



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



Thailand is Australia's 18<sup>th</sup> largest inbound market. In 2025 Thailand saw a 2% year-on-year increase in visitation, and a 1% increase in spend in Australia.

### Visitor numbers



Total  
visitors  
**98,410**



Change vs  
last year  
**+2%**



Rank  
**18<sup>th</sup>**

### Visitor spend



Average visitor  
spend  
**\$5,040**



Total spend  
in Australia  
**\$459.9m**



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

### Visitor group type



Solo traveller  
**69%**  
Total INT: 54%



Adult couple  
**12%**  
Total INT: 20%



Family/ friends group  
**17%**  
Total INT: 23%

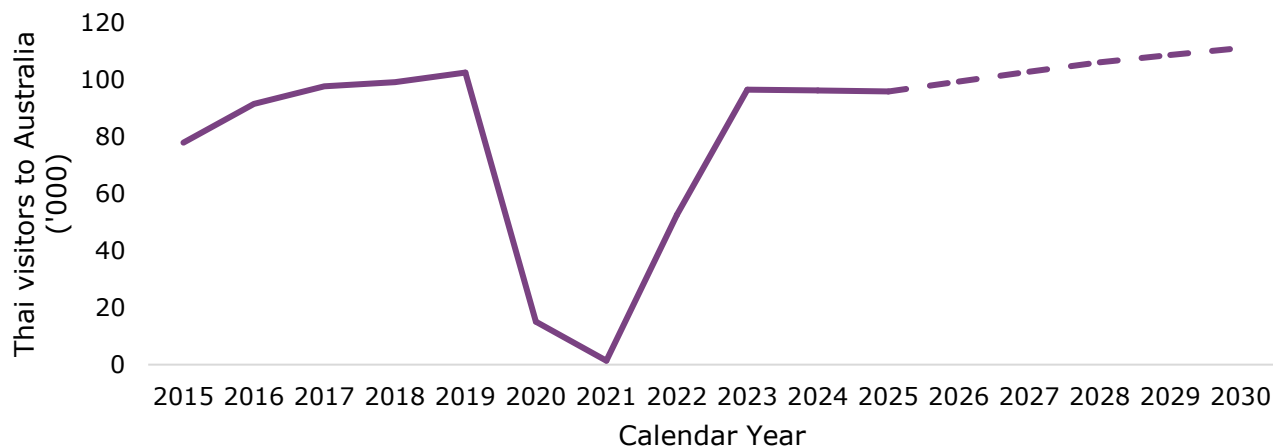


Other  
**2%**  
Total INT: 3%

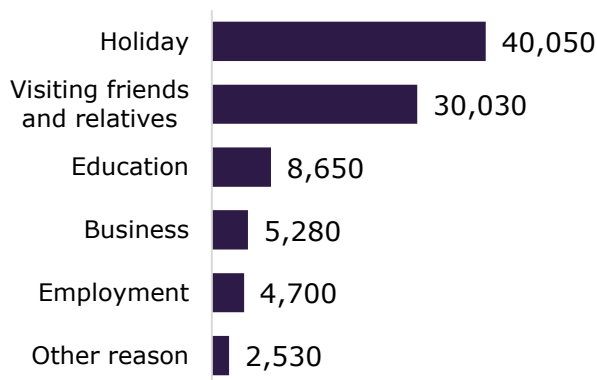


Visitors from Thailand are forecast to grow to 111,000 by 2030. Thai visitors are more likely to visit for education, are more likely to visit Western Australia and less likely to visit Queensland than the average international traveller.

