

# The Kimberley Region Overnight Visitor Factsheet 2023

Prepared by Tourism WA Insights and Planning  
May 2024



WESTERN  
AUSTRALIA

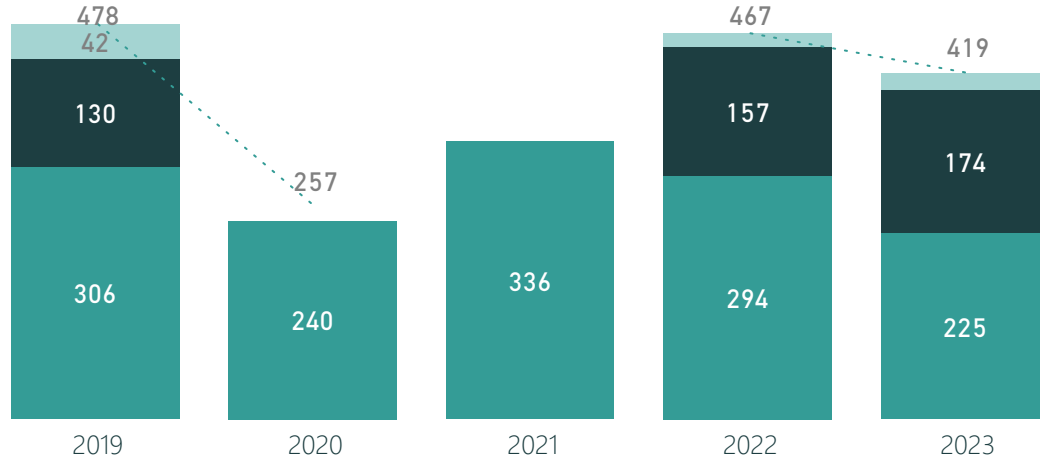
# Overnight Visitor Summary - The Kimberley Region

2023

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

## Overnight Visitor Trends (000)

● Intrastate ● Interstate ● International ..... Total Overnight Visitors (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
Visitors (000)	International	42	np	np	16	20
	Interstate	130	np	np	157	174
	Intrastate	306	240	336	294	225
	<b>Total</b>	<b>478</b>	<b>257</b>	<b>np</b>	<b>467</b>	<b>419</b>
Market		2019	2020	2021	2022	2023
Nights (000)	International	781	np	np	np	634
	Interstate	1,089	np	np	1,097	1,203
	Intrastate	1,427	1,448	2,456	1,589	1,196
	<b>Total</b>	<b>3,297</b>	<b>np</b>	<b>np</b>	<b>np</b>	<b>3,033</b>

"np" indicates sample size too small to publish

Total Visitors (000)

419

2023

Total Visitor Nights (000)

3,033

2023

Total Spend (\$ Million)

\$187





2023

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

● International ● Interstate ● Intrastate



## Overnight Visitor Metrics - 2023

	 Avg. Trip Length	 Average Trip Spend	 Average Daily Spend
Intrastate	5.3 Days	\$1,582	\$298
Interstate	6.9 Days	\$2,017	\$292
International	31.7 Days	\$2,100	\$66
 Total	7.2 Days	\$1,788	\$247

