Australian Government
Australian Trade and Investment Commission
Tourism Research Australia

Visitor economy profile **2025** Market: **Italy**

Data for visitors to Australia for less than 12 months

Italy is Australia's 19th largest inbound market. In 2025 Italy saw a 17% year-on-year increase in visitation, and a 15% increase in spend in Australia. Many Italians choose to travel solo compared to other international travellers.

Visitor numbers

Total visitors
76,870

Change vs last year
+17%

Rank
19th

Visitor spend

Average visitor spend
$5,408

Total spend in Australia
$401.4m

Change in total spend vs last year
+15%

Visitor group type

Solo traveller
63%
Total INT: 54%

Adult couple
16%
Total INT: 20%

Family/ friends group
20%
Total INT: 23%

Other
1%
Total INT: 3%

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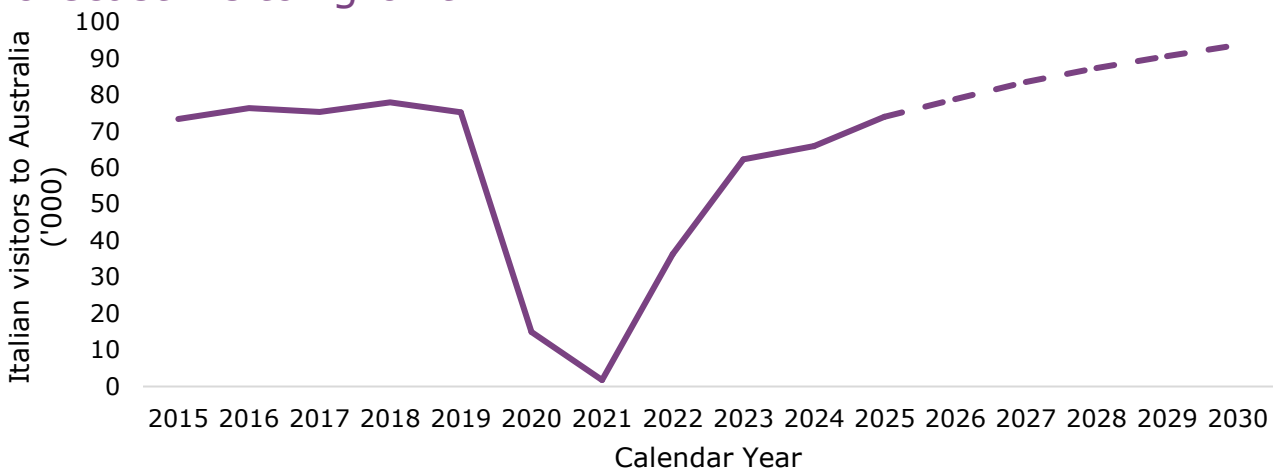
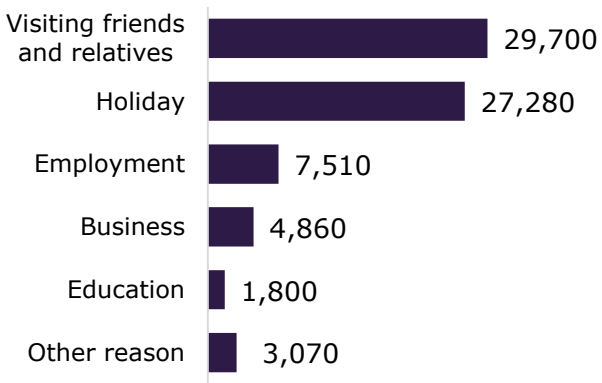
Italian visitors are forecast to increase by 15,000 between 2025 and 2030 to reach 94,000. Italians are more inclined to visit regional Australia than the average international visitor.

