

# Shire of Broome

## Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning  
April 2025



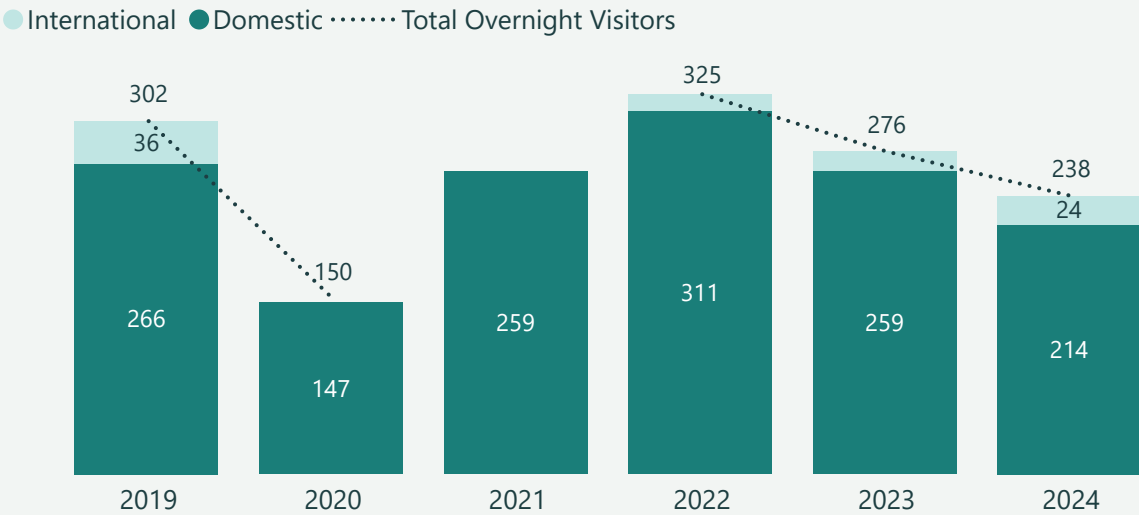
WESTERN  
AUSTRALIA

# Overnight Visitor Summary - Shire of Broome

2024

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

## 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	266	147	259	311	259	214
	International	36	np	np	14	17	24
	Total	302	150	np	325	276	238

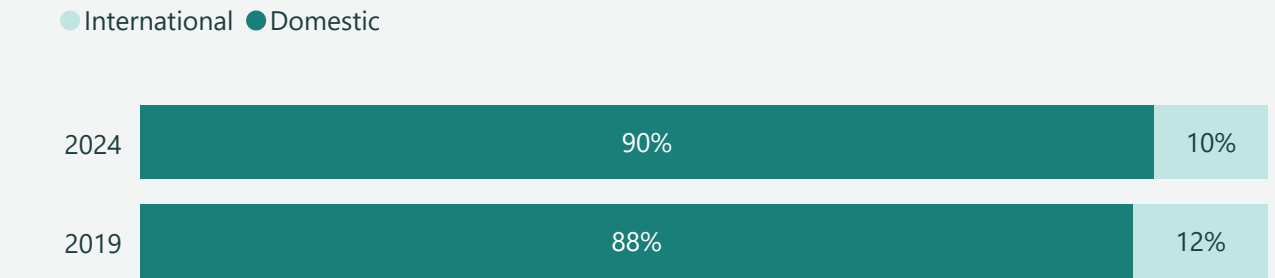
  

	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,209	932	1,569	1,337	1,242	1,084
	International	450	np	np	np	406	863
	Total	1,659	np	np	np	1,648	1,947





np = not publishable due to small sample size

Total Visitors (000)	Total Visitor Nights (000)	Total Spend (\$ Million)
238	1,947	\$343
2024	2024	2024

