



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



The Philippines is Australia's 13<sup>th</sup> largest inbound market. In 2025 The Philippines saw a 9% year-on-year increase in visitation, and a 1% increase in spend in Australia.

### Visitor numbers



Total visitors  
**190,670**



Change vs last year  
**+9%**



Rank  
**13<sup>th</sup>**

### Visitor spend



Average visitor spend  
**\$3,388**



Total spend in Australia  
**\$607.7m**



Change in total spend vs last year  
**+1%**

### Visitor group type



Solo traveller  
**65%**  
Total INT: 54%



Adult couple  
**11%**  
Total INT: 20%



Family/ friends group  
**20%**  
Total INT: 23%

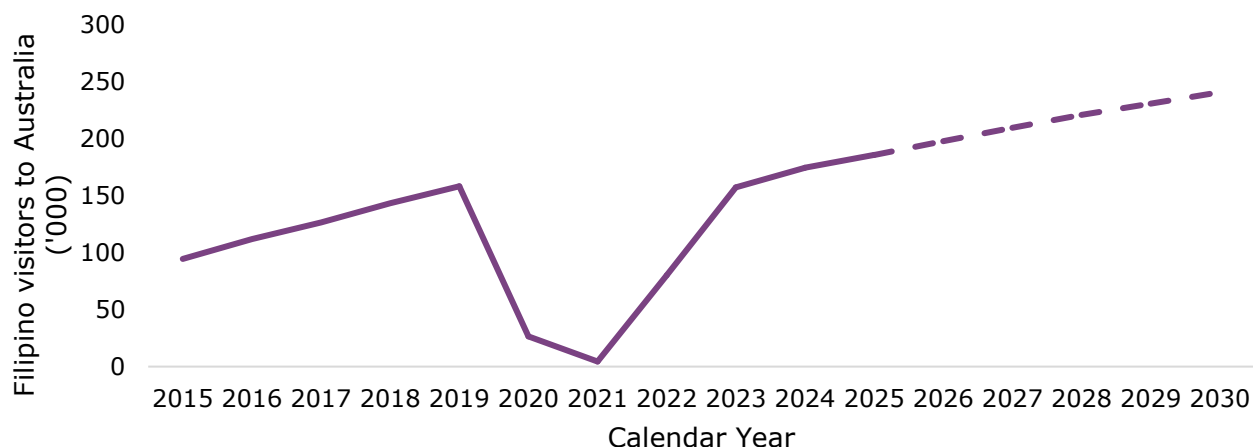


Other  
**5%**  
Total INT: 3%

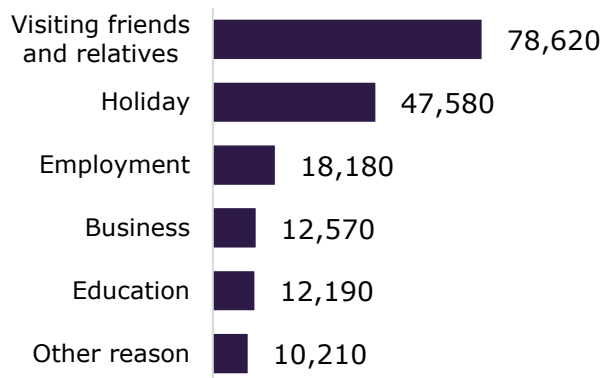


Visitors from the Philippines are forecast to grow to 241,000 in 2030. Visitors from the Philippines are more likely to be visiting to see friends and relatives or for employment compared than the average international visitor.

