



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



China was Australia's 2<sup>nd</sup> largest inbound market. In 2025 China saw a 17% year-on-year increase in visitation, and a 39% increase in spend in Australia.

### Visitor numbers



Total visitors  
**1,040,140**



Change vs last year  
**+17%**



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

### Visitor spend



Average visitor spend  
**\$11,542**



Total spend in Australia  
**\$11.2b**



Change in total spend vs last year  
**+39%**

### Visitor group type



Solo traveller  
**55%**  
Total INT: 54%



Adult couple  
**13%**  
Total INT: 20%



Family/ friends group  
**27%**  
Total INT: 23%

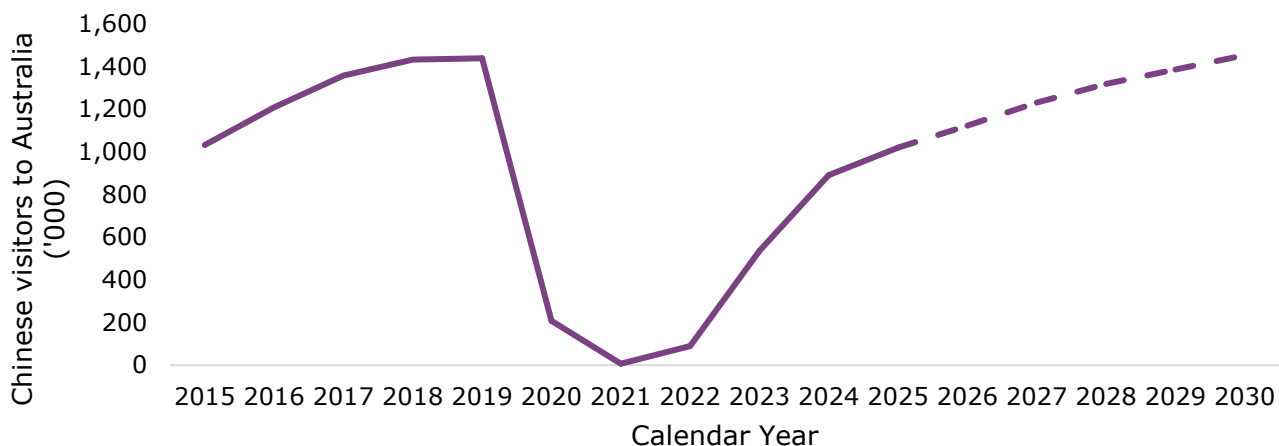


Other  
**3%**  
Total INT: 3%

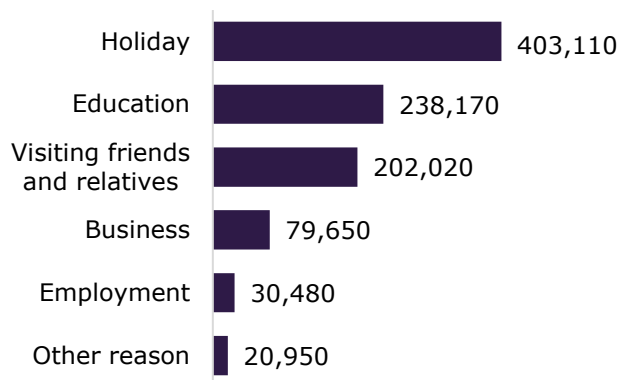


Chinese visitors are more likely to visit for education than other international markets. The number of Chinese visitors to Australia is predicted to reach over 1.45 million in 2030.

