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INTERNATIONAL VISITOR SURVEY RESULTS

MARCH QUARTER 2025

## March quarter 2025

In March quarter 2025,
Spend in Australia was $12.8 billion, up by 25% compared with March quarter 2024.
Number of trips were 2.1 million, up by 2% compared with March quarter 2024.
Nights spent in Australia were 88.9 million, up by 2% compared with March quarter 2024.
Total trip spend was $18.8 billion, up by 25% compared with March quarter 2024.

## Year ending March 2025

In Year ending March 2025,
Spend in Australia was $35.5 billion, up by 15% on 2024.
Number of trips were 7.7 million, up by 7% on 2024.
Nights spent in Australia were 296.4 million, up by 11% on 2024.
Total trip spend was $52.6 billion, up by 12% on 2024.

**International tourism saw strong growth in spend**

March quarter 2025 international tourism results saw strong spend compared with the March quarter 2024 results. Spend in Australia was $12.8 billion, up 25% or $2.6 billion when compared with the previous year, driven by travel for a holiday (up by 32% or $1.0 billion) and education purposes (up by 23% or $0.9 billion). Travel for education purposes ($5.1 billion) and holidays ($4.3 billion) were the largest contributors to spend in Australia in the March quarter 2025, making up almost three quarters of the spend in Australia total. The average spend per night in Australia in the March quarter 2025 was $144, an increase of 23% when compared with the March quarter 2024. This increase was largely driven by holiday travellers, with their average spend per night up by 28% to $193.

Trips to Australia and nights spent in Australia improved slightly, both up by 2% compared with the March quarter 2024. The average number of nights spent in Australia by international visitors in the March quarter 2025 remained unchanged when compared with March quarter 2024, at 42 nights.

**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:
June quarter 2024 was up by 12%
September quarter 2024 was up by 7%
December quarter 2024 was up by 8%
March quarter 2025 was up by 2%.
For nights spent in Australia:
June quarter 2024 was up by 23%
September quarter 2024 was up by14%
December quarter 2024 was up by 12%
March quarter 2025 was up by 2%.
For spend in Australia:
June quarter 2024 was up by 15%
September quarter 2024 was up by 8%
December quarter 2024 was up by 8%
March quarter 2025 was up by 25%.

## Top 5 Visitor Markets

The top 5 visitor markets in the year ending March 2025 were New Zealand, China, the United States of America, the United Kingdom and India. China saw the largest improvement on the previous year with spend up by 28%, trips to Australia up by 26% and nights away up by 22% on the year ending March 2024. China continues to be the largest contributor to spend in Australia, making up 26% of the total in the year ending March 2025, followed by the United Kingdom at 6.9% and the United States of America at 6.5%.

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

1. New Zealand with:

* 1.2 million trips (up 2%)
* $2.2 billion spent (up 8%)
* 14.6 million nights (up 2%)

2. China

* 860 thousand trips (up 26%)
* $9.2 billion spent (up 28%)
* 47.5 million nights (up 22%)

3. United States of America with:

* 672 thousand trips (up 1%)
* $2.3 billion spent (up 11%)
* 11.8 million nights (up 5%)

4. United Kingdom with:

* 613 thousand trips (up 6%)
* $2.4 billion spent (up 21%)
* 22.3 million nights (up 11%)

5. India with:

* 427 thousand trips (up 10%)
* $1.8 billion spent (up 23%)
* 28.9 million nights (up 21%)

**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 June 2024 was up by 25% compared with year ending June 2023
Year ending September 2024 was up by 14% compared with year ending September 2023
Year ending December 2024 was up by 3% compared with year ending December 2023
Year ending March 2025 was up by 8% compared with year ending March 2024.
For China, the percentage change for:
Year ending June 2024 was up by 117%
Year ending September 2024 was up by 52%
Year ending December 2024 was up by 38%
Year ending March 2025 was up by 28%.
For the United States of America, the percentage change for:
Year ending June 2024 was up by 24%
Year ending September 2024 was up by 8%
Year ending December 2024 was up by 1%
Year ending March 2025 was up by 11%.
For the United Kingdom, the percentage change for:
Year ending June 2024 was up by 25%
Year ending September 2024 was up by 16%
Year ending December 2024 was up by 15%
Year ending March 2025 was up by 21%.
For India, the percentage change for:
Year ending June 2024 was down by 2%
Year ending September 2024 was up by 4%
Year ending December 2024 was up by 16%
Year ending March 2025 was up by 23%.

## States and Territories

In the year ending March 2025, international visitor spend was strong across most states and territories when compared with the year ending March 2024. Tasmania saw the largest percentage increase in spend, up by 38% compared with the same period last year. This was followed by Western Australia (up 28%), South Australia (up 21%), and Victoria (up 20%).

For trips to Australia, all states and territories apart from South Australia (down 6%) showed improvement compared with the year ending March 2024. Western Australia and the ACT saw the largest improvement, both up 13%.

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

Figure 3 shows a map of Australia with differing sizes of circles based on number of trips for each state and territory. 
The figures show the number of trips and spend in Australia by state and territory, year ending March 2025 compared with year ending March 2024.

New South Wales had 3.9 million trips, up by 5%. Spend was $13.4 billion, up by 15%.

Victoria had 2.7 million trips, up by 12%. Spend was $9.3 billion, up by 20%.

Queensland had 2.2 million trips, up by 3%. Spend was $6.3 billion, up by 2%.

Western Australia had 906 thousand, trips, up by 13%. Spend was $3.2 billion, up by 28%.

South Australia had 436 thousand trips, down by 6%. Spend was $1.6 billion, up by 21%.

Tasmania had 250 thousand trips, up by 6%. Spend was $613 million, up by 38%.

Northern Territory had 219 thousand trips, up by 10%. Spend was $476 million, up by 11%.

Australian Capital Territory had 214 thousand trips, up by 13%. Spend was $566 million, on par with year ending March 2024.

## 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 March quarter 2025:

* spend in Australia was $12.8 billion, up 23% on pre-COVID levels when compared with the March quarter 2019
* the number of trips were 2.1 million, 91% of pre-COVID levels when compared with the March quarter 2019
* nights spent in Australia were 88.9 million, up 7% on pre-COVID levels when compared with the March quarter 2019.

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