

Visitor Economy Facts and Figures - September 2025

Home

Trips & spend data

Trip details

International
visitors

International
students

Economic &
aviation

Caleandar yr 2024
summary

Summary details

Domestic overnight trips

12 months to: Jun 2025

112.6M

-0.1%

Short-term international visitors

12 months to: Jul 2025

11.2M

6%

International tourism spend in Australia

12 months to: Jun 2025

\$37.5bn

18%

Total tourism spend (internat'l & domestic)

12 months to : Jun 2025

\$176.8bn

4.5%

THRIVE measure (tourism & int'l education)

Year to Jun 2025

\$217.3bn

4.1%

Student visa holders in Australia

June 2025

642K

-4.3%

Tourism filled jobs

June 2025

703K

4.60%

Tourism-related businesses

June 2024

360K

0.7% pts

Tourism GDP (direct)

2023-24

\$78.1bn

9.1%

Tourism's share of Australian GDP

FY 2023-24

2.9%

0.1% pts

International education exports

12 months to Jun 2025

\$53.4bn

4.6%



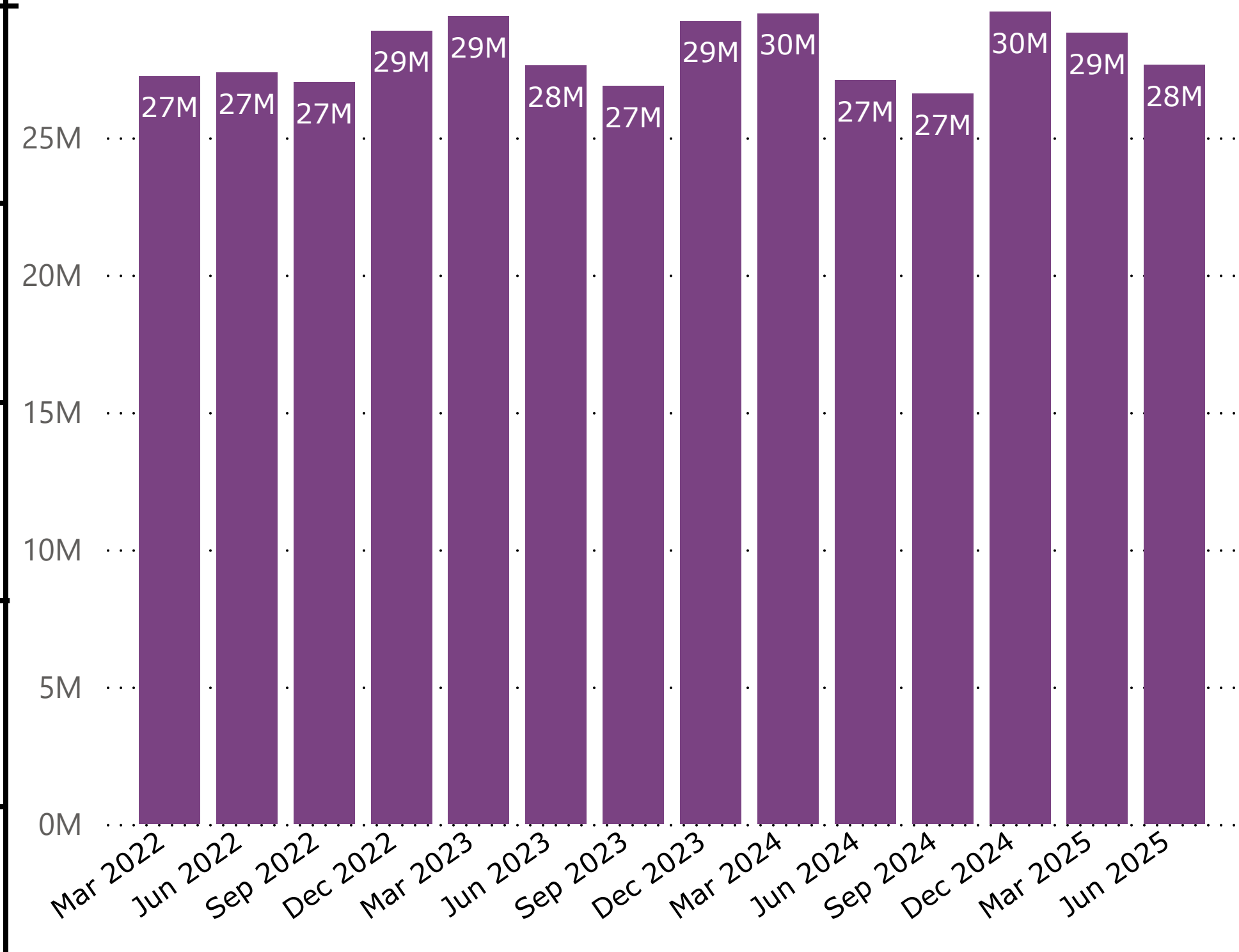
Australian Government

Australian Trade and Investment Commission
Tourism Research Australia



Domestic Overnight trips (quarterly)

Domestic overnight trips								
Quarterly: June quarter 2025	27.6M	▲	556K	2%	\$21.9bn	▼	(\$0.7bn)	-3%
12 months to: Jun 2025	112.6M	▼	-86K	-0%	\$98.0bn	▼	(\$0.6bn)	-1%
Domestic day trips								
Quarterly: June quarter 2025	69.0M	▲	8,130K	13%	\$11.2bn	▲	\$2.7bn	32%
12 months to: Jun 2025	266.1M	▲	19,228K	8%	\$41.2bn	▲	\$2.4bn	6%
Total domestic trips								
Quarterly: June quarter 2025	96.7M	▲	8,686K	10%	\$33.1bn	▲	\$2.1bn	7%
12 months to: Jun 2025	378.7M	▲	19,142K	5%	\$139.2bn	▲	\$1.8bn	1%
International visitor spend								
Quarterly: June quarter 2025					\$8.5bn	▲	\$2.1bn	32%
12 months to: Jun 2025					\$37.5bn	▲	\$5.8bn	18%
Total spend in Australia (domestic + international)								
Quarterly: Jun 2025					\$41.6bn	▲	\$4.1bn	11%
12 months to : Jun 2025					\$176.8bn	▲	\$7.6bn	4%

