

The Pilbara Region

Overnight Visitor Factsheet 2022

Prepared by Tourism WA Insights and Planning
April 2023



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AUSTRALIA

Overnight Visitor Summary - The Pilbara Region

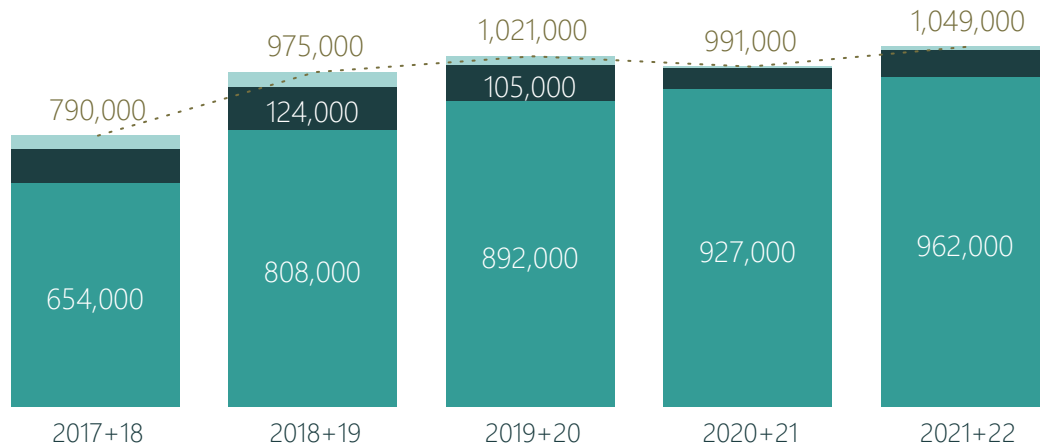
Annual Average - 2021+22

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

Total Visitors 1,049,000 Annual average 2021+22	Total Visitor Nights 8,090,000 Annual average 2021+22	Total Spend (\$ Million) \$752 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	40,000	43,000	25,000	np	10,000
Interstate	97,000	124,000	105,000	62,000	78,000
Intrastate	654,000	808,000	892,000	927,000	962,000
Total	790,000	975,000	1,021,000	991,000	1,049,000

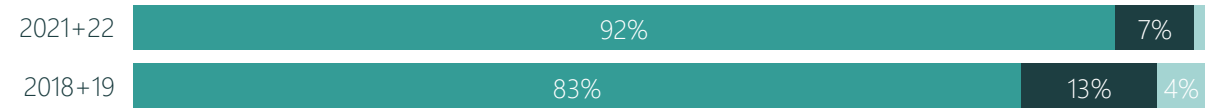


Nights

Market	2017+18	2018+19	2019+20	2020+21	2021+22
International	694,000	788,000	525,000	np	210,000
Interstate	1,291,000	1,511,000	1,472,000	1,156,000	1,042,000
Intrastate	4,649,000	5,758,000	6,677,000	6,772,000	6,839,000
Total	6,634,000	8,056,000	8,674,000	7,987,000	8,090,000

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	7.3 Days	\$723	\$99
Interstate	13.7 Days	\$967	\$70
International	21.6 Days	\$1,015	\$47
Total Domestic + International	8.1 Days	\$749	\$92



