



## Data for visitors to Australia for less than 12 months



China is Australia's second largest inbound market, having reached 56% of pre-pandemic levels in FY2023-24. Total spend from Chinese visitors was \$7.4 billion for FY2023-24.

### Visitor numbers



Total visitors  
**800,400**



Change vs last year  
**+231%**



Change vs pre-pandemic  
**-44%**



Rank  
**2<sup>nd</sup>**

### Visitor group type



Solo traveller  
**62%**

Total INT: 57%



Adult couple  
**14%**

Total INT: 20%



Family  
**12%**

Total INT: 12%



Other  
**13%**

Total INT: 11%

### Visitor spend



Average visitor spend  
**\$10,200**



Total spend in Australia  
**\$7.4b**



Change in total spend vs last year  
**+117%**

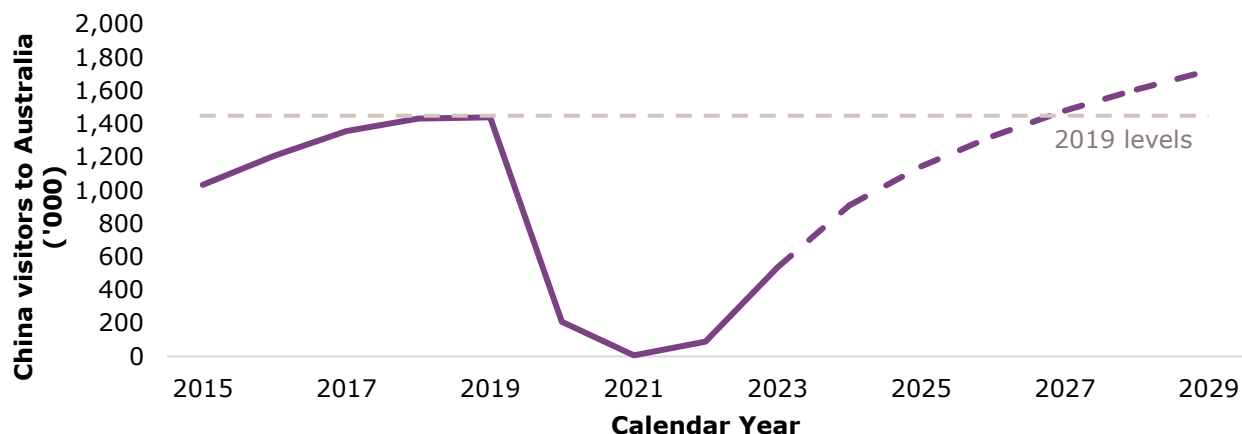


Change in total spend vs pre-pandemic  
**-23%**

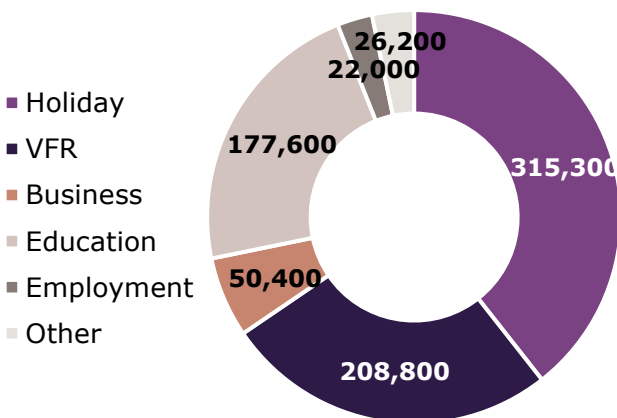


Chinese visitors are forecasted to return to pre-pandemic levels in 2027. 2 in 3 Chinese visit Australia for a holiday or for visiting friends and relatives (VFR).

