

The Kimberley Region Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



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AUSTRALIA

Overnight Visitor Summary - The Kimberley Region

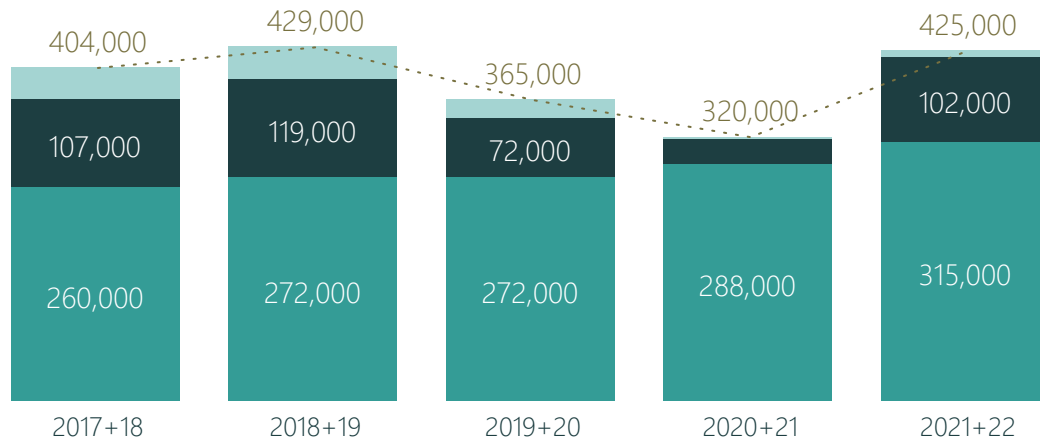
Annual Average - 2021+22

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

Total Visitors 425,000 Annual average 2021+22	Total Visitor Nights 3,123,000 Annual average 2021+22	Total Spend (\$ Million) \$621 Annual average 2019+20+21+22
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Overnight Visitor Trends - Annual Average

● Intrastate ● Interstate ● International Total Overnight Visitors



Visitors

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	38,000	39,000	22,000	np	8,000
Interstate	107,000	119,000	72,000	np	102,000
Intrastate	260,000	272,000	272,000	288,000	315,000
Total	404,000	429,000	365,000	320,000	425,000



Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	702,000	776,000	450,000	np	340,000
Interstate	952,000	966,000	623,000	np	761,000
Intrastate	1,627,000	1,608,000	1,436,000	1,952,000	2,023,000
Total	3,281,000	3,350,000	2,508,000	2,304,000	3,123,000

Share of Overnight Visitors - change vs. pre-COVID

● Intrastate ● Interstate ● International



Overnight Visitor Metrics - Annual Average 2019+20+21+22



Avg. Trip Length



Average Trip Spend



Average Daily Spend

Intrastate	5.9 Days	\$1,407	\$239
Interstate	8.0 Days	\$1,621	\$203
International	26.3 Days	\$1,300	\$49
Total Domestic + International	7.1 Days	\$1,452	\$203



Total

Domestic + International

Domestic Overnight Visitor Details - The Kimberley Region

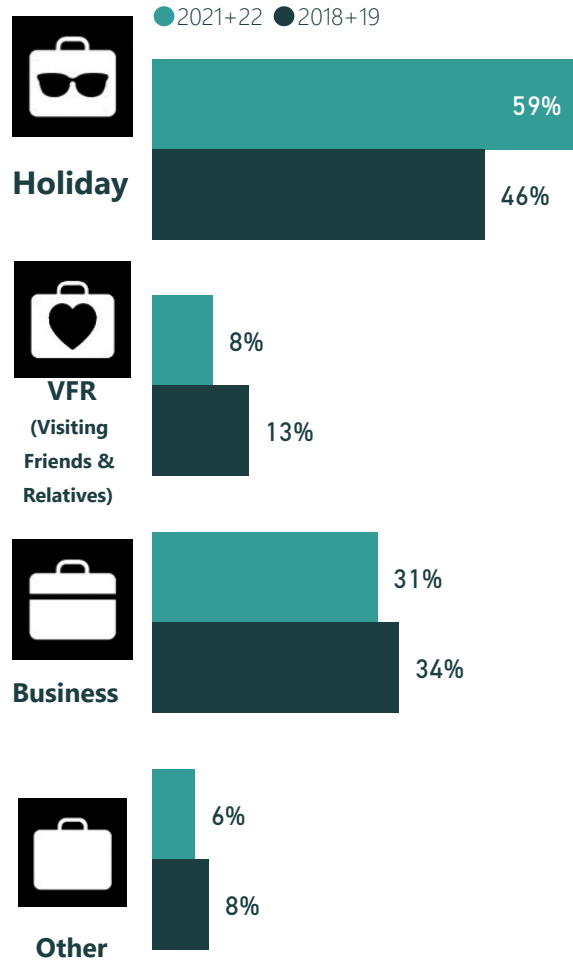
Annual Average - 2021+22 vs 2018+19

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Domestic Visitors
417,000
 Annual average 2021+22

