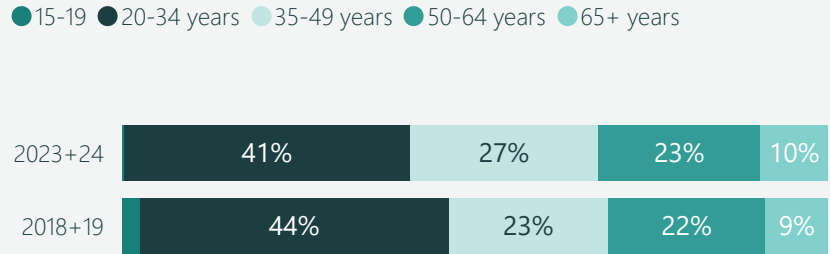
The data in this factsheet refers to visitors who have spent at least one night in The Pilbara Region

## Purpose of Travel

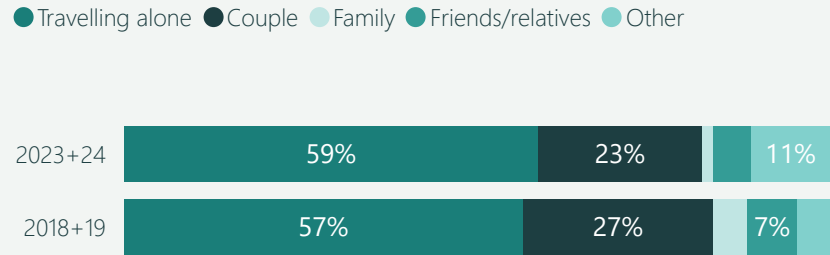


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

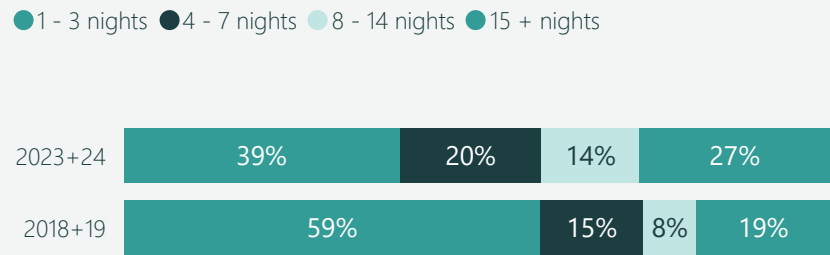
## Age



## Travel Party



## Length of Stay



## International Visitors (000)

25

2024

## International Nights (000)

586

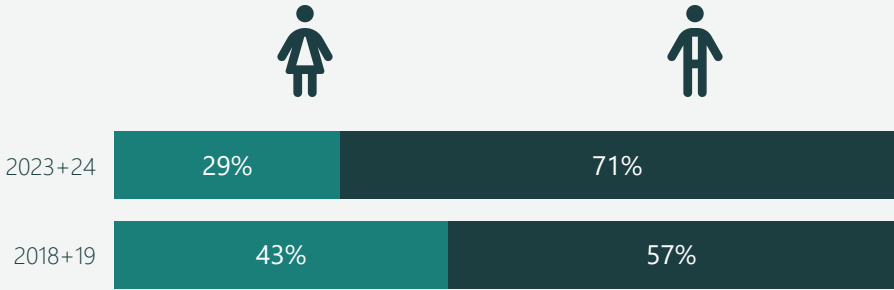
2024

## Top 3 accommodation (% of nights)



	2018+19	2023+24
Rented house/apartment/flat or unit	19%	41%
Other Private Accommodation	31%	14%
Friends or relatives property	19%	16%

## 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	89%	89%
Sightseeing/looking around	74%	71%
Go shopping for pleasure	74%	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

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](http://tra.gov.au).

## Sample Size

Market	2019	2020	2021	2022	2023	2024
Intrastate	390	330	368	291	227	213
Interstate	69	15	30	32	29	31
Domestic	459	345	398	323	256	244
International	264	37	1	1,799	170	121

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 Pilbara Region: Shire of Ashburton, Shire of East Pilbara, Shire of Port Hedland, Shire of Karratha