Domestic + International

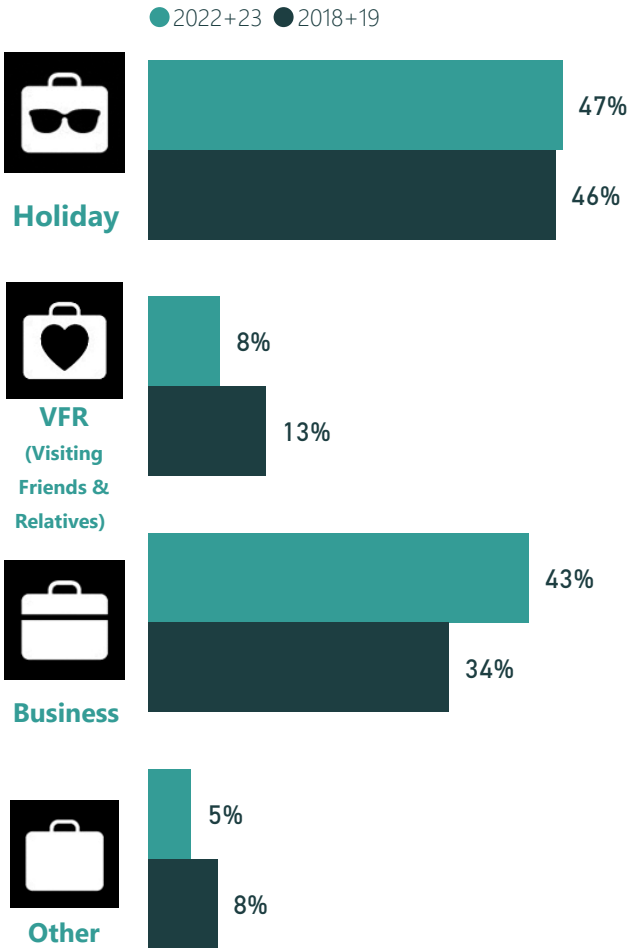
# Domestic Overnight Visitor Details - The Kimberley Region

2022+23 vs 2018+19

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

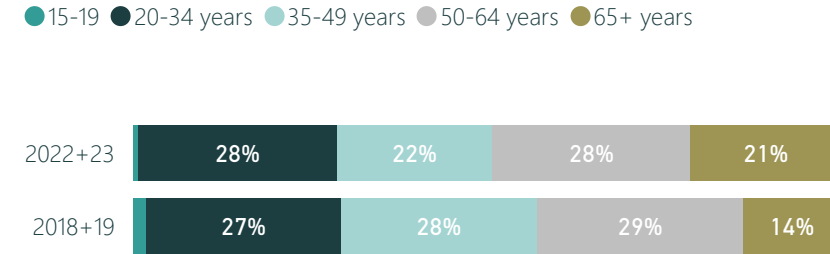
Domestic Visitors (000)	Domestic Nights (000)
399	2,399
2023	2023