## Forecast visitor growth



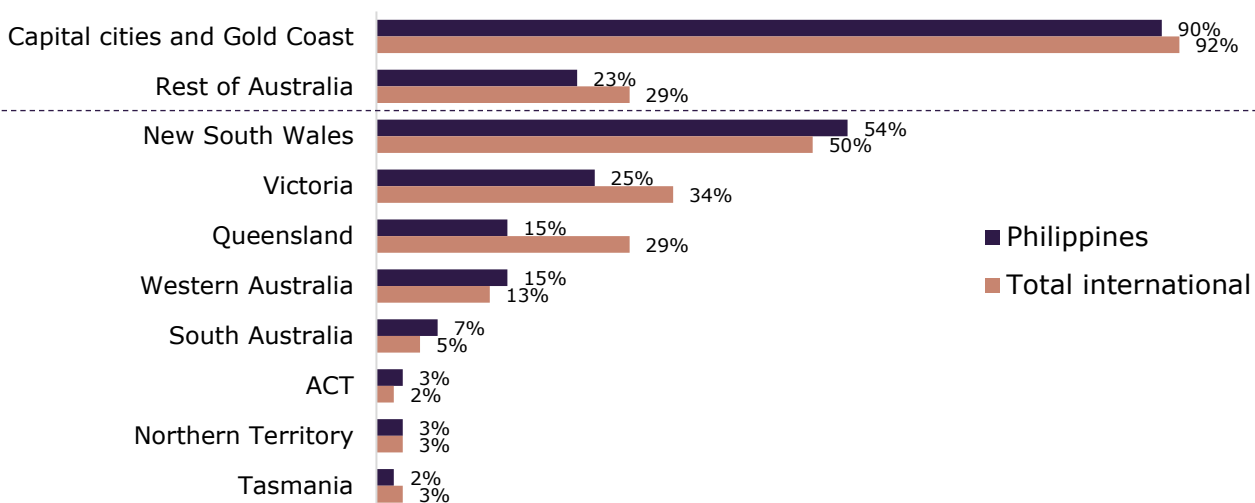
## Main reason for visitation



	Philippines	Total INT
Visiting friends and relatives	44%	34%
Holiday	27%	43%
Employment	10%	4%
Business	7%	9%
Education	7%	7%
Other reason	6%	3%

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

## Destinations visited





Visitors from the Philippines stay much longer than the average international visitor, with almost half staying a month or more. Trip sentiment is extremely positive. Key demand-driving experiences include shopping, sightseeing, and going to the beach.

## Nights Stayed

	Philippines	Total INT
1- 7 nights	18%	34%
8 - 14 nights	14%	23%
15 - 30 nights	17%	17%
31 or more nights	47%	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%