## Forecast visitor growth



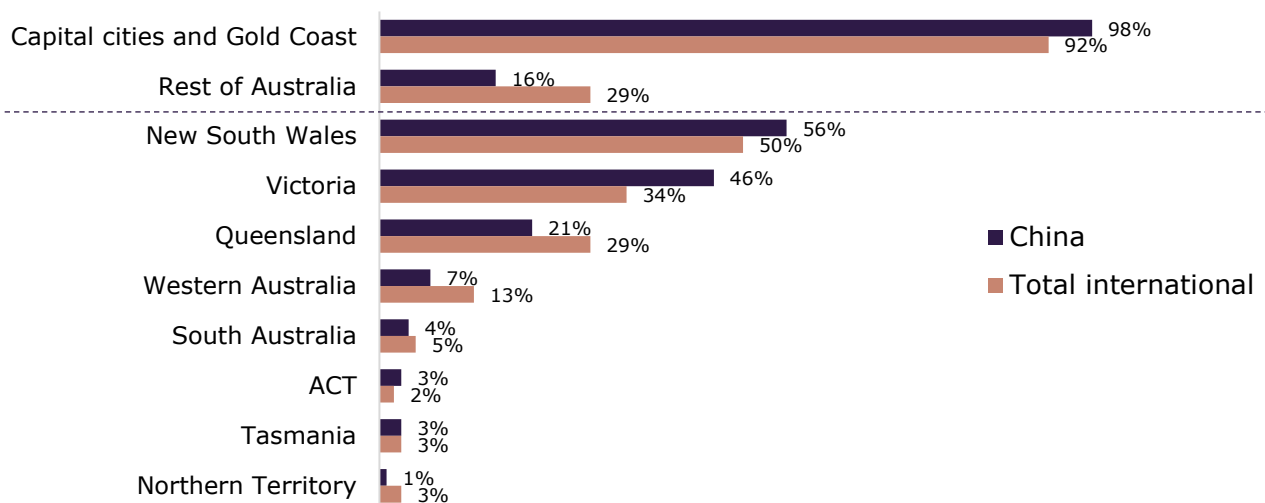
## Main reason for visitation



|                                | China | Total INT |
|--------------------------------|-------|-----------|
| Holiday                        | 41%   | 43%       |
| Education                      | 24%   | 7%        |
| Visiting friends and relatives | 21%   | 34%       |
| Business                       | 8%    | 9%        |
| Employment                     | 3%    | 4%        |
| Other reason                   | 2%    | 3%        |

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

## Destinations visited





Chinese visitors spend more nights in Australia than the average international visitor, likely due to the high number of Chinese visitors for the purpose of education. Key demand-driving experiences include eating out, shopping, and going to the beach and botanical gardens.

## Nights Stayed

|                   | China | Total INT |
|-------------------|-------|-----------|
| 1- 7 nights       | 22%   | 34%       |
| 8 - 14 nights     | 24%   | 23%       |
| 15 - 30 nights    | 14%   | 17%       |
| 31 or more nights | 39%   | 25%       |

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

## Visitor experience rating and trip type



Positive trip sentiment  
 (7+ out of 10)

