

# Visitor Economy Facts and Figures - June 2025

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Australian Government  
Australian Trade and Investment Commission  
Tourism Research Australia



Summary details

Domestic overnight trips	12 months to Mar 2025	112.1M	1.0%
Short-term international visitors	12 months to Apr 2025	8.4M	6.7%
International tourist spend in Australia	12 months to Mar 2025	\$35.5bn	14.9%
Student visa holders in Australia	30 April 2025	666.1K	-0.2%
International education exports	12 months to Mar 2025	\$52.9bn	7.5%
Tourism filled jobs	March 2025	706.4K	3.0%
Tourism GDP (direct)	FY 2023-24	\$78.1bn	9.1%
Tourism's share of Australian GDP	FY 2023-24	2.9%	0.1% pts

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	Number of trips			Trip spend		
	Latest value	Year-on-Year change		Latest value	Year-on-Year change	
<b>Domestic overnight trips</b>	Number of trips			Trip spend		
12 months to: March 2025	112.1M	▼	-1,166K	-1%	\$108.9bn	▼ (\$1.7bn) -2%
Quarterly: March quarter 2025	28.8M	▼	-717.0K	-2%	\$27.1bn	▼ (\$2.2bn) -7%
<b>Domestic day trips</b>	Number of trips			Trip spend		
• Note: Daytrip data is not currently available for March quarter 2025. Data for March quarter 2025 will be made available alongside the June quarter 2025 data in September 2025.						
<b>Total domestic (overnight + day trip)</b>	Number of trips			Trip spend		
• Note: Totals are not available for March 2025 due to the unavailability of day trip data for March quarter 2025.						
<b>International visitor spend<sup>1</sup></b>				Trip spend		
12 months to: March 2025				\$35.5bn	▲ \$4.6bn	14.9%
Quarterly: March quarter 2025				\$12.8bn	▲ \$2.6bn	24.9%
<b>Total spend in Australia (domestic + international)</b>				Trip spend		
• Note: Totals are not available for March 2025 due to the unavailability of day trip data for March quarter 2025.						

**TRA tourism forecasts - projected total travel spend (nominal, excluding long-stay int'l students)<sup>2</sup>**

Calendar Year	Proj. spend in Australia	Year-on-year change	% YOY change
2025	\$183.6bn	\$6.9bn	3.9%
2026	\$193.7bn	\$10.1bn	5.5%
2027	\$204.7bn	\$11.0bn	5.7%
2028	\$214.2bn	\$9.5bn	4.7%
2029	\$222.6bn	\$8.4bn	3.9%


**Domestic overnight trips (quarterly)**


Quarter	Trips (M)
Dec 22	28.9M
Mar 23	29.4M
Jun 23	27.6M
Sep 23	26.9M
Dec 23	29.2M
Mar 24	29.5M
Jun 24	27.1M
Sep 24	26.6M
Dec 24	29.6M
Mar 25	28.8M


**THRIVE spend <sup>3</sup>**

Date	Spend (bn)
Mar 22	\$105.1bn
Sep 22	\$141.5bn
Dec 22	\$166bn
Dec 22	\$165.3bn
Jun 23	\$191.0bn
Dec 23	\$206.8bn
Dec 24	\$214.2bn

