

Shire of Esperance

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



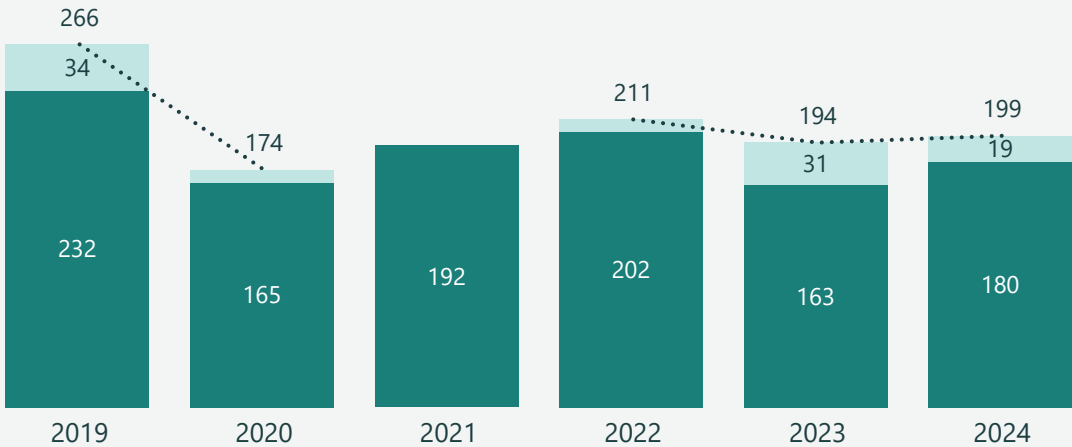
Overnight Visitor Summary - Shire of Esperance

2024

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

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	232	165	192	202	163	180
	International	34	9	np	9	31	19
	Total	266	174	np	211	194	199

	Market	2019	2020	2021	2022	2023	2024
	Domestic	731	579	944	766	723	1,136
	International	150	np	np	np	173	155
	Total	881	np	np	np	896	1,291

np = not publishable due to small sample size

Total Visitors (000)

199
2024

Total Visitor Nights (000)

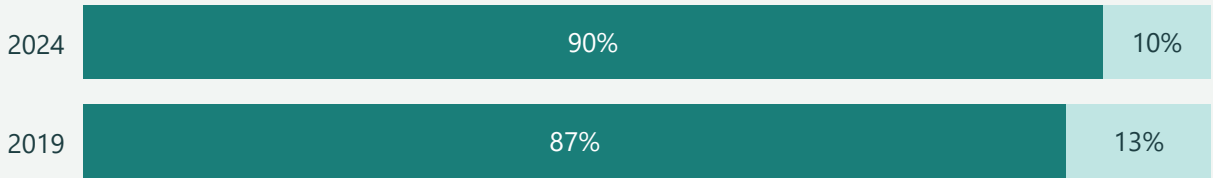
1,291
2024

Total Spend (\$ Million)





\$157
2024

Share of Overnight Visitors - change vs. pre-COVID

International Domestic



Overnight Visitor Metrics - 2024

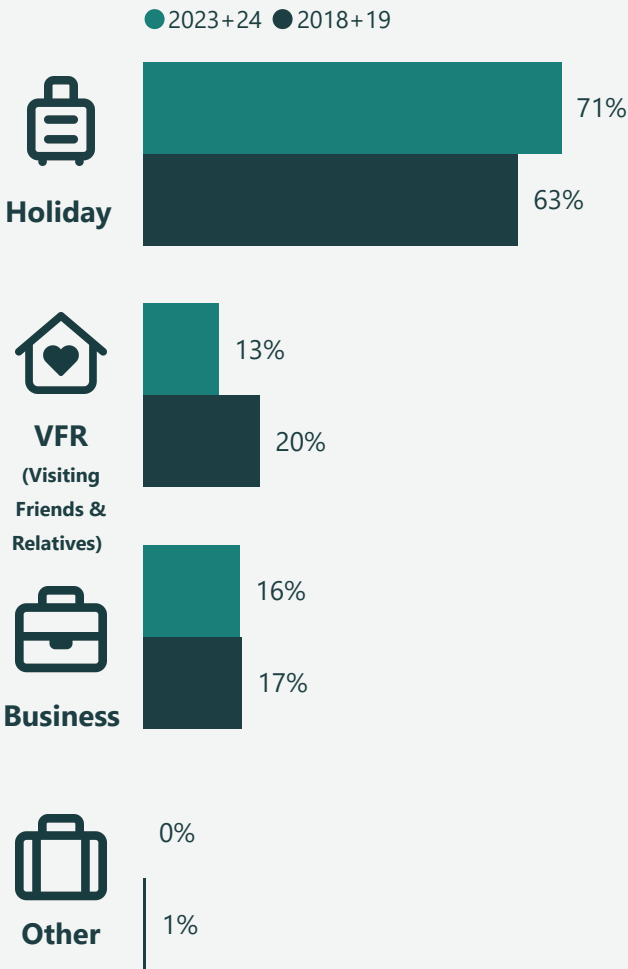
	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	6.3 Days	\$800	\$127
International	8.2 Days	\$684	\$84
 Total Domestic + International	6.5 Days	\$789	\$122

