City of Greater Geraldton Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning April 2025



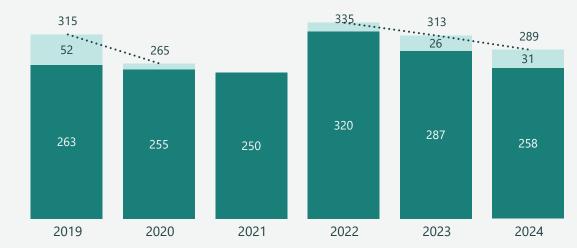
Overnight Visitor Summary - City of Greater Geraldton

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