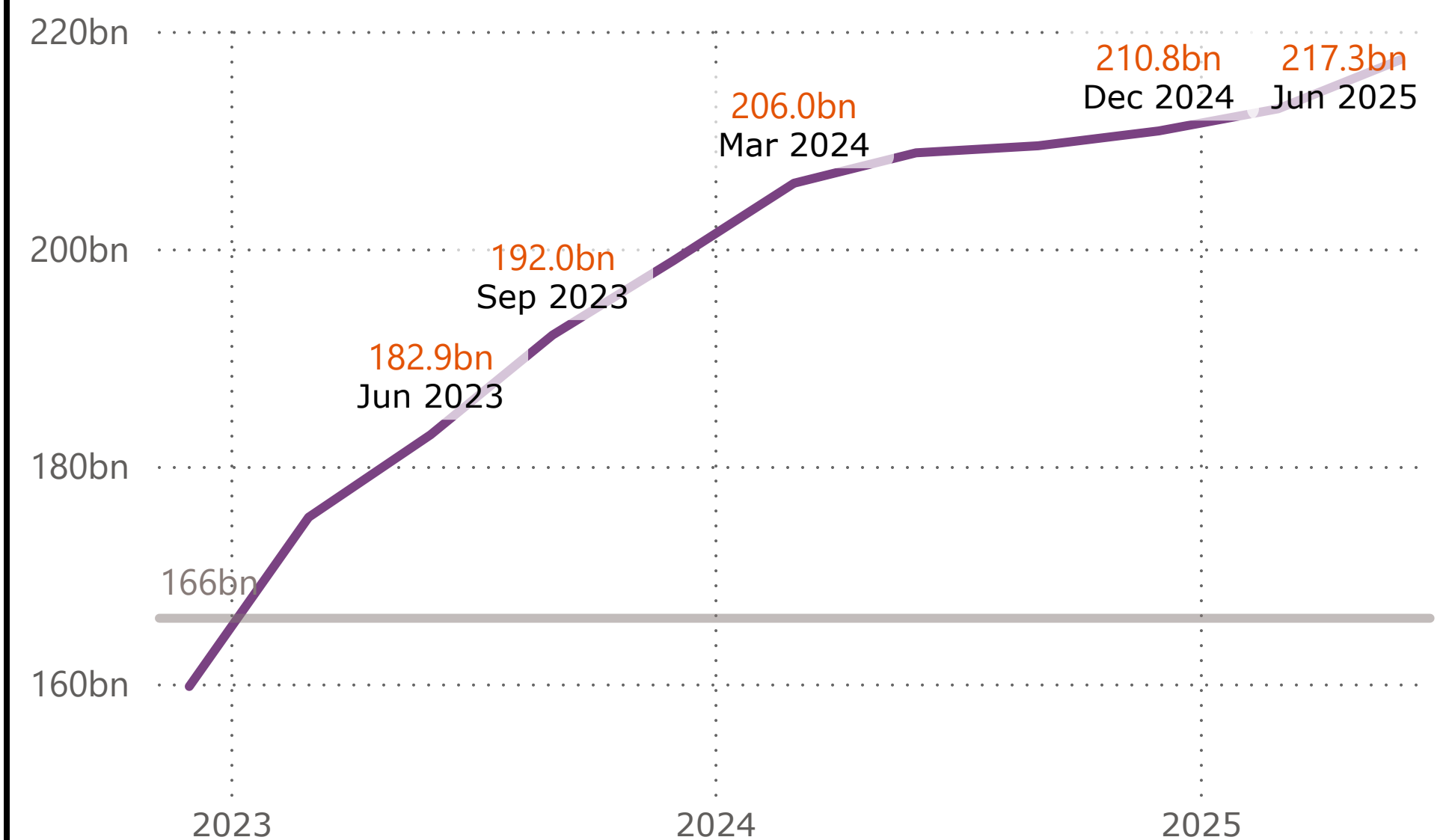


Source: TRA (DoTS)

TRA tourism forecasts - projected total travel spend (nominal, excluding long-stay int'l students)²

Year	Proj. spend in Australia	Year-on-year change	% YOY change
2026	\$193.7bn	\$10.1bn	5.5%
2027	\$204.7bn	\$11.0bn	5.7%
2028	\$214.2bn	\$9.5bn	4.7%
2029	\$222.6bn	\$8.4bn	3.9%

THRIVE spend



1. Spend in Australia: excludes international airfares and other spend outside of Australia. 2. Source: Tourism Research Australia, Tourism Forecasts for Australia, 2024. 3 THRIVE spend is the total spend in the visitor economy including long-stay international students (Long-term students are those who reside in Australia for over 12-months. Short-term students are those who reside in Australia for less than 12 months.).

To Home


[To Home](#)

Details of trips

<h1>Domestic Overnight trips</h1>
<p>Number of trips:</p> <p>27.6M</p>
<p>June quarter 2025</p>

