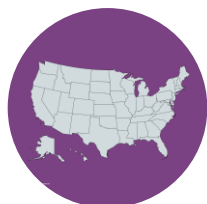




Data for visitors to Australia for less than 12 months



The United States (USA) is Australia's 4th largest inbound market. In 2025 the USA saw a 5% year-on-year increase in visitation, and a 20% increase in spend in Australia.

Visitor numbers



Total visitors
744,960



Change vs last year
+5%



Rank
4th

Visitor spend



Average visitor spend
\$3,438



Total spend in Australia
\$2.4b



Change in total spend vs last year
+20%

Visitor group type



Solo traveller
49%
Total INT: 54%



Adult couple
28%
Total INT: 20%



Family/ friends group
21%
Total INT: 23%

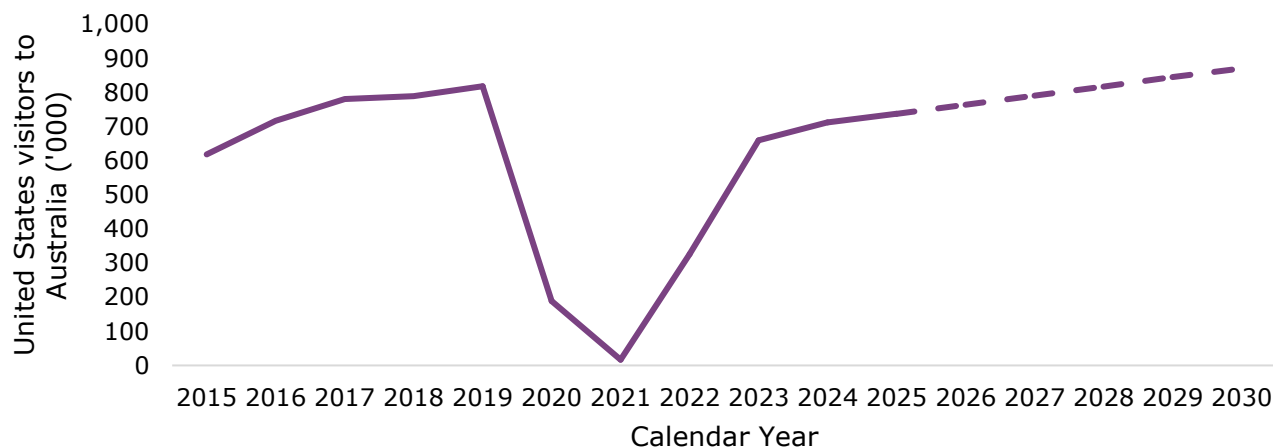


Other
2%
Total INT: 3%

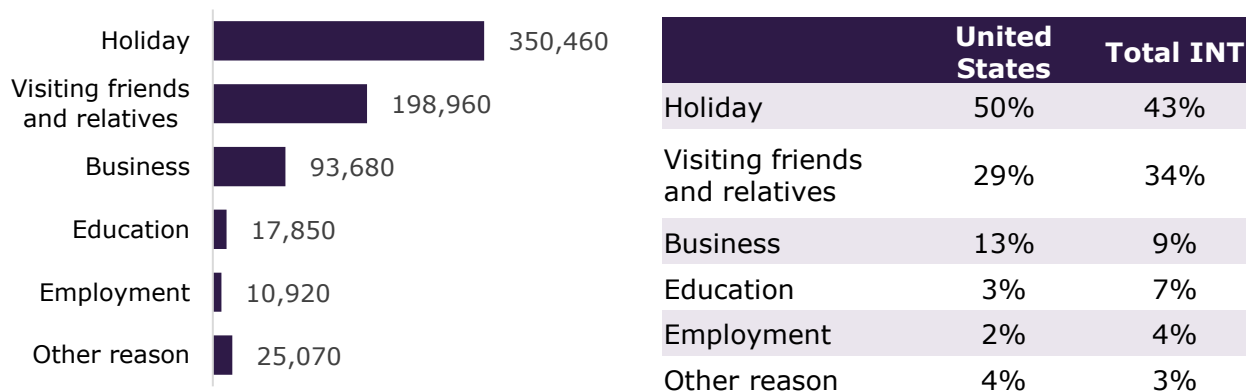


United States visitors are forecast to reach 870,000 by 2030. Visitors from the USA visit Australia primarily for holidays, but there is also a larger contingent of business travellers compared to the average international traveller.