Total

Domestic + International

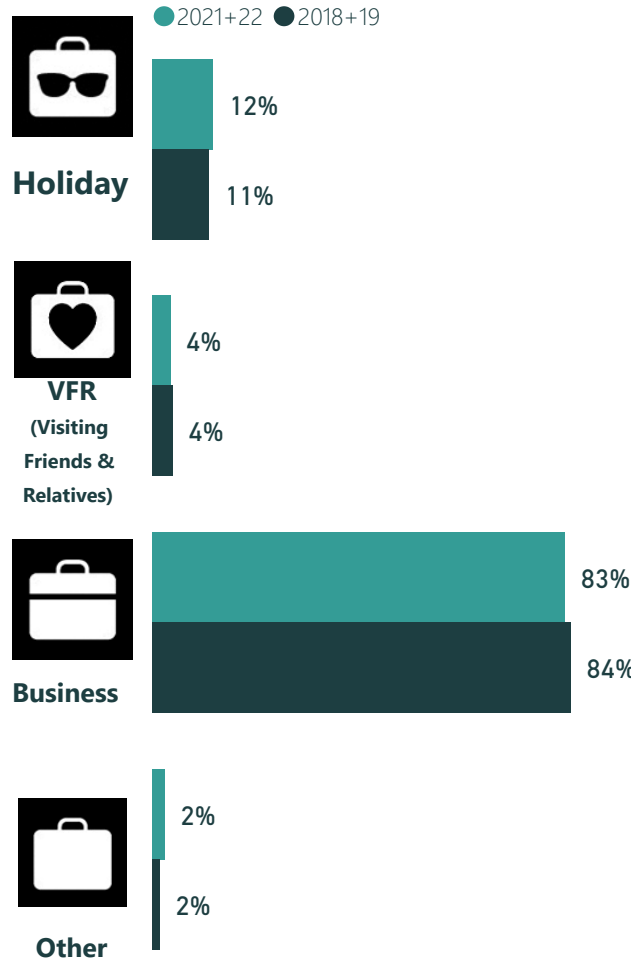
Domestic Overnight Visitor Details - The Pilbara Region

Annual Average - 2021+22 vs 2018+19

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

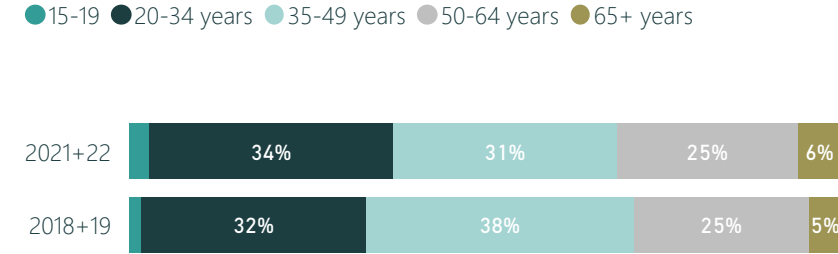
Domestic Visitors 1,039,000 Annual average 2021+22	Domestic Nights 7,880,000 Annual average 2021+22
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Purpose of Travel

