

# **The Mid West Region**

## **Overnight Visitor Factsheet 2024**

Prepared by Tourism WA Insights and Planning  
April 2025



**WESTERN  
AUSTRALIA**

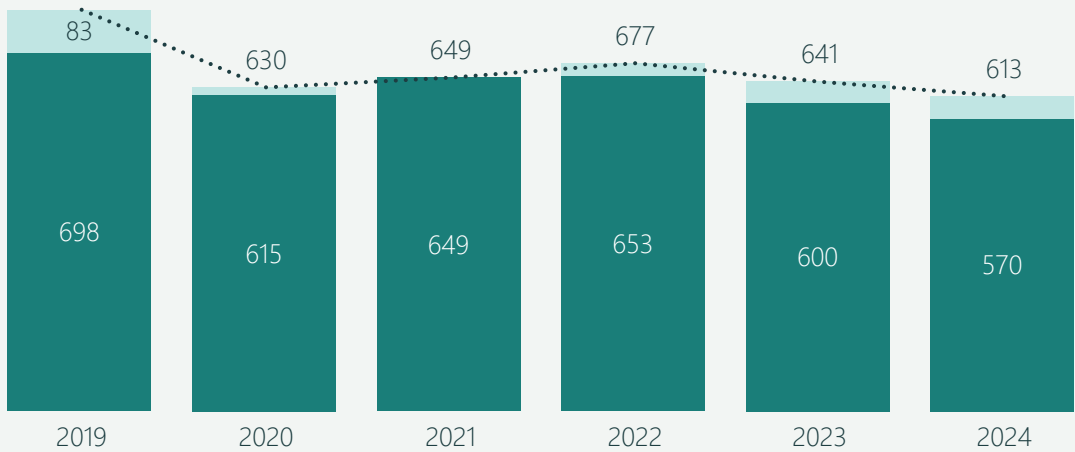
# Overnight Visitor Summary - The Mid West Region

2024

The data in this factsheet refers to visitors who have spent at least one night in The Mid West 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
	Domestic	698	615	649	653	600	570
	International	83	15	np	24	41	43
	Visitors (000) Total	781	630	np	677	641	613

	Market	2019	2020	2021	2022	2023	2024
	Domestic	2,960	2,618	2,888	2,915	2,168	2,479
	International	342	np	np	np	367	327
	Nights (000) Total	3,302	np	np	np	2,535	2,806

"np" indicates sample size too small to publish

Total Visitors (000)

613

2024

Total Visitor Nights (000)

2,806

2024

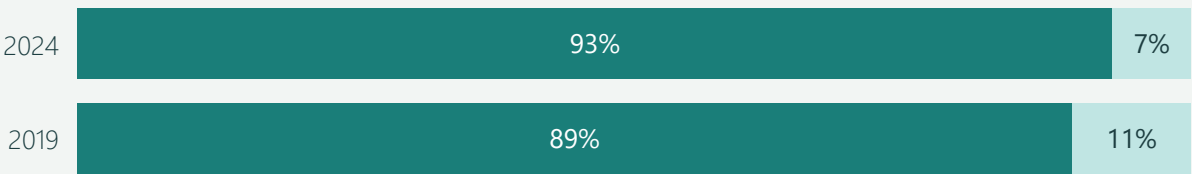
Total Spend (\$ Million)

\$429

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

4.3

Days

\$704

\$162

International

7.6

Days

\$651

\$86



Total

Domestic + International

4.6

Days

\$700

\$153

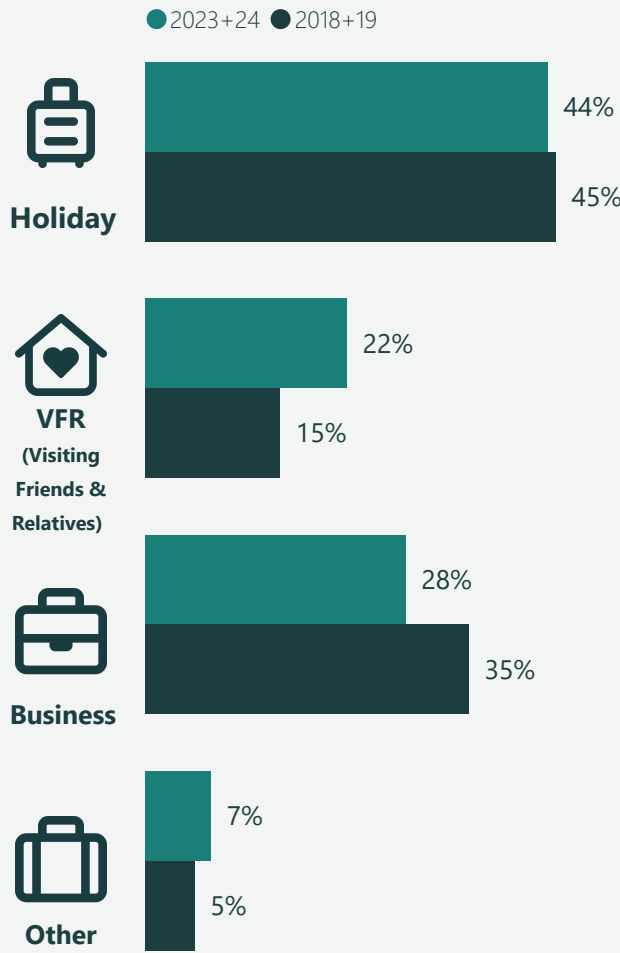
# Domestic Overnight Visitor Details - The Mid West Region