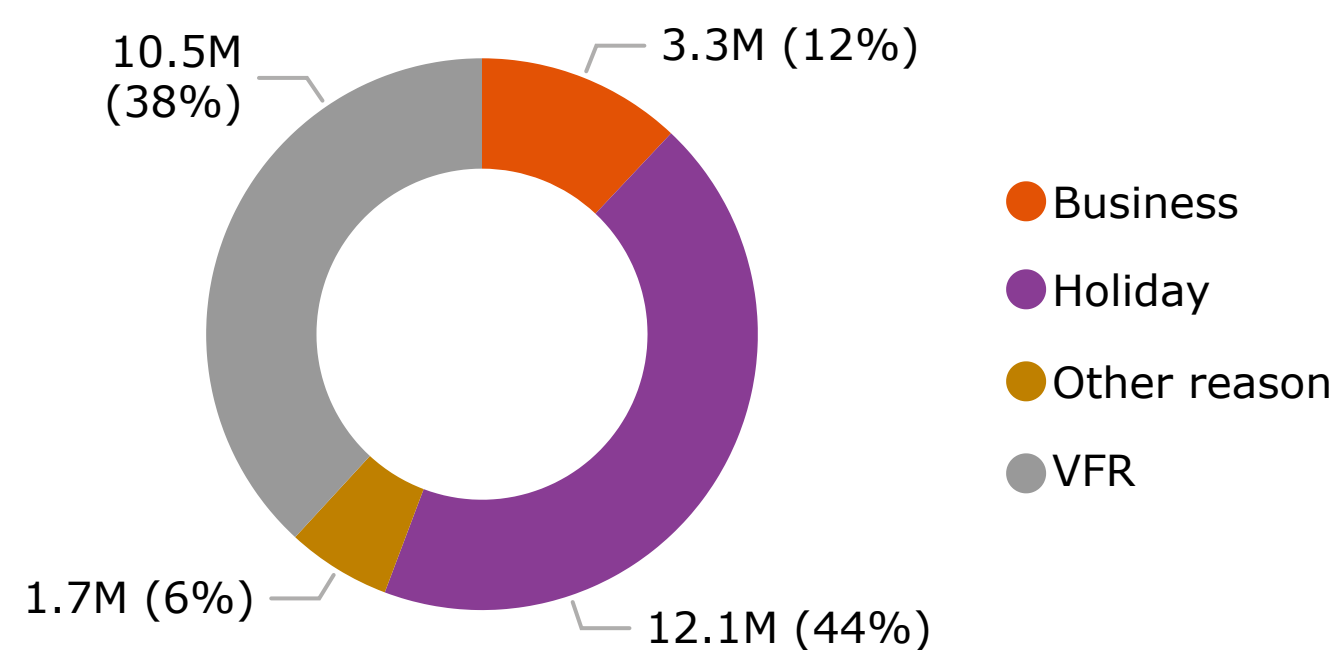
27.6M

June quarter 2025

Main reason for trip

A donut chart titled 'Main reason for trip' showing the distribution of trip purposes. The chart is divided into four segments: a large purple segment (44%), an orange segment (12%), a small yellow segment (6%), and a grey segment (38%). A legend on the right identifies the colors: orange for Business, purple for Holiday, yellow for Other reason, and grey for VFR. Data labels with leader lines point to each segment, providing both the number of trips in millions and the percentage.

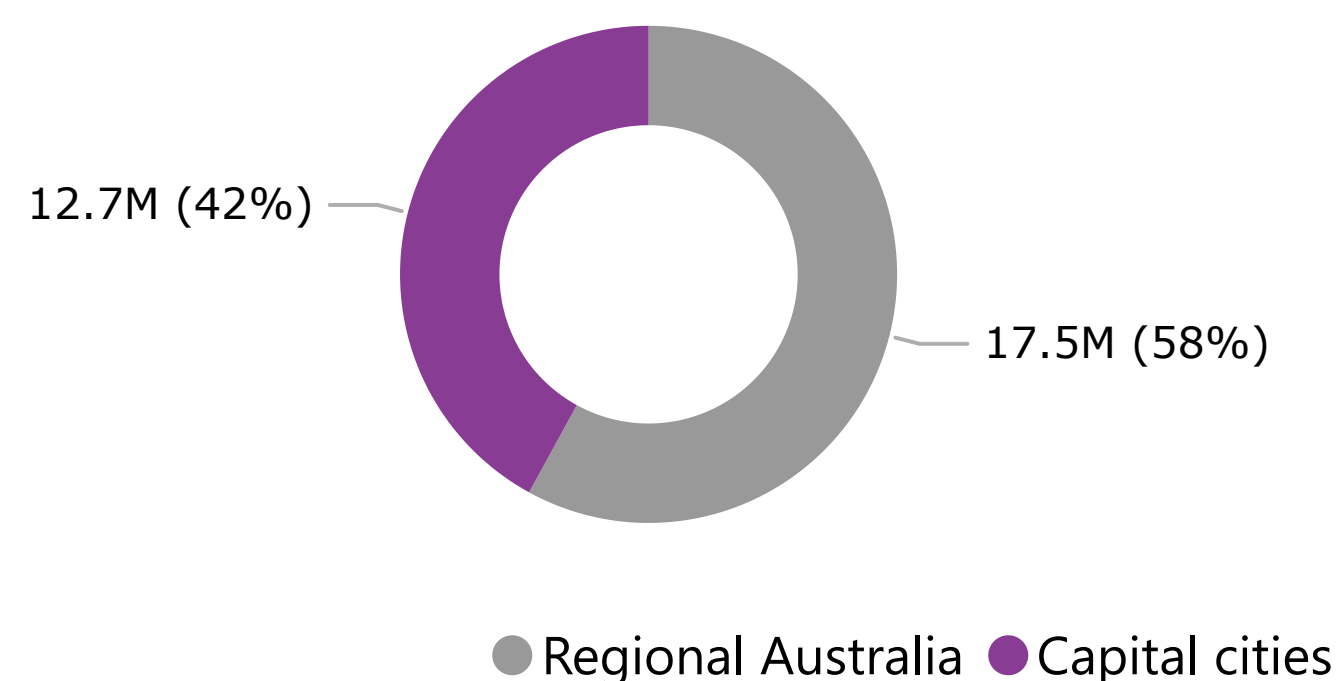
Main reason for trip	Trips (M)	Percentage
Business	3.3M	12%
Holiday	12.1M	44%
Other reason	1.7M	6%
VFR	10.5M	38%



Capital cities vs regional stopovers¹

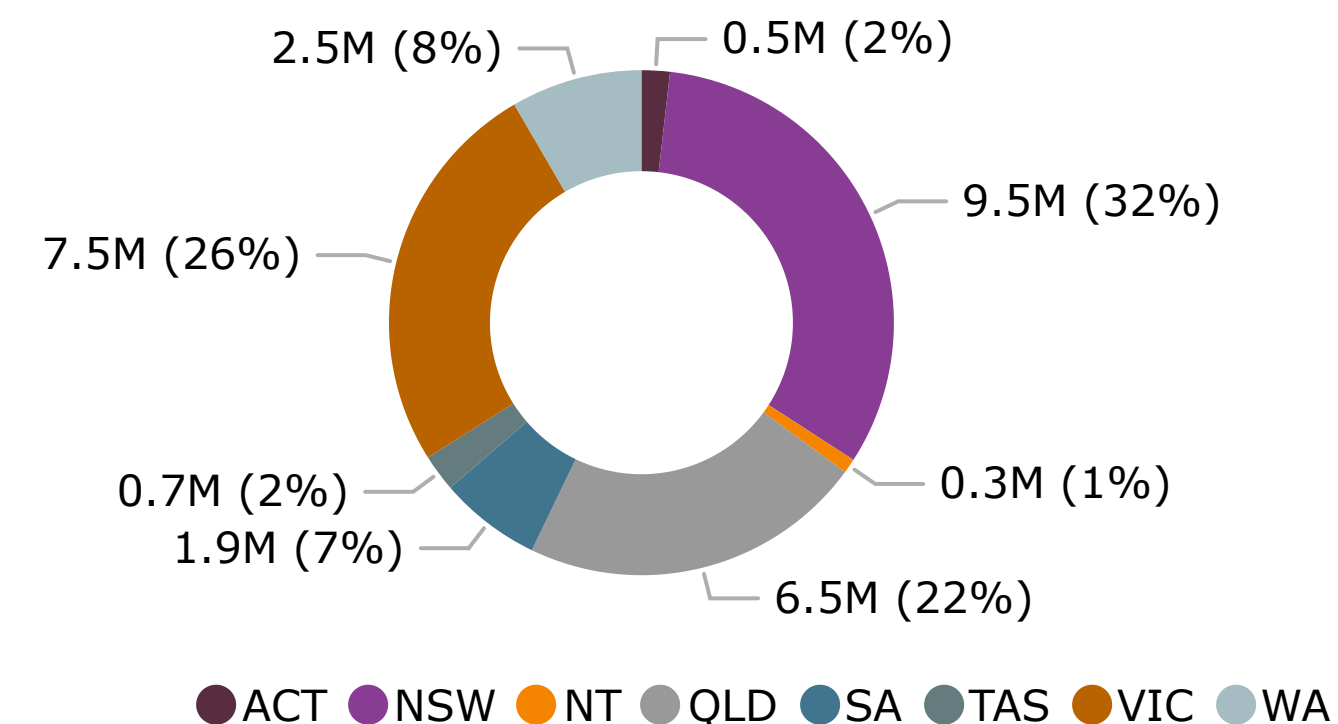
A donut chart illustrating the distribution of stopovers. The chart is divided into two segments: a larger grey segment representing 'Regional Australia' at 17.5M (58%) and a smaller purple segment representing 'Capital cities' at 12.7M (42%). A legend at the bottom identifies the colors: a grey circle for 'Regional Australia' and a purple circle for 'Capital cities'.

