



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



Vietnam is Australia's 16<sup>th</sup> largest inbound market. In 2025 Vietnam saw a -5% year-on-year decrease in visitation, and a 9% increase in spend in Australia.

### Visitor numbers



Total visitors  
**164,990**



Change vs last year  
**-5%**



Rank  
**16<sup>th</sup>**

### Visitor spend



Average visitor spend  
**\$5,891**



Total spend in Australia  
**\$906.4m**



Change in total spend vs last year  
**+9%**

### Visitor group type



Solo traveller  
**64%**  
Total INT: 54%



Adult couple  
**15%**  
Total INT: 20%



Family/ friends group  
**21%**  
Total INT: 23%

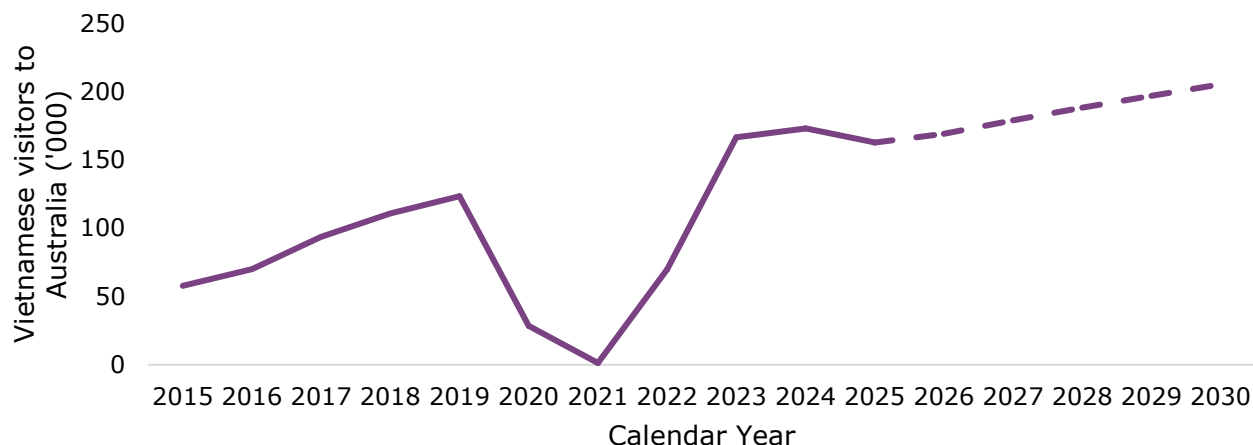


Other  
**1%**  
Total INT: 3%

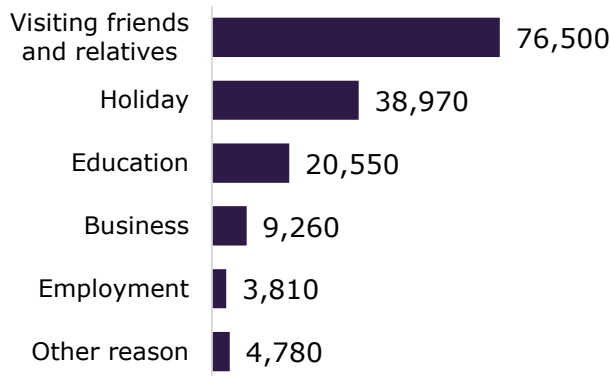


Visitors from Vietnam are forecast to grow to 205,000 in 2030. Half of Vietnamese visitors visit friends and relatives, predominately visiting New South Wales and Victoria.

