

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

Prepared by Tourism WA Insights and Planning  
April 2025



**WESTERN  
AUSTRALIA**

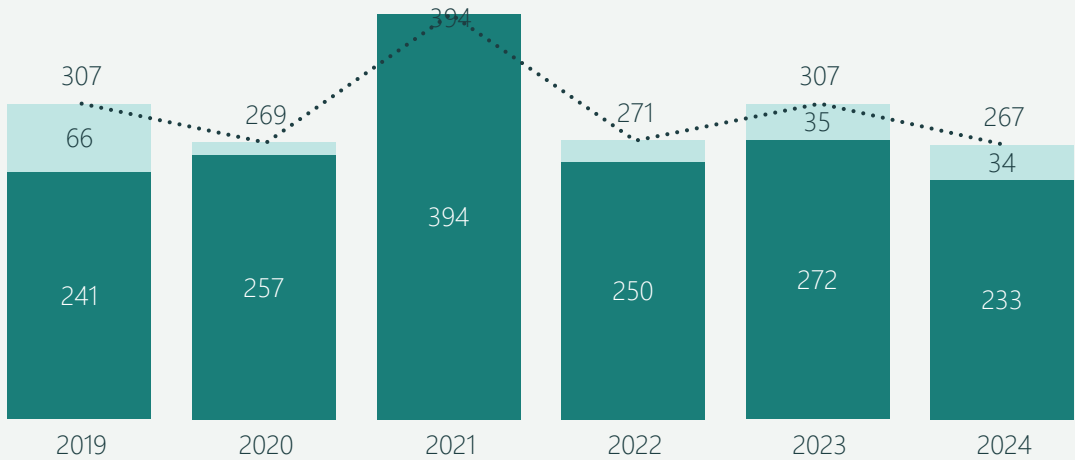
# Overnight Visitor Summary - The Gascoyne Region

2024

The data in this factsheet refers to visitors who have spent at least one night in The Gascoyne 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	241	257	394	250	272	233
	International	66	12	np	21	35	34
	Total	307	269	np	271	307	267
Visitors (000)							
	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,748	1,627	2,491	1,592	2,008	1,784
	International	473	np	np	np	405	439
	Total	2,221	np	np	np	2,413	2,223
Nights (000)							

"np" indicates sample size too small to publish

Total Visitors (000)

267

2024

Total Visitor Nights (000)

2,223

2024

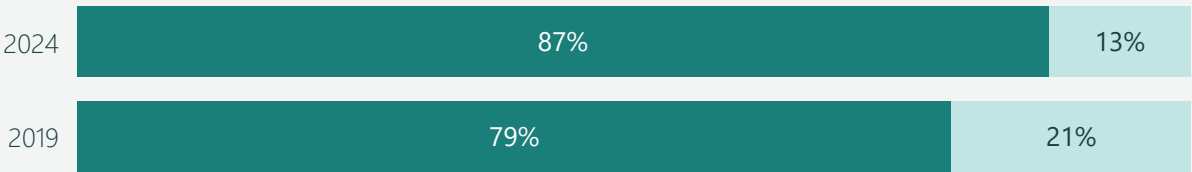
Total Spend (\$ Million)

\$385

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

7.7

Days

\$1,519

\$198

International

12.9

Days

\$912

\$71



Total

Domestic + International

8.3

Days

\$1,442

\$173

# Domestic Overnight Visitor Details - The Gascoyne Region

2018+2019 vs. 2023+2024

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

Domestic Visitors (000)