Domestic Overnight Visitor Details - Shire of Esperance

2023+24 vs. 2018+19

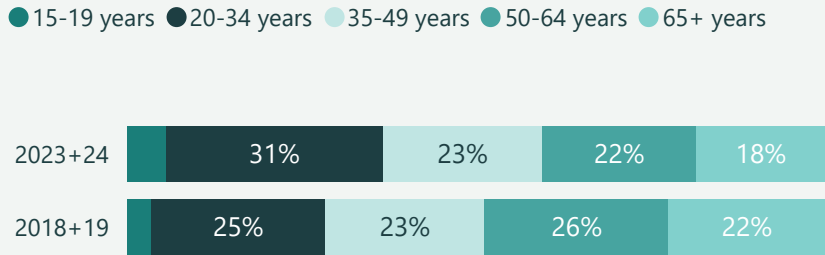
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Esperance Local Government Area (LGA).

Purpose of Travel

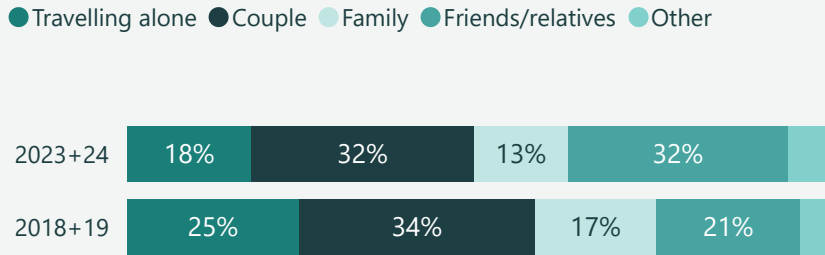


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

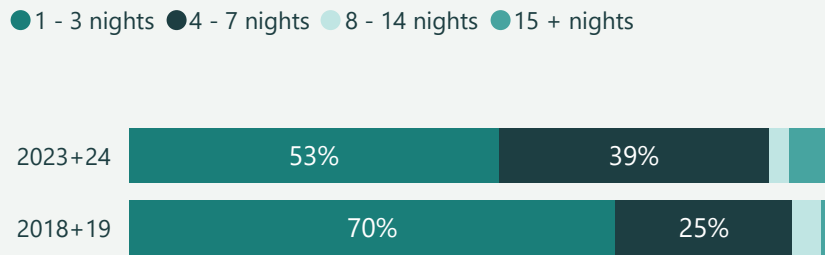
Age



Travel Party



Length of Stay



Domestic Visitors (000)

180

2024

Domestic Nights (000)

1,136

2024

Top 3 accommodation (% of nights)



	2018+19	2023+24
Caravan park or commercial camping ground	14%	39%
Friends or relatives property	25%	20%
Hotel/resort/motel or motor Inn	27%	8%

Gender



Definitions

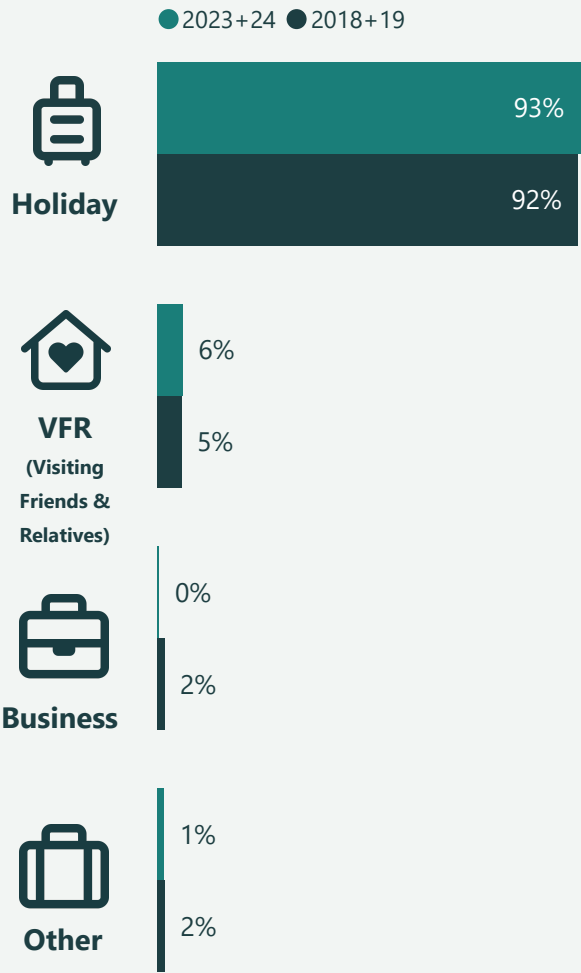
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - Shire of Esperance