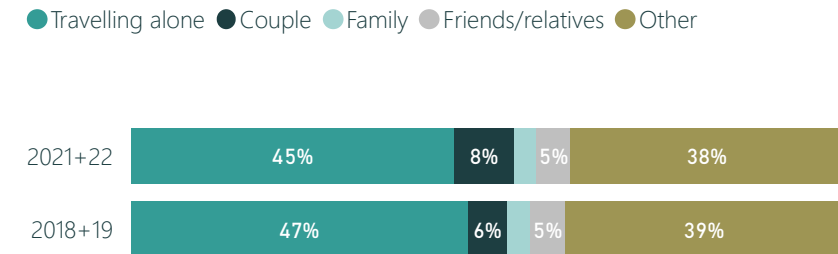


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

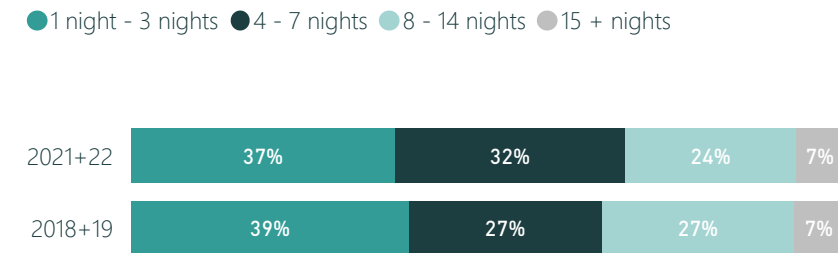
Age



Travel Party



Length of Stay

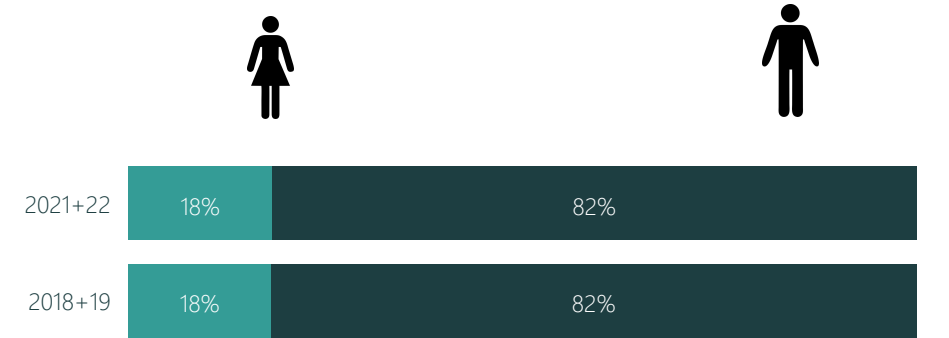


Top 3 accommodation (% of nights)

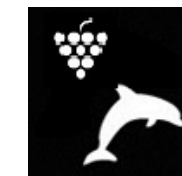


Accommodation	2018+19	2021+22
Other Accommodation	62%	65%
Other Private Accommodation	15%	10%
Hotel/resort/motel or motor Inn	8%	8%

Gender



Top 3 activities



Activity	2018+19	2021+22
Eat out / dine at a restaurant and/or cafe	25%	21%
Pubs, clubs, discos etc	20%	20%
Exercise, gym or swimming	13%	16%

International Overnight Visitor Details - The Pilbara Region

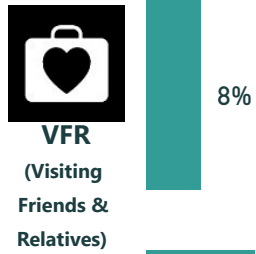
Annual Average - 2018+19

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

International Visitors
43,000
 Annual average 2018+19

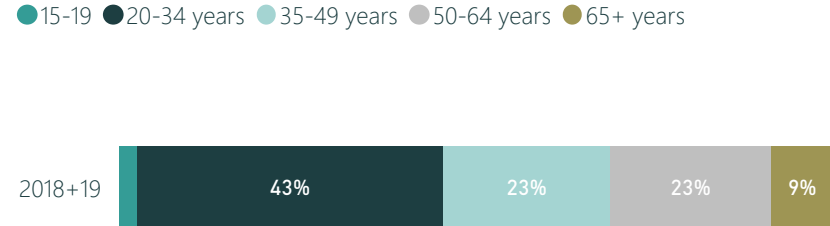
International Nights
788,000
 Annual average 2018+19

Purpose of Travel

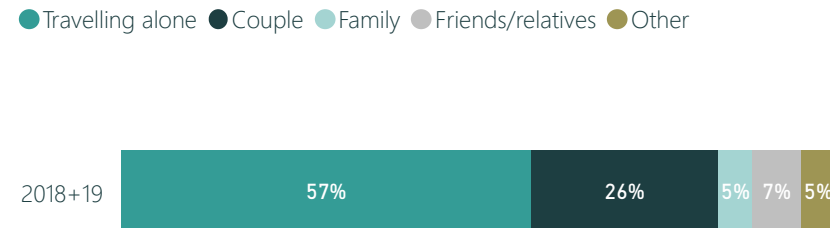


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

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 Pilbara 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	637	9%	10%	659	8%	9%
Interstate	112	22%	19%	62	27%	23%
Domestic	749	8%	9%	721	8%	8%
International	540	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 Pilbara Region: Shire of Ashburton, Shire of East Pilbara, Shire of Port Hedland, Shire of Karratha