233

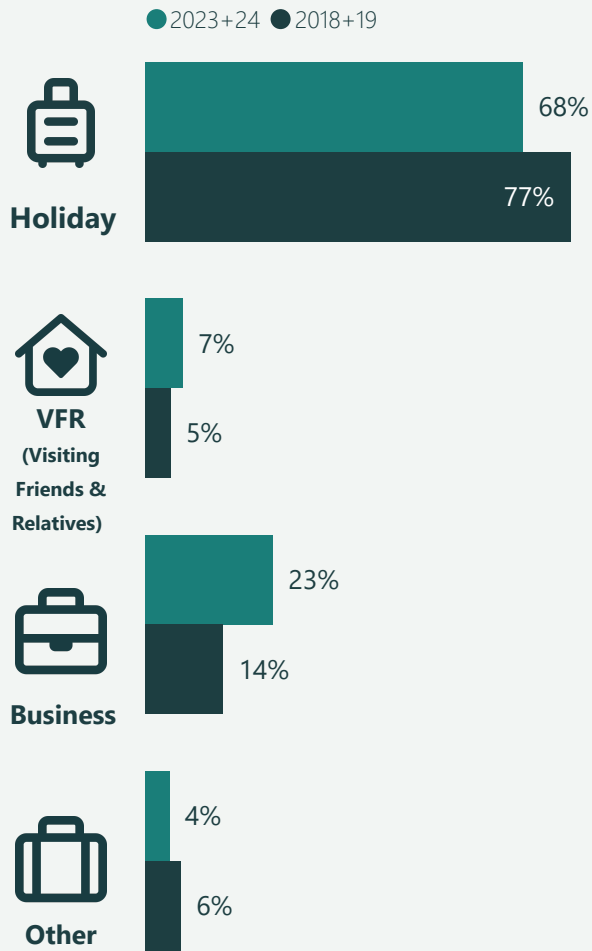
2024

Domestic Nights (000)

