



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



Germany is Australia's 14<sup>th</sup> largest inbound market with visitation growing by 6% from 2024 to 2025. Total spend in Australia increased by 12% compared to the previous year.

### Visitor numbers



Total visitors  
**179,500**



Change vs last year  
**+6%**



Rank  
**14<sup>th</sup>**

### Visitor spend



Average visitor spend  
**\$4,045**



Total spend in Australia  
**\$685.2m**



Change in total spend vs last year  
**+12%**

### Visitor group type



Solo traveller  
**52%**  
Total INT: 54%



Adult couple  
**24%**  
Total INT: 20%



Family/ friends group  
**22%**  
Total INT: 23%

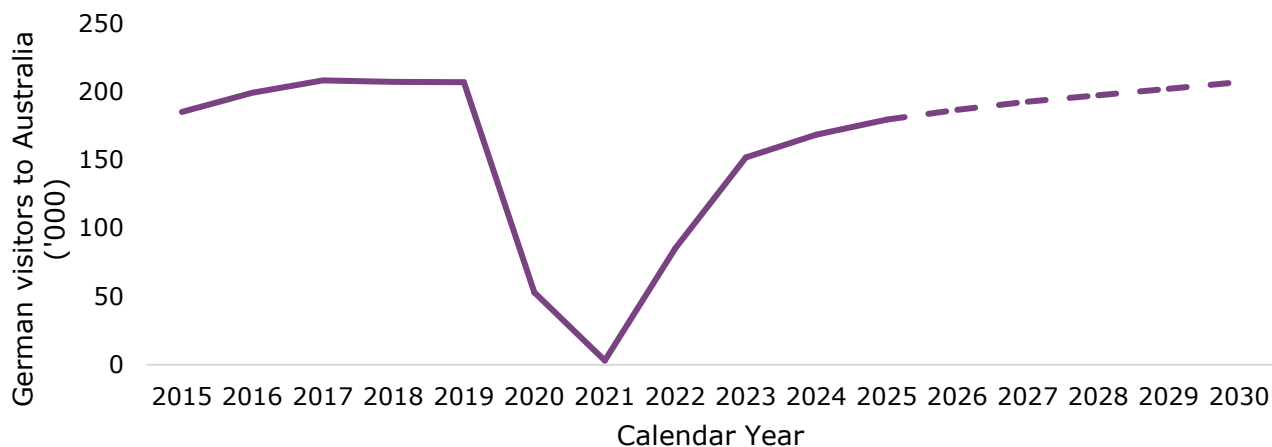


Other  
**2%**  
Total INT: 3%

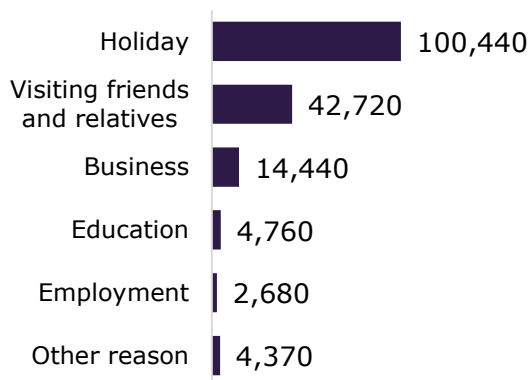


Visitors from Germany are forecast to reach 207,000 in 2030, on par with 2019. 3 in 5 visit Australia for a holiday and German travellers are twice as likely to visit regional Australia than other international travellers.

