



Data for visitors to Australia for less than 12 months



Germany is Australia's 15th largest inbound market, reaching 77% of pre-pandemic levels in FY2023-24. 3 in 5 of German visitors are solo travellers.

Visitor numbers



Total visitors
161,200



Change vs last year
+20%



Change vs pre-pandemic
-23%



Rank
15th

Visitor group type



Solo traveller
62%

Total INT: 57%



Adult couple
21%

Total INT: 20%



Family
5%

Total INT: 12%



Other
11%

Total INT: 11%

Visitor spend



Average visitor spend
\$4,300



Total spend in Australia
\$656.6m



Change in total spend vs last year
+28%

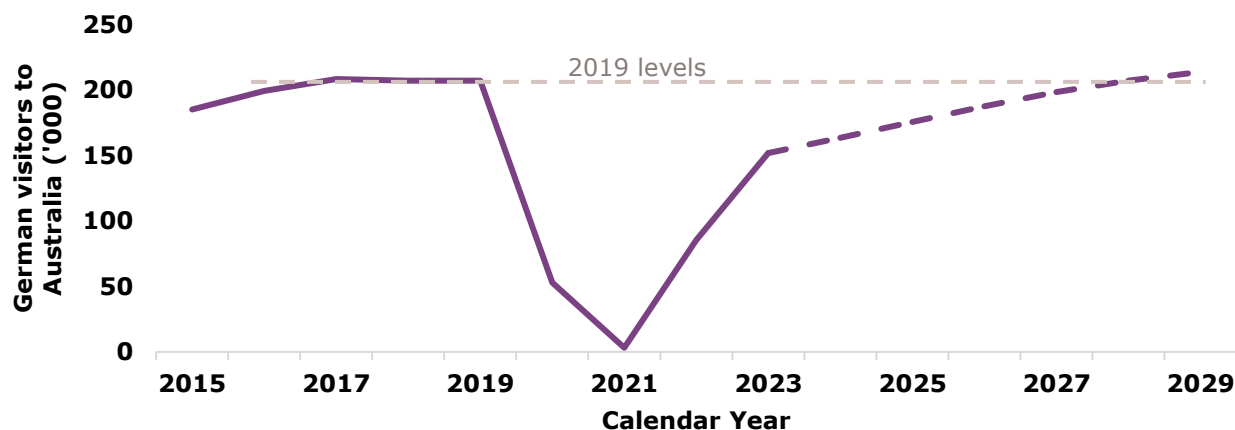


Change in total spend vs pre-pandemic
-5%

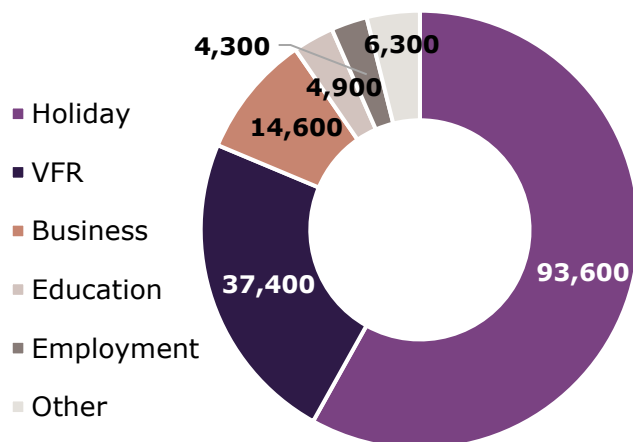


Germany is forecast to return to pre-pandemic levels in in 2028. 4 in 5 German visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



