

Town of Port Hedland

Overnight Visitor Factsheet 2024

Prepared by Tourism WA Insights and Planning
April 2025



WESTERN
AUSTRALIA

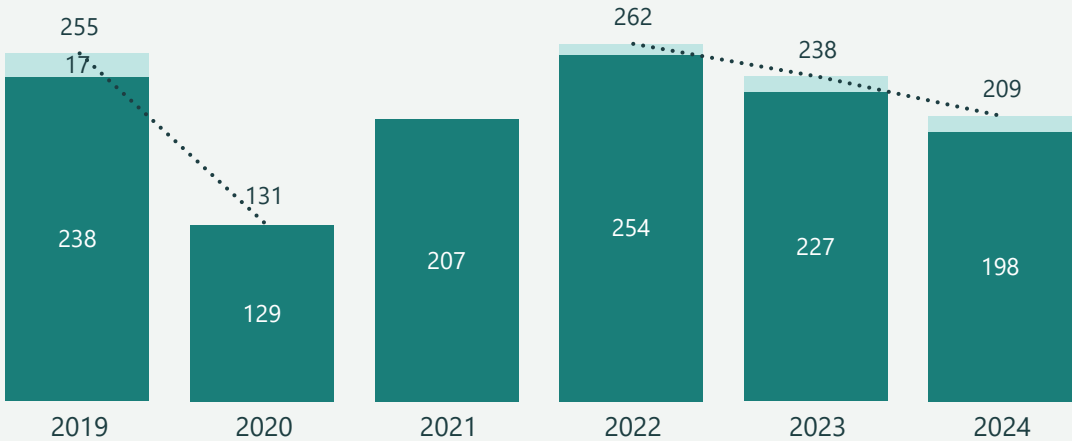
Overnight Visitor Summary - Town of Port Hedland

2024

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

Overnight Visitor Trends (000)

International Domestic 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
	Domestic	238	129	207	254	227	198
	International	17	np	np	8	11	11
	Total	255	131	np	262	238	209
	Market	2019	2020	2021	2022	2023	2024
	Domestic	1,699	851	1,595	1,937	1,507	1,622
	International	206	np	np	np	356	253
	Total	1,905	np	np	np	1,863	1,875

np = not publishable due to small sample size

Total Visitors (000)

209

2024

Total Visitor Nights (000)

1,875

2024

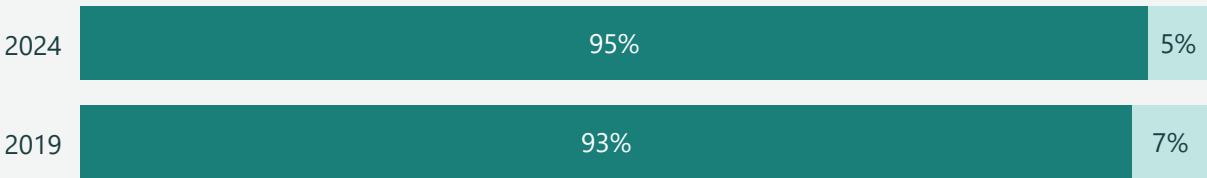
Total Spend (\$ Million)