## Forecast visitor growth



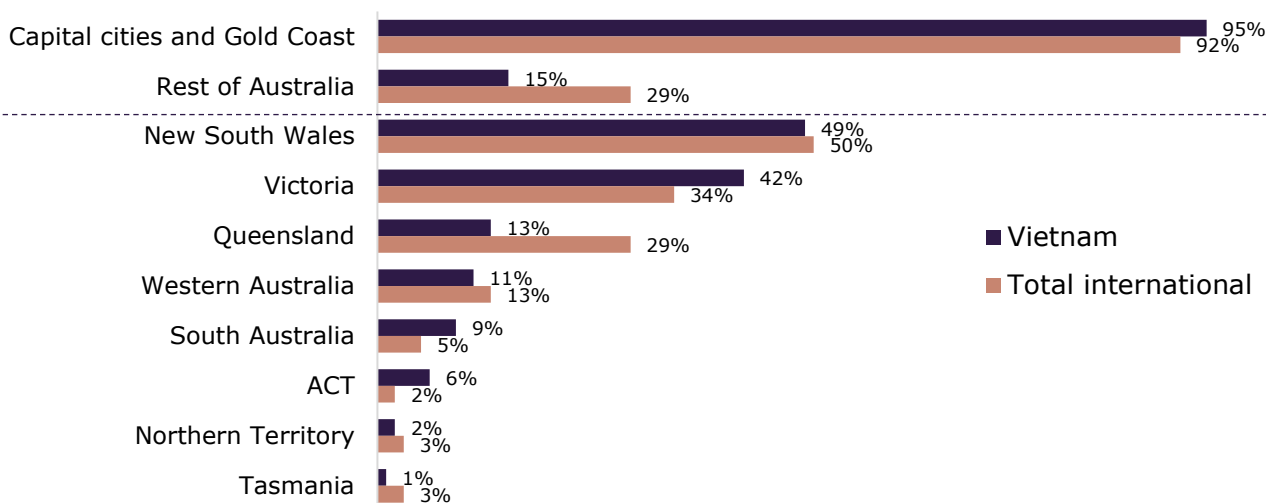
## Main reason for visitation



	Vietnam	Total INT
Visiting friends and relatives	50%	34%
Holiday	25%	43%
Education	13%	7%
Business	6%	9%
Employment	2%	4%
Other reason	3%	3%

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

## Destinations visited





Vietnamese visitors stay longer compared to the average international visitor. Visitors from Vietnam are more likely to be returning visitors. Key demand-driving experiences include eating out, shopping, going to the beach and markets.

## Nights Stayed

	Vietnam	Total INT
1- 7 nights	23%	34%
8 - 14 nights	26%	23%
15 - 30 nights	17%	17%
31 or more nights	35%	25%

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

## Visitor experience rating and trip type



Positive trip sentiment  
 (7+ out of 10)

