



Data for visitors to Australia for less than 12 months



United Kingdom is Australia's fourth largest inbound market, reaching 86% of pre-pandemic levels in FY2023-24. 3 in 5 United Kingdom resident visitors are solo travellers.

Visitor numbers



Total visitors
615,300



Change vs last year
+7%



Change vs pre-pandemic
-14%



Rank
4th

Visitor group type



Solo traveller
59%

Total INT: 57%



Adult couple
28%

Total INT: 20%



Family
6%

Total INT: 12%



Other
7%

Total INT: 11%

Visitor spend



Average visitor spend
\$3,600



Total spend in Australia
\$2.1b



Change in total spend vs last year
+25%

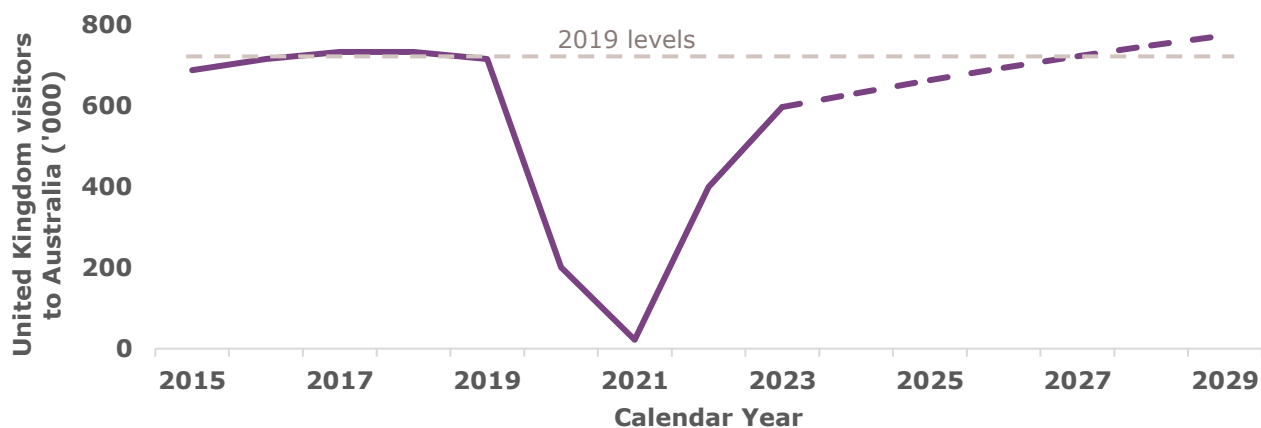


Change in total spend vs pre-pandemic
+12%

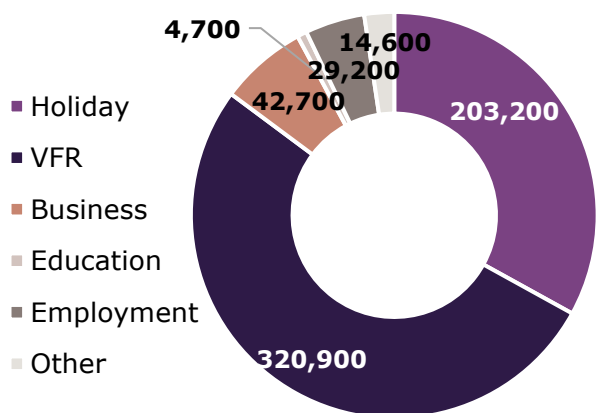


United Kingdom is forecast to return to pre-pandemic levels in in 2027. 6 in 7 United Kingdom visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