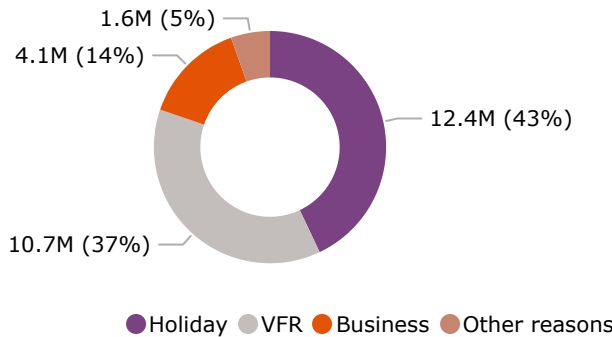
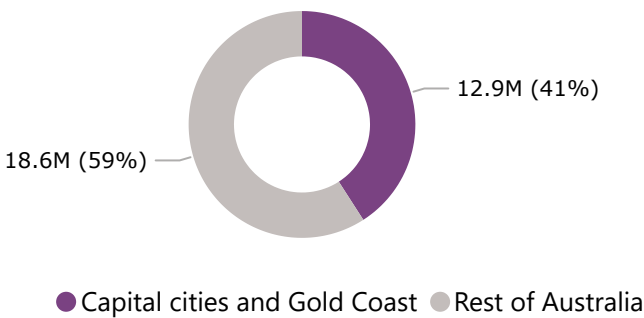
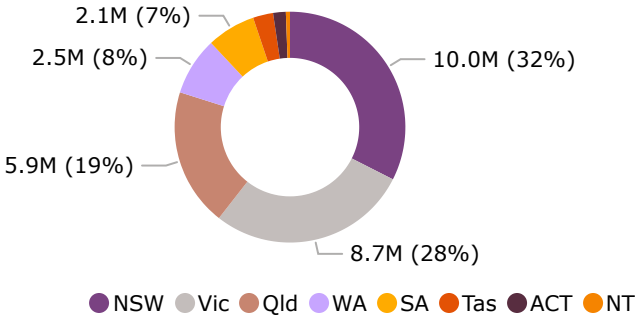
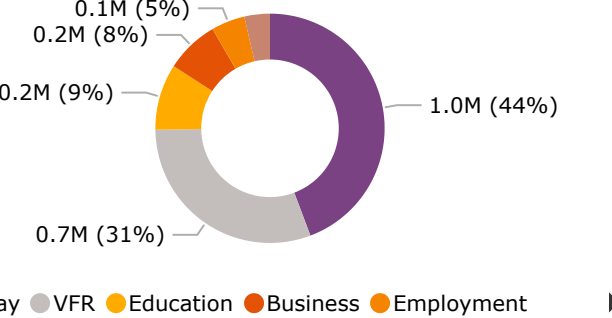
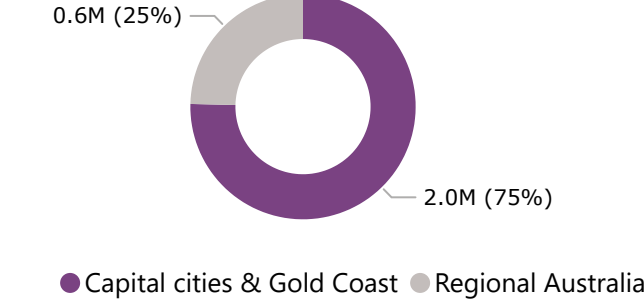
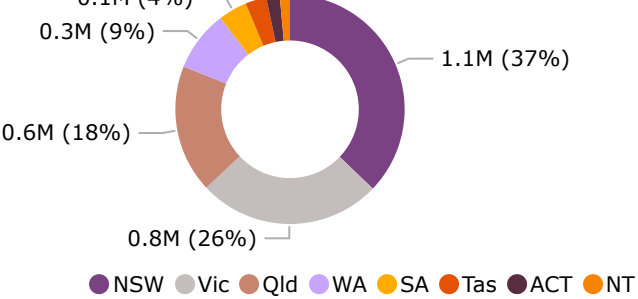
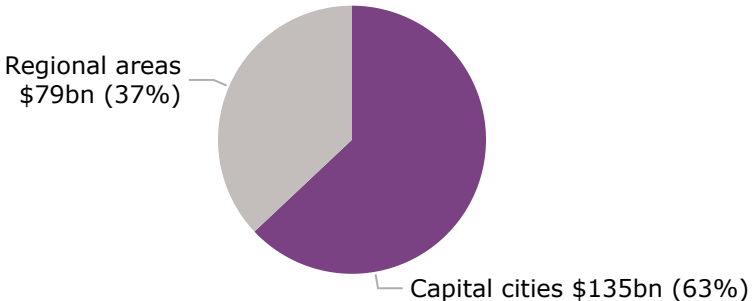
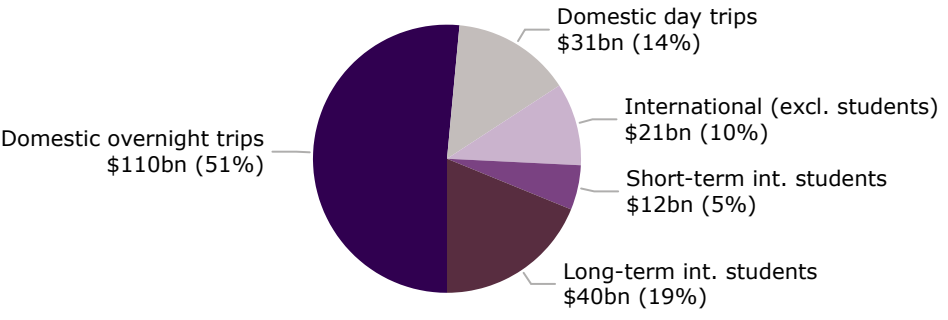
1. Spend in Australia: excludes international airfares and other spend outside of Australia. 2. Source: Tourism Research Australia, Tourism Forecasts for Australia, 2024. 3 THRIVE spend is the total spend in the visitor economy including long-stay international students (Long-term students are those who reside in Australia for over 12-months. Short-term students are those who reside in Australia for less than 12 months.).