## Forecast visitor growth



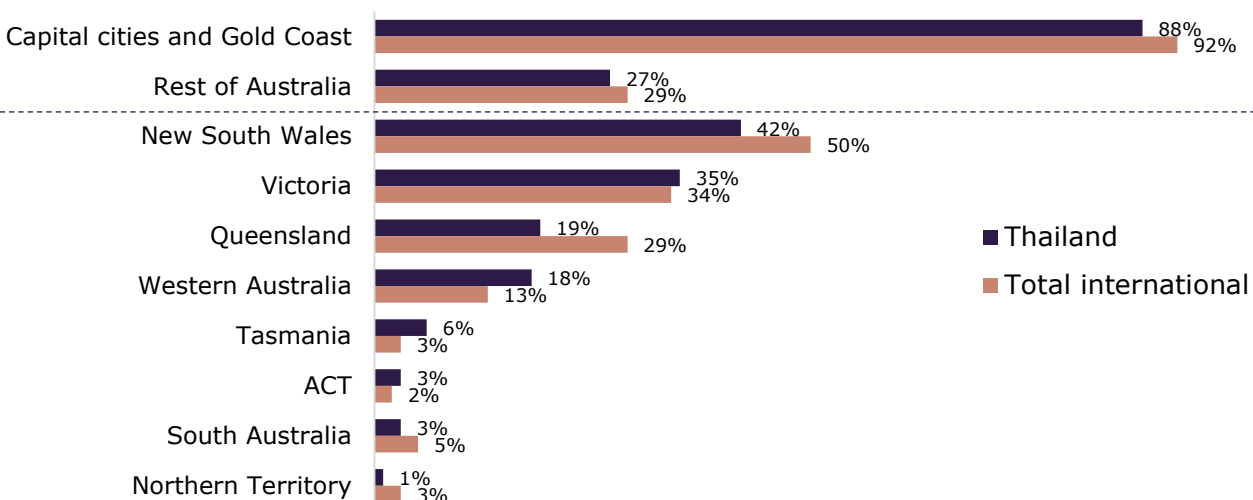
## Main reason for visitation



	Thailand	Total INT
Holiday	44%	43%
Visiting friends and relatives	33%	34%
Education	9%	7%
Business	6%	9%
Employment	5%	4%
Other reason	3%	3%

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

## Destinations visited





Thai visitors stay longer than the average international visitor, in part due to the higher number of visitors for education. Many are returning visitors. Key demand-driving experiences include shopping, sightseeing and going to the beach.

## Nights Stayed

	Thailand	Total INT
1- 7 nights	23%	34%
8 - 14 nights	24%	23%
15 - 30 nights	11%	17%
31 or more nights	41%	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%