2023+24 vs. 2018+19

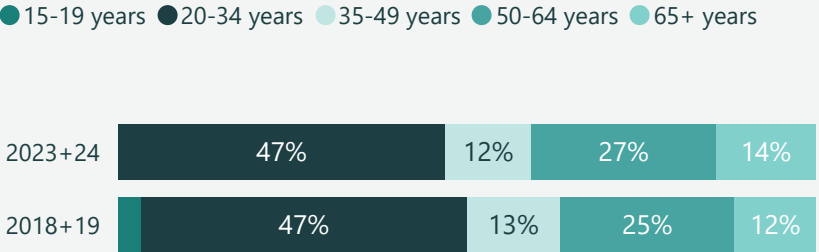
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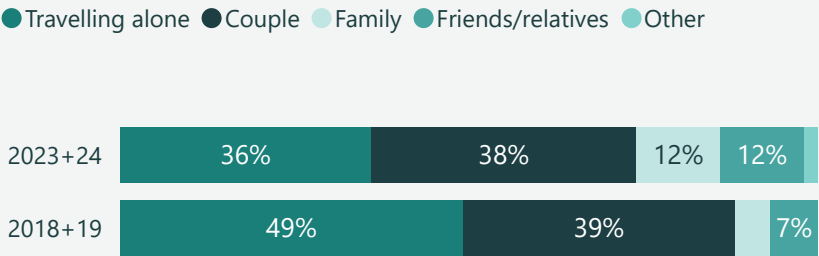


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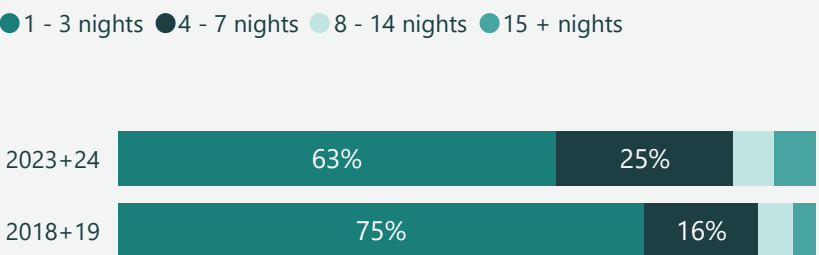
Age



Travel Party



Length of Stay



International Visitors (000)

19

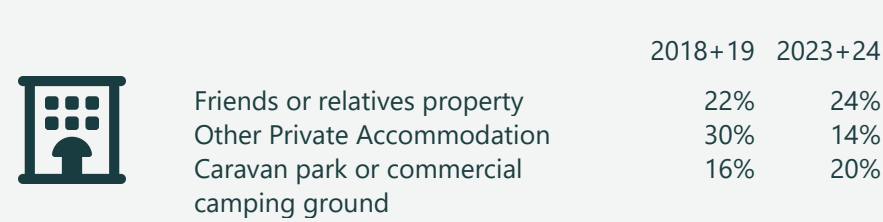
2024

International Nights (000)

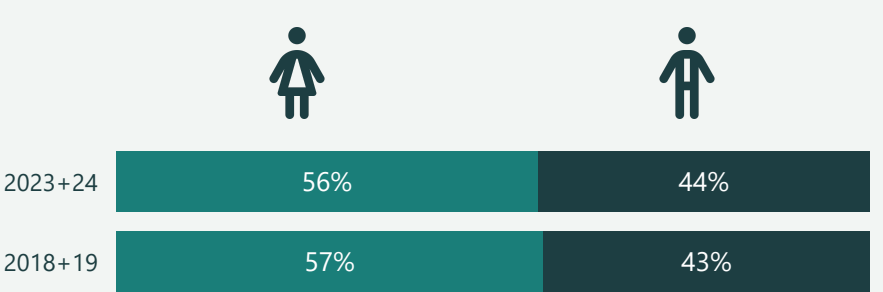
155

2024

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.

Visitor Factsheet - Further Information

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

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.

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
Intrastate	69	61	75	61	39	39
Interstate	21	5	10	11	5	11
Domestic	90	66	85	72	44	50
International	225	71		1,029	138	85

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

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