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Select period (for charts) 

March quarter 2025 

Details of trips

<div>Domestic Overnight trips</div> <div>Number of trips: 28.8M</div> <div>March quarter 2025</div>	<div>Main reason for trip</div> <div>March quarter 2025</div> <div></div>	<div>Capital cities vs regional stopovers<sup>1</sup></div> <div>March quarter 2025</div> <div></div>	<div>Stopovers by state</div> <div>March quarter 2025</div> <div></div>
<div>International<sup>2</sup> visitors</div> <div>Number of int'l arrivals: 2.3M</div> <div>March quarter 2025</div>	<div>Main reason for trip (int'l arrivals)</div> <div>March quarter 2025</div> <div></div>	<div>Capital cities vs regional stopovers</div> <div>March quarter 2025</div> <div></div>	<div>Stopovers by state</div> <div>March quarter 2025</div> <div></div>
<div>THRIVE spend</div> <div>Total THRIVE spend: \$214.2bn</div> <div>12 months to December 2024</div>	<div>THRIVE spend: capital cities &amp; Gold Coast vs regional</div> <div>12 months to: December 2024</div> <div></div>		<div>THRIVE spend by group (Annual)</div> <div>12 months to: December 2024</div> <div></div>

1. Stopover - a place where a traveller stopped for one or more nights (Note: The sum of categories based on stopovers may exceed total number of trips for the quarter due to multiple stopovers on a single trip).

2. Number of international trips reported is not equivalent to the number of international visitor arrivals in any quarter.

3. Sources: Tourism Research Australia; ABS Overseas Arrivals and Departures;

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Latest value

Year-on-Year change

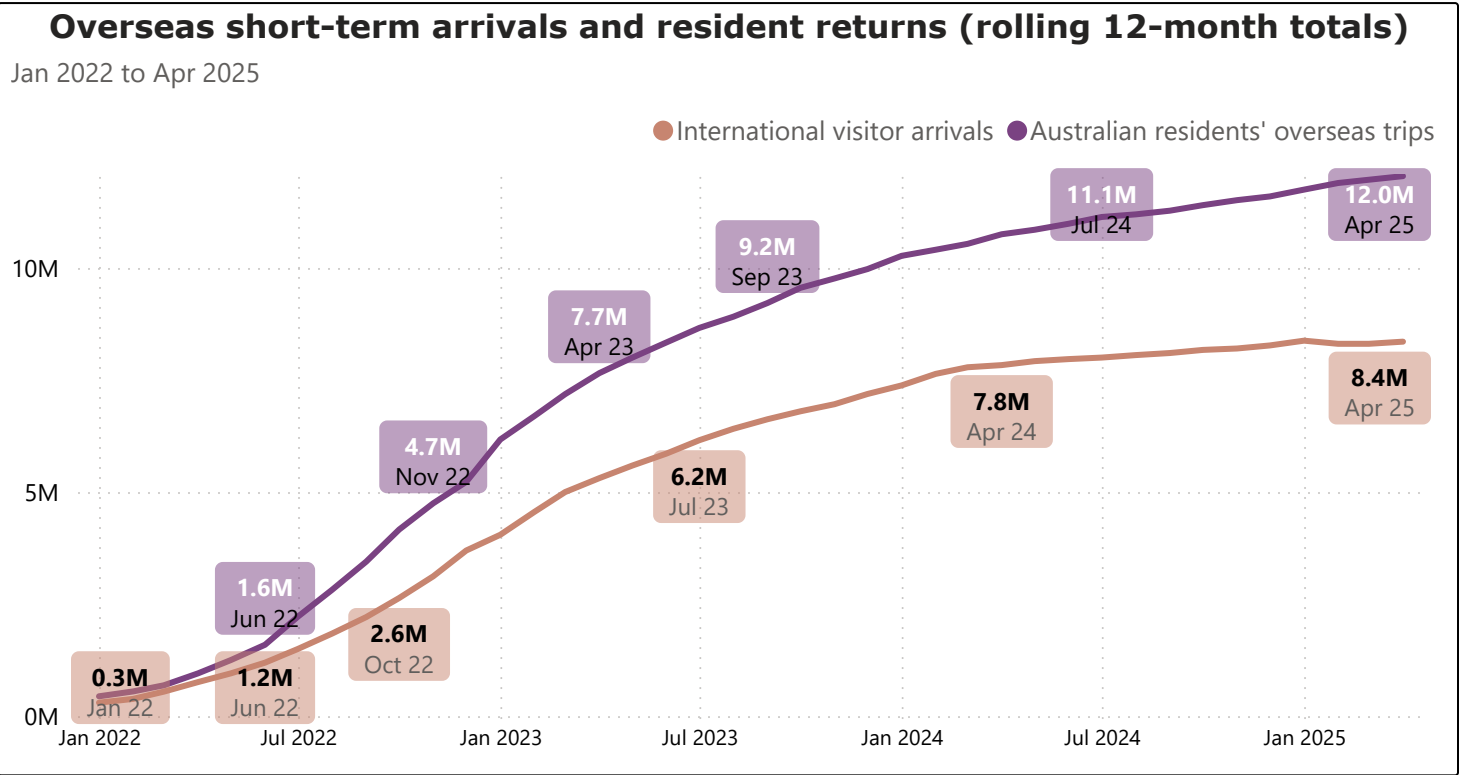
International short-term visitors					
12 months to:	April 2025	8.4M	▲	523.3K	7%
Monthly:	April 2025	641.2K	▲	48.1K	8%

