

INTERNATIONAL VISITOR SURVEY RESULTS

JUNE QUARTER 2025

## June quarter 2025

In June quarter 2025,
Spend in Australia was $8.5 billion, up by 32% compared with June quarter 2024.
Number of trips were 1.7 million, up by 5% compared with June quarter 2024.
Nights spent in Australia were 65.2 million, up by 8% compared with June quarter 2024.
Total trip spend was $12.4 billion, up by 30% compared with June quarter 2024.

## Year ending June 2025

In Year ending June 2025,
Spend in Australia was $37.5 billion, up by 18% on 2024.
Number of trips were 7.8 million, up by 6% on 2024.
Nights spent in Australia were 301.0 million, up by 8% on 2024.
Total trip spend was $55.4 billion, up by 16% on 2024.

**International tourism continues to see strong growth**

In the June quarter 2025 international tourism saw strong results compared with the June quarter 2024. Trips to Australia were up by 5%, nights spent in Australia were up by 8% and spend in Australia was up 32% ($2.1 billion) to $8.5 billion when compared with the previous year. The large increase in spend was driven by holiday travel (up by 45% or $985 million) and travel to visit friends and relatives (up by 55% or $553 million). Travel for holidays ($3.2 billion) and education purposes ($2.4 billion) were the largest contributors to spend in Australia in the June quarter 2025, making up almost two thirds of the spend in Australia total.

Travel by visitors from China and the United Kingdom (UK) was particularly strong in the June quarter 2025. Trips by Chinese visitors were up by 20%, nights spent in Australia up by 38% and spend in Australia up by 46% ($607 million) compared with the June quarter 2024. China has historically been one of Australia’s highest spending markets, but has been slower to return towards pre-pandemic visitor numbers than other markets given the later reopening of its international border. Trips by travellers from the UK were up by 23%, nights spent in Australia were up by 35% and spend in Australia was up by 44% ($172 million) compared with the June quarter 2024. This was mainly driven by increases in holiday travel (particularly working holiday makers), and to visit friends and relatives.

**Figure 1: Spend, nights and trips in Australia compared with previous corresponding quarters**

Figure 1 shows a bar chart with the quarterly percentage levels for number of trips, nights spent in Australia and spend in Australia compared with the previous corresponding quarters.
For number of trips, the percentage change for:
September quarter 2024 was up by 7%
December quarter 2024 was up by 8%
March quarter 2025 was up by 2%
June quarter 2025 was up by 5%.
For nights spent in Australia, the percentage change for:
September quarter 2024 was up by14%
December quarter 2024 was up by 12%
March quarter 2025 was up by 2%
June quarter 2025 was up by 8%.
For spend in Australia, the percentage change for:
September quarter 2024 was up by 8%
December quarter 2024 was up by 8%
March quarter 2025 was up by 25%
June quarter 2025 was up by 32%.


## Top 5 Visitor Markets

The top 5 visitor markets in the year ending June 2025 were New Zealand, China, the United States of America, the United Kingdom and India. China saw the largest improvement in trips to Australia up by 20% on the year ending June 2024, with nights up by 20% and spend in Australia up 29%. India saw the largest increase in spend in Australia, up 36% on the same period last year, with trips away up 9% and nights in Australia up 16%. China continues to be the largest contributor to spend in Australia, making up 26% of the total in the year ending June 2025. This was followed by the United Kingdom, making up 7.0% of the total, and the United States of America and New Zealand both making up 6.6%.

Australia’s top 5 international visitor markets in the year ending June 2025 were (percentage change on year ending June 2024 in brackets):

1. New Zealand with:

* 1.3 million trips (up 2%)
* $2.5 billion spent (up 20%)
* 14.6 million nights (up 3%)

2. China

* 892 thousand trips (up 20%)
* $9.8 billion spent (up 29%)
* 50.5 million nights (up 20%)

3. United States of America with:

* 669 thousand trips (on par)
* $2.5 billion spent (up 20%)
* 11.6 million nights (up 1%)

4. United Kingdom with:

* 663 thousand trips (up 9%)
* $2.6 billion spent (up 24%)
* 23.7 million nights (up 12%)

5. India with:

* 429 thousand trips (up 9%)
* $1.9 billion spent (up 36%)
* 29.5 million nights (up 16%)

**Figure 2. Top 5 markets by spend in Australia compared with previous corresponding year ending periods**

Figure 2 shows a bar chart with the top 5 markets by spend in Australia compared with the previous corresponding year ending periods.
For New Zealand, the percentage change for:
Year ending September 2024 was up by 14%
Year ending December 2024 was up by 3% 
Year ending March 2025 was up by 8% 
Year ending June 2025 was up by 20% 
For China, the percentage change for:
Year ending September 2024 was up by 52%
Year ending December 2024 was up by 38%
Year ending March 2025 was up by 28%
Year ending June 2025 was up by 29%.
For the United States of America, the percentage change for:
Year ending September 2024 was up by 8%
Year ending December 2024 was up by 1%
Year ending March 2025 was up by 11%
Year ending June 2025 was up by 20%.
For the United Kingdom, the percentage change for:
Year ending September 2024 was up by 16%
Year ending December 2024 was up by 15%
Year ending March 2025 was up by 21%
Year ending June 2025 was up by 24%.
For India, the percentage change for:
Year ending September 2024 was up by 4%
Year ending December 2024 was up by 16%
Year ending March 2025 was up by 23%
Year ending June 2025 was up by 36%.


## States and Territories

In the year ending June 2025, international visitor spend was strong across all states and territories when compared with the year ending June 2024. Western Australia saw the largest percentage increase in spend, up by 44% compared with the same period last year. This was followed by South Australia (up 33%), Tasmania (up 23%) and Victoria (up 20%).

For trips to Australia, all states and territories apart from South Australia (down 4%) and Tasmania (down 1%) showed improvement compared with the year ending June 2024. The ACT saw the largest improvement, up by 18%.

**Figure 3. Number of trips and spend in Australia by state and territory, year ending June 2025 (year ending June 2024 comparison in brackets)**

The figures show the number of trips and spend in Australia by state and territory, year ending June 2025 compared with year ending June 2024.
New South Wales had 3.9 million trips, up by 5%. Spend was $13.9 billion, up by 15%.
Victoria had 2.8 million trips, up by 12%. Spend was $9.8 billion, up by 20%.
Queensland had 2.2 million trips, up by 3%. Spend was $6.9 billion, up by 11%.
Western Australia had 941 thousand, trips, up by 15%. Spend was $3.5 billion, up by 44%.
South Australia had 435 thousand trips, down by 4%. Spend was $1.7 billion, up by 33%.
Tasmania had 252 thousand trips, down by 1%. Spend was $649 million, up by 23%.
Northern Territory had 227 thousand trips, up by 12%. Spend was $487 million, up by 6%.
Australian Capital Territory had 217 thousand trips, up by 18%. Spend was $599 million, up by 9%.


## Pre-COVID-19 comparison

Spend in Australia and nights spent in Australia have both fully recovered and are now above pre-COVID levels. Trips to Australia remain moderately below pre-COVID levels, with growth moderating in recent quarters.

In the June quarter 2025:

* spend in Australia was $8.5 billion, up 52% on pre-COVID levels when compared with the June quarter 2019
* the number of trips were 1.7 million, 93% of pre-COVID levels when compared with the June quarter 2019
* nights spent in Australia were 65.2million, up 20% on pre-COVID levels when compared with the June quarter 2019.

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