## Purpose of Travel

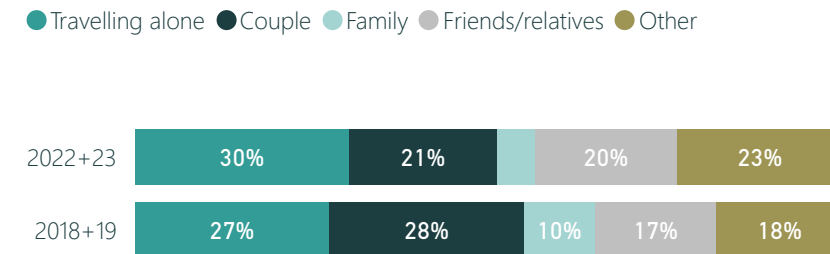


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

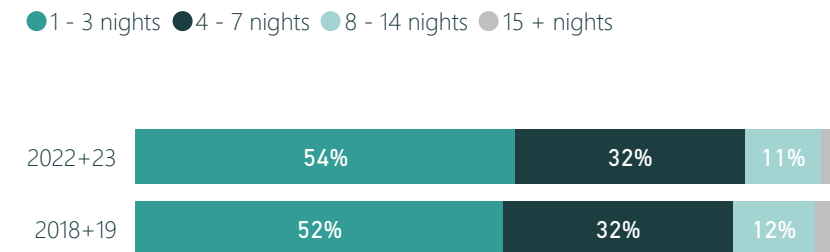
## Age



## Travel Party



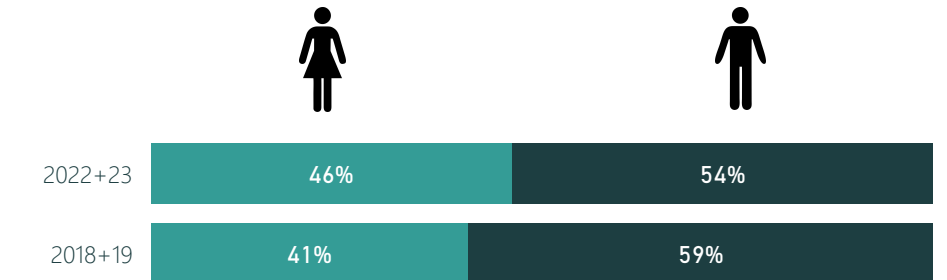
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation	2018+19	2022+23
Hotel/resort/motel or motor Inn	23%	36%
Caravan park or commercial camping ground	18%	12%
Other Accommodation	16%	11%

## Gender



## Top 3 activities

Activity	2018+19	2022+23
Eat out / dine at a restaurant and/or cafe	57%	59%
Go to the beach	44%	36%
Sightseeing/looking around	31%	29%

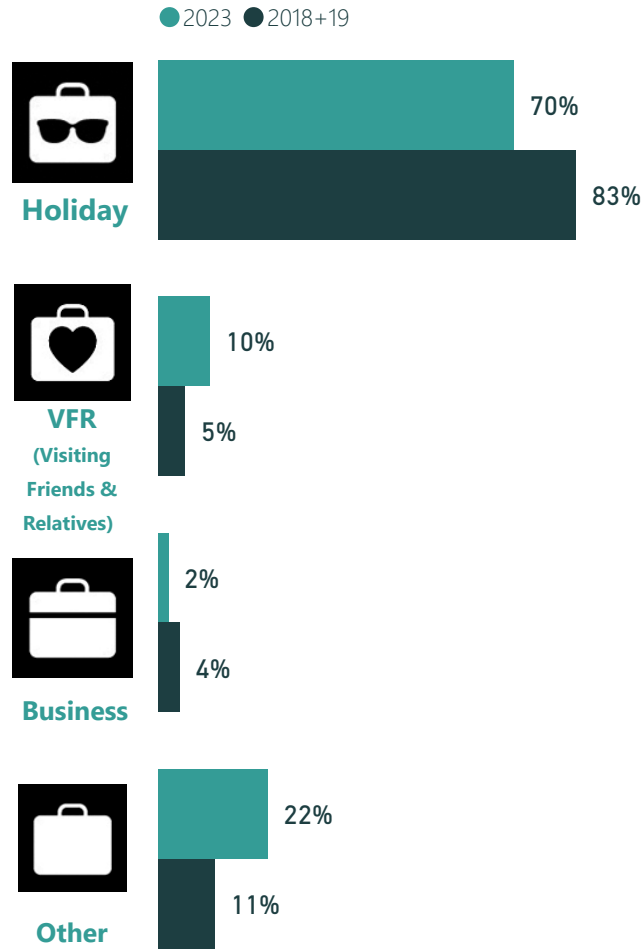
# International Overnight Visitor Details - The Kimberley Region

2023 vs 2018+19

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

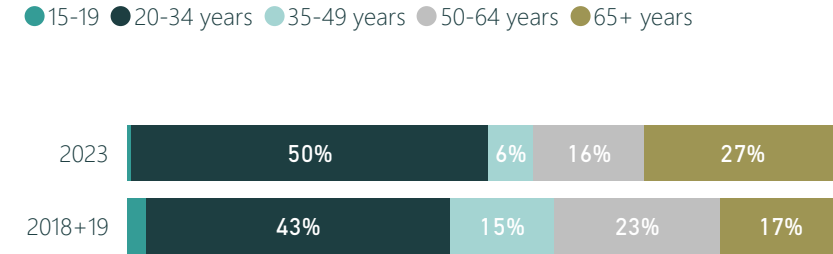
International Visitors (000)	International Nights (000)
20 2023	634 2023