## Share of Overnight Visitors - change vs. pre-COVID



## Overnight Visitor Metrics - 2024

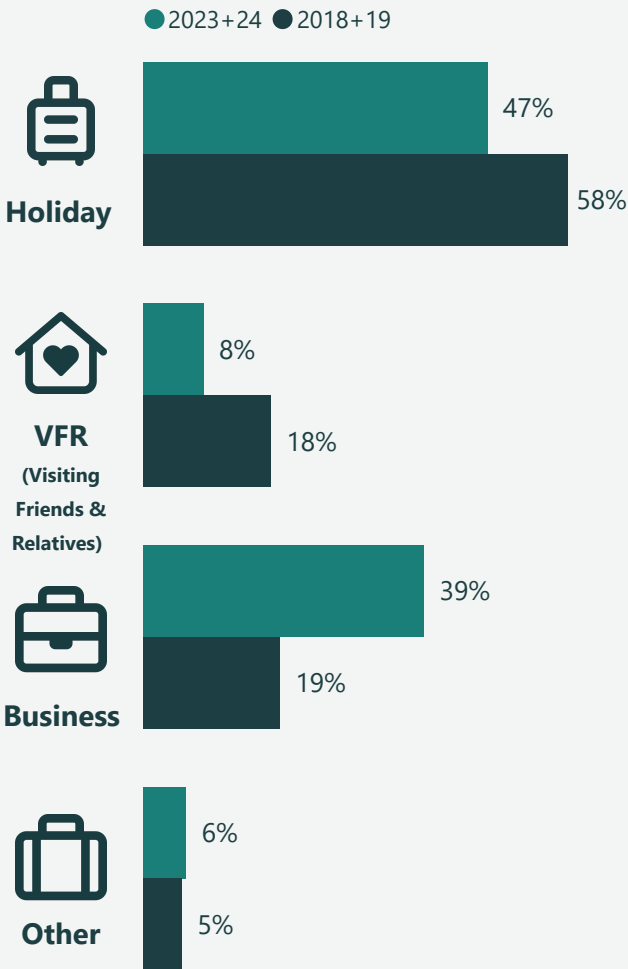
			
	Average Trip Length	Average Trip Spend	Average Daily Spend
Domestic	5.1 Days	\$1,388	\$274
International	36.0 Days	\$1,917	\$53
	8.2 Days	\$1,441	\$176
Total Domestic + International			

# Domestic Overnight Visitor Details - Shire of Broome

2023+24 vs. 2018+19

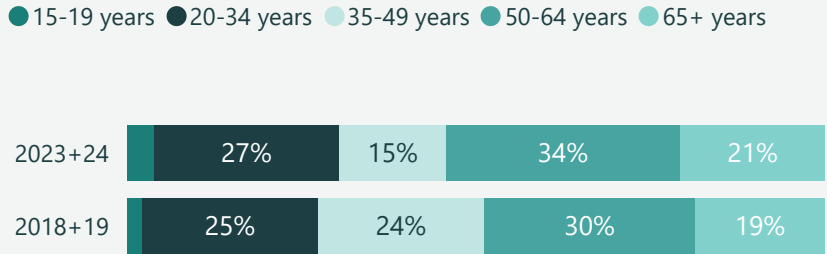
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Broome Local Government Area (LGA).

## Purpose of Travel

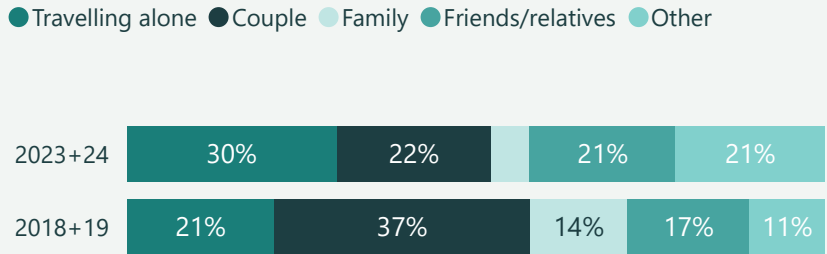


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

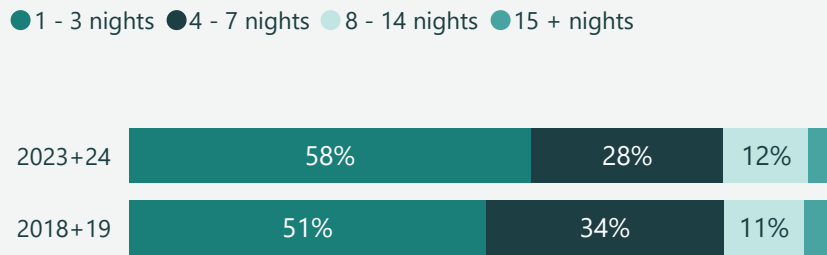
## Age



## Travel Party



## Length of Stay



Domestic Visitors (000)