\$363

2024

Share of Overnight Visitors - change vs. pre-COVID

International Domestic



Overnight Visitor Metrics - 2024



Average Trip Length



Average Trip Spend



Average Daily Spend

Domestic

8.2

Days

\$1,763

\$215

International

23.0

Days

\$1,273

\$55



Total

Domestic + International

9.0

Days

\$1,737

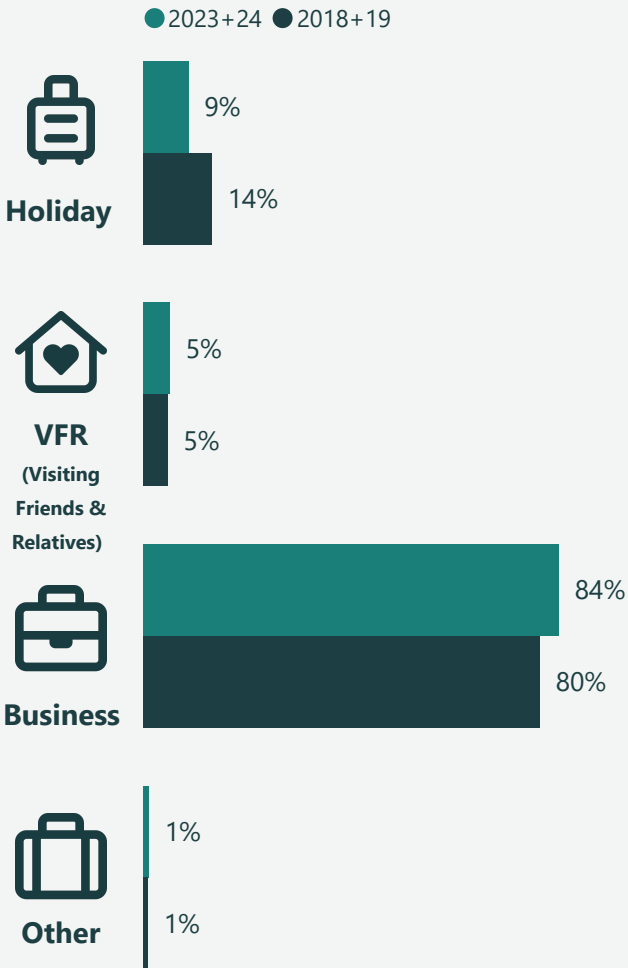
\$194

Domestic Overnight Visitor Details - Town of Port Hedland

2023+24 vs. 2018+19

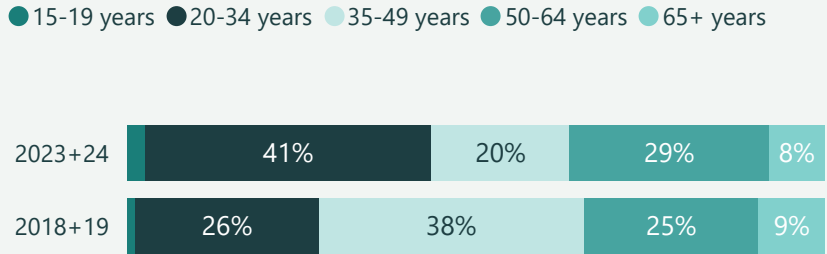
The data in this factsheet refers to visitors who have spent at least one night in the Town of Port Hedland Local Government Area (LGA).

Purpose of Travel

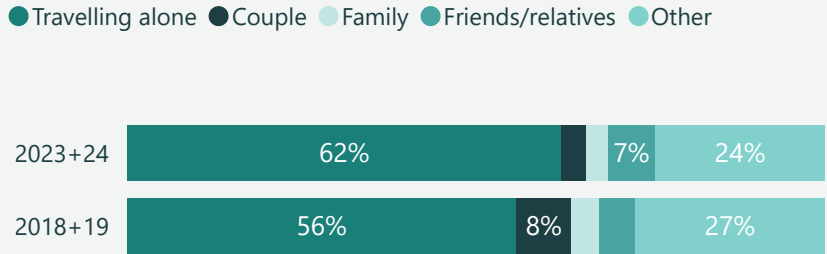


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

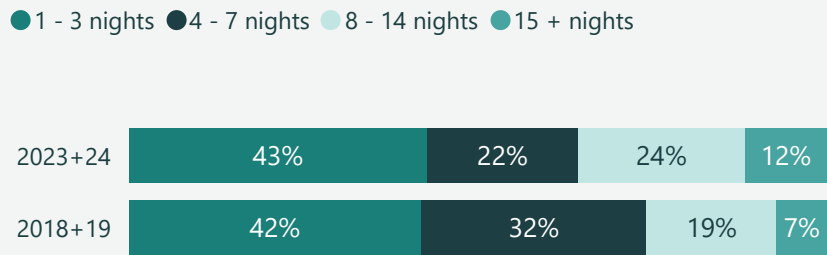
Age



Travel Party



Length of Stay



Domestic Visitors (000)

