



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



Vietnam is Australia's twelfth largest inbound market, having reached 155% of pre-pandemic levels in FY2023-24. Total spend from Vietnamese visitors was \$837 million for FY2023-24.

### Visitor numbers



Total visitors  
**178,300**



Change vs last year  
**+39%**



Change vs pre-pandemic  
**+55%**



Rank  
**12<sup>th</sup>**

### Visitor group type



Solo traveller  
**67%**

Total INT: 57%



Adult couple  
**16%**

Total INT: 20%



Family  
**10%**

Total INT: 12%



Other  
**7%**

Total INT: 11%

### Visitor spend



Average visitor spend  
**\$5,100**



Total spend in Australia  
**\$837.3m**



Change in total spend vs last year  
**+55%**

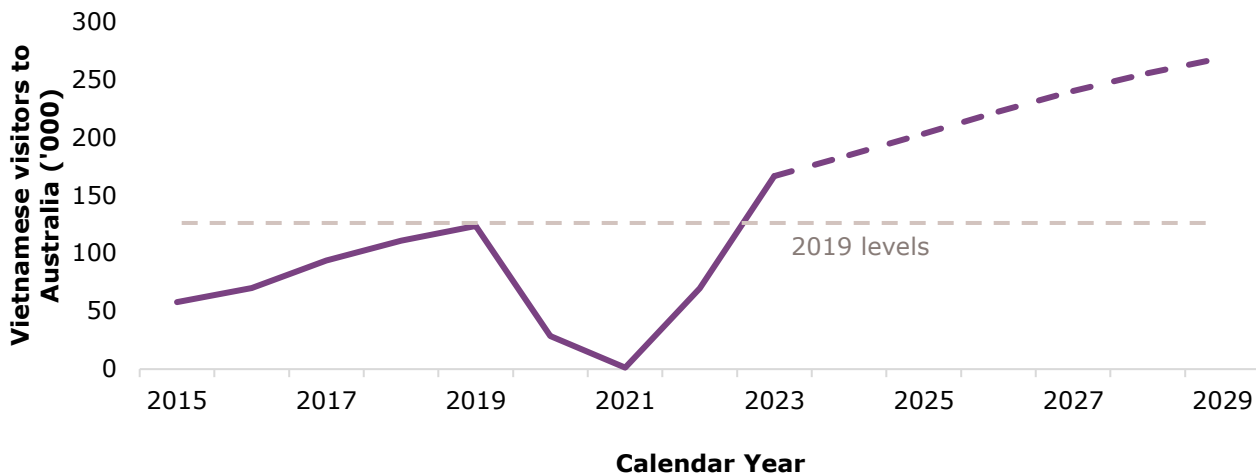


Change in total spend vs pre-pandemic  
**+74%**

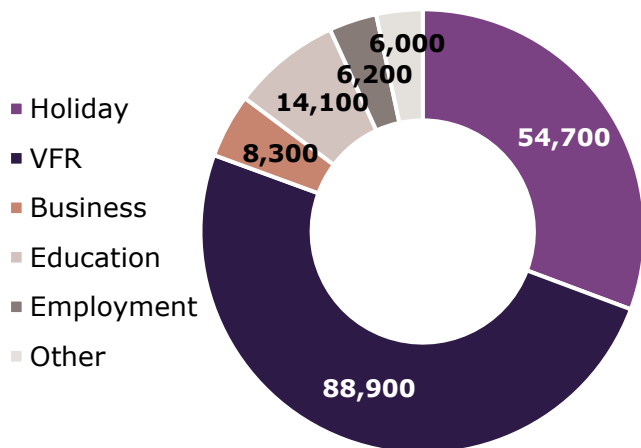


Visitation from Vietnam has surpassed pre-pandemic levels. 4 in 5 Vietnamese visitors come to Australia for a holiday or visiting friends and relatives (VFR).

