



Data for visitors to Australia for less than 12 months



Canada was Australia's 15th largest inbound market. In 2025 visitation increased 4% year-on-year, and total spend in Australia increased by 20% to reach \$664.6 million.

Visitor numbers



Total visitors
171,630



Change vs last year
+4%



Rank
15th

Visitor spend



Average visitor spend
\$4,134



Total spend in Australia
\$664.6m



Change in total spend vs last year
+20%

Visitor group type



Solo traveller
55%
Total INT: 54%



Adult couple
23%
Total INT: 20%



Family/ friends group
21%
Total INT: 23%

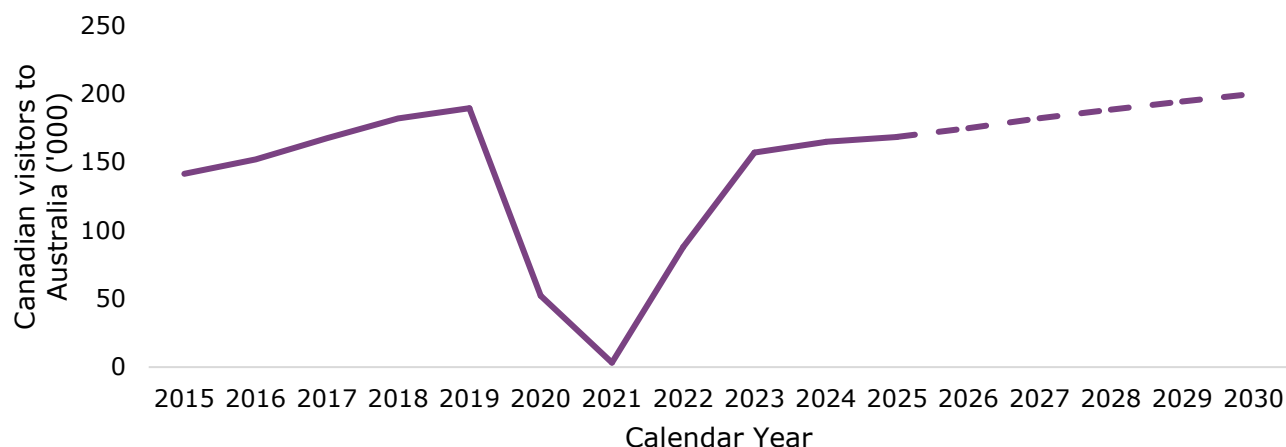


Other
1%
Total INT: 3%

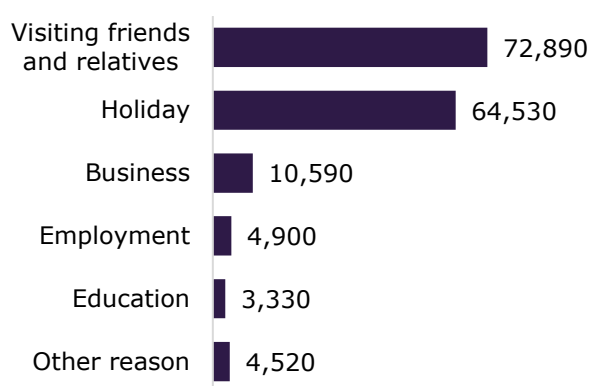


Canada is forecast to reach 200,000 visitors in 2030. Canadian visitors come to Australia to visit friends and relatives more than other international visitors and are more likely to visit regional Australia than other international visitors.

Forecast visitor growth



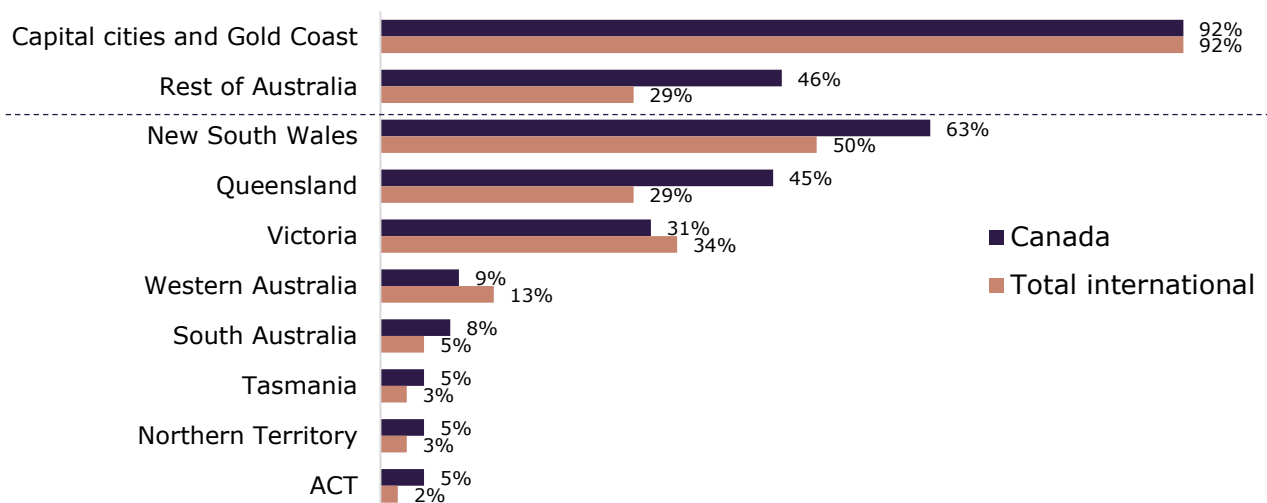
Main reason for visitation



	Canada	Total INT
Visiting friends and relatives	45%	34%
Holiday	40%	43%
Business	7%	9%
Employment	3%	4%
Education	2%	7%
Other reason	3%	3%

*Total INT = The average for total international visitors to Australia

Destinations visited





Canadian visitors spend more nights in Australia compared to the average international visitor. Many Canadians are on their first trip to Australia. Key demand-driving experiences includes sightseeing, going to the beach, and visiting national and state parks.

