City of Greater Geraldton Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning April 2025



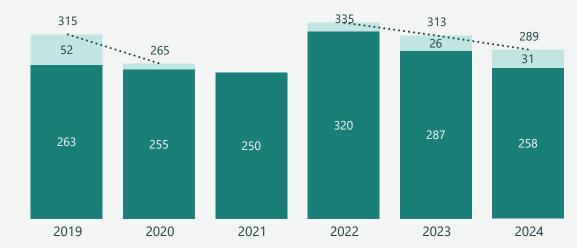
Overnight Visitor Summary - City of Greater Geraldton

2024

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

Overnight Visitor Trends (000)

International Opmestic ······ 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 |
|----------------|---------------------------|------------|-----------|-----------|-------------|------------|------------|
| Visitors (000) | Domestic International | 263 52 | 255 10 | 250 np | 320 15 | 287 26 | 258 31 |
| | Total | 315 | 265 | np | 335 | 313 | 289 |
| | Market | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
| Nights (000) | Domestic International | 822 120 | 816 np | 677 np | 1,072 np | 758 213 | 919 185 |
| | Total | 942 | np | np | np | 971 | 1,104 |

| Total Visitors (000) | Total Visitor Nights (000) | Total Spend (\$ Million) |
|----------------------|----------------------------|--------------------------|
| 289 | 1,104 | \$187 |
| 2024 | 2024 | 2024 |

Share of Overnight Visitors - change vs. pre-COVID

| International | Domestic | | | | | | |
|-----------------------|---------------------|--------------------|---------------------|--|--|--|--|
| 2024 | | 89% | 11% | | | | |
| 2019 | 83% 17% | | | | | | |
| Overnight Visit | or Metrics - 2024 | | | | | | |
| | Ē | | \$ | | | | |
| | Average Trip Length | Average Trip Spend | Average Daily Spend | | | | |
| Domestic | 3.6 Days | \$667 | \$187 | | | | |
| International | 6.0 Days | \$484 | \$81 | | | | |
| Total | 3.8 Days | \$647 | \$169 | | | | |
| Domestic + Internatio | onal | | 2 | | | | |

| Domestic Overnight Visitor I | Details - City | of Greater Ge | eraldton | | Domestic Visitors (000) | Domestic Nig | hts (00 |
|--|----------------------|-------------------------------|----------------------|-------------|--|--------------------|------------------|
| Domestic Overnight Visitor Details - City of Greater Geraldton 2023+24 vs. 2018+19 The data in this factsheet refers to visitors who have spent at least one night in the City of Greater Geraldton Local Government Area (LGA). | | | | | 258 2024 | 919 2024 | |
| Purpose of Travel | Age | | | Тор 3 ассо | mmodation (% of nights) | | |
| ●2023+24 ●2018+19 | ●15-19 years ●20-3 | 34 years 035-49 years 050-6 | 64 years 🔵 65+ years | | | 2018+19 20 | 23+24 |
| 29% | 2023+24 249 | % 22% 2 | 28% 23% | | Friends or relatives property Hotel/resort/motel or motor Inn Other Accommodation | 44% 21% 13% | 47% 20% 6% |
| Holiday 38% | 2018+19 25 | 5% 24% | 25% 22% | | | | |
| 38% | Travel Party | | | Gender | | | |
| VFR 23% | Travelling alone | Couple Family Friends/re | elatives Other | | ☆ | Ť | |
| Friends & Relatives) | 2023+24 24% | 6 31% 12 | 2% 20% 13% | 2023+24 | 38% | 62% | |
| | 2018+19 289 | % 24% 9% | 22% 17% | 2018+19 | 44% | 56% | |
| Business 34% | | | | | | | |
| business | Length of Stay | | | Definitions | 5 | | |
| ^{8%} | ●1 - 3 nights ●4 - 7 | 7 nights 🔵 8 - 14 nights 🗨 15 | + nights | | isitors (Intrastate and Interstate): An er who spent at least one night in the | | aged 1 |
| Other 5% | 2023+24 | 77% | 18% | | | | |
| | 2018+19 | 76% | 16% | | | | |

visit the LGA for more than one reason.

| nternational Overnight V 2023+24 vs. 2018+19 The data in this factsheet refers to visitors who have spen | | | ton | International Visitors (000) 31 2024 | International Nights ((185 ₂₀₂₄ |
|---|---|--|--------------------------------|--|--|
| Purpose of Travel | Age | | Тор 3 ассо | ommodation (% of nights) | |
| • 2023+24 • 2018+19 Holiday 91% | 87% 2023+24 30% | years 35-49 years 50-64 years 65+ y 20% 30% 5% 20% 27% | ears 20% 14% | Friends or relatives property Hotel/resort/motel or motor Inn Caravan park or commercial camping ground | 2018+19 2023+2 22% 559 17% 139 21% 69 |
| VFR 8% VFR 7% (Visiting criends & Relatives) | Travel Party Travelling alone | uple Family Friends/relatives Other | Gender | Ŷ | Ť |
| 3% 2% | 2023+24 25% 2018+19 32% | | 5 9% 2023+24 16% 2018+19 | 51% 58% | 49% 42% |
| | Length of Stay | | Definition | 5 | |
| 2% Other 1% | ●1 - 3 nights ●4 - 7 nig 2023+24 | ghts • 8 - 14 nights • 15 + nights 83% | | al Visitors : aged 15 years and over wh are staying in Australia for 12 months | |
| im of purpose may add to more than 100% as overnight visitors | 2018+19 | 86% | 9% | | |

Sum of purpose may add to more than 100% as overnight visitors of 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 Greater Geraldton 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 <u>NVS Methodology</u> or <u>IVS Methodology</u> on Tourism Research Australia's website and the <u>Changing Visitor Spend</u> factsheet on Tourism WA's website.

Sample Size

| Market | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------|------|------|------|-------|------|------|
| Intrastate | 95 | 103 | 90 | 93 | 73 | 60 |
| Interstate | 19 | 0 | 9 | 11 | 5 | 9 |
| Domestic | 114 | 103 | 99 | 104 | 78 | 69 |
| International | 278 | 53 | | 1,128 | 109 | 119 |

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