### Forecast visitor growth



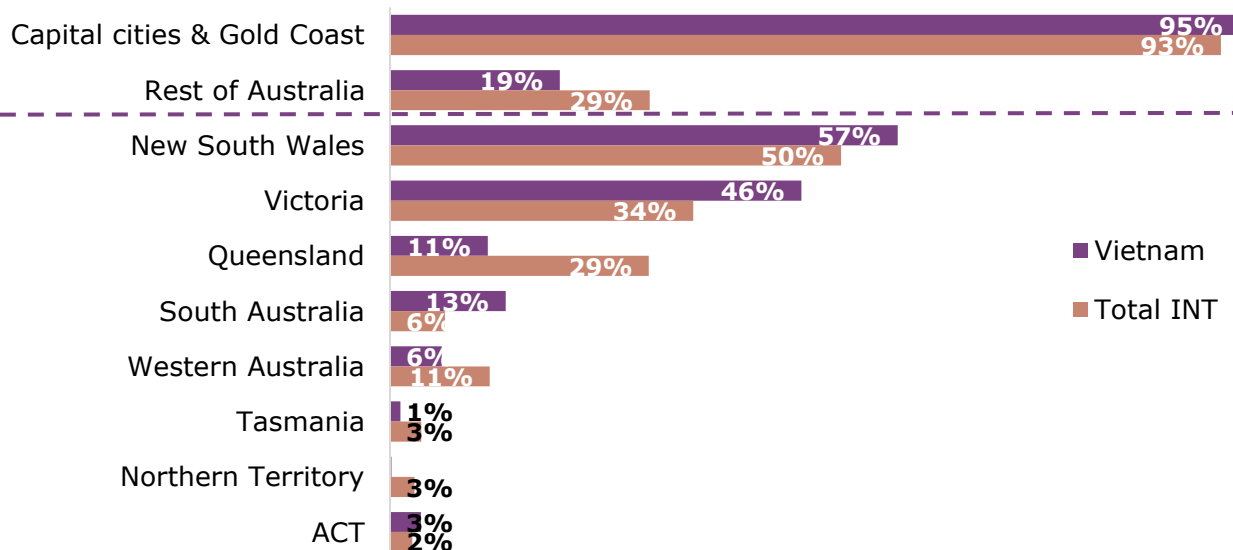
### Main reason for visitation



	Vietnam	Total INT
Holiday	31%	43%
Visiting Friends or Relatives	50%	34%
Business	5%	9%
Education	8%	6%
Employment	3%	4%
Other	3%	4%

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

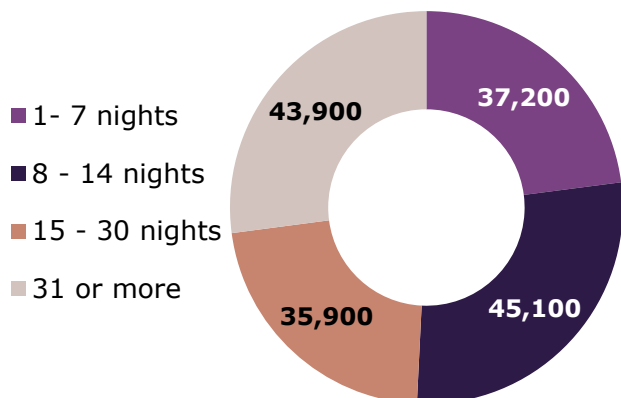
### Where visitors stay





Vietnamese visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include social and outdoors activities, local attractions and the arts.

## Nights Stayed



	Vietnam	Total INT
1- 7 nights	22%	34%
8 - 14 nights	27%	23%
15 - 30 nights	22%	17%
31 or more nights	27%	25%

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

## Visitor experience rating and trip type



Positive trip sentiment  
(7+ out of 10)