2018+2019 vs. 2023+2024

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

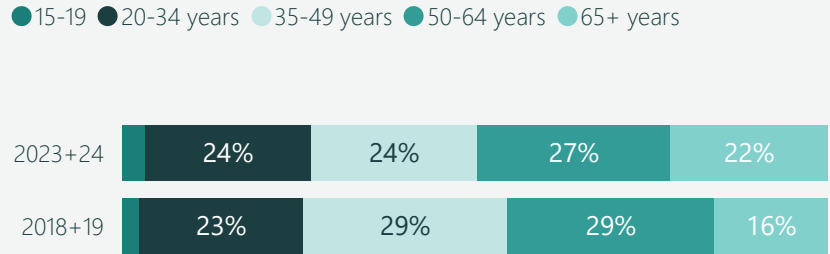
Domestic Visitors (000)	Domestic Nights (000)
570	2,479
2024	2024

## Purpose of Travel

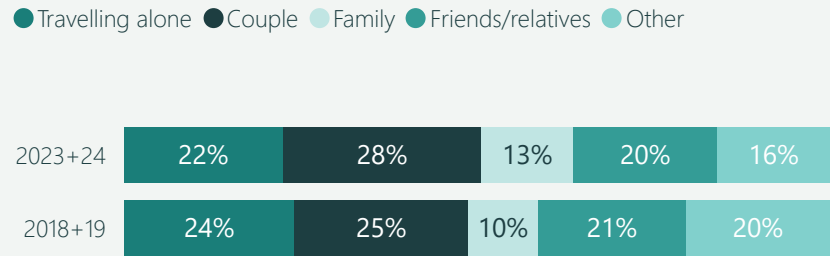


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

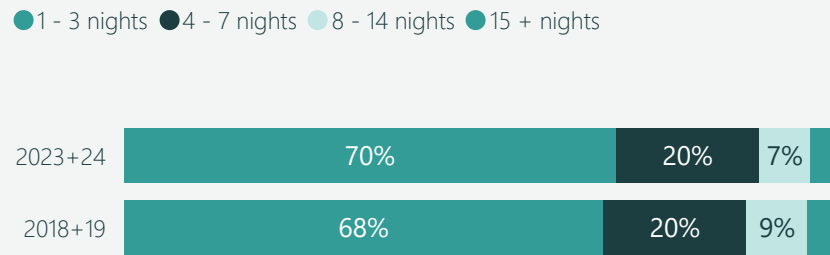
## Age



## Travel Party



## Length of Stay



## Top 3 accommodation (% of nights)



## Gender



## Top 3 activities

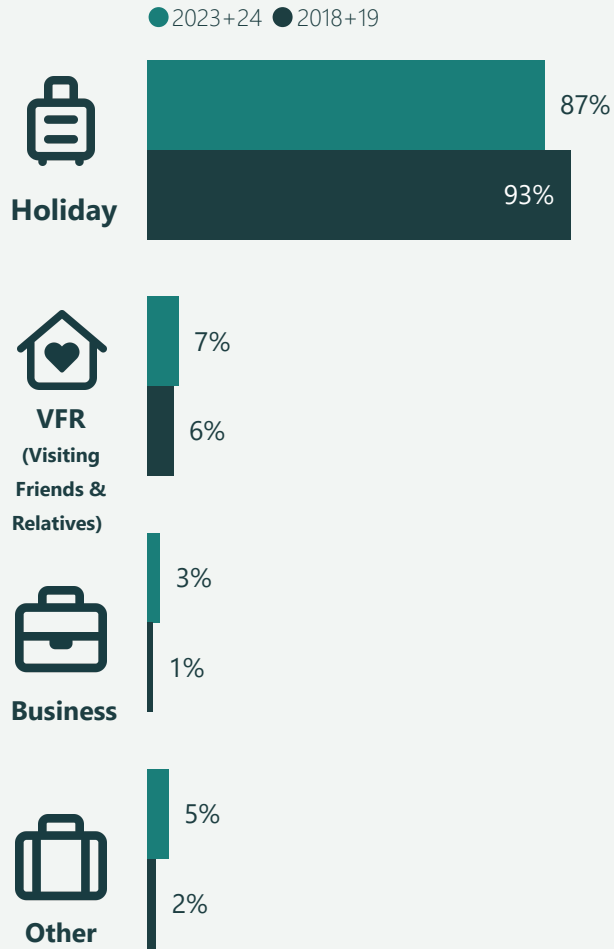


# International Overnight Visitor Details - The Mid West Region

2018+2019 vs. 2023+2024

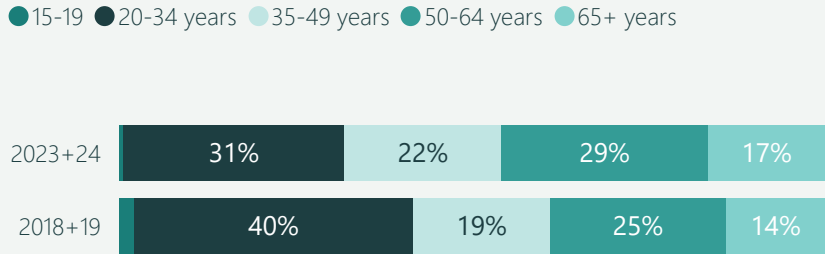
The data in this factsheet refers to visitors who have spent at least one night in The Mid West Region

## Purpose of Travel

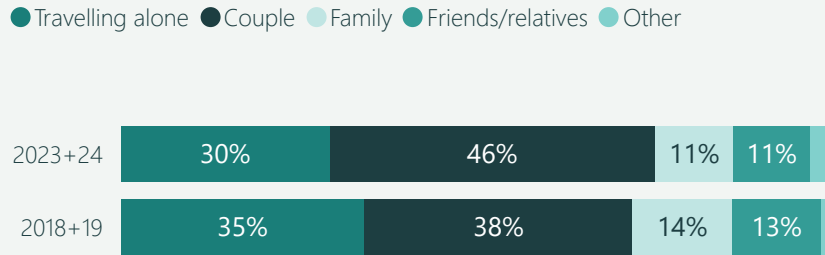


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

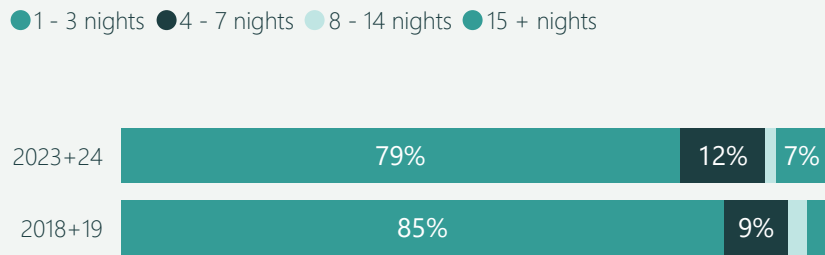
## Age



## Travel Party



## Length of Stay



International Visitors (000)

43