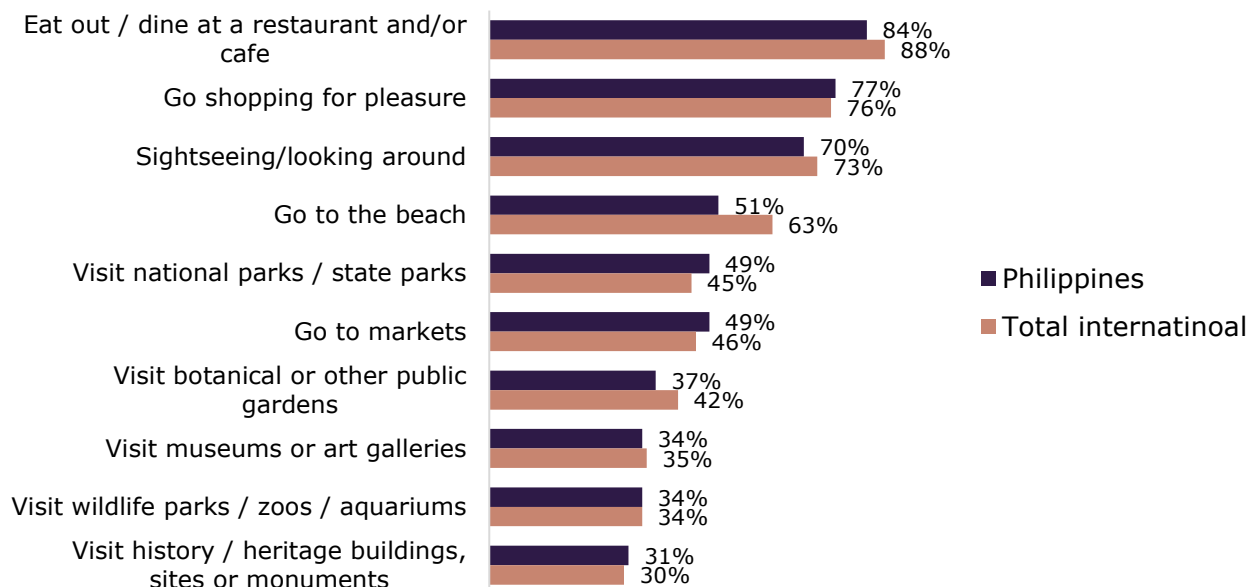


First trip to  
 Australia  
**40%**  
 Total INT: 41%



Return trip to  
 Australia  
**60%**  
 Total INT: 59%

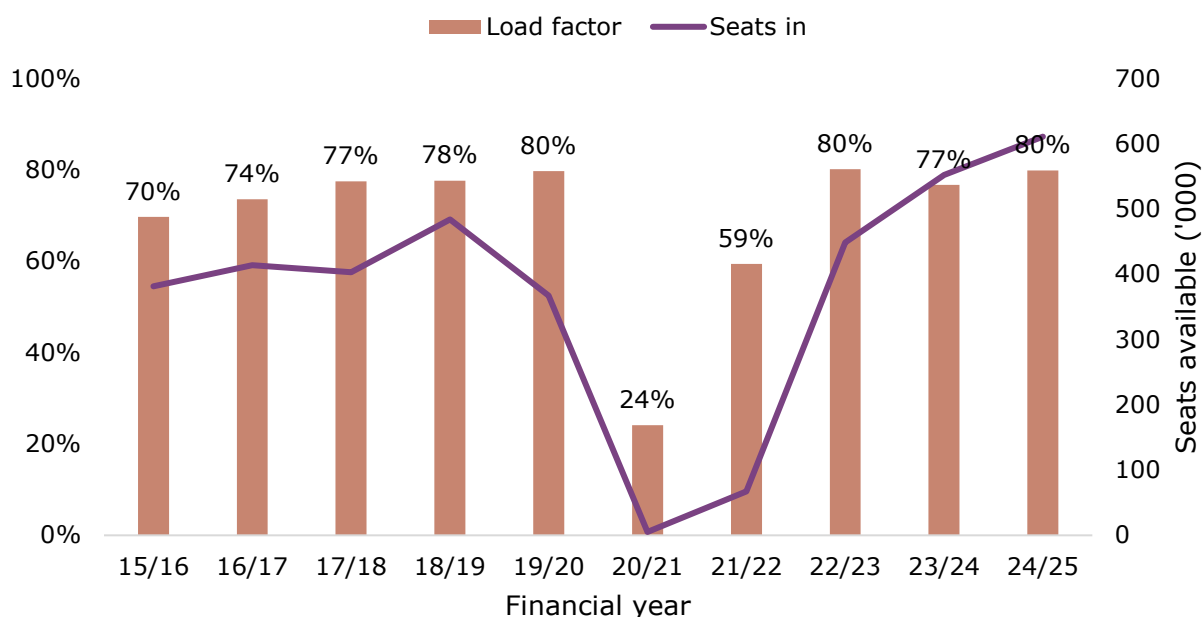
## What visitors do





Aviation capacity continues to grow and is at a record high in 2024–25, with an 80% load factor. Over 291,780 Australians visited the Philippines in 2025, an increase of 10% on the year prior.

## Direct aviation capacity



## Australian visitors to market



Australians' visiting the Philippines  
**291,780**



Filipino residents visiting Australia  
**190,670**



NET visitor balance  
**-101,110**

### 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)