



Data for visitors to Australia for less than 12 months



France is Australia's 17th largest inbound market. In 2025 visitors from France grew 14% year-on-year. Spend in Australia has reached \$924 million, outpacing visitation growth.

Visitor numbers



Total visitors
145,300



Change vs last year
+14%



Rank
17th

Visitor spend



Average visitor spend
\$6,671



Total spend in Australia
\$924.5m



Change in total spend vs last year
+36%

Visitor group type



Solo traveller
65%
Total INT: 54%



Adult couple
19%
Total INT: 20%



Family/ friends group
15%
Total INT: 23%

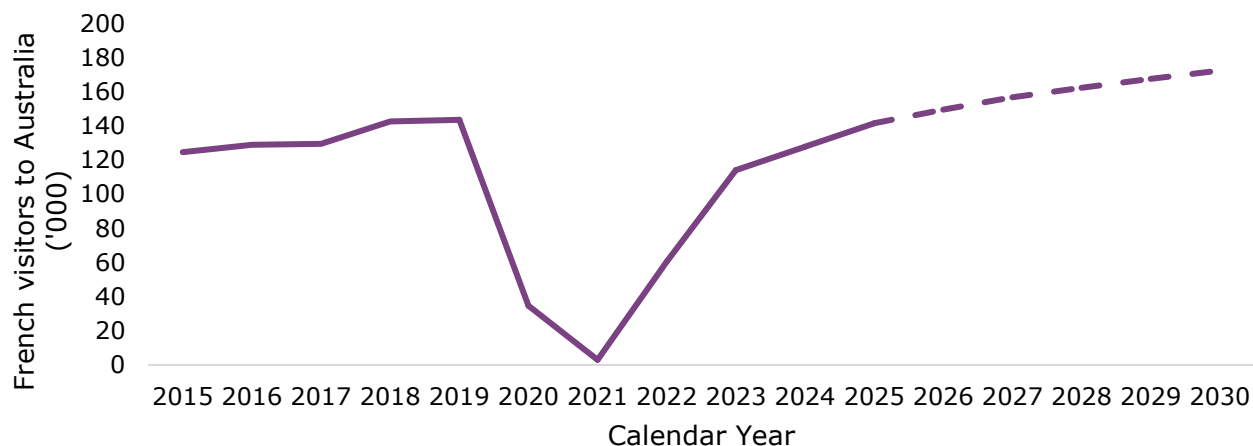


Other
1%
Total INT: 3%

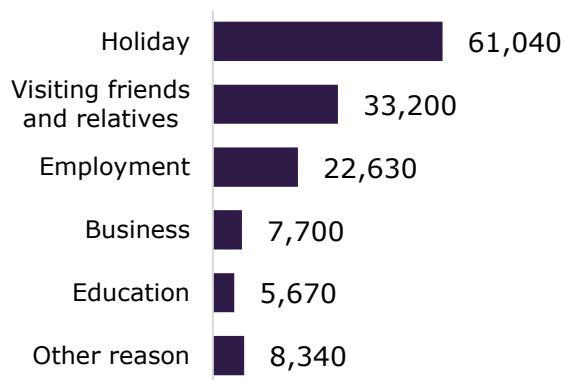


French visitors are forecast to reach 173,000 in 2030. Visitors from France are 4 times more likely to be in Australia for employment and more likely to visit regional Australia than the average international traveller.

Forecast visitor growth



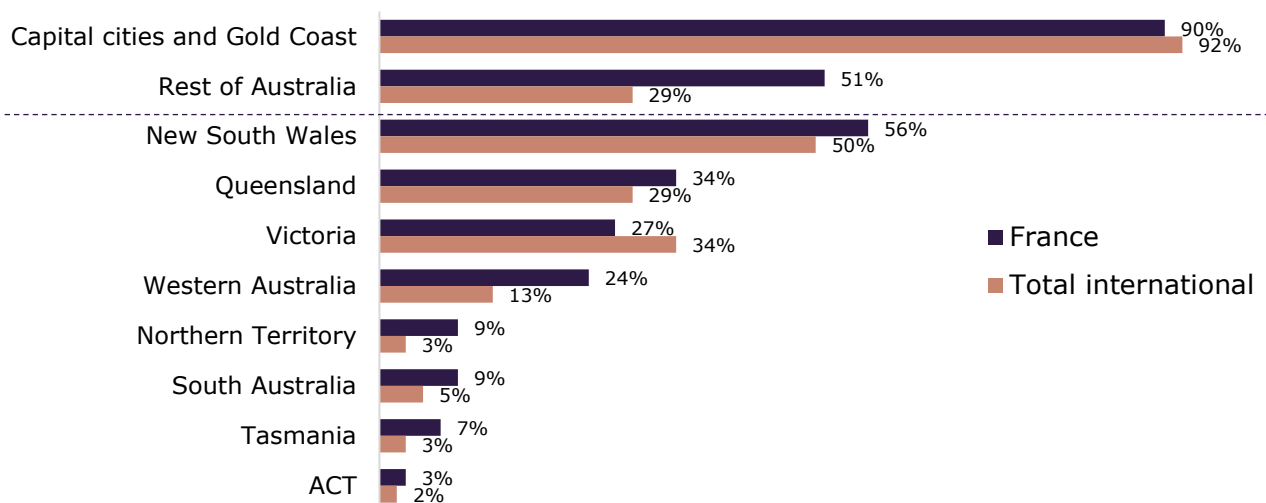
Main reason for visitation



	France	Total INT
Holiday	44%	43%
Visiting friends and relatives	24%	34%
Employment	16%	4%
Business	6%	9%
Education	4%	7%
Other reason	6%	3%

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

Destinations visited





French visitors spend more nights in Australia than the average international visitor. In 2025, approximately 6 out of 10 French visitors to Australia were first-time visitors. Key demand driving activities for French visitors include going to the beach, visiting national parks, and pubs and clubs.