**94%**

Total INT: 97%



First trip to  
 Australia

**31%**

Total INT: 41%

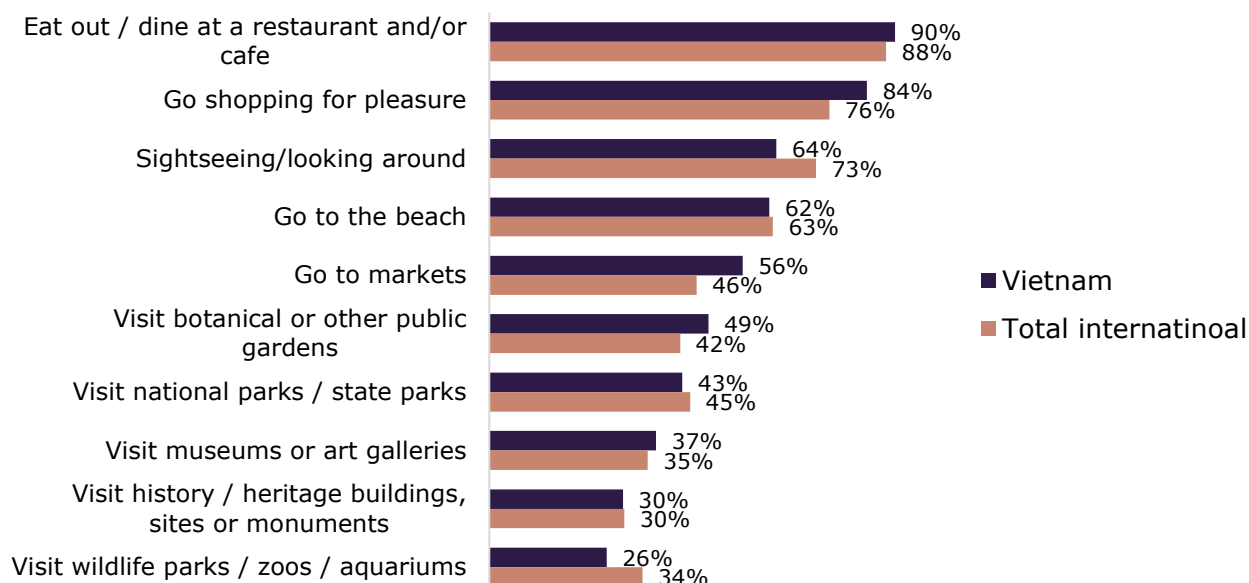


Return trip to  
 Australia

**69%**

Total INT: 59%

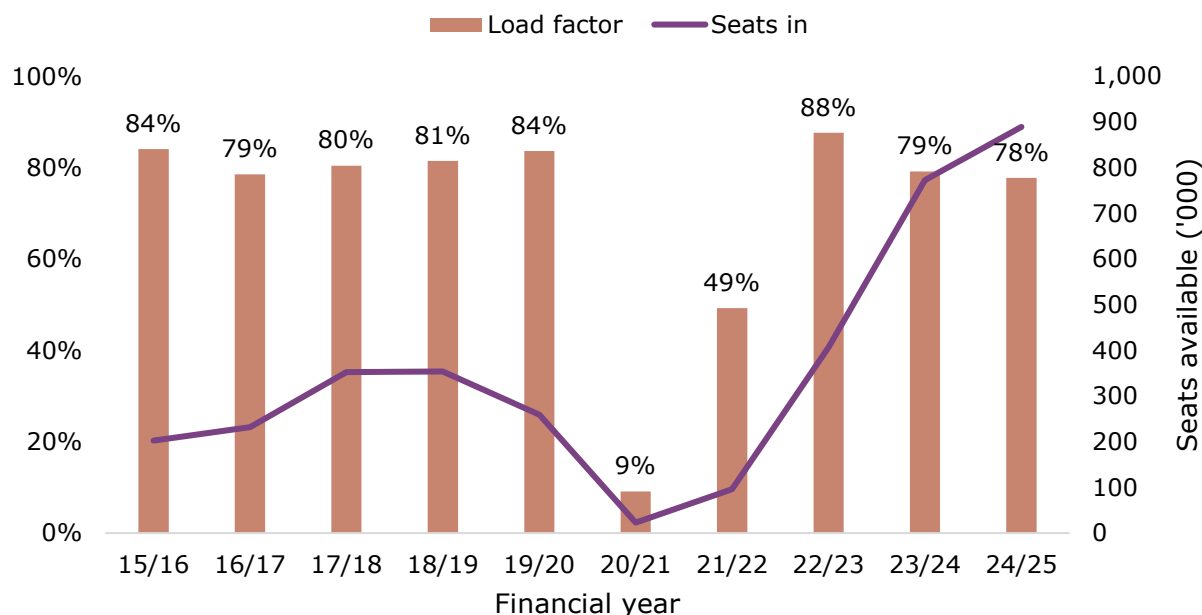
## What visitors do





Aviation capacity from Vietnam continued growing in FY2024-25, significantly above historic levels, however load factors have declined slightly year on year. Almost 520,000 Australians visited Vietnam in 2025, an increase of 19% on 2024.

## Direct aviation capacity



## Australian visitors to market



Australians' visiting  
 Vietnam  
**519,780**



Vietnamese residents  
 Visiting Australia  
**164,990**



NET visitor  
 balance  
**-354,790**

### 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)