

# City of Karratha

## Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning  
April 2025



WESTERN  
AUSTRALIA

# Overnight Visitor Summary - City of Karratha

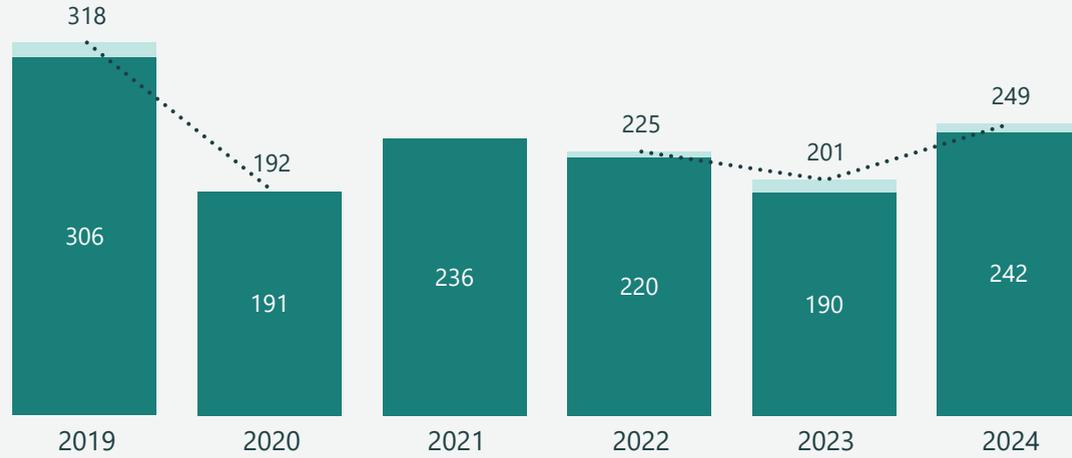
2024

The data in this factsheet refers to visitors who have spent at least one night in the City of Karratha Local Government Area (LGA).

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
<b>249</b>	<b>1,623</b>	<b>\$323</b>
2024	2024	2024

## 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.

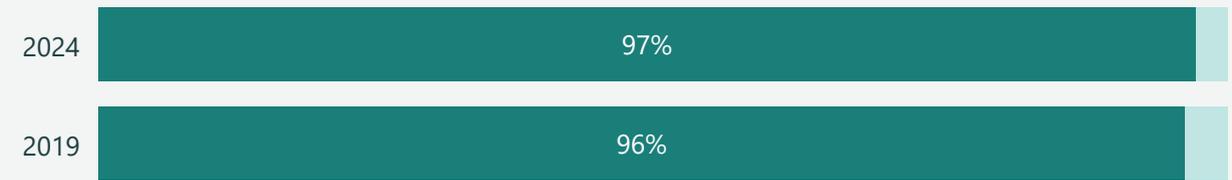
Market	2019	2020	2021	2022	2023	2024
Domestic	306	191	236	220	190	242
International	12	np	np	5	11	7
<b>Total</b>	<b>318</b>	<b>192</b>	<b>np</b>	<b>225</b>	<b>201</b>	<b>249</b>

Market	2019	2020	2021	2022	2023	2024
Domestic	2,524	1,712	1,326	1,363	1,106	1,443
International	289	np	np	np	388	180
<b>Total</b>	<b>2,813</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>1,494</b>	<b>1,623</b>

np = not publishable due to small sample size

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

● International ● Domestic



## Overnight Visitor Metrics - 2024

	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	6.0 Days	\$1,310	\$220
International	25.7 Days	\$857	\$33
Total Domestic + International	6.5 Days	\$1,297	\$199