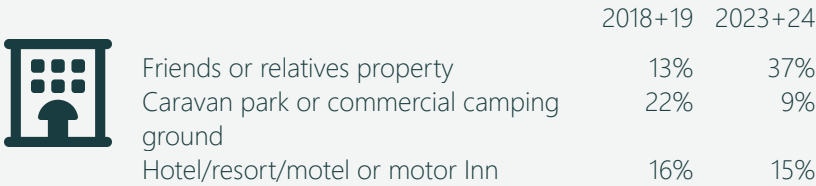
2024

International Nights (000)

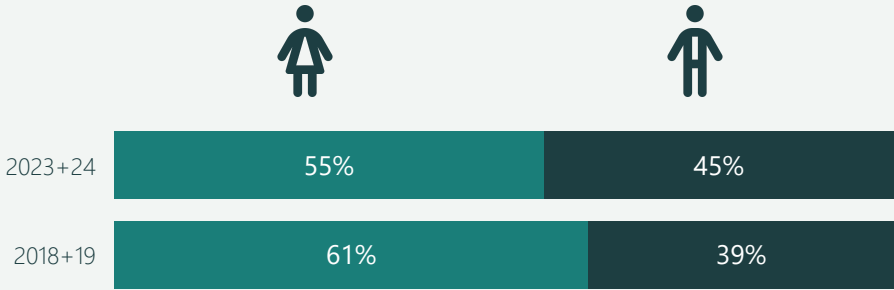
327

2024

## Top 3 accommodation (% of nights)



## Gender



## Top 3 activities\*

\*International visitors may have undertaken the activity in the region or elsewhere in Australia



# Visitor Factsheet - Further Information

The data in this factsheet refers to visitors who have spent at least one night in The Mid West 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	258	249	242	221	147	130
Interstate	28	4	16	17	13	17
Domestic	286	253	258	238	160	147
International	483	94	1	2,081	183	188

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 Mid West Region:

Shire of Carnamah, Shire of Chapman Valley, Shire of Coorow, Shire of Cue, City of Greater Geraldton, Shire of Irwin, Shire of Meekatharra, Shire of Mingenew, Shire of Morawa, Shire of Mount Magnet, Shire of Murchison, Shire of Northampton, Shire of Perenjori, Shire of Sandstone, Shire of Three Springs, Shire of Yalgoo