Category	Count	Percentage
Regional Australia	17.5M	58%
Capital cities	12.7M	42%



Stopovers by state

State/Territory	Stopovers (M)	Percentage (%)
ACT	0.5	2%
NSW	9.5	32%
NT	0.3	1%
QLD	6.5	22%
SA	1.9	7%
TAS	0.7	2%
VIC	7.5	26%
WA	2.5	8%



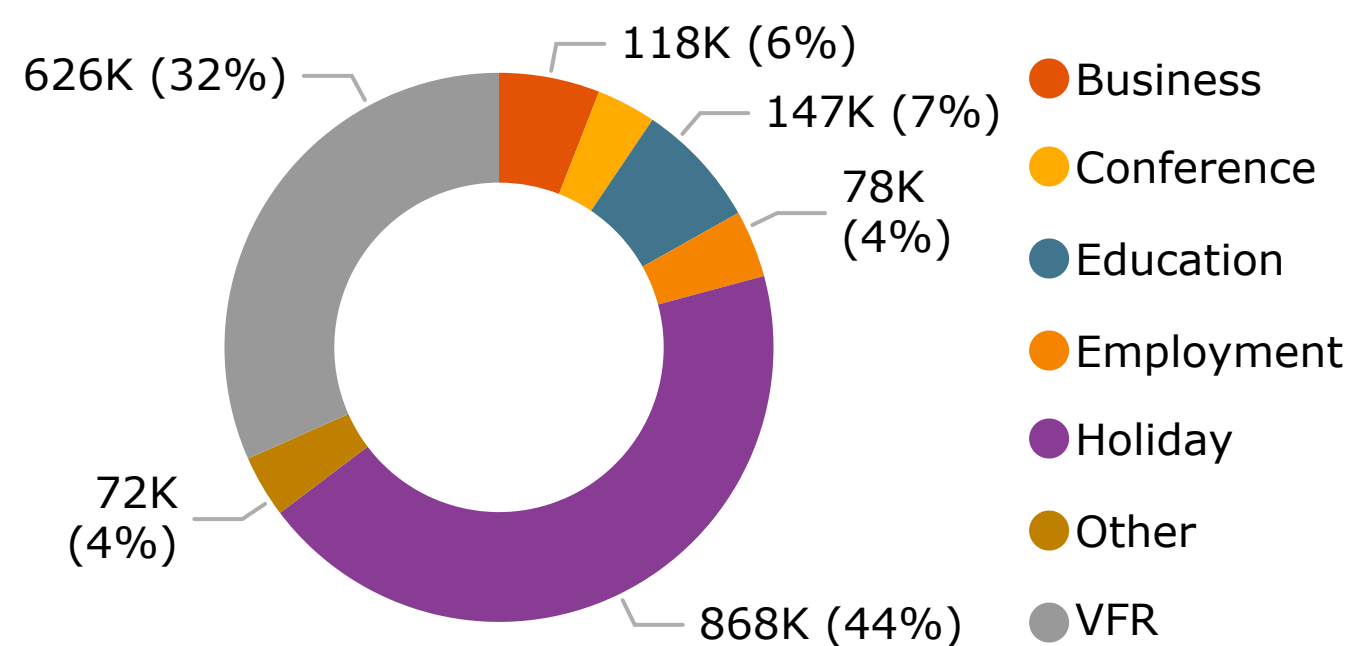
<h1>International² visitors</h1>
<p>Number of int'l arrivals:</p> <p>2.0M</p>
<p>3 months to: Jul 2025</p>

2.0M


3 months to: Jul 2025

Main reason for trip (int'l arrivals)

Reason	Count	Percentage
VFR	868K	44%
Holiday	626K	32%
Other	72K	4%
Employment	78K	4%
Education	147K	7%
Conference	118K	6%
Business	78K	4%
VFR	868K	44%

