

City of Greater Geraldton

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



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AUSTRALIA

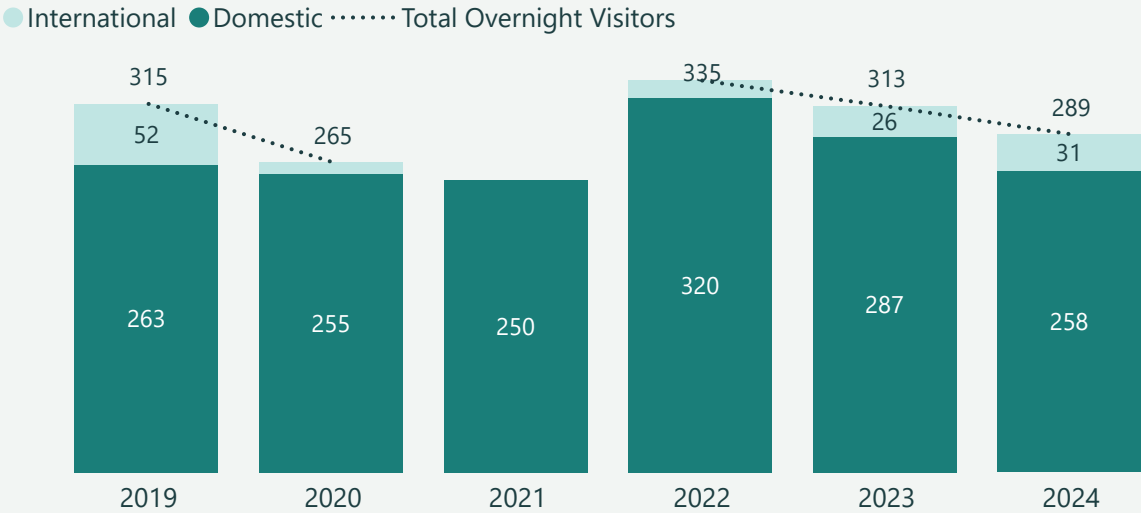
Overnight Visitor Summary - City of Greater Geraldton

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).

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

Overnight Visitor Trends (000)

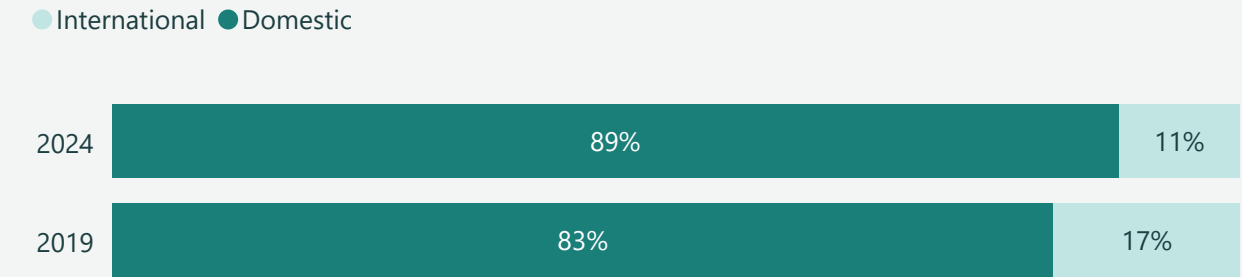


NOTE: WA international borders largely closed from March 2020 to March 2022 due to COVID-19, therefore international data in relation to 2020, 2021 and 2022, if shown, should be used with caution.





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

np = not publishable due to small sample size

Share of Overnight Visitors - change vs. pre-COVID



Overnight Visitor Metrics - 2024

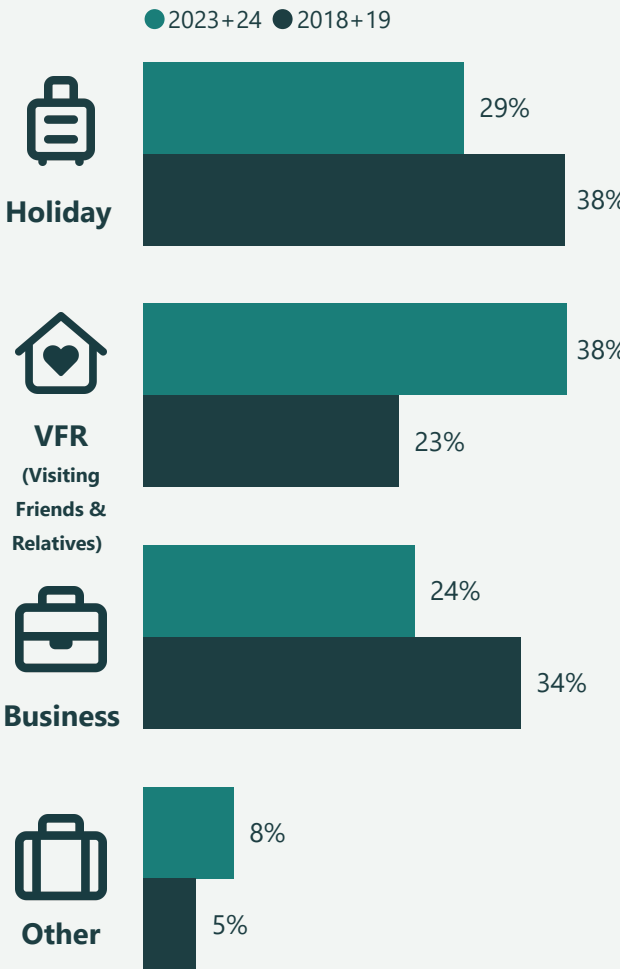
	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	3.6 Days	\$667	\$187
International	6.0 Days	\$484	\$81
 Total Domestic + International	3.8 Days	\$647	\$169