## Purpose of Travel

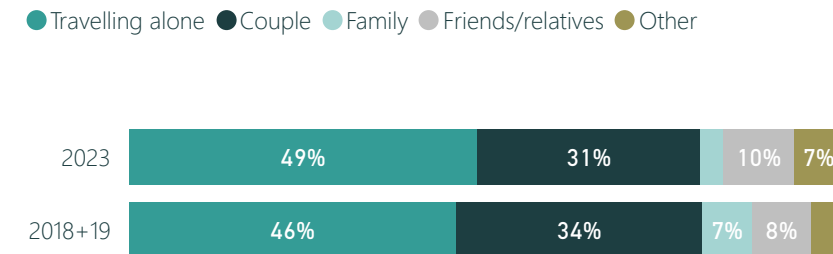


Sum of purpose may add to more than 100% as overnight visitors can visit the Region for more than one reason.

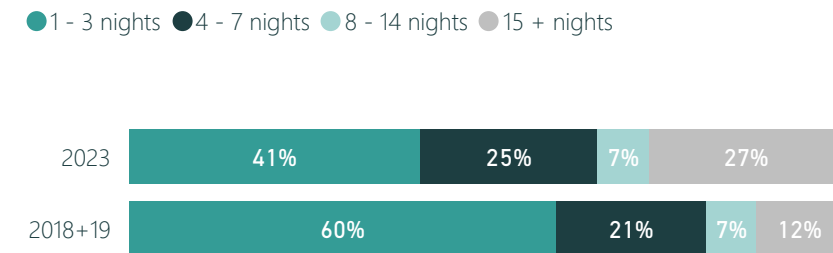
## Age



## Travel Party



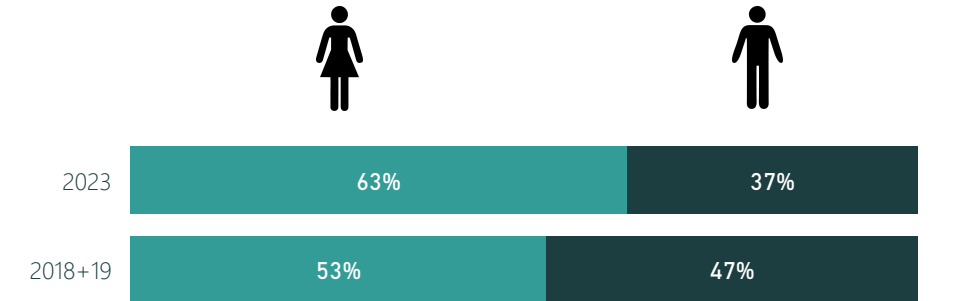
## Length of Stay



## Top 3 accommodation (% of nights)

Accommodation Type	2018+19	2023
Rented house/apartment/flat or unit	24%	46%
Other Private Accommodation	22%	18%
Caravan park or commercial camping ground	16%	9%

## Gender



## Top 3 activities\*

\*International visitors may have undertaken the activity in the region or elsewhere in Australia

Activity	2018+19	2023
Eat out / dine at a restaurant and/or cafe	93%	93%
Sightseeing/looking around	84%	90%
Go shopping for pleasure	76%	78%

# 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).

Data has been provided for Interstate and Intrastate (sample size permitting) or Domestic, as well as International (see below) by year.

The demographics and trip details for domestic visitors show comparisons between 2022+23 (current) and 2018+19 (pre-COVID). Due to the reduced number of international visitors between 2019 and 2021 and the unreliability of 2022 data, only 2018+19 and 2023 has been provided 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
Intrastate	115	101	124	106	60
Interstate	64	5	24	45	46
Domestic	179	106	148	151	106
International	266	28	2	1,221	110

Note: Data has not been provided where the Sample Size is less than 40

## 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, 2023.  
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.