



Data for visitors to Australia for less than 12 months



The United Kingdom (UK) is Australia's 3rd largest inbound market. In 2025 the UK saw a 18% year-on-year increase in visitation, and a 31% increase in spend in Australia.

Visitor numbers



Total visitors
758,300



Change vs last year
+18%



Rank
3rd

Visitor spend



Average visitor spend
\$3,981



Total spend in Australia
\$2.9b



Change in total spend vs last year
+31%

Visitor group type



Solo traveller
56%
Total INT: 54%



Adult couple
27%
Total INT: 20%



Family/ friends group
16%
Total INT: 23%

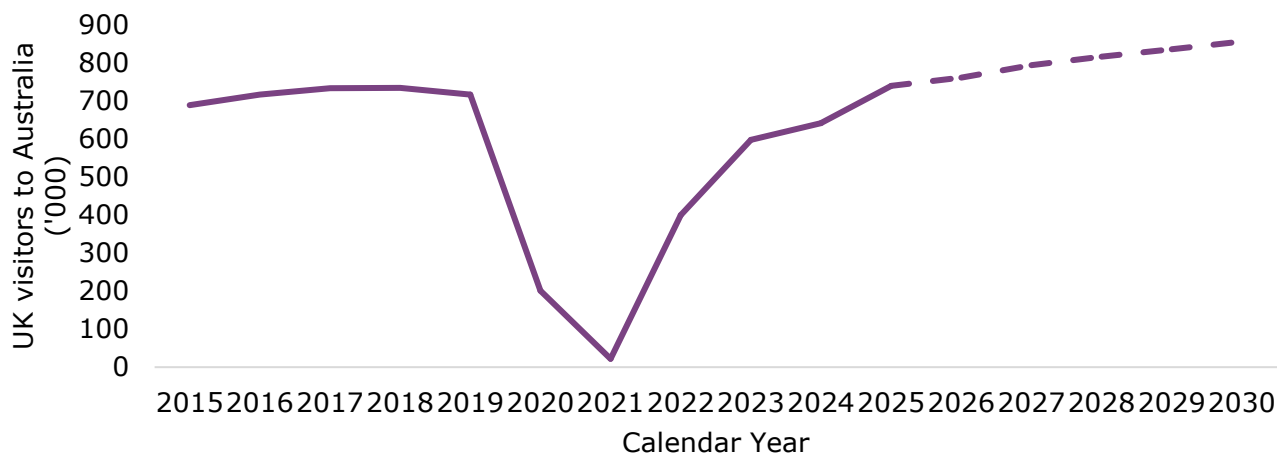


Other
1%
Total INT: 3%

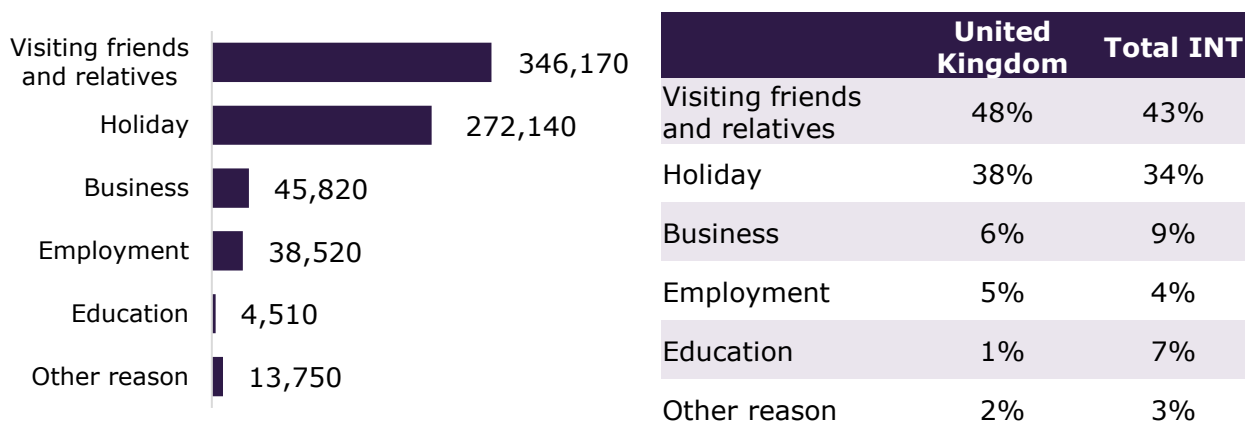


UK visitors are forecast to grow to 855,000 in 2030. Visitors from the UK are more likely to be visiting friends and family, spend time in many states, and more likely to visit regional Australia than the average international traveller.