Domestic Overnight Visitor Details - City of Greater Geraldton

2023+24 vs. 2018+19

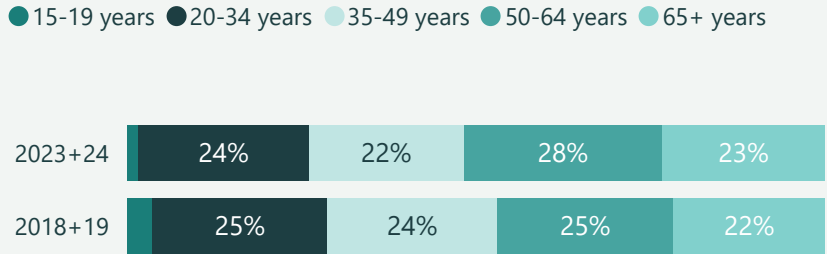
The data in this factsheet refers to visitors who have spent at least one night in the City of Greater Geraldton Local Government Area (LGA).

Purpose of Travel

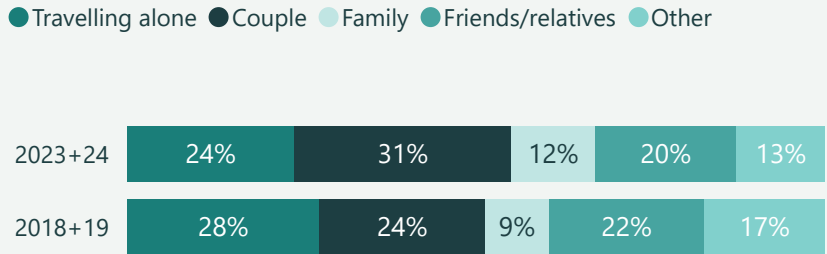


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

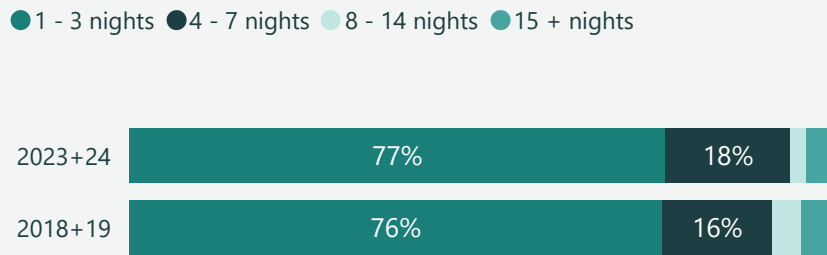
Age



Travel Party



Length of Stay



Domestic Visitors (000)

258

2024

Domestic Nights (000)

919

2024

Top 3 accommodation (% of nights)



	2018+19	2023+24
Friends or relatives property	44%	47%
Hotel/resort/motel or motor Inn	21%	20%
Other Accommodation	13%	6%

Gender



Definitions

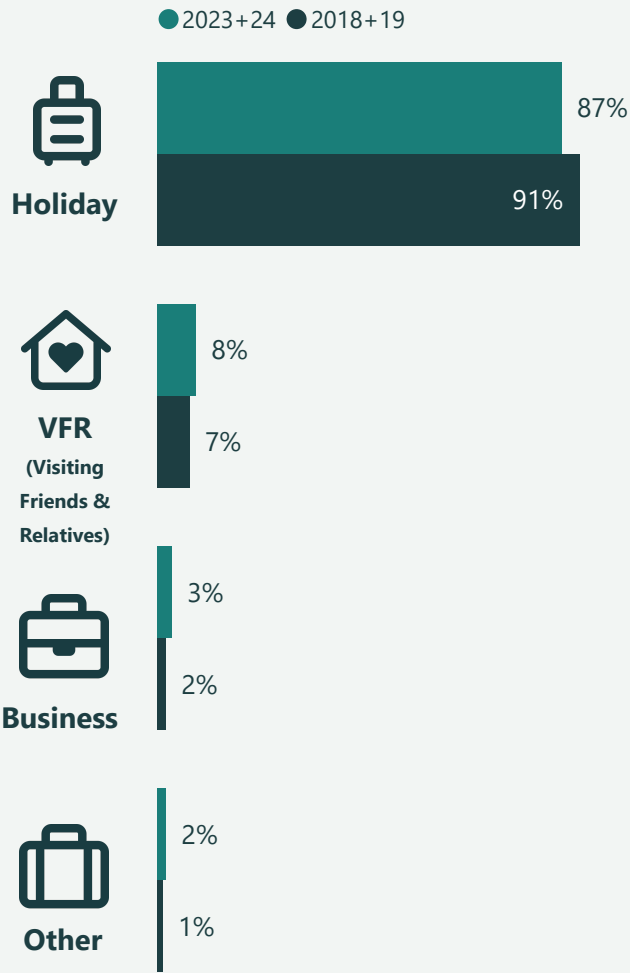
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - City of Greater Geraldton