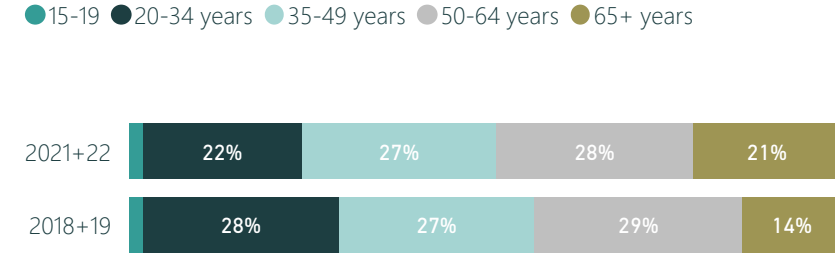
Domestic Nights
2,783,000
 Annual average 2021+22

Purpose of Travel

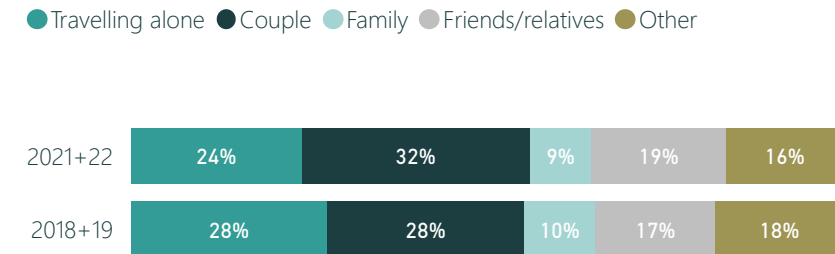


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

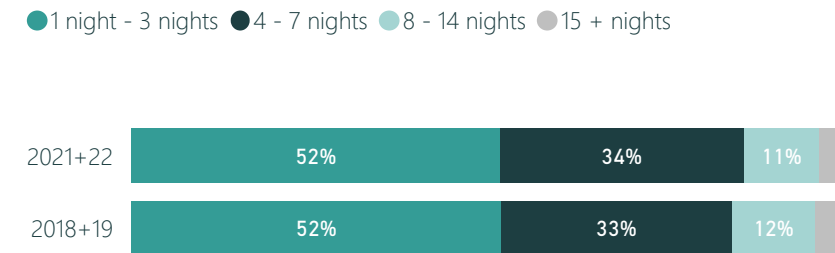
Age



Travel Party



Length of Stay

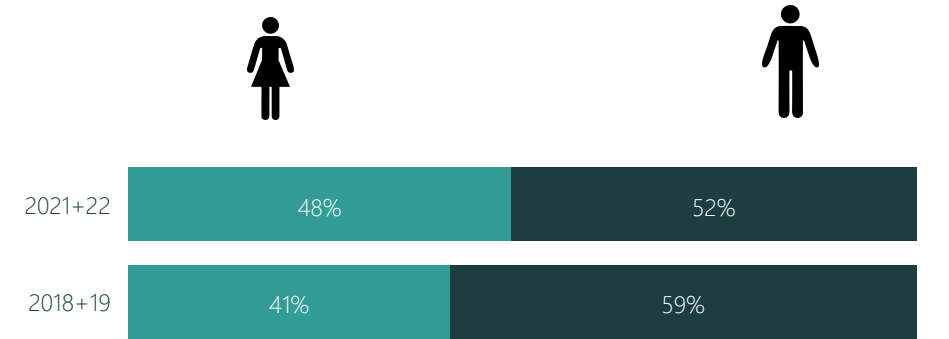


Top 3 accommodation (% of nights)

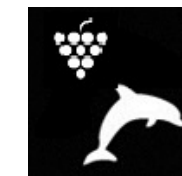


Accommodation	2018+19	2021+22
Hotel/resort/motel or motor Inn	23%	33%
Caravan park or commercial camping ground	18%	16%
Other Accommodation	16%	11%