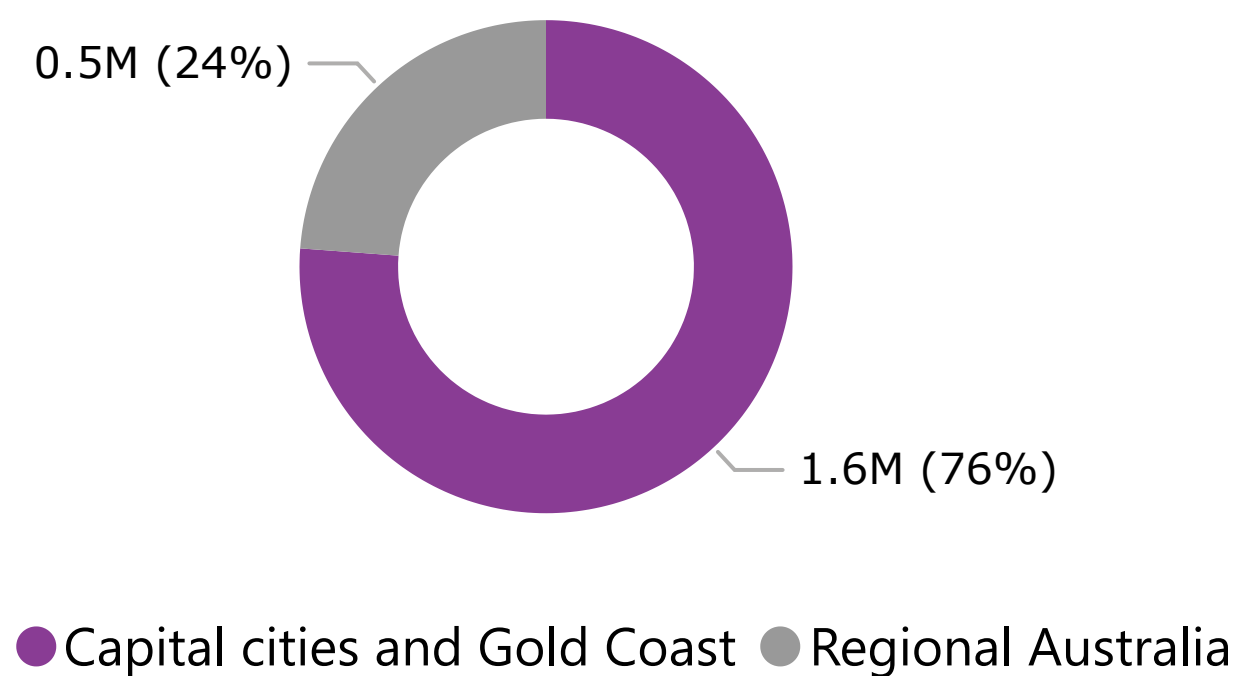


Capital cities vs regional stopovers



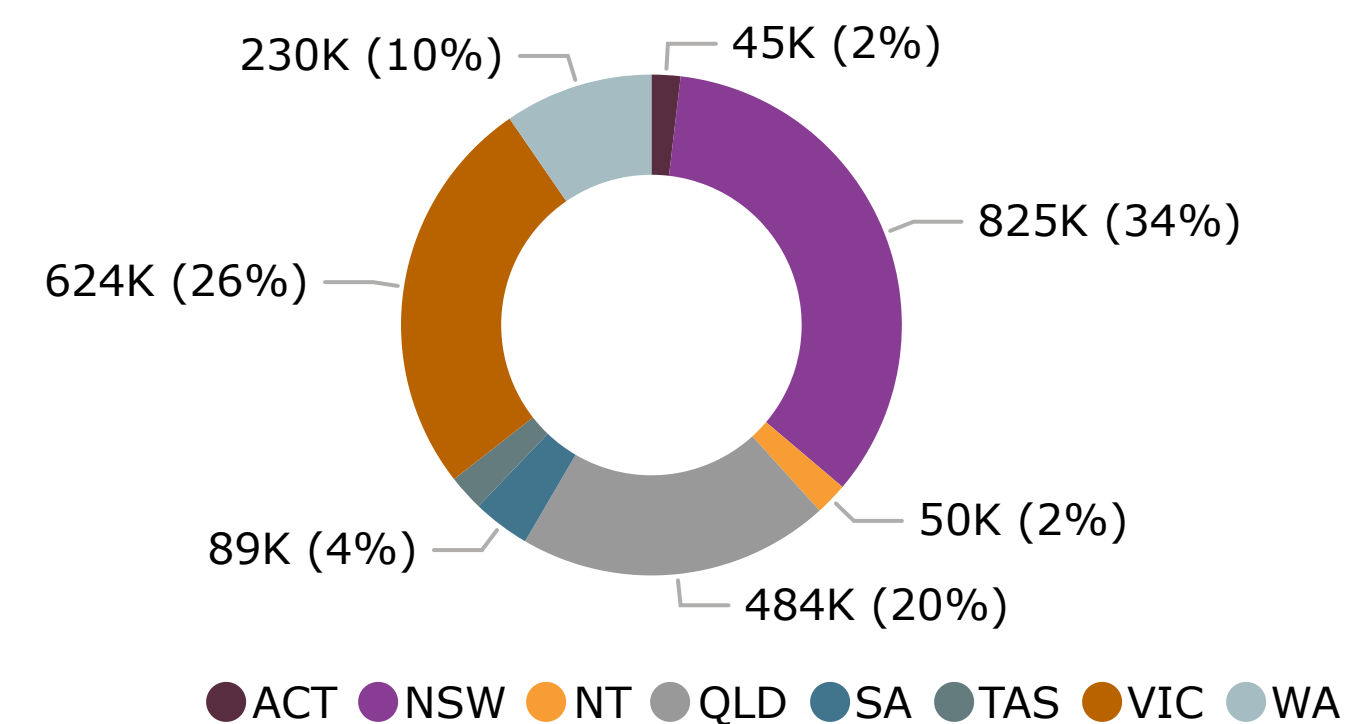
A donut chart illustrating the distribution of stopovers between capital cities and regional areas. The chart is divided into two segments: a large purple segment representing capital cities and the Gold Coast, and a smaller grey segment representing regional Australia. The purple segment is labeled with '1.6 M (76%)' and the grey segment with '0.5 M (24%)'. A legend at the bottom identifies the colors: purple for 'Capital cities and Gold Coast' and grey for 'Regional Australia'.

Category	Count	Percentage
Capital cities and Gold Coast	1.6 M	76%
Regional Australia	0.5 M	24%



Stopovers by state

State	Stopovers (K)	Percentage (%)
ACT	-	-
NSW	825	34%
NT	45	2%
QLD	484	20%
SA	89	4%
TAS	50	2%
VIC	624	26%
WA	230	10%