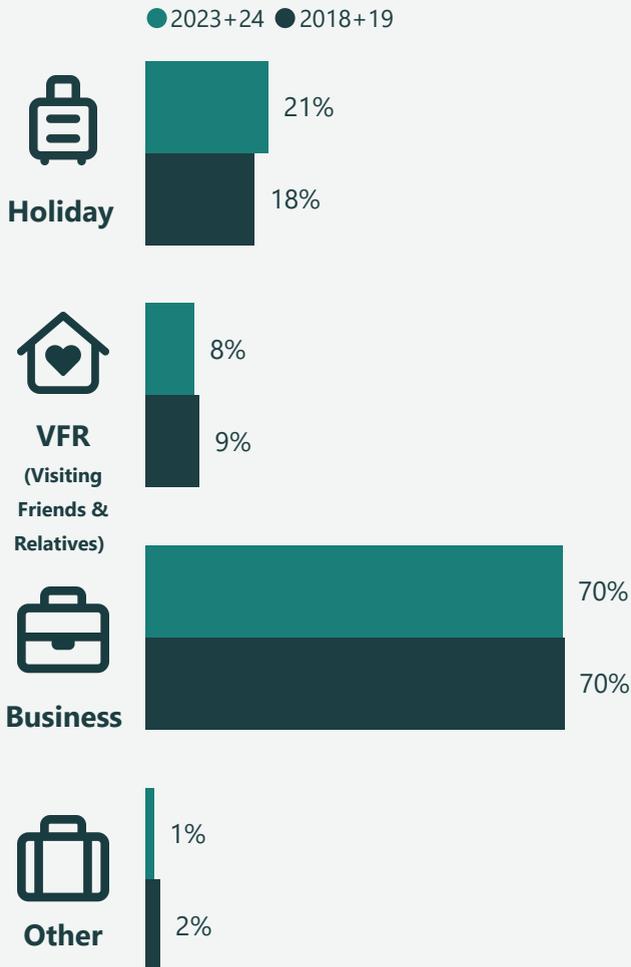
# Domestic Overnight Visitor Details - City of Karratha

2023+24 vs. 2018+19

The data in this factsheet refers to visitors who have spent at least one night in the City of Karratha Local Government Area (LGA).

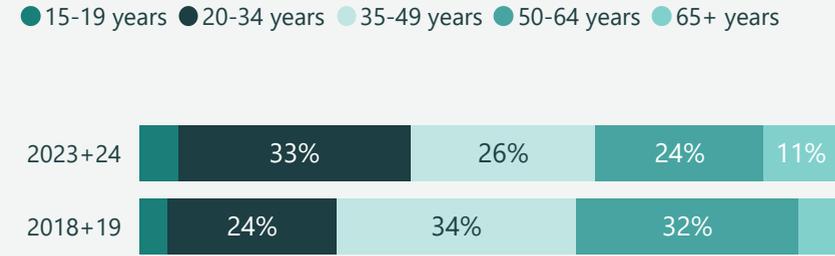
Domestic Visitors (000)	Domestic Nights (000)
242	1,443
2024	2024

## Purpose of Travel

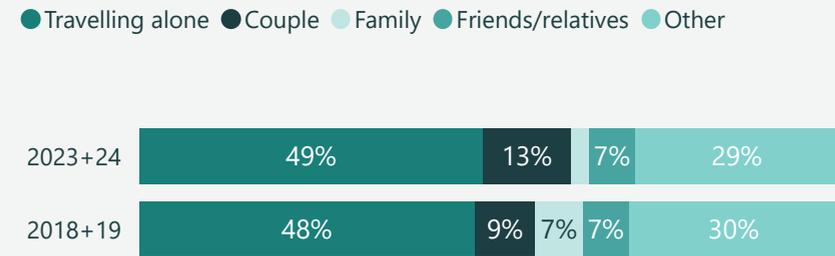


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

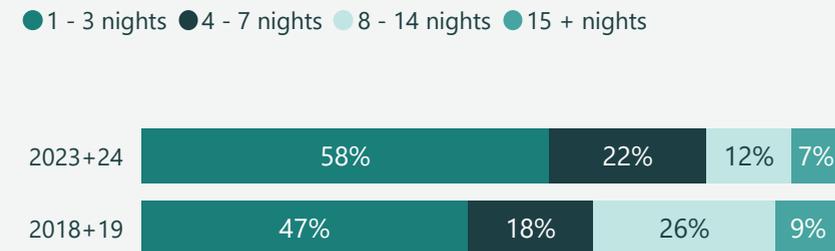
## Age



## Travel Party



## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19 (%)	2023+24 (%)
Other Accommodation	58%	40%
Hotel/resort/motel or motor Inn	11%	23%
Friends or relatives property	11%	11%