214

2024

Domestic Nights (000)

1,084

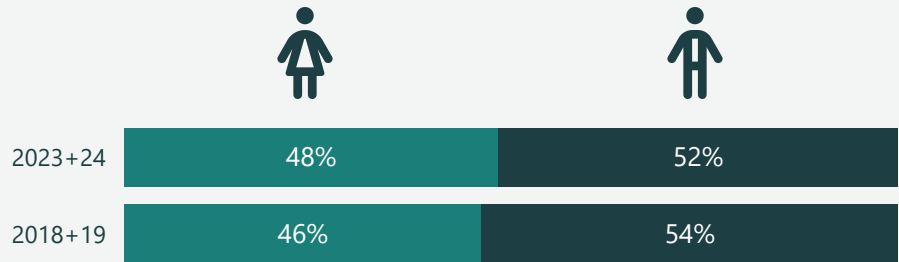
2024

## Top 3 accommodation (% of nights)



	2018+19	2023+24
Hotel/resort/motel or motor Inn	36%	45%
Friends or relatives property	12%	14%
Caravan park or commercial camping ground	18%	7%

## Gender



## Definitions

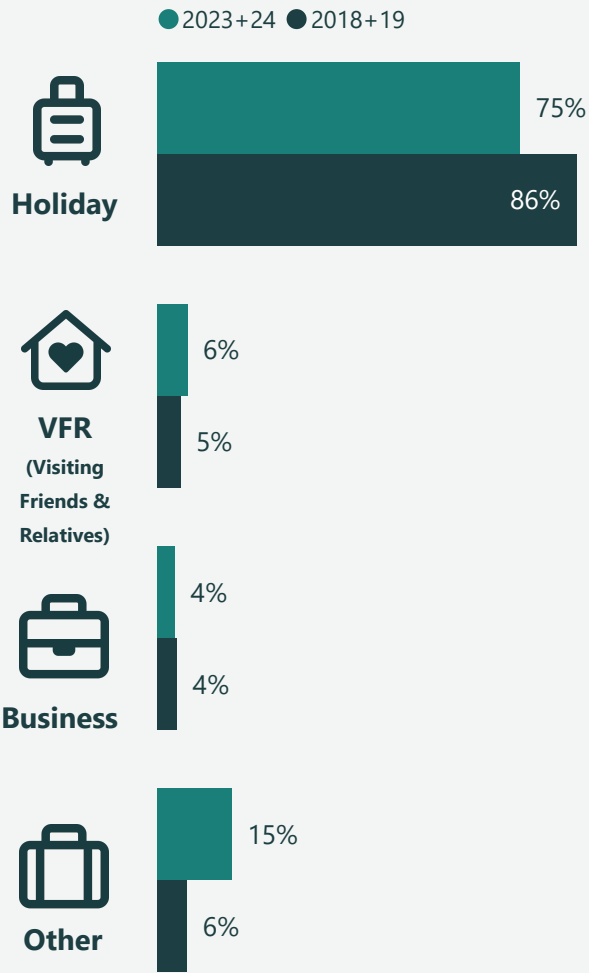
**Domestic Visitors (Intrastate and Interstate):** Australian residents aged 15 years and over who spent at least one night in the LGA.