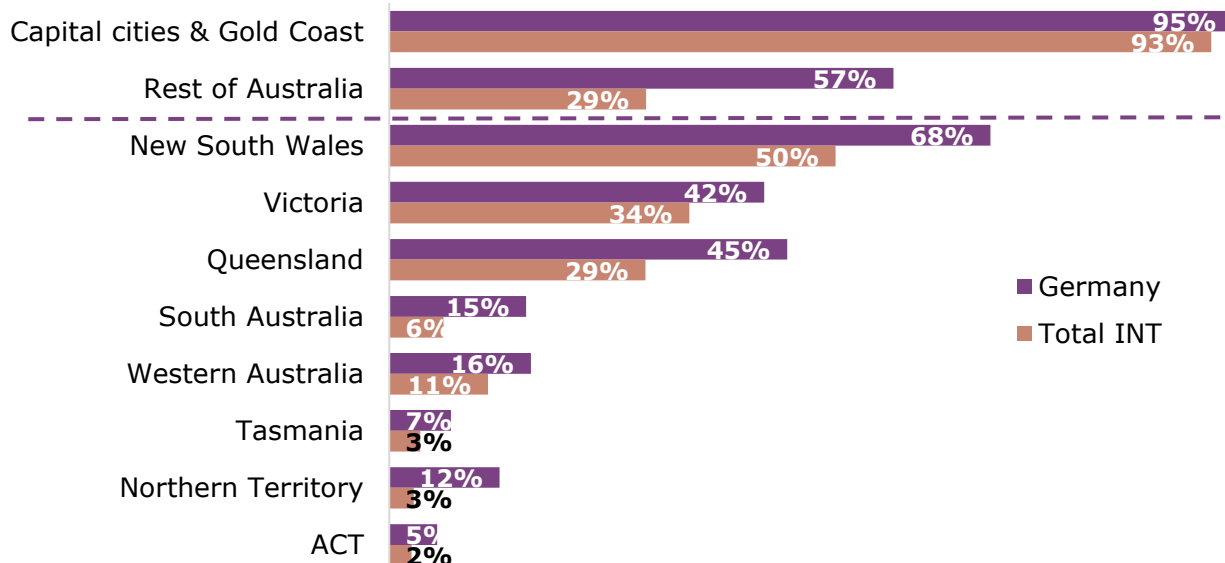
Main reason for visitation



	Germany	Total INT
Holiday	58%	43%
Visiting Friends or Relatives	23%	34%
Business	9%	9%
Education	3%	6%
Employment	3%	4%
Other	4%	4%

INT = The average for total international visitors to Australia

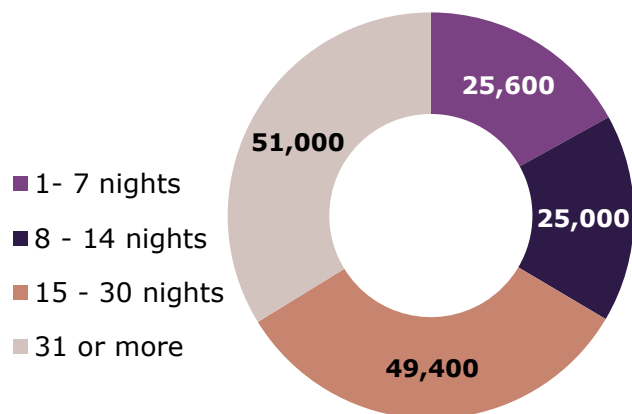
Where visitors stay





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

Nights Stayed



	Germany	Total INT
1- 7 nights	17%	34%
8 - 14 nights	16%	23%
15 - 30 nights	32%	17%
31 or more nights	33%	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: 96%



First trip to
Australia

52%

Total INT: 36%

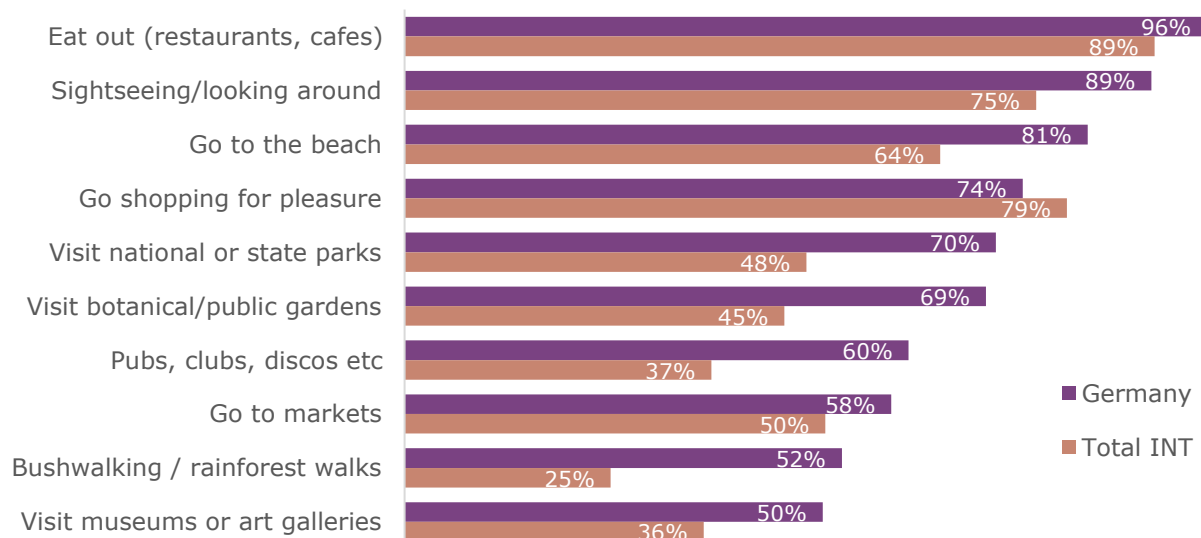


Return trip to
Australia

48%

Total INT: 64%

What visitors do





99,500 Australians visited Germany in FY2023-24.

Aviation capacity

Aviation capacity data is not available for this market.

Australian visitors to market



Australian residents
returning from market

99,500



German residents
coming into Australia

161,200



NET visitor
balance

+61,700

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. Enquiries welcome at: tourism.research@tra.gov.au