**97%**

Total INT: 97%



First trip to  
 Australia

**49%**

Total INT: 41%

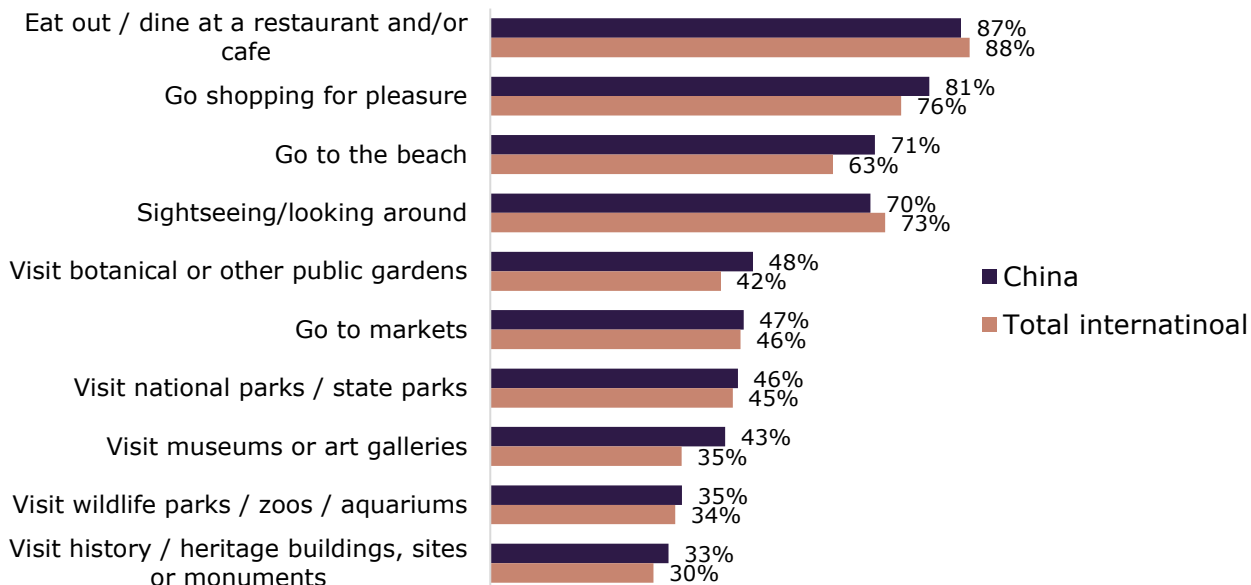


Return trip to  
 Australia

**51%**

Total INT: 59%

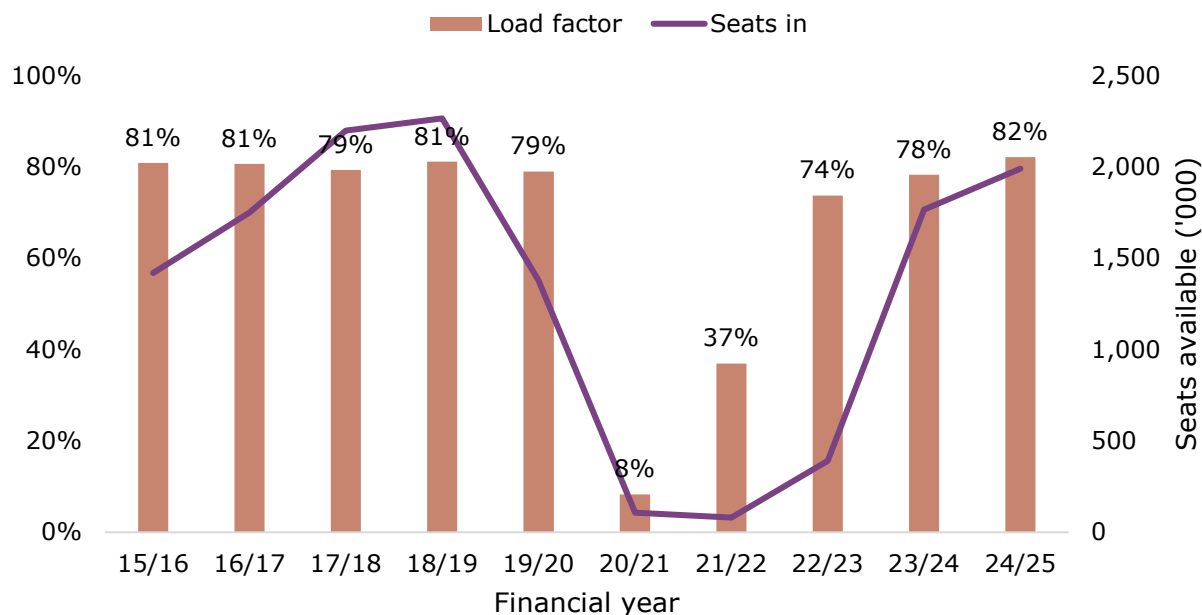
## What visitors do





Available seats and load factor has steadily increased in the last two years. Over 692,000 Australians visited China in 2025, the fifth most popular overseas destination for Australians.

## Direct aviation capacity



## Australian visitors to market



Australians' visiting  
 China  
**692,500**



Chinese residents  
 coming into Australia  
**1,040,140**



NET visitor  
 balance  
**+347,640**

### 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](http://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)