## Forecast visitor growth



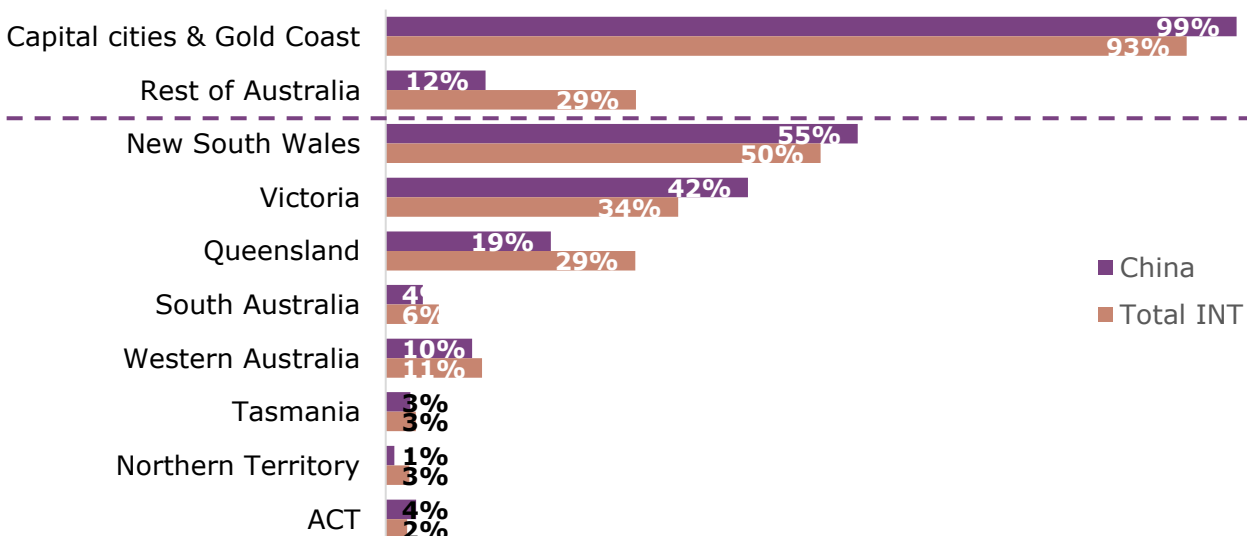
## Main reason for visitation



	China	Total INT*
Holiday	39%	43%
Visiting Friends or Relatives (VFR)	26%	34%
Business	6%	9%
Education	22%	6%
Employment	3%	4%
Other	3%	4%

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

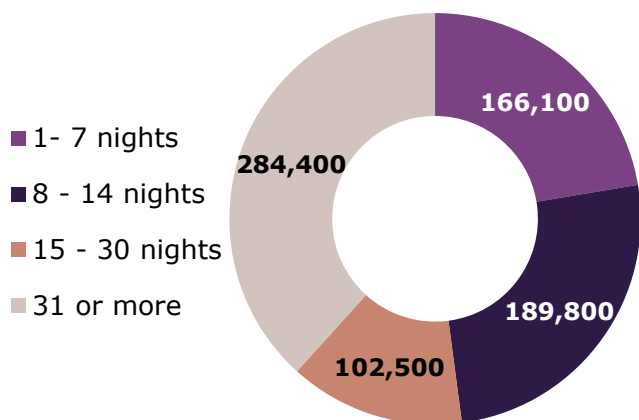
## Where visitors stay





Chinese visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include social and outdoors activities, going to the beach and local attractions.

## Nights Stayed



	China	Total INT*
1- 7 nights	22%	34%
8 - 14 nights	25%	23%
15 - 30 nights	14%	17%
31 or more nights	38%	25%