2023+24 vs. 2018+19

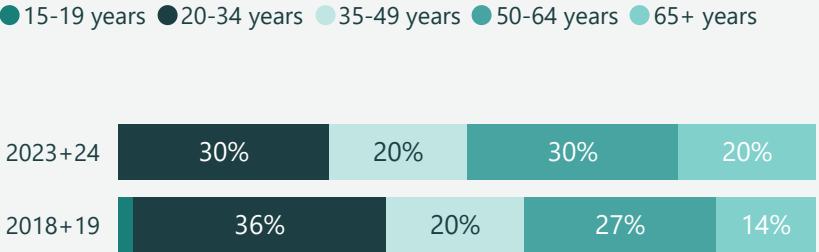
The data in this factsheet refers to visitors who have spent at least one night in the City of Greater Geraldton Local Government Area (LGA).

Purpose of Travel

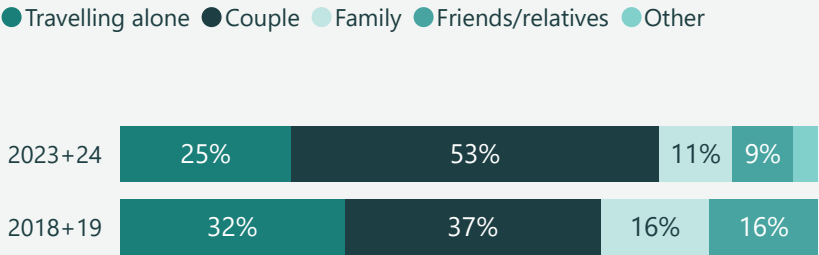


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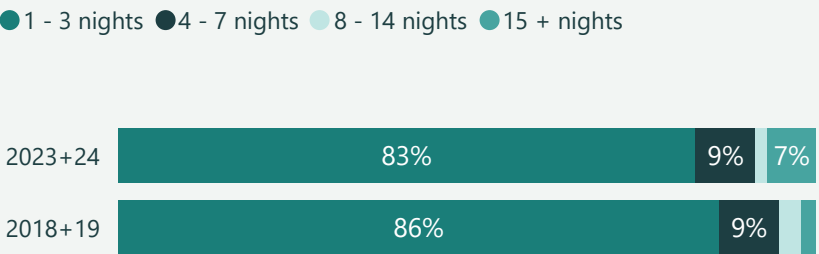
Age



Travel Party



Length of Stay



International Visitors (000)

31

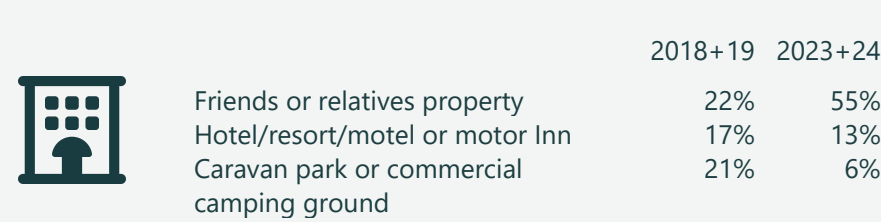
2024

International Nights (000)

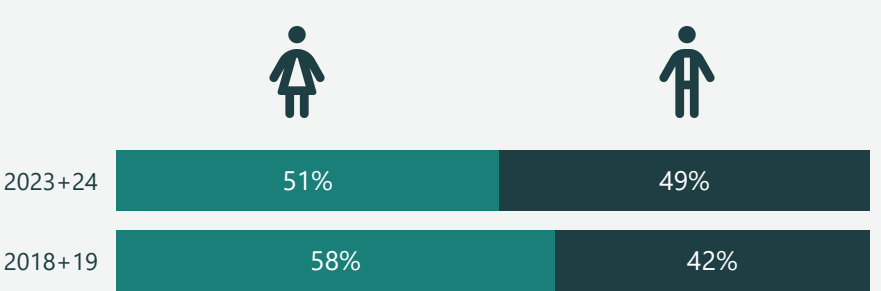
185

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 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 [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	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

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