**97%**

Total INT: 96%



First trip to  
Australia

**41%**

Total INT: 36%

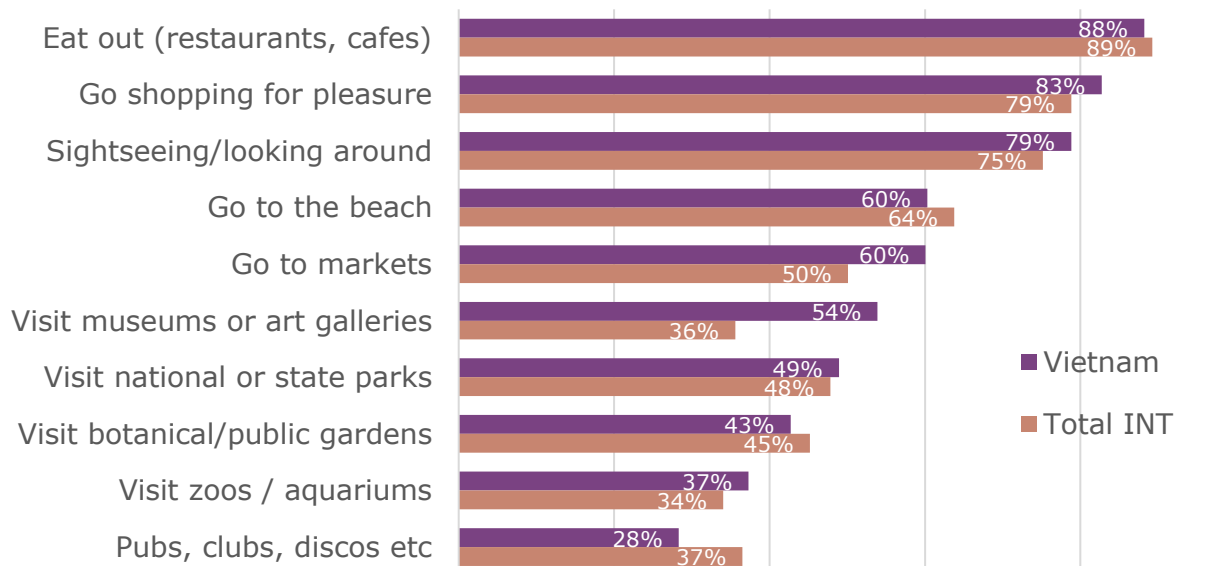


Return trip to  
Australia

**59%**

Total INT: 64%

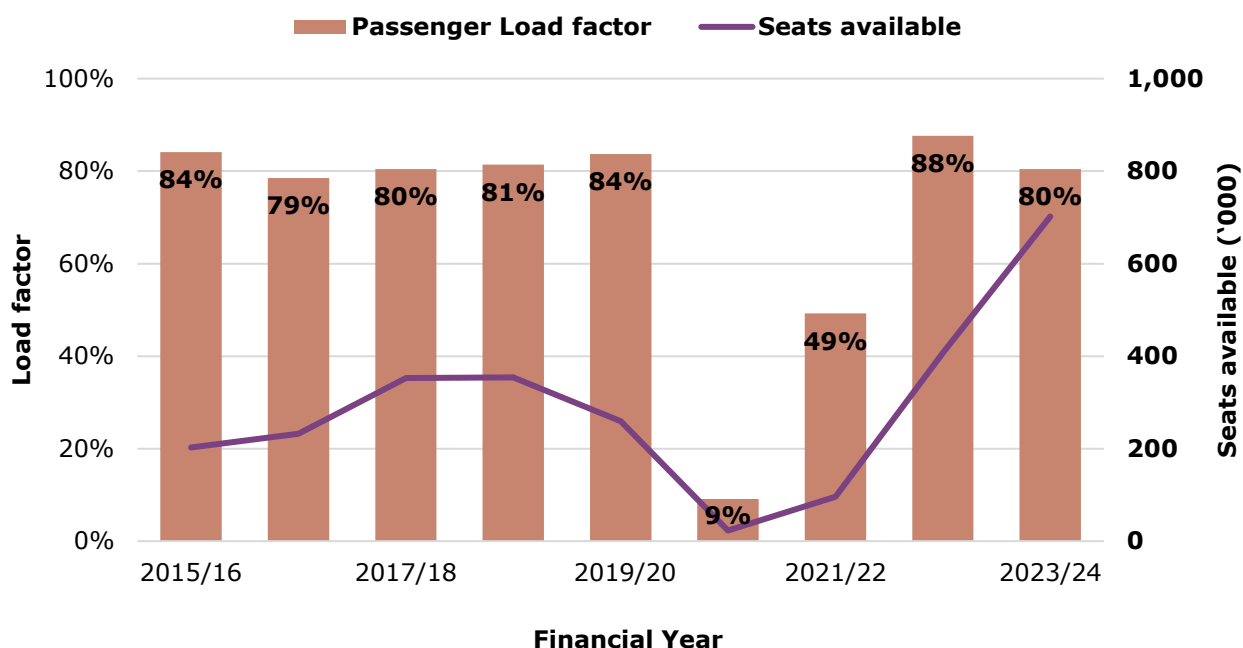
## What visitors do





Aviation capacity for Vietnam is has surpassed pre-pandemic levels, up 98 per cent. Nearly 400,000 Australians visited Vietnam in FY2023-24.

## Aviation capacity



## Australians in market



Australian residents returning from market

**388,600**



Vietnamese residents coming into Australia

**178,300**



NET visitor balance

**-210,300**

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