## Forecast visitor growth



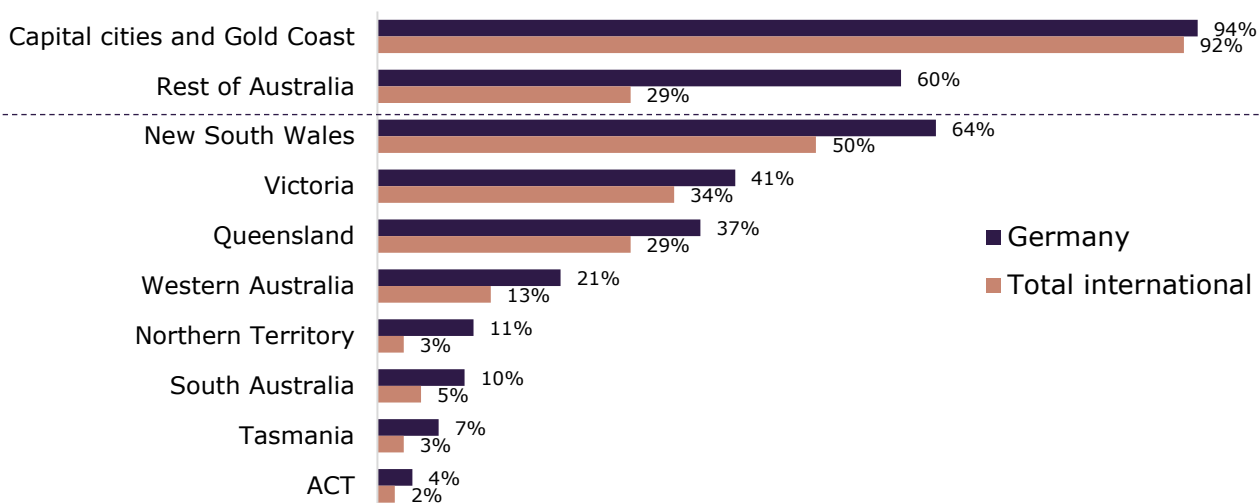
## Main reason for visitation



	Germany	Total INT
Holiday	59%	43%
Visiting friends and relatives	25%	34%
Business	9%	9%
Education	3%	7%
Employment	2%	4%
Other reason	3%	3%

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

## Destinations visited





German visitors spend more nights in Australia compared to the average international visitors, with many being first time visitors. Key demand-driving experiences are sightseeing, going to the beach, and visiting national or state parks.

## Nights Stayed

	Germany	Total INT
1- 7 nights	17%	34%
8 - 14 nights	19%	23%
15 - 30 nights	34%	17%
31 or more nights	30%	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%

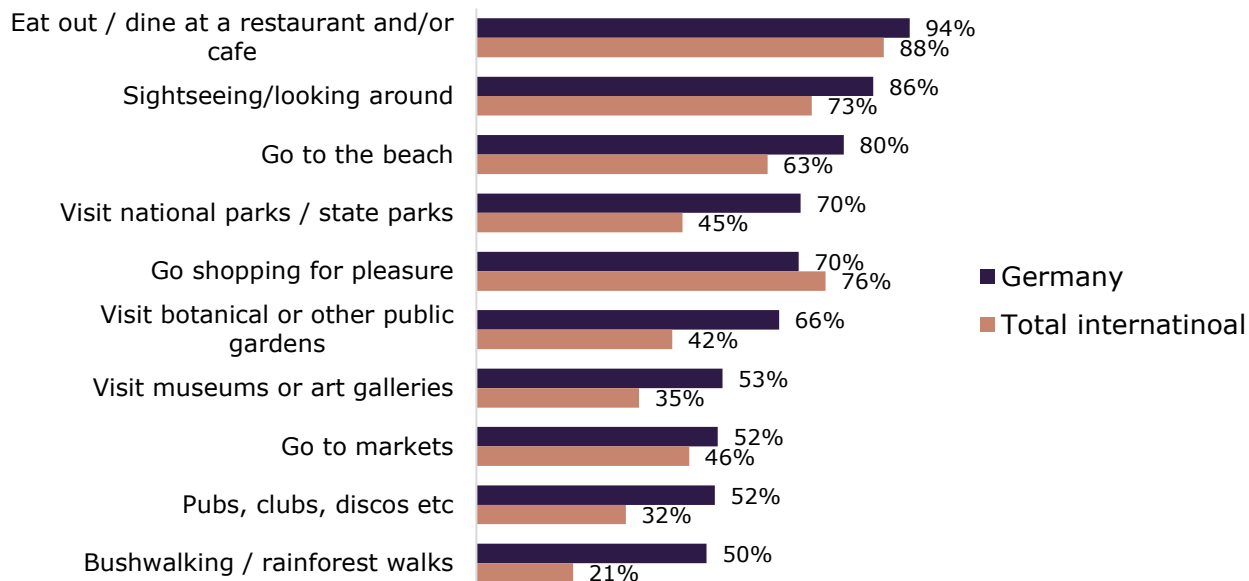


First trip to  
 Australia  
**62%**  
 Total INT: 41%



Return trip to  
 Australia  
**38%**  
 Total INT: 59%

## What visitors do





Aviation capacity for Germany is not available. Over 102,600 Australians visited Germany in 2025.

## Direct aviation capacity

Aviation data for Germany is not available.

## Australian visitors to market



Australians' visiting  
Germany

102,640



German residents  
Coming into Australia

179,500



NET visitor  
balance

+76,860

### 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)