Forecast visitor growth

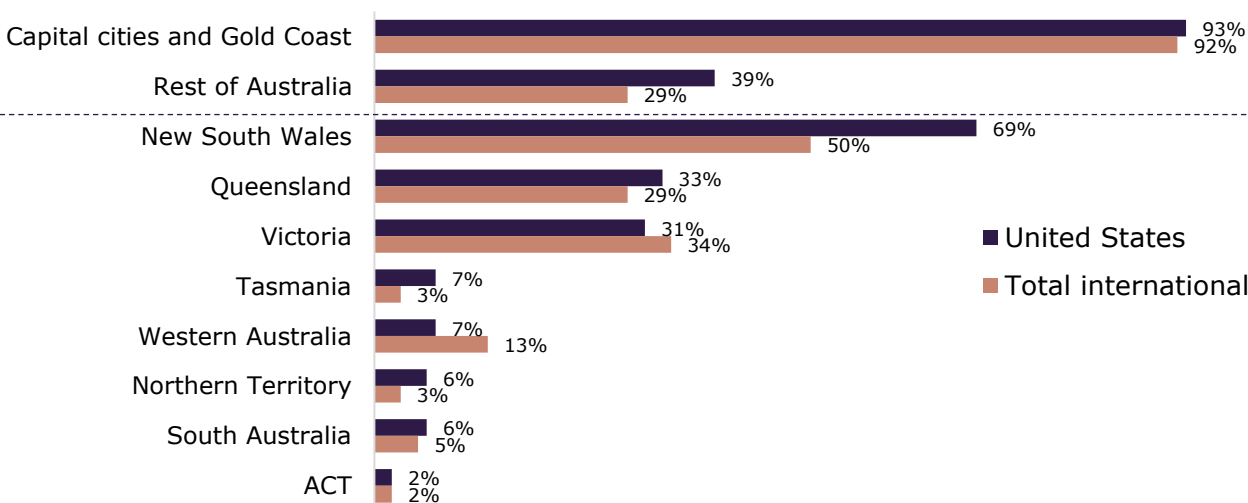


Main reason for visitation



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

Destinations visited





7 in 10 visitors from the US stay for two weeks or less, less time than the average international traveller. Many visitors from the USA are visiting Australia for the first time. Key demand driving activities include eating out, shopping, visiting the beach and national/state parks.

Nights Stayed

	United States	Total INT
1- 7 nights	34%	34%
8 - 14 nights	36%	23%
15 - 30 nights	18%	17%
31 or more nights	10%	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