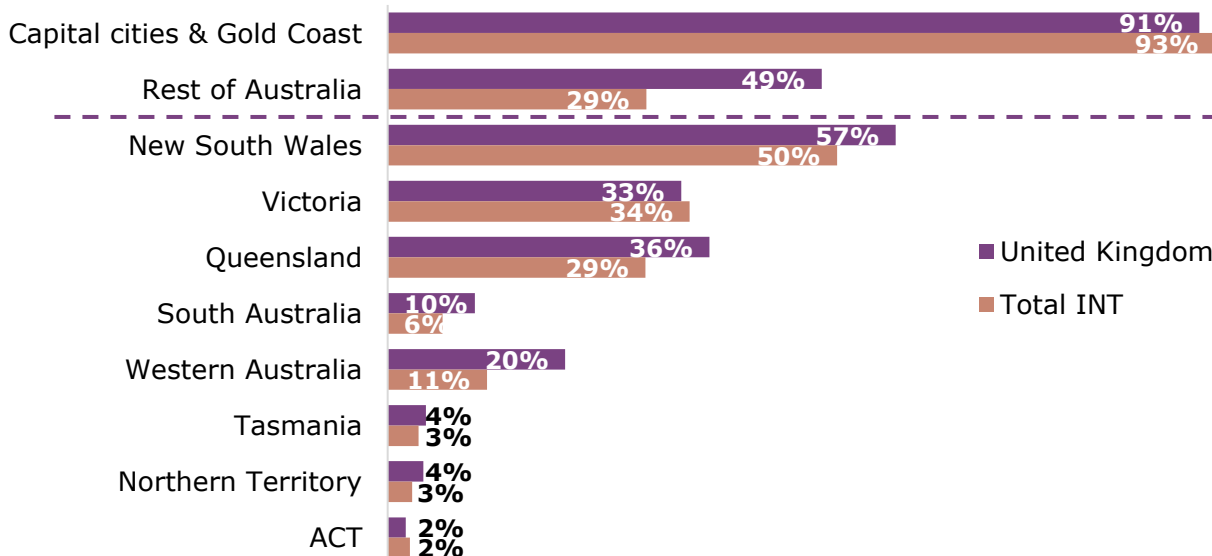
Main reason for visitation



	United Kingdom	Total INT
Holiday	33%	43%
Visiting Friends or Relatives	52%	34%
Business	7%	9%
Education	1%	6%
Employment	5%	4%
Other	2%	4%

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

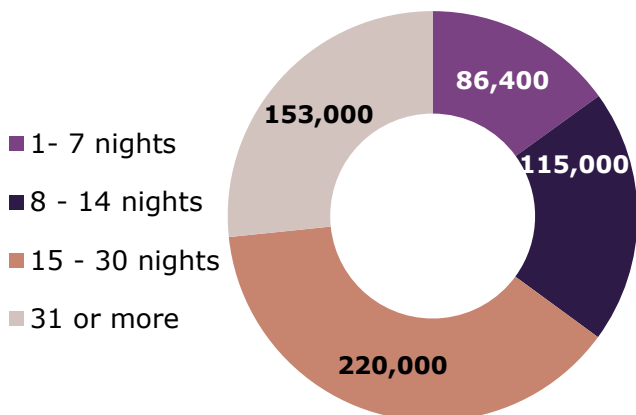
Where visitors stay





United Kingdom visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the beach.

Nights Stayed



	United Kingdom	Total INT
1- 7 nights	15%	34%
8 - 14 nights	20%	23%
15 - 30 nights	38%	17%
31 or more nights	26%	25%