Forecast visitor growth

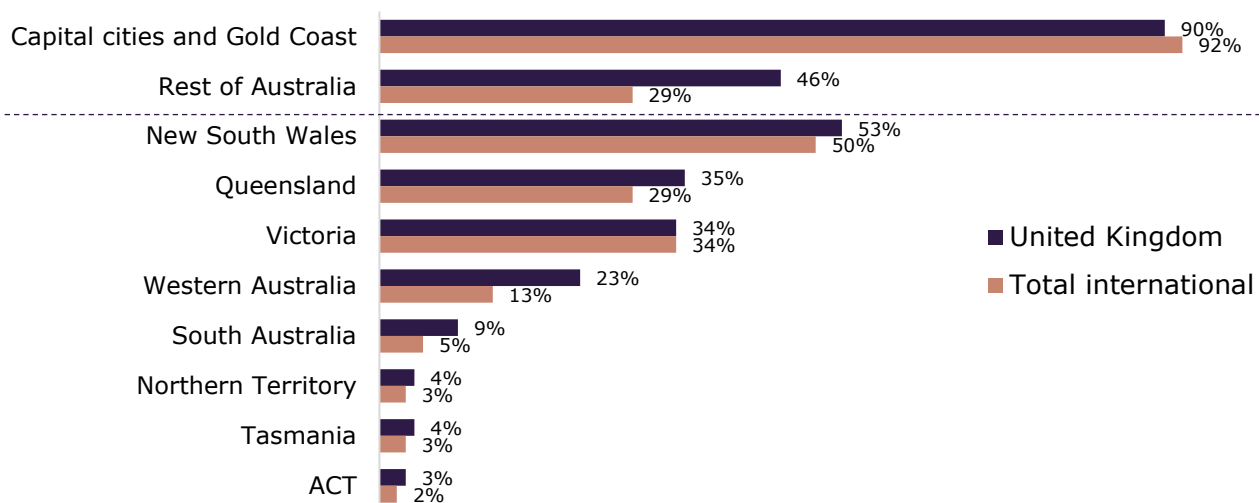


Main reason for visitation



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

Destinations visited





Almost 2 in 3 visitors from the UK stay in Australia for more than 2 weeks. Key demand-driving experiences include eating out, going to the beach, and visiting pubs, clubs, and discos.

Nights Stayed

	United Kingdom	Total INT
1- 7 nights	16%	34%
8 - 14 nights	22%	23%
15 - 30 nights	32%	17%
31 or more nights	30%	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