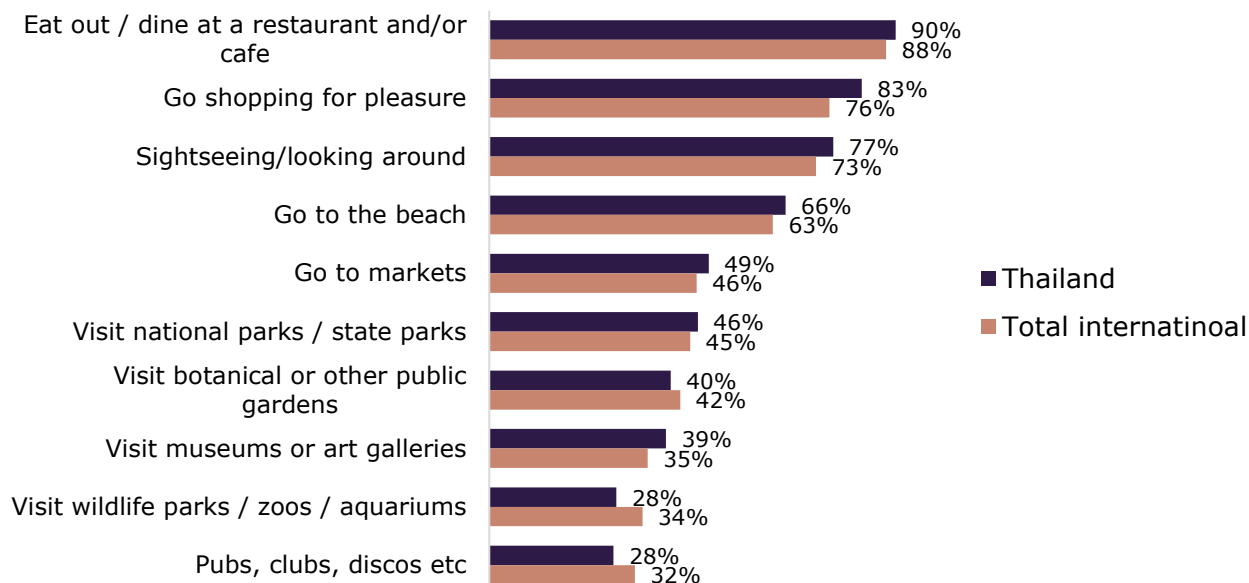


First trip to  
 Australia  
**32%**  
 Total INT: 41%



Return trip to  
 Australia  
**68%**  
 Total INT: 59%

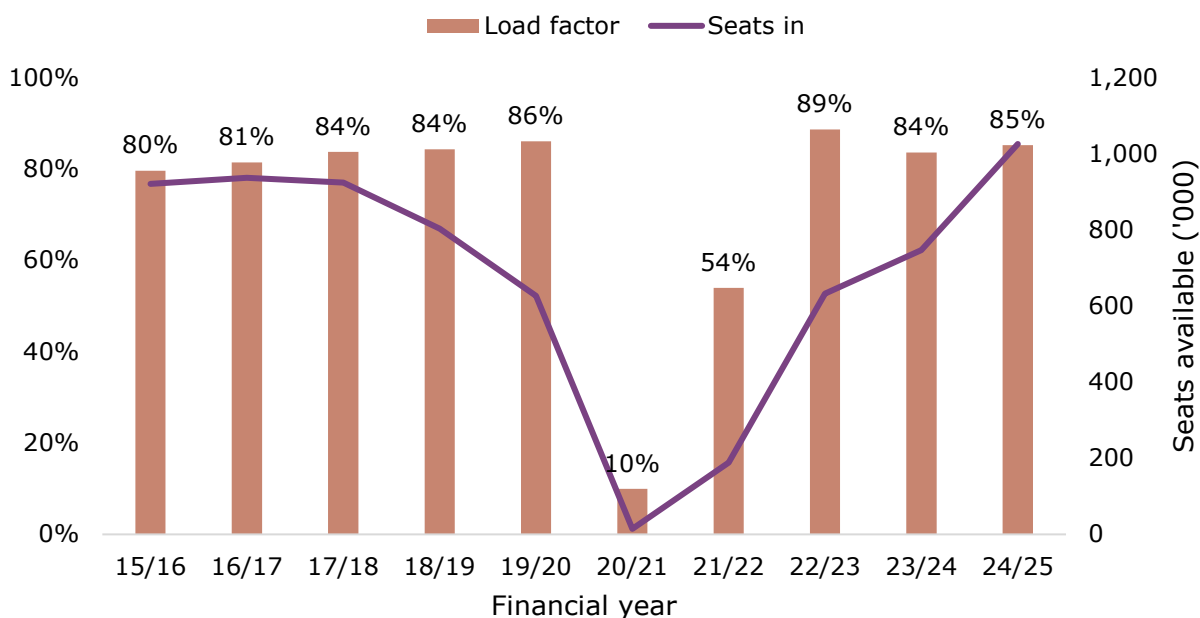
## What visitors do





Aviation capacity from Thailand continues to grow and is at a record high in FY2024–25, with an 85% load factor. Over 639,000 Australians visited Thailand in 2025, an increase of 9%, and Australia’s 6<sup>th</sup> most popular destination.

## Direct aviation capacity



## Australian visitors to market



Australians' visiting Thailand  
**639,080**



Thai residents visiting Australia  
**98,410**



NET visitor balance  
**-540,670**

### 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](http://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)