THRIVE spend

\$217.3bn

☒ Year to Jun 2025

☐ Year to Mar 2025

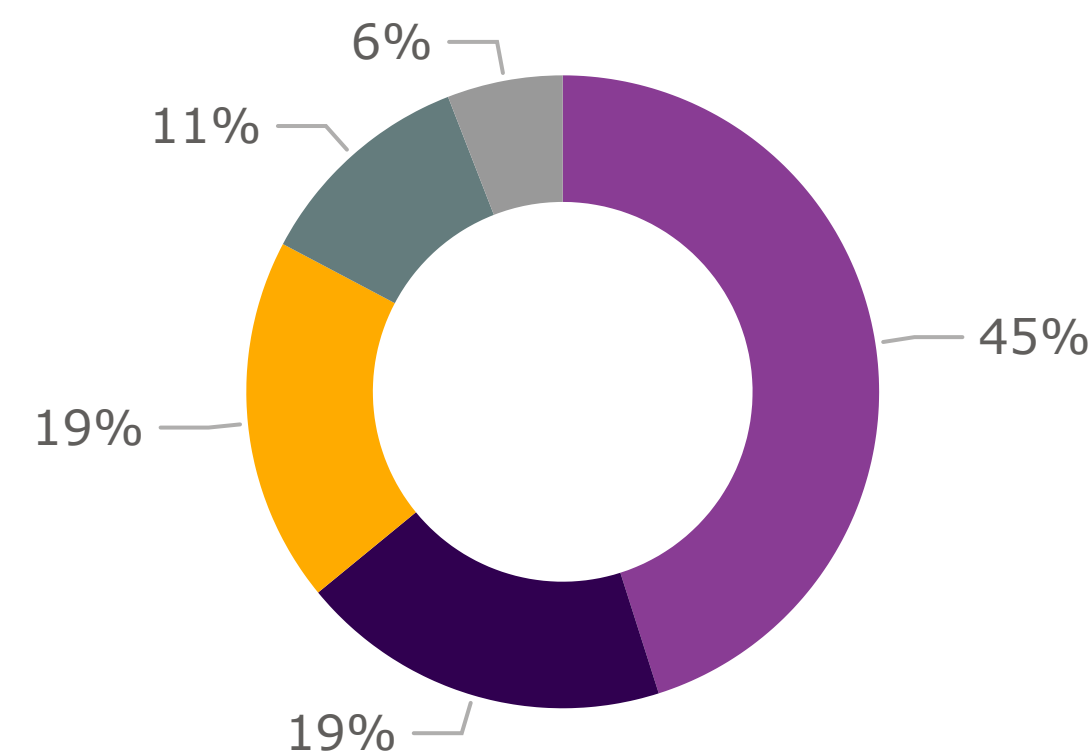
☐ Year to Dec 2024

\$217.3bn

☐ Year to Dec 2024

\$41.2bn	19%
\$98.0bn	45%
\$40.6bn	19%
\$12.8bn	6%
\$24.7bn	11%
\$217.3bn	100%

- Domestic overnight
- Domestic day trip
- Int students (long-term)
- International visitors
- Int students (short-term)



3. Sources: Tourism Research Australia; ABS Overseas Arrivals and Departures;



To Home

Latest value

Year-on-Year change

International short-term visitors

Monthly: Jul 2025	743K	▲	84K	13%
12 months to: Jul 2025	8,487K	▲	487K	6%

International arrivals by source country (top 15)
12 months to Jul 2025

New Zealand	1,393K	▲	20K	1%
China	962K	▲	137K	17%
USA	723K	▲	22K	3%
UK	693K	▲	78K	13%
India	453K	▲	34K	8%
Singapore	430K	▲	34K	8%
Japan	400K	▲	37K	10%
Korea, South	372K	▲	11K	3%
Indonesia	229K	▲	15K	7%
Hong Kong	226K	▲	12K	6%
Malaysia	200K	▲	3K	1%
Philippines	179K	▲	9K	5%
Taiwan	173K	▲	15K	9%
Germany	173K	▲	12K	7%
Canada	167K	▲	3K	2%

International arrivals by purpose
12 months to Jul 2025

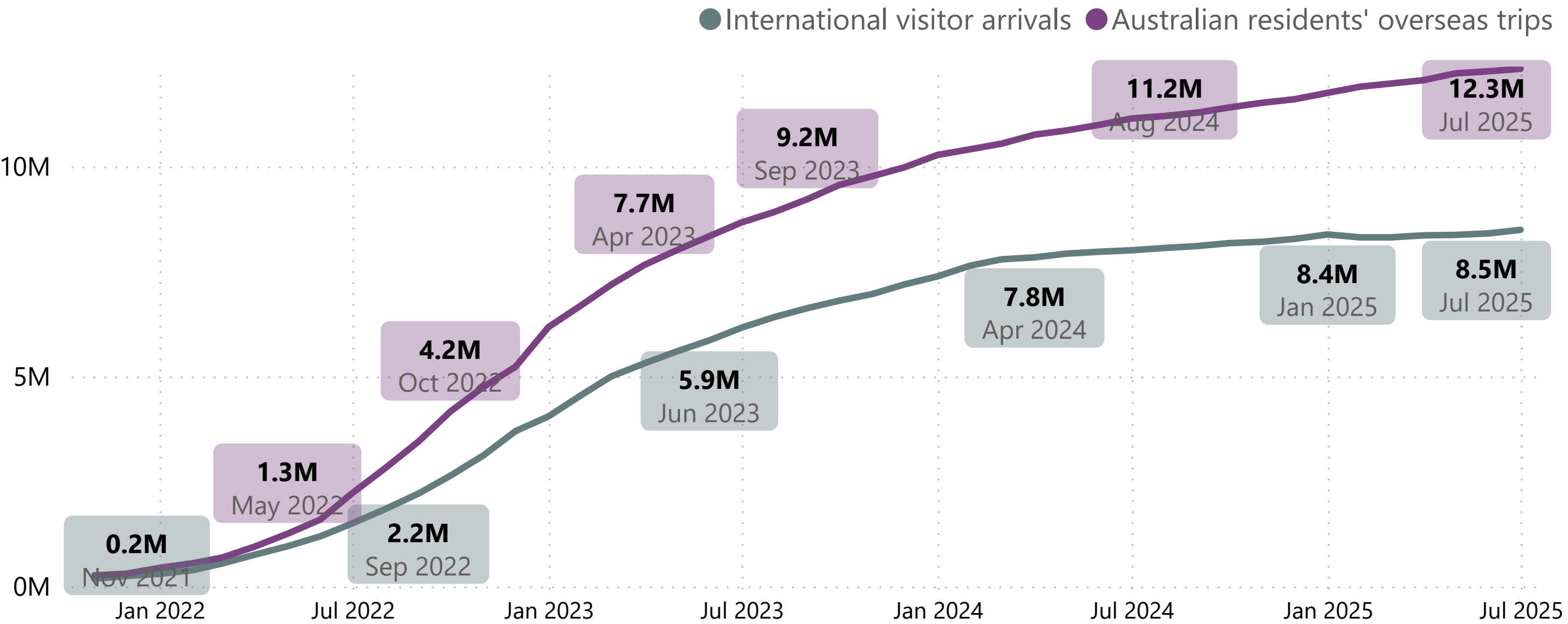
Holiday	3,700K	▲	266K	8%
Visiting friends/relatives	2,871K	▲	124K	4%
Business	739K	▲	41K	6%
Education	529K	▲	47K	10%
Employment	343K	▲	21K	7%
Other reasons	304K	▼	-12K	-4%