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

## Visitor experience rating and trip type



Positive trip sentiment  
 (7+ out of 10)  
**95%**  
 Total INT: 96%

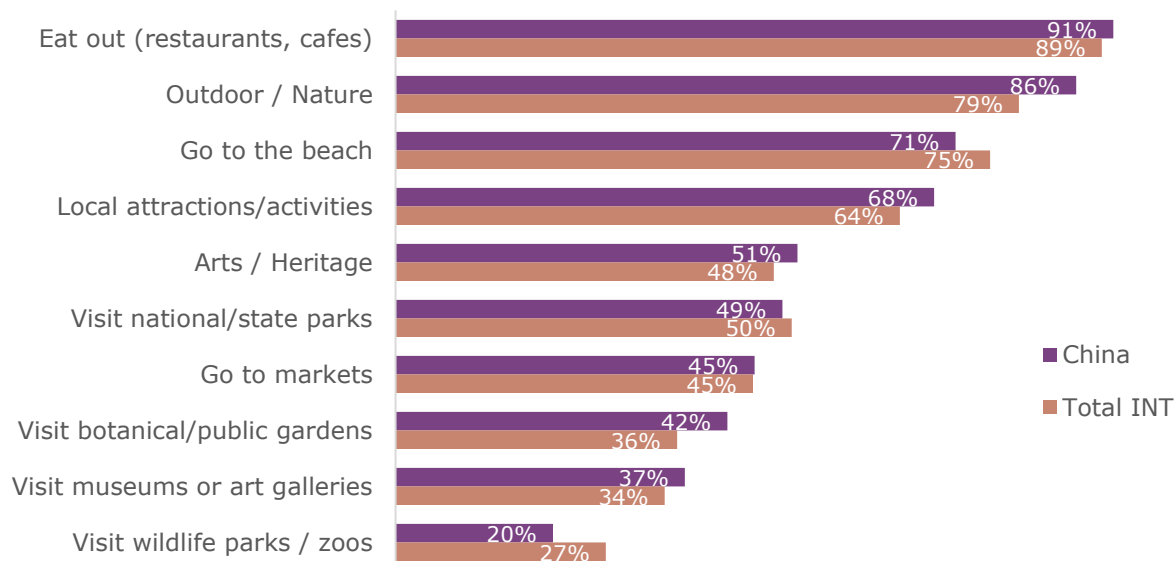


First trip to Australia  
**34%**  
 Total INT: 36%



Return trip to Australia  
**66%**  
 Total INT: 64%

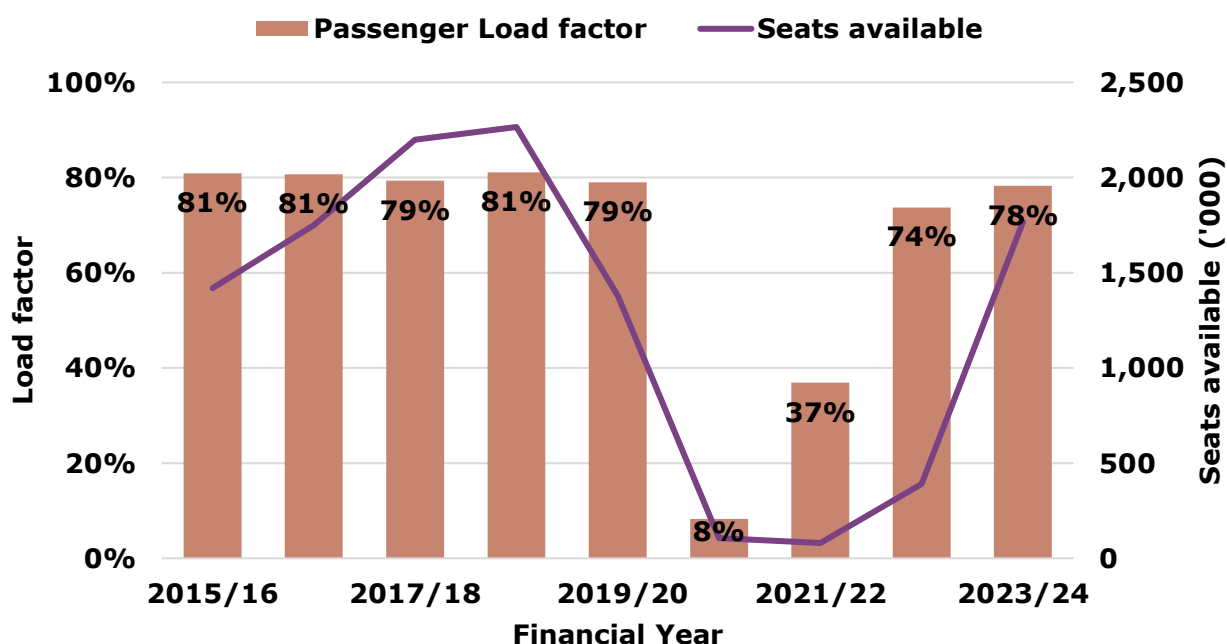
## What visitors do





Aviation capacity for China remains below pre-pandemic levels. Over half a million Australians visited China in FY2023-24.

## Aviation capacity



## Australians in market



Australian residents returning from market

**520,200**



Chinese residents coming into Australia

**800,400**



NET visitor balance

**+280,200**

### 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 December 2024.

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