198

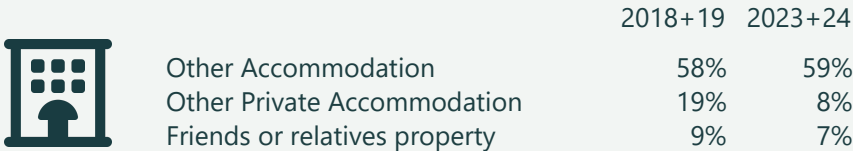
2024

Domestic Nights (000)

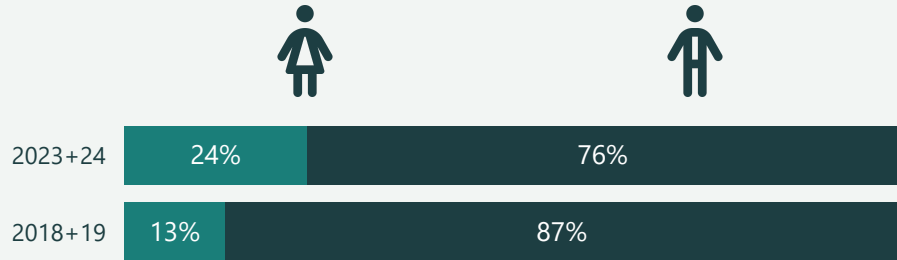
1,622

2024

Top 3 accommodation (% of nights)



Gender



Definitions

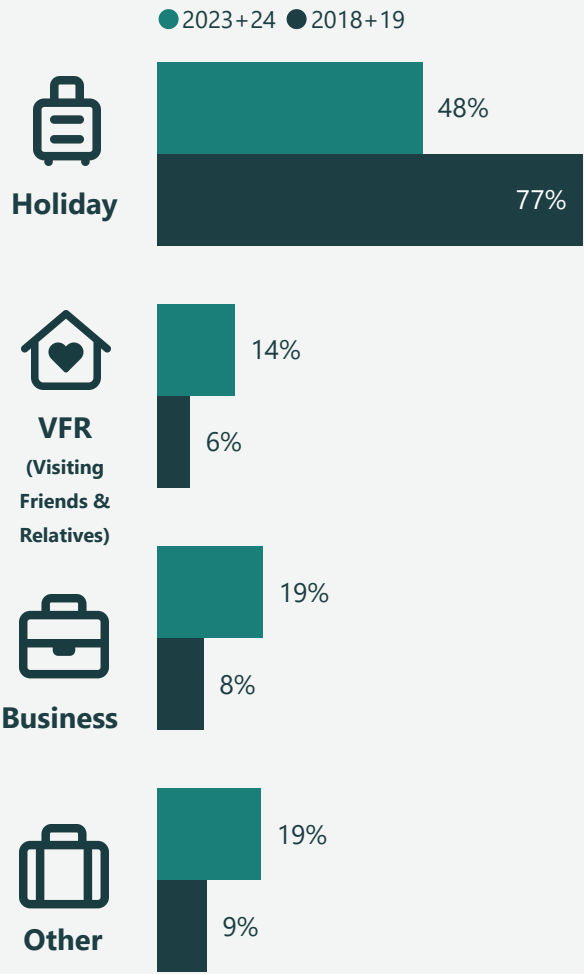
Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - Town of Port Hedland