Australian residents returning from short-term overseas trips

Monthly: Jul 2025	1.2M	▲	59K	5%
12 months to: Jul 2025	12.3M	▲	1,182K	11%

Overseas short-term arrivals and resident returns (rolling 12-month totals)

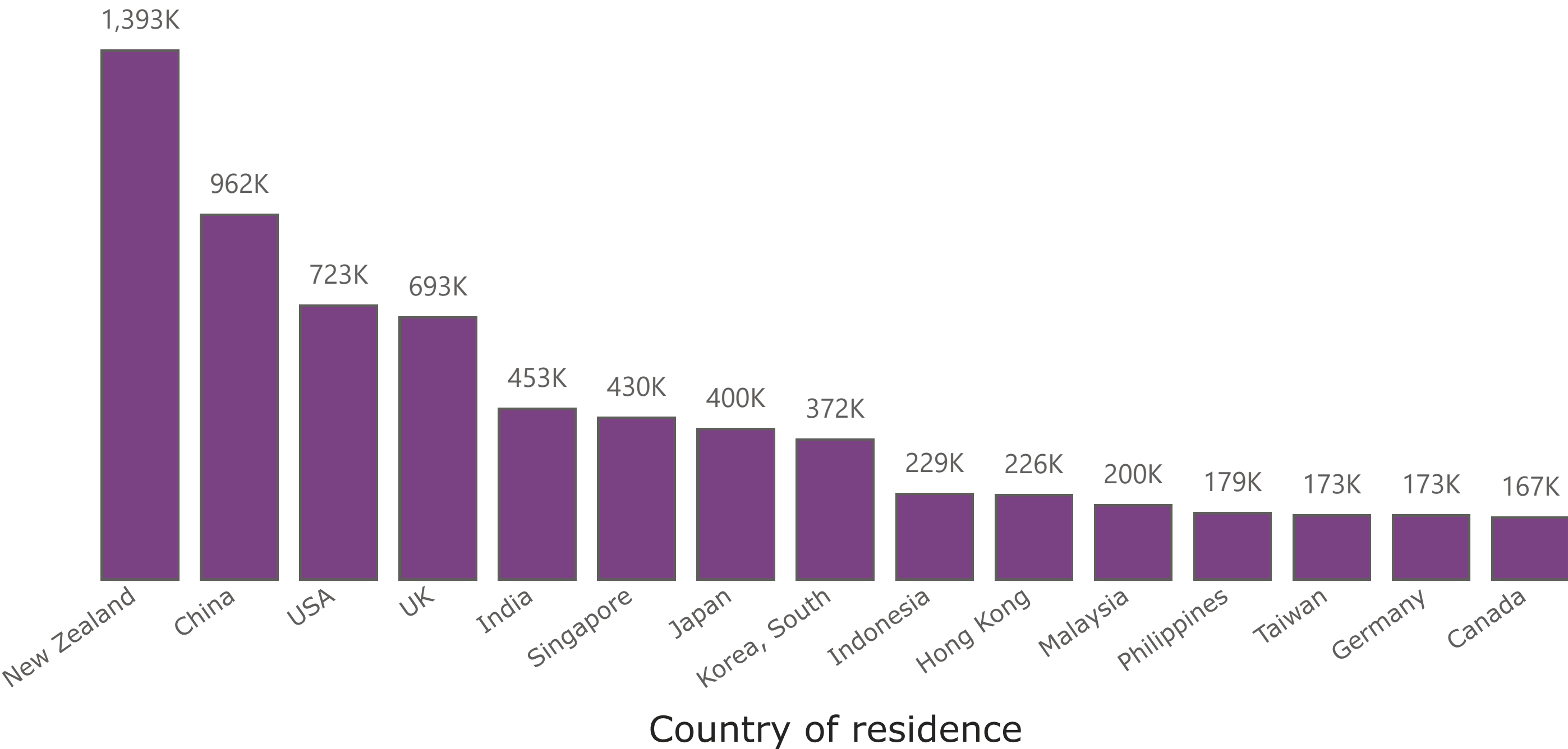
Nov 2021 to Jul 2025



Source: ABS Overseas Arrivals and Departures

International visitors by country of residence

12 months to July 2025



1 Compared to closest equivalent period in 2024 (this is September 2024 for this dataset); 2. International student visa holders data source: Department of Home Affairs, student visa holder data. (Note: Student visa holders include both short-stay and long-stay international students; 3. ABS, Overseas Arrivals and Departures);