1,784

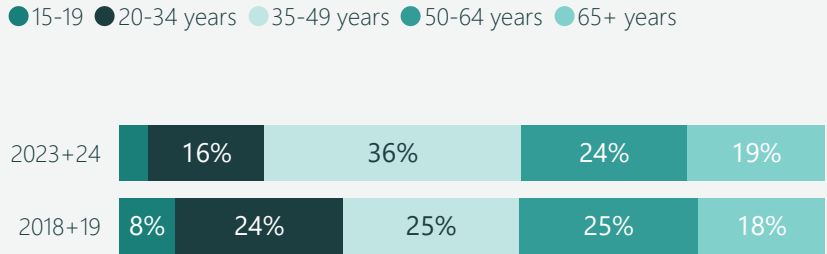
2024

## Purpose of Travel

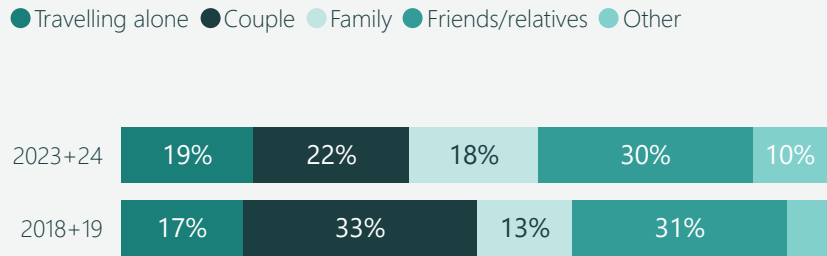


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

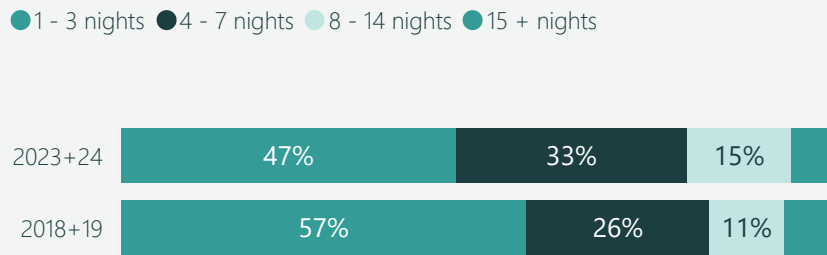
## Age



## Travel Party



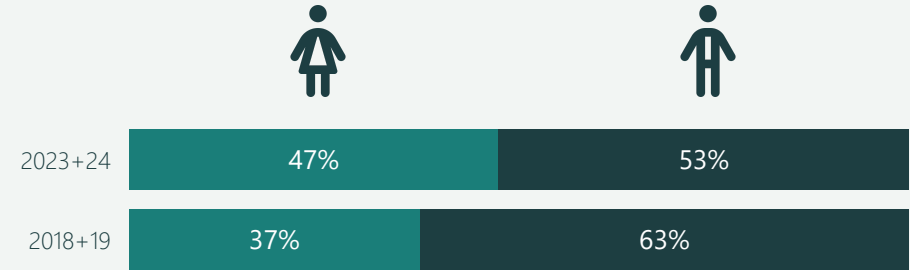
## Length of Stay



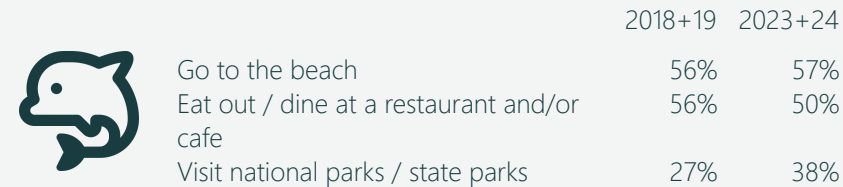
## Top 3 accommodation (% of nights)



## Gender



## Top 3 activities

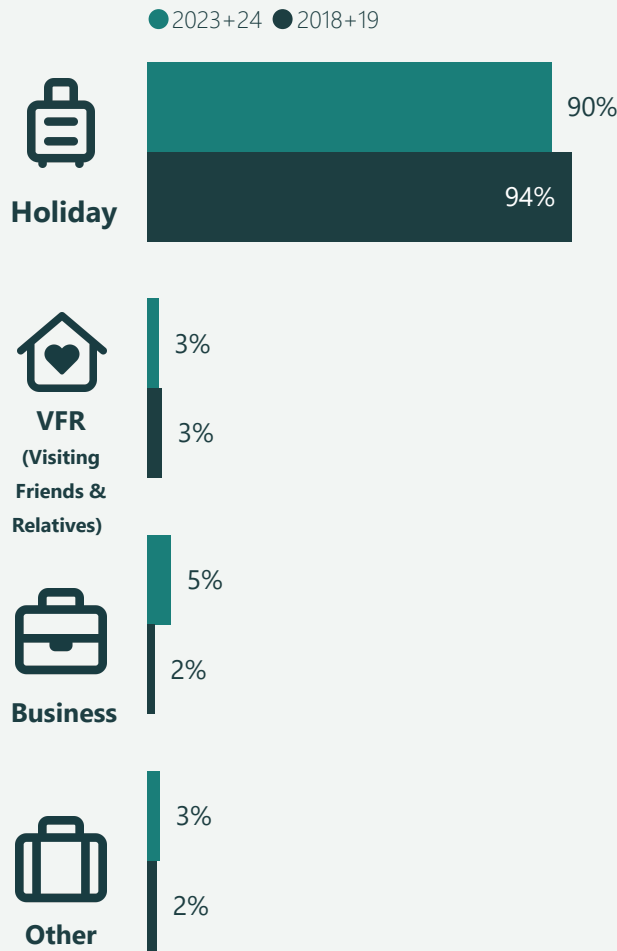


# International Overnight Visitor Details - The Gascoyne Region

2018+2019 vs. 2023+2024

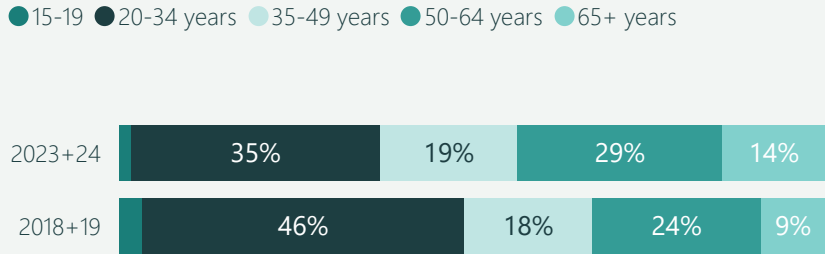
The data in this factsheet refers to visitors who have spent at least one night in The Gascoyne Region