43%

Total INT: 41%

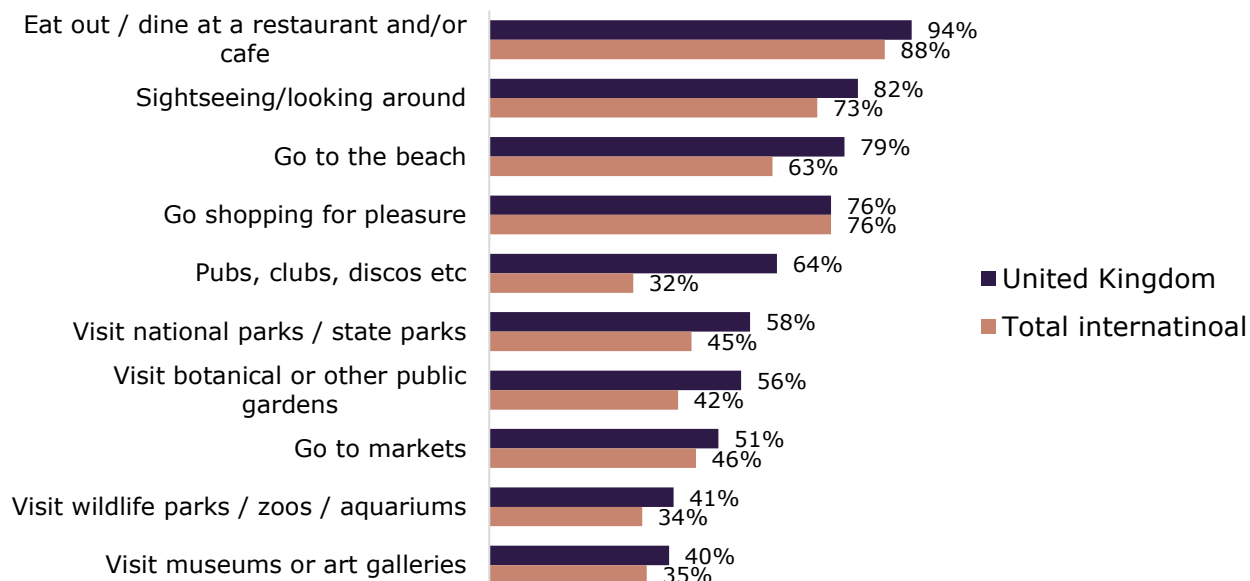


Return trip to
 Australia

57%

Total INT: 59%

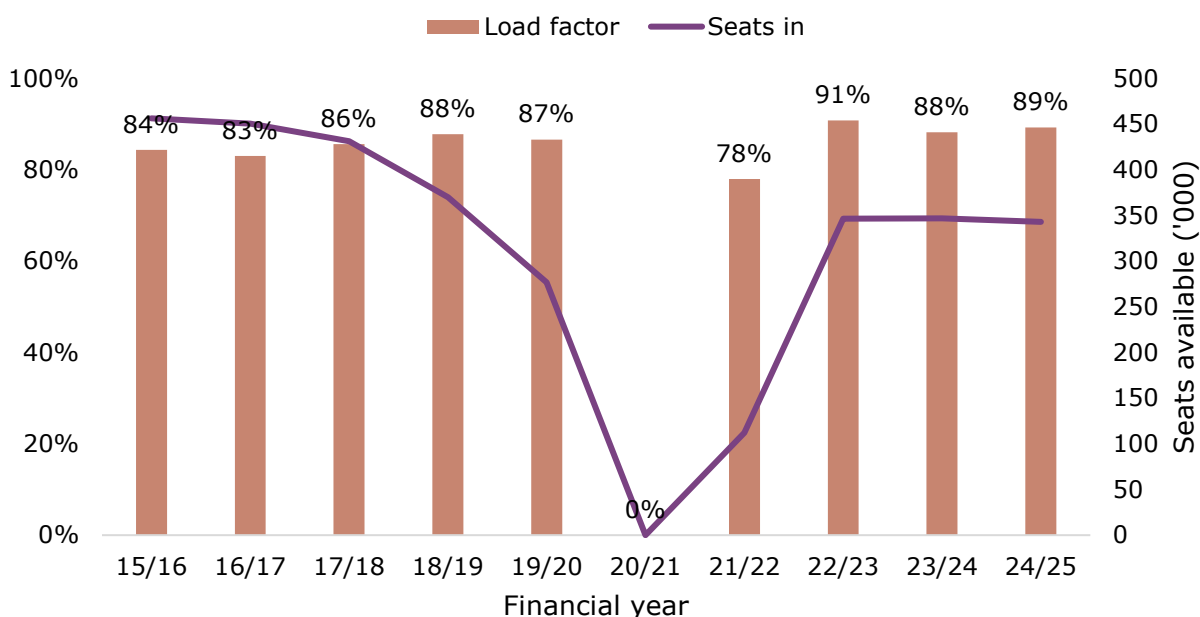
What visitors do





Aviation capacity and load factor for the United Kingdom has remained relatively steady since 2022-23. Over 637,480 Australians visited the UK in 2025, an increase of 3% on 2024.

Direct aviation capacity



Australian visitors to market



Australians' visiting the United Kingdom
637,480



United Kingdom residents Visiting Australia
758,300



NET visitor balance
+120,810

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