Nights Stayed

	Canada	Total INT
1- 7 nights	18%	34%
8 - 14 nights	27%	23%
15 - 30 nights	29%	17%
31 or more nights	26%	25%

*Total INT = The average for total international visitors to Australia

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)

99%

Total INT: 97%



First trip to
 Australia

52%

Total INT: 41%

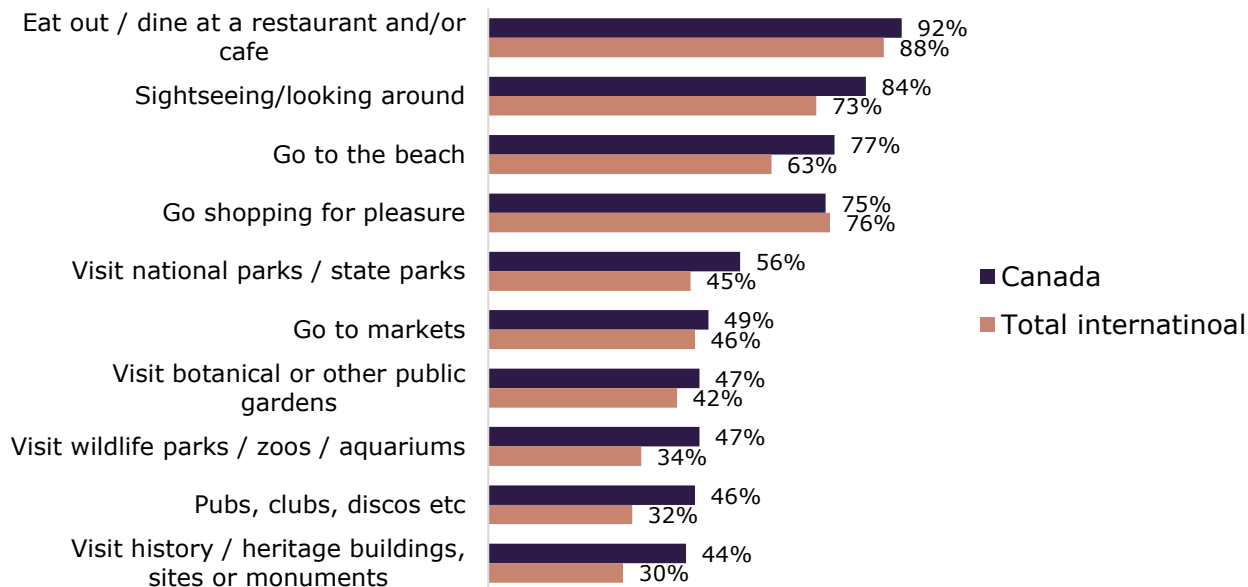


Return trip to
 Australia

48%

Total INT: 59%

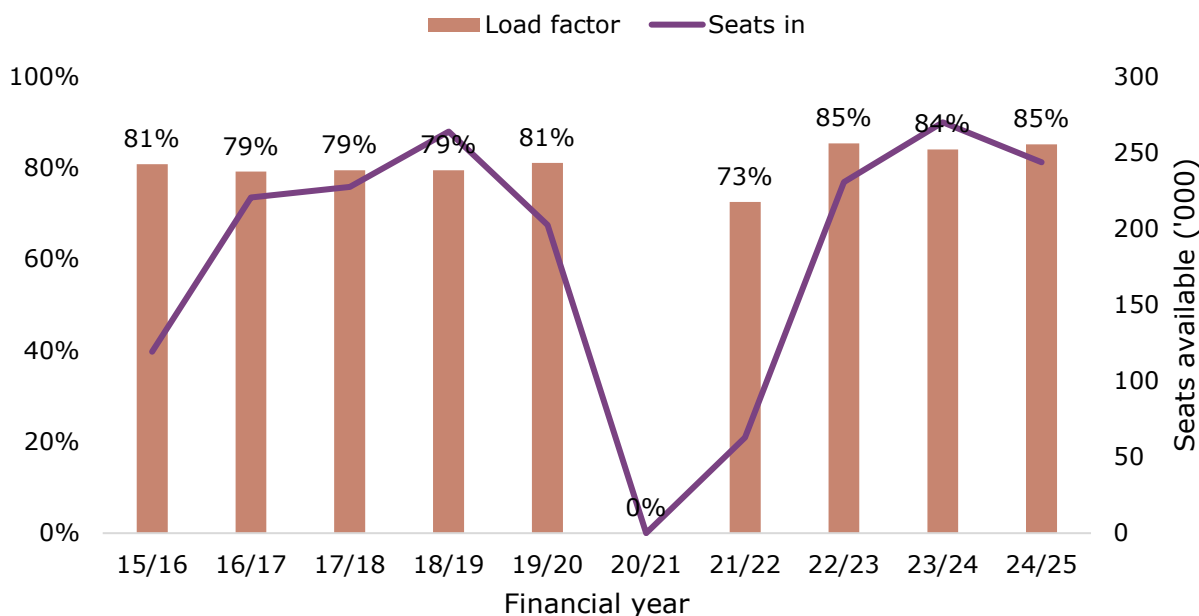
What visitors do





Aviation capacity for Canada has dipped after growth in FY2023-24, while the load factor has remained steady. Over 167,900 Australians visited Canada in 2025, a similar growth rate to arrivals.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 Canada
167,910



Canadian residents
 Visiting Australia
171,630



NET visitor
 balance
+3,720

Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated March 2026.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au