Nights Stayed

	France	Total INT
1- 7 nights	11%	34%
8 - 14 nights	15%	23%
15 - 30 nights	24%	17%
31 or more nights	48%	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

59%

Total INT: 41%

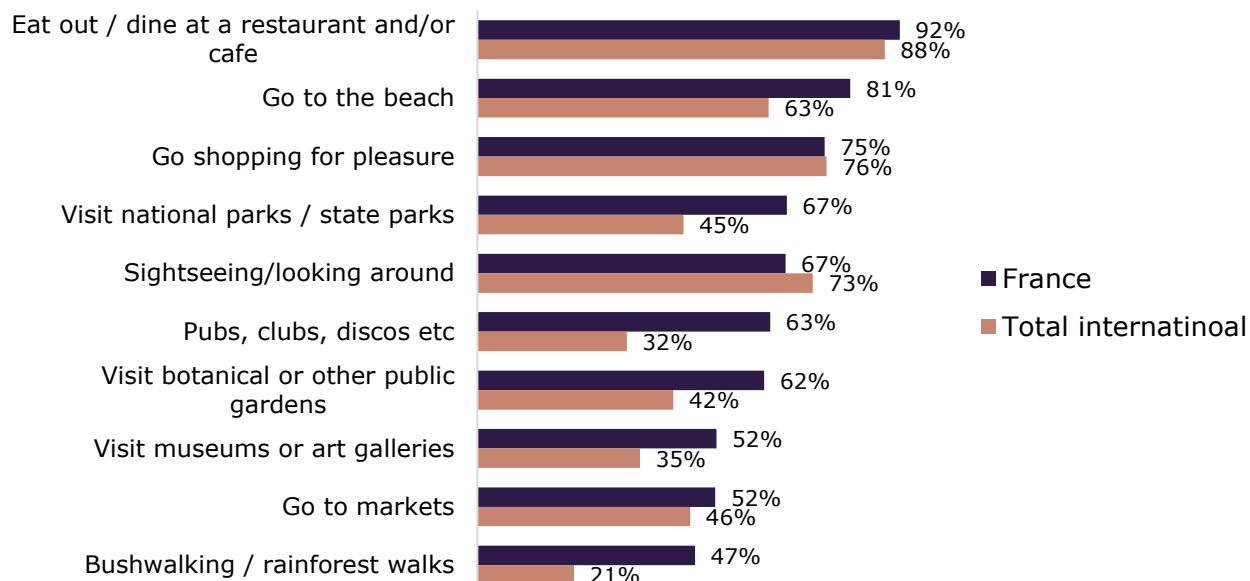


Return trip to
 Australia

41%

Total INT: 59%

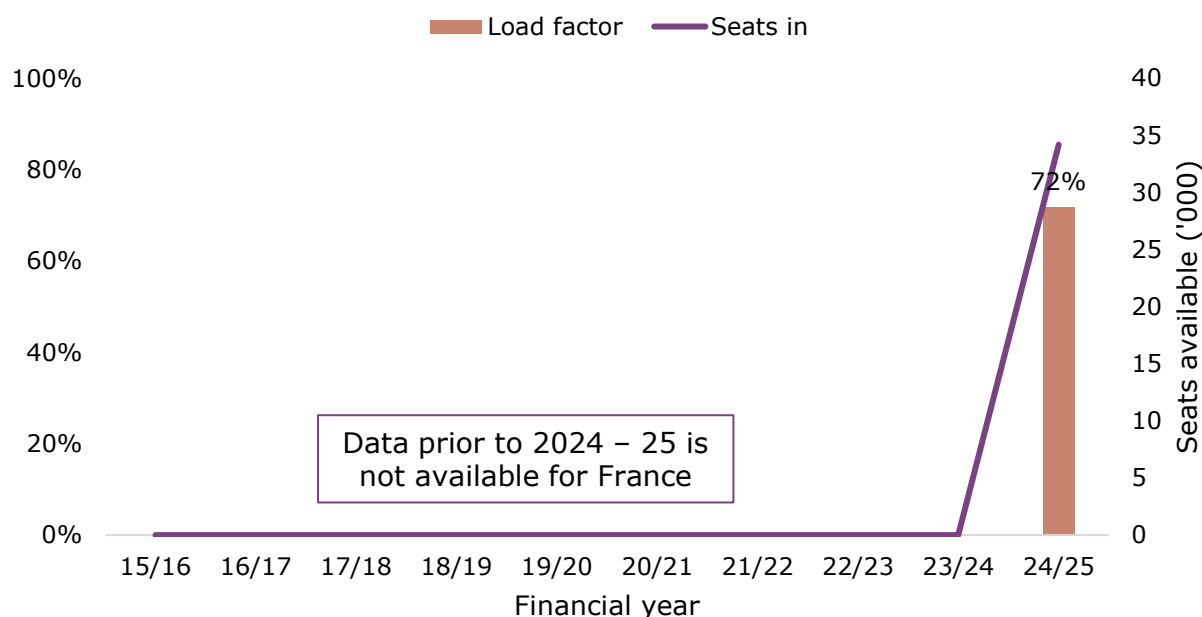
What visitors do





Aviation capacity for France has become available for the first time in FY2024-25. Over 167,000 Australians visited France in 2025, an increase of 13% the year prior, similar growth seen in visitor arrivals.

Aviation capacity



Australian visitors to market



Australians' visiting
 France
167,840



French residents
 Visiting Australia
145,300



NET visitor
 balance
-22,540

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