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

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)
98%
 Total INT: 96%

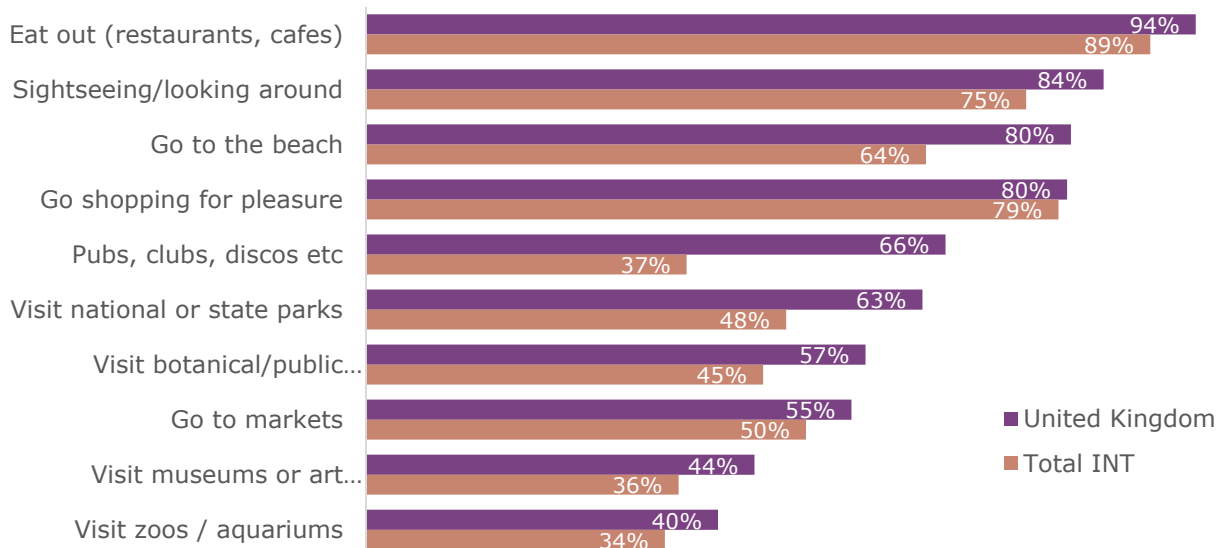


First trip to
 Australia
39%
 Total INT: 36%



Return trip to
 Australia
61%
 Total INT: 64%

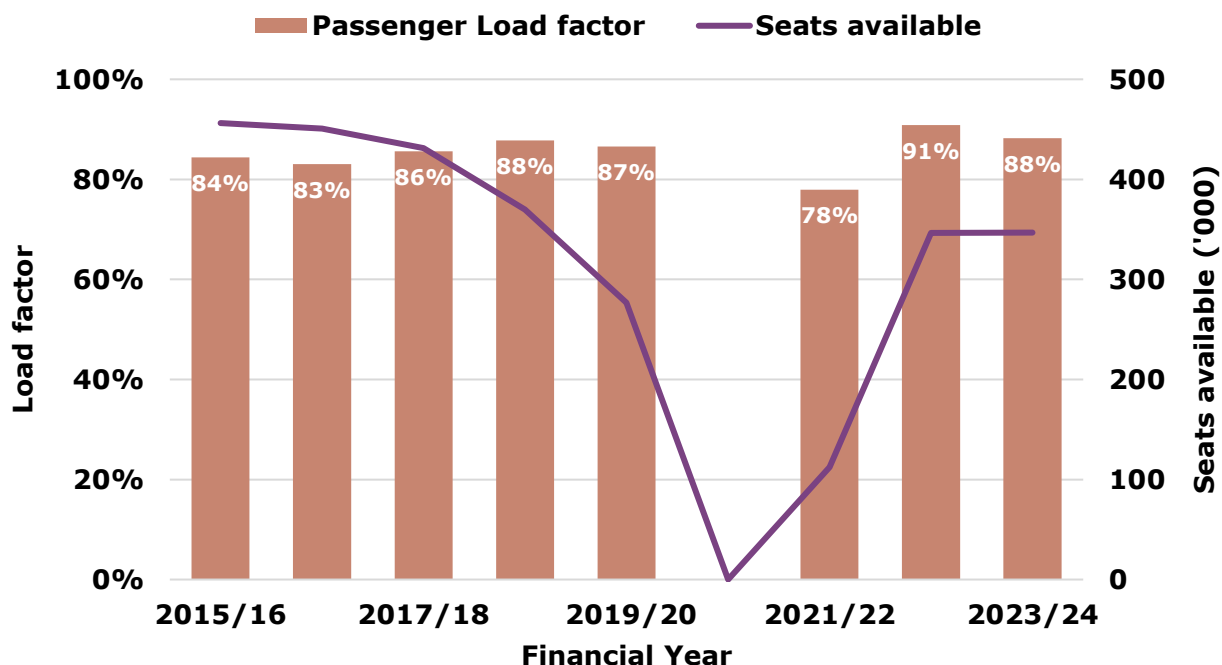
What visitors do





Aviation capacity for the United Kingdom remains below pre-pandemic levels in FY2023-24. Over 618,600 Australians visited the United Kingdom in FY2023-24.

Aviation capacity



Australian visitors to market



Australian residents returning from market

618,600



United Kingdom residents coming into Australia

615,300



NET visitor balance

-3,300

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 December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au