Forecast visitor growth



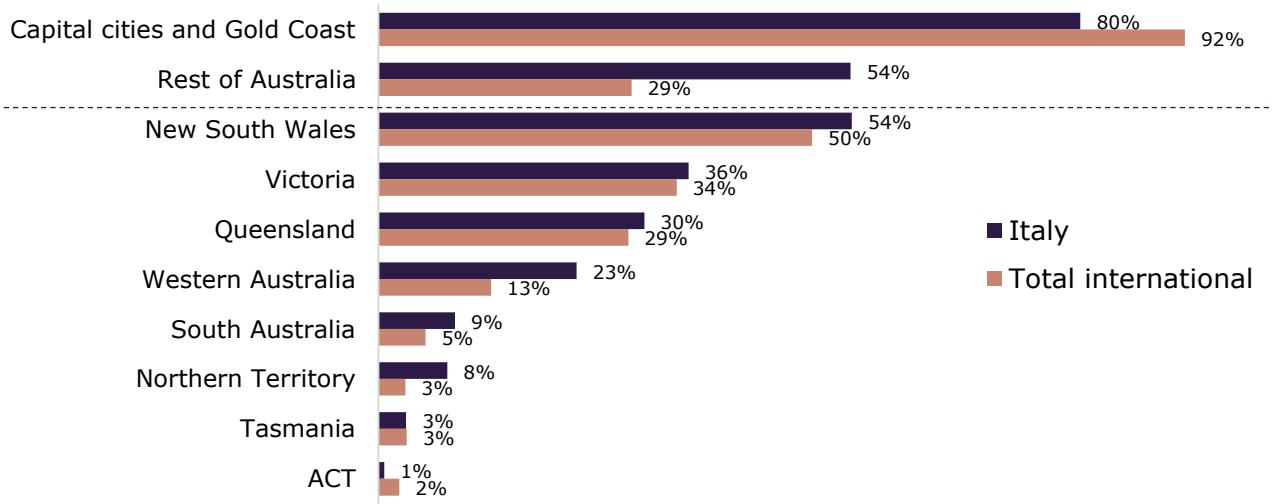
Main reason for visitation



	Italian	Total INT
Visiting friends and relatives	40%	34%
Holiday	37%	43%
Employment	10%	4%
Business	7%	9%
Education	2%	7%
Other reason	4%	3%

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

Destinations visited



Visitor economy profile **2025** Market: **Italy**

Italian visitors are almost twice as likely to stay 31 nights or more compared to the average international visitor, likely due to working holiday maker travellers. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the beach.

Nights Stayed

	Italy	Total INT
1- 7 nights	21%	34%
8 - 14 nights	17%	23%
15 - 30 nights	15%	17%
31 or more nights	46%	25%