# International Overnight Visitor Details - Shire of Broome

2023+24 vs. 2018+19

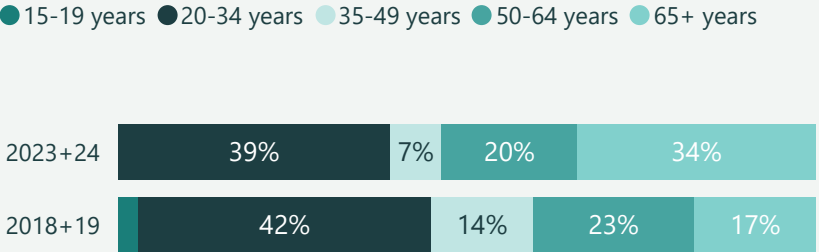
The data in this factsheet refers to visitors who have spent at least one night in the Shire of Broome Local Government Area (LGA).

## Purpose of Travel

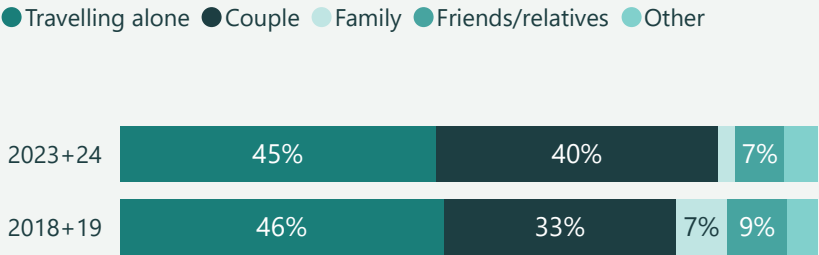


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

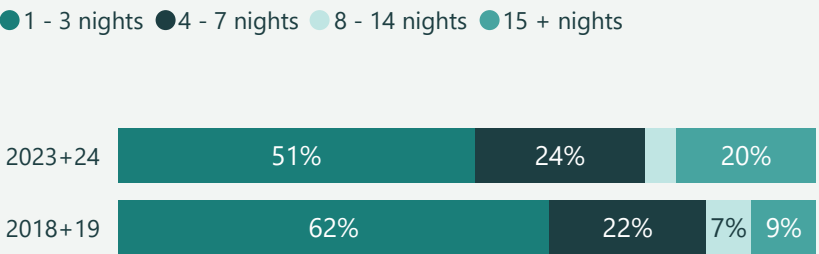
## Age



## Travel Party



## Length of Stay



International Visitors (000)

24

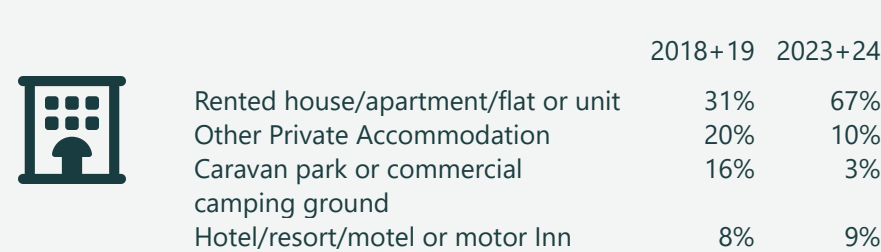
2024

International Nights (000)

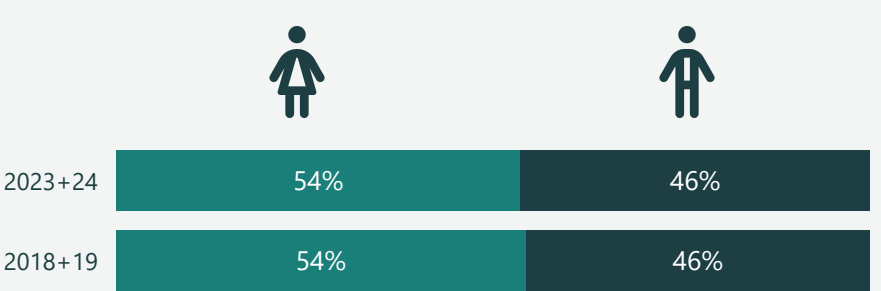
863

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 Shire of Broome 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	65	65	84	60	38	36
Interstate	46	3	18	36	36	20
Domestic	111	68	102	96	74	56
International	226	25	2	982	94	91

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