61%

Total INT: 41%

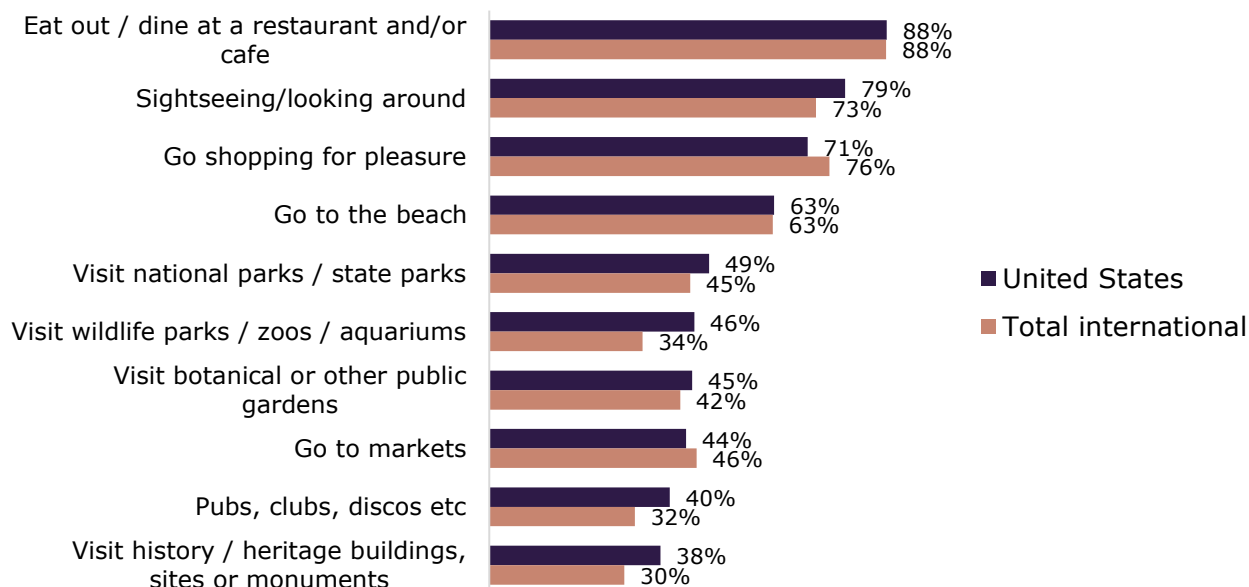


Return trip to
Australia

39%

Total INT: 59%

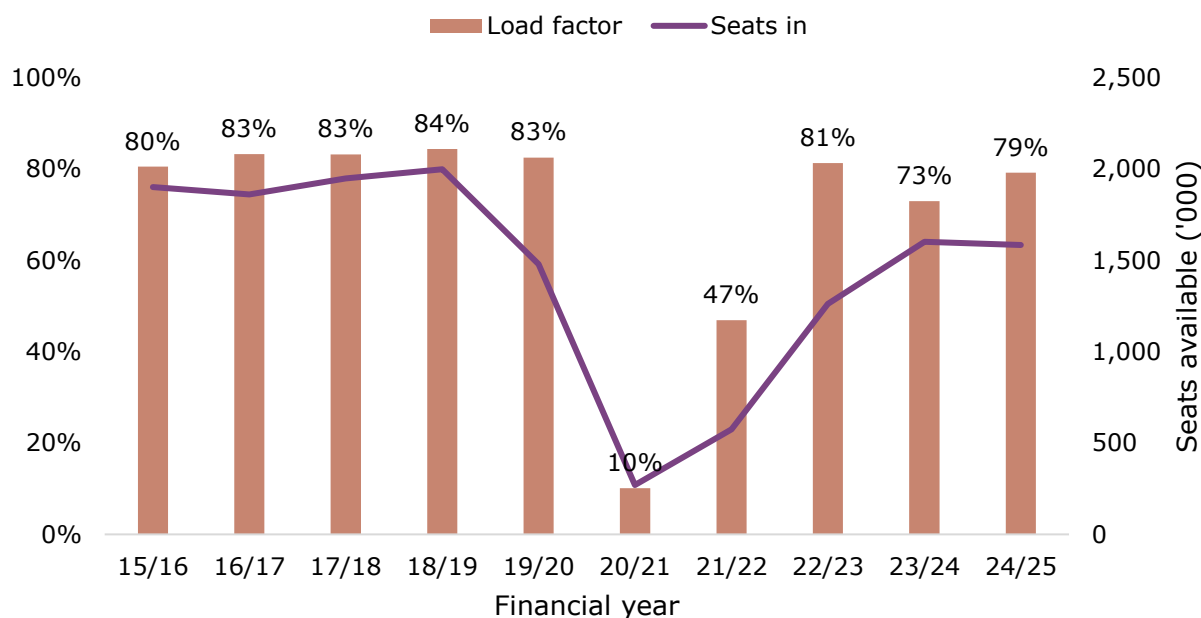
What visitors do





Aviation capacity for the USA declined slightly in FY2024-25, however the load factor increased. Over 712,000 Australians visited the United States in 2025, a 3% decline on the year prior.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 The United States
712,690



United States residents
 Visiting Australia
744,960



NET visitor
 balance
+32,270

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