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

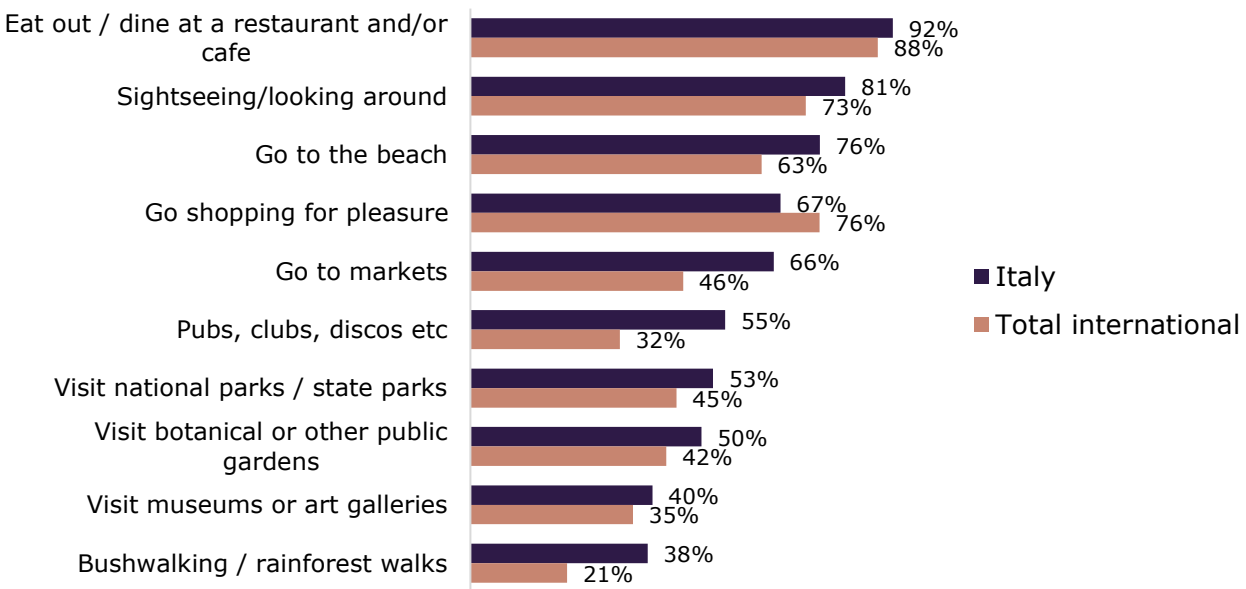
Visitor experience rating and trip type

Positive trip sentiment (7+ out of 10)
97%
Total INT: 97%

First trip to Australia
50%
Total INT: 41%

Return trip to Australia
50%
Total INT: 59%

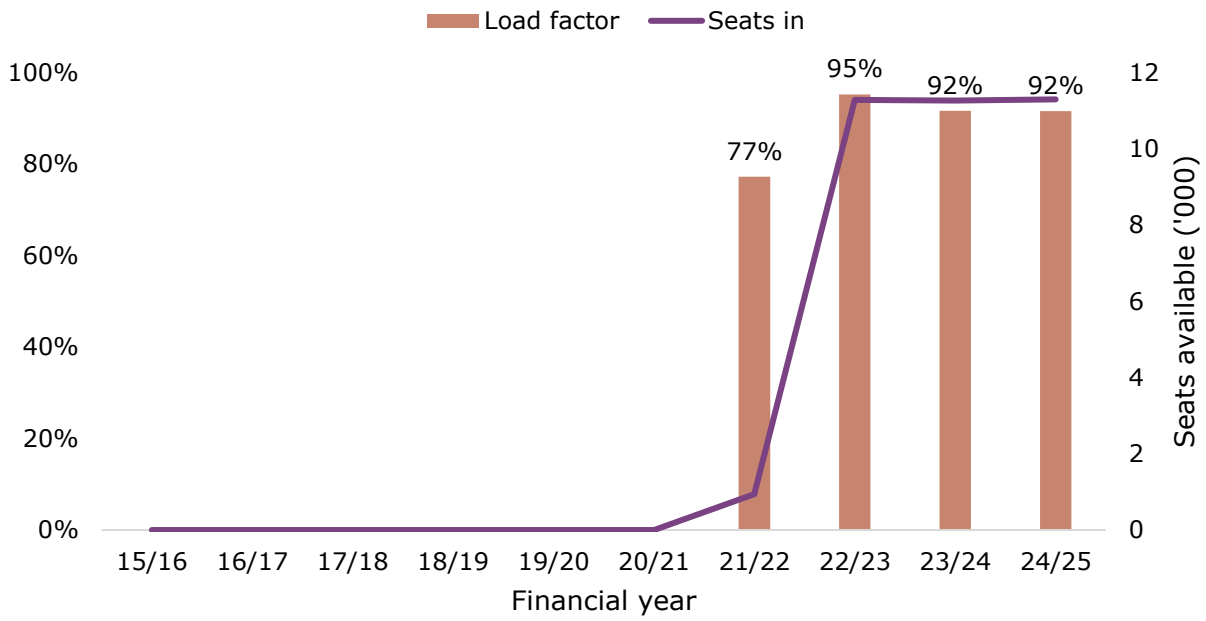
What visitors do



Visitor economy profile **2025** Market: **Italy**

Aviation capacity for Italy remains stable with a high load factor in FY2024-25. Aviation capacity is not available for Italy prior to FY21-22. Over 317,500 Australians visited Italy in 2025.

Direct aviation capacity



Australian visitors to market

Australians' visiting Italy
317,540

Italian residents Visiting Australia
76,870

NET visitor balance
-240,670

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