



Australian Government
Austrade



TOURISM
RESEARCH
AUSTRALIA

AT A GLANCE: TOURISM FORECASTS FOR 2026–27



\$151.4B OVERNIGHT SPEND IN 2026–27

▲ **50%** ON 2016–17, ANNUAL GROWTH OF **4.1%**



15.0M INTERNATIONAL VISITORS IN 2026–27

▲ **75%** ON 2016–17, ANNUAL GROWTH OF **5.8%**

CHINA: **\$26.2B**, ▲ **168%** ON 2016–17

NZ: **\$3.9B**, ▲ **44%** ON 2016–17

US: **\$6.3B**, ▲ **77%** ON 2016–17



\$97.5B DOMESTIC SPEND IN 2026–27

▲ **21%** ON 2016–17, ANNUAL GROWTH OF **1.9%**

DOMESTIC OVERNIGHT: **\$75.5B**

DAY TRIP SPEND: **\$21.9B**



14.8M OUTBOUND TRIPS IN 2026–27

▲ **47%** ON 2016–17, ANNUAL GROWTH OF **3.9%**



VISITOR NIGHTS BY STATE AND TERRITORY, 2017–18