2023+24 vs. 2018+19

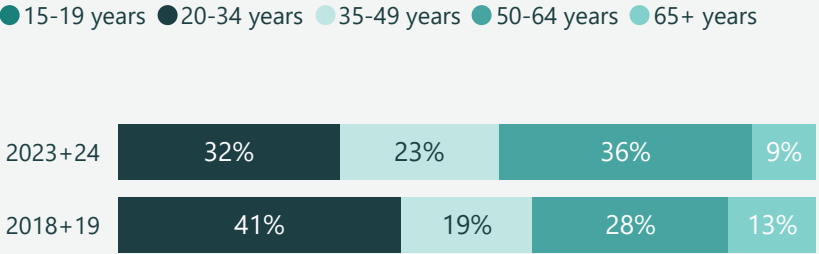
The data in this factsheet refers to visitors who have spent at least one night in the Town of Port Hedland Local Government Area (LGA).

Purpose of Travel

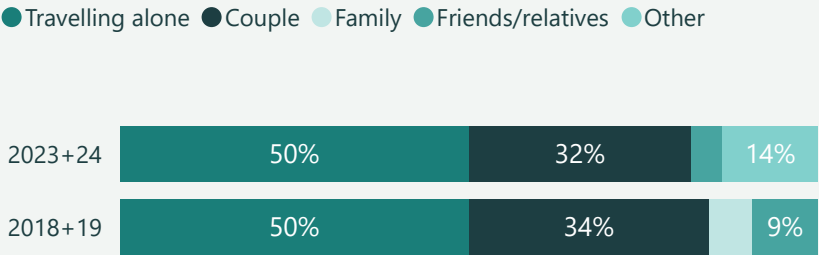


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

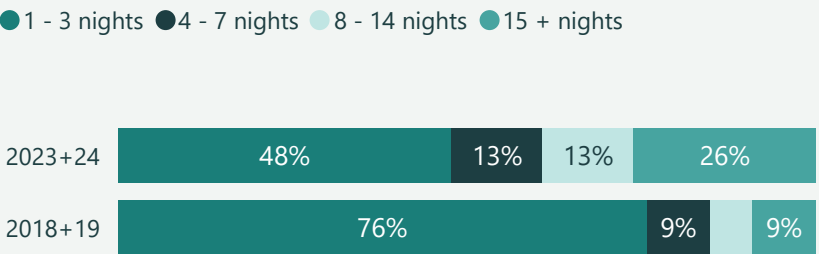
Age



Travel Party



Length of Stay



International Visitors (000)

11

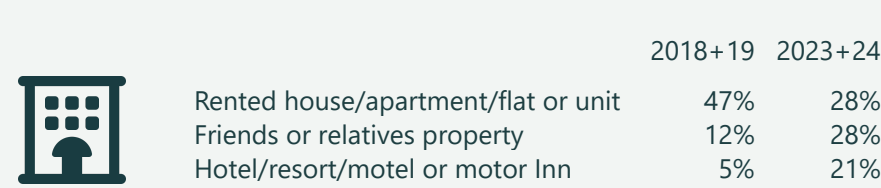
2024

International Nights (000)

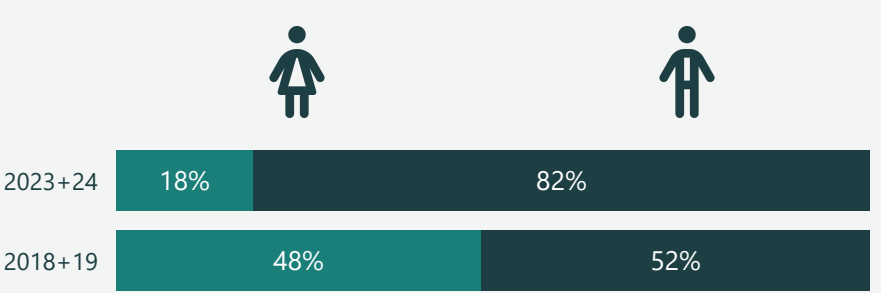
253

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 Town of Port Hedland 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	75	52	65	63	40	36
Interstate	26	3	13	6	11	11
Domestic	101	55	78	69	51	47
International	99	12	1	476	57	40

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