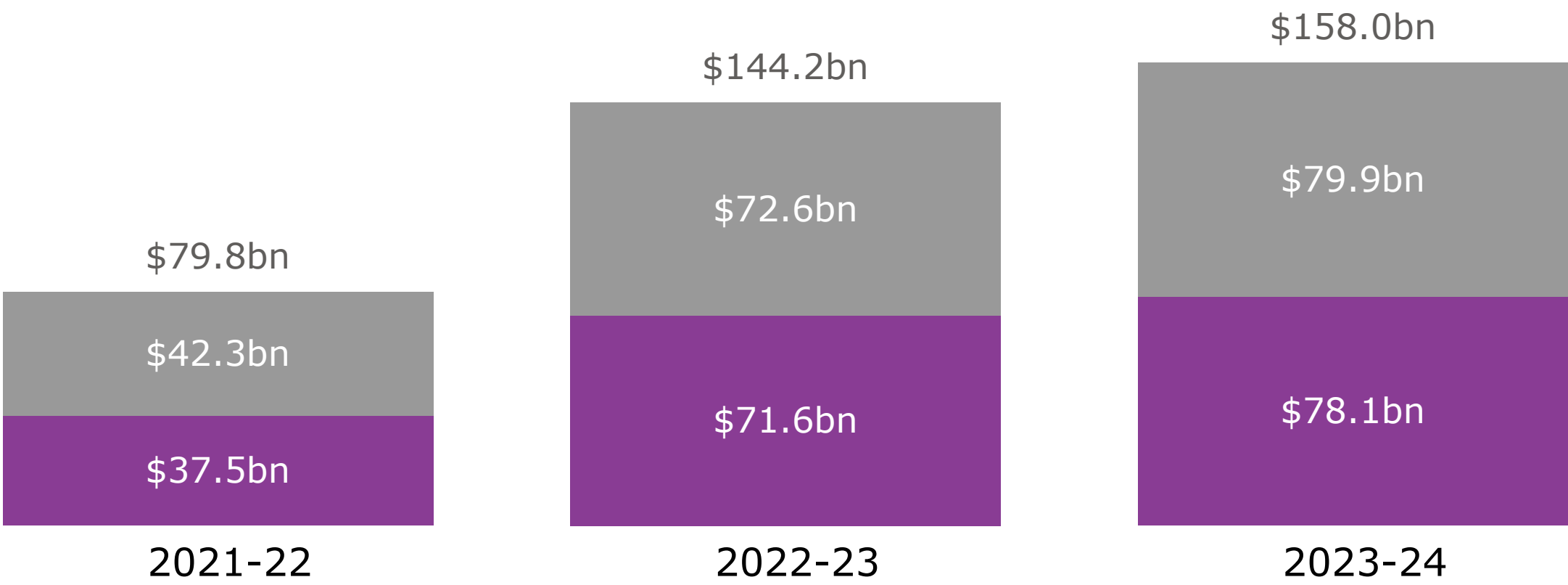
To Home

Latest value

Year-on-Year change

Tourism GDP by financial year

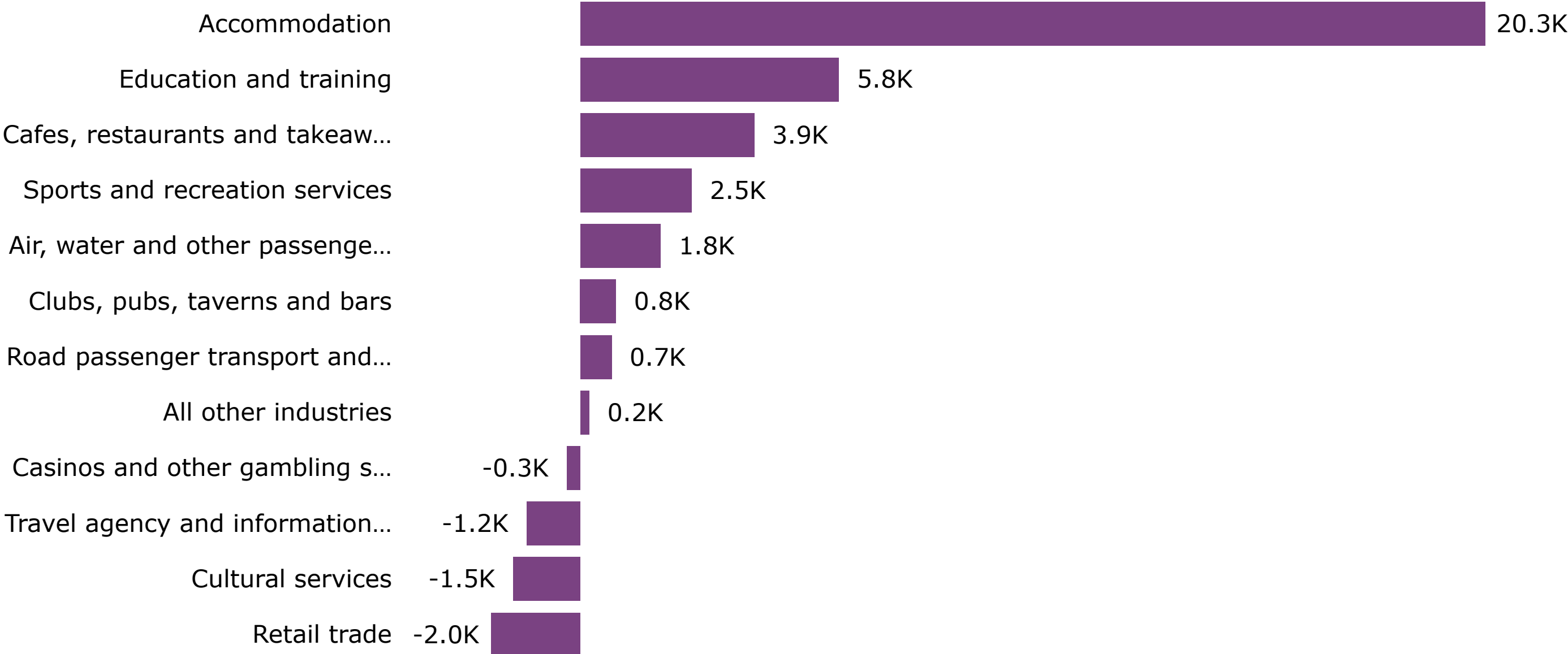
● Direct GDP ● Indirect GDP



Source: TRA State Tourism Satellite Account

YOY Change in tourism filled jobs by sector (compared with 2024)

June 2025 compared with June 2024



The values refer to the change in tourism jobs in each related sector between June 2024 and June 2025.

Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics.

1 Source: ABS, Tourism Satellite Account. 2 Source: ABS, Balance of payments and International Investment Position, Australia. 3 Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics. 4 Source: BITRE domestic and international aviation data. 5 Source: Tourism Research Australia

Tourism GDP (direct)²

2023-24	78.1bn	▲	6.5bn	9.1%
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Tourism exports (Travel Services excl. Education)²

Quarterly Jun 2025	\$6.2bn	▲	\$0.5bn	9.1%
12 months to Jun 2025	\$28.0bn	▲	\$2.2bn	8.6%

Education exports²

Quarterly Jun 2025	\$12.7bn	▲	\$0.7bn	5.7%
12 months to Jun 2025	\$53.4bn	▲	\$2.4bn	4.6%

Tourism filled jobs ³

June 2025	703K	▲	31K	5%
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Tourism-related businesses⁵

June 2024	360K	▲	2.588	0.7%
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Tourism-related businesses in regional Australia

June 2024	107K	▼	-267	-0.2%
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Domestic aviation seats available⁴

12 months to June 2025	27M	▲	1,791K	7.0%
Quarterly Jun 2025	7M	▲	417K	7.0%

Inbound international aviation seats available⁴

Quarterly Jun 2025	18.6M	▲	-39K	-0.21%
12 months to June 2025	73.2M	▲	-1,528K	-2.00%

Aviation seats available

(Values in graph are stacked)