## Gender



## Definitions

**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

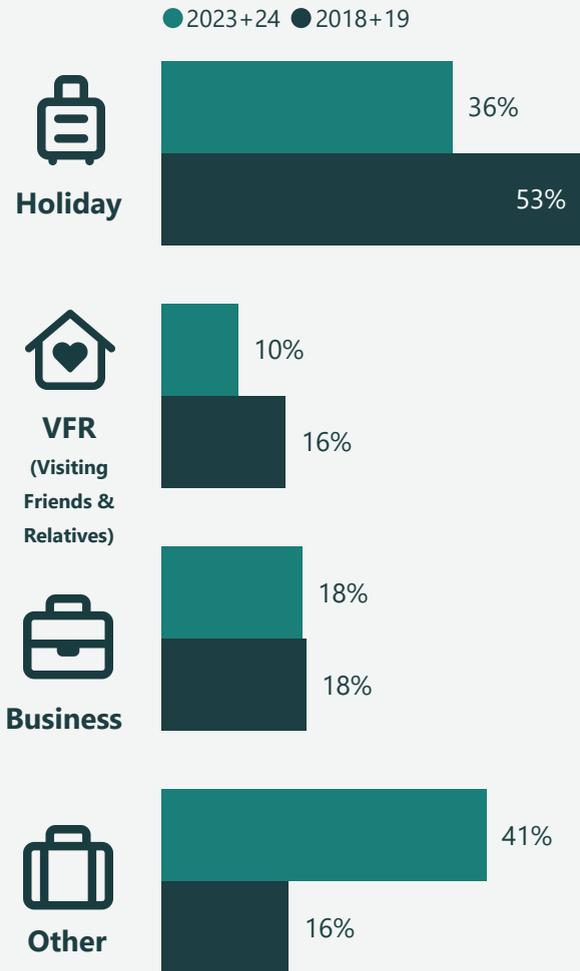
# International Overnight Visitor Details - City of Karratha

2023+24 vs. 2018+19

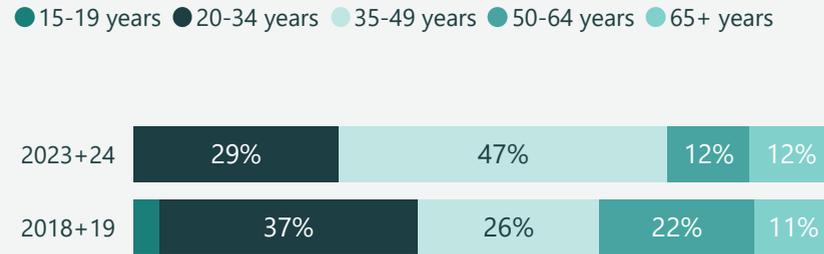
The data in this factsheet refers to visitors who have spent at least one night in the City of Karratha Local Government Area (LGA).

International Visitors (000)	International Nights (000)
7	180
2024	2024

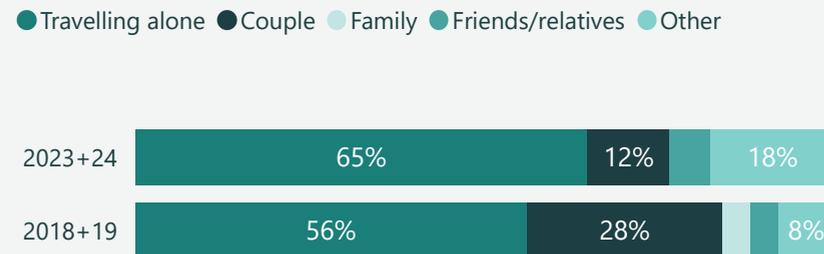
## Purpose of Travel



## Age



## Travel Party



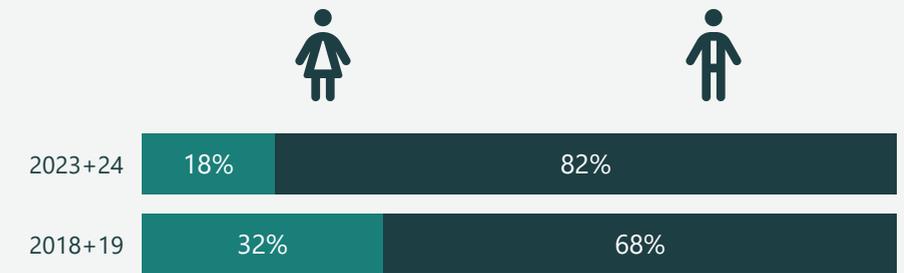
## Length of Stay



## Top 3 accommodation (% of nights)



## Gender



## Definitions

**International Visitors:** aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

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

# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in the City of Karratha Local Government Area (LGA).

## Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

To increase the sample size and hence improve the reliability of the data, visitor and nights estimates for Domestic in this document are based on an average of two calendar years. International by individual year (see additional explanation below). Totals are for the sum of these two methodologies and should therefore be used with caution.

Number of international visitors cannot be provided for 2021 as this was not available at LGA level and has been provided for other years where sample size permits.

The demographics and trip details 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
Domestic	132	76	90	71	53	58
International	69	10		581	53	35

Note: Where the Sample Size is less than 40 use with caution

## Definitions

**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

**International Visitors:** International visitors aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

## Source

Tourism Research Australia, National and International Visitor Surveys, 2024