Gender



Top 3 activities



Activity	2018+19	2021+22
Eat out / dine at a restaurant and/or cafe	57%	56%
Go to the beach	44%	40%
Sightseeing/looking around	31%	32%

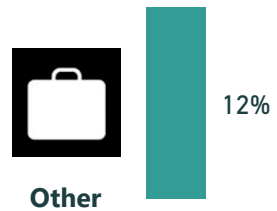
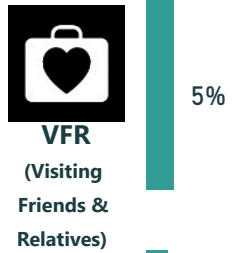
International Overnight Visitor Details - The Kimberley Region

Annual Average - 2018+19

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

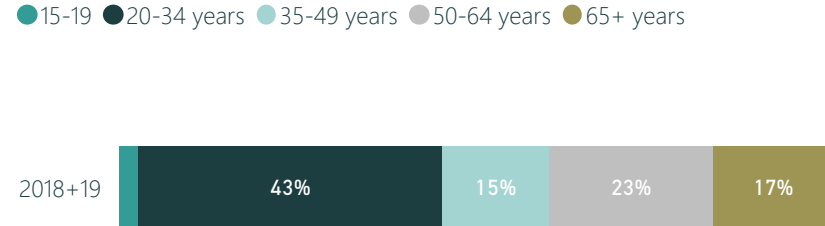
International Visitors	International Nights
39,000	776,000
Annual average 2018+19	Annual average 2018+19

Purpose of Travel

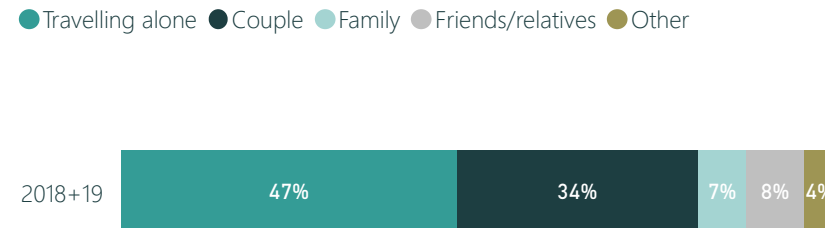


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

Age



Travel Party



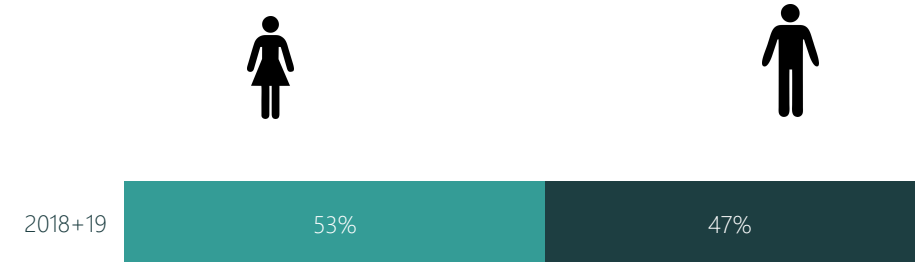
Length of Stay



Top 3 accommodation (% of nights)



Gender



Top 3 activities*

*International 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 Kimberley Region



Important Note

All data is sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS).

To increase the sample size and hence improve the reliability of the data, visitor and nights estimates in this document are based on an average of two calendar years. Spend estimates are based on an average of four calendar years as per TRA guidelines.

The demographics and trip details for domestic visitors show comparisons between 2021+22 (current) and 2018+19 (pre-COVID). Due to the small number of international visitors to WA since 2019, only 2018+19 has been provided for international visitors. It is hoped that in future revisions of this factsheet, it will be possible to compare international visitor demographics and trip details with pre-COVID.

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 and Confidence Intervals

Year Market	2018+19			2021+22		
	Sample size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)	Sample size	95% Confidence Interval Visitors (±)	95% Confidence Interval Nights (±)
Intrastate	208	15%	18%	230	14%	16%
Interstate	136	22%	23%	69	24%	26%
Domestic	344	12%	14%	299	12%	14%
International	526	11%	22%			

Note: Estimates in this factsheet need to be considered within the Confidence Intervals in this table. Data has not been provided where the Sample Size is less than 40 or the Confidence Interval is greater than ±50%.

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, 2022.
Local Government Areas included to make up The Kimberley Region:
Shire of Broome, Shire of Derby-West Kimberley, Shire of Halls Creek,
Shire of Wyndham-East Kimberley.