## Purpose of Travel

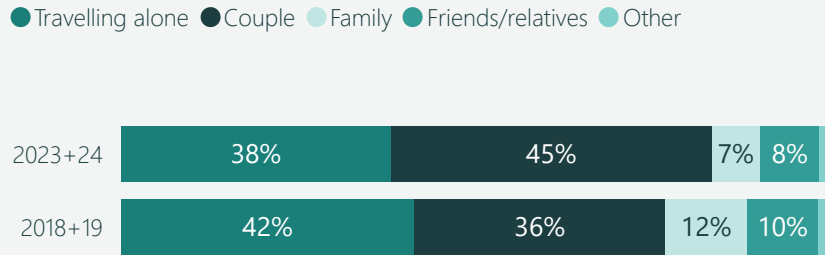


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

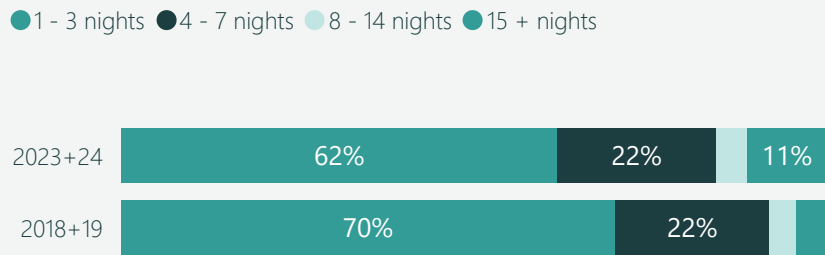
## Age



## Travel Party



## Length of Stay



## International Visitors (000)

34

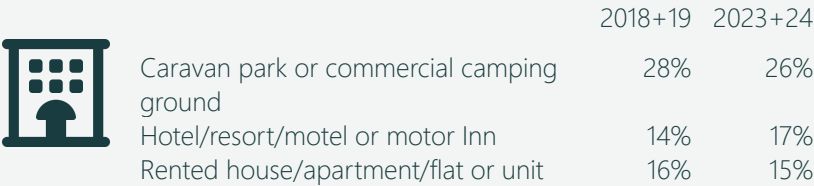
2024

## International Nights (000)

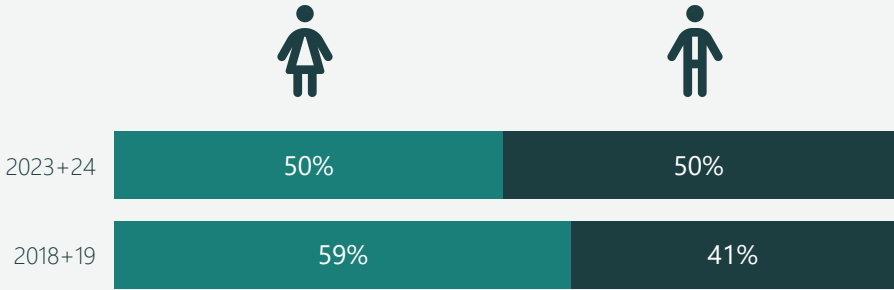
439

2024

## Top 3 accommodation (% of nights)

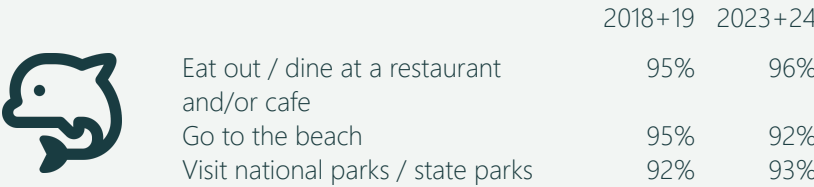


## Gender



## 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 Gascoyne 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	91	113	139	80	66	50
Interstate	24	1	13	16	13	14
Domestic	115	114	152	96	79	64
International	416	81		1,703	165	148

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 Gascoyne Region: Shire of Carnarvon, Shire of Exmouth, Shire of Shark Bay, Shire of Upper Gascoyne