International arrivals by source country (top 15)  
12 months to Apr 2025

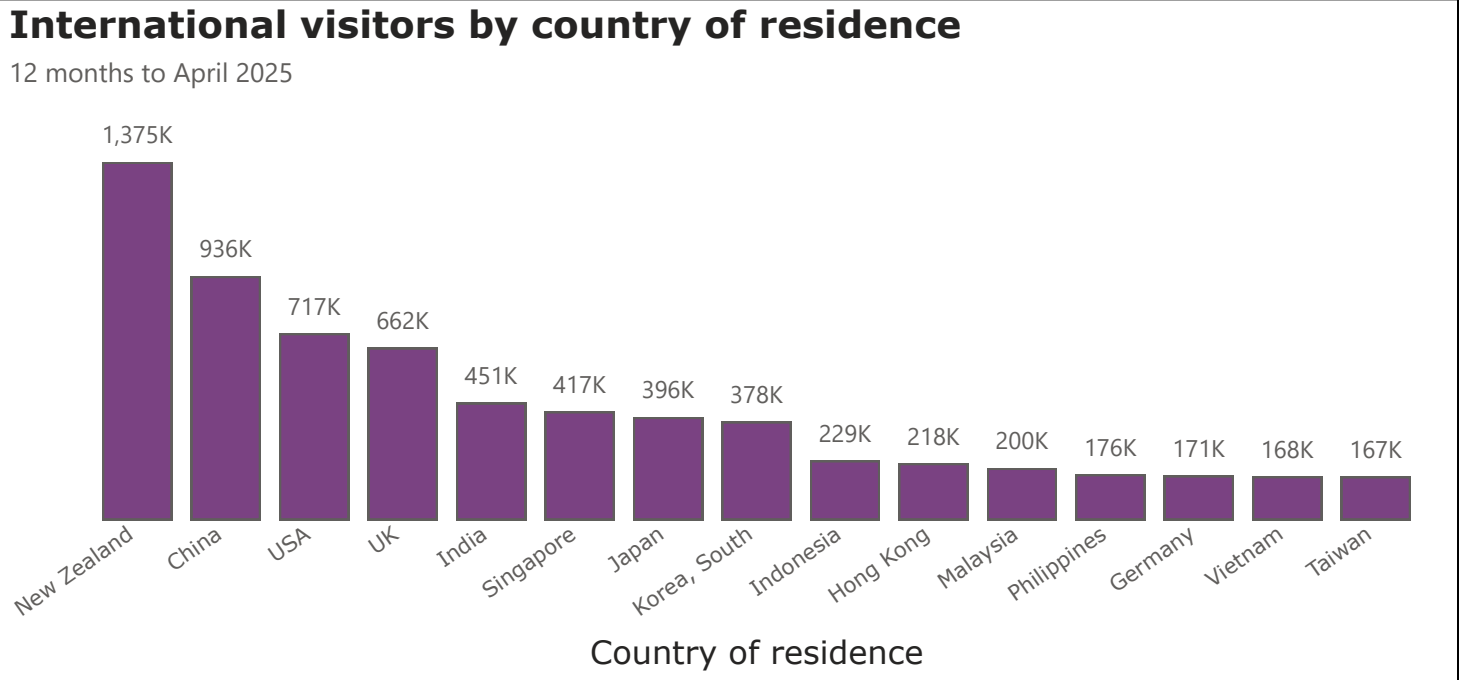
New Zealand	1,374,970	▲	23,380	2%
China	936,450	▲	177,330	23%
USA	717,110	▲	7,320	1%
UK	661,830	▲	50,340	8%
India	450,530	▲	40,320	10%
Singapore	417,030	▲	41,070	11%
Japan	395,630	▲	45,230	13%
Korea, South	378,130	▲	40,100	12%
Indonesia	228,910	▲	16,650	8%
Hong Kong	218,170	▲	14,230	7%
Malaysia	200,220	▲	13,630	7%
Philippines	175,800	▲	10,700	6%
Germany	170,890	▲	10,140	6%
Vietnam	168,020	▼	-10,430	-6%
Taiwan	167,440	▲	23,820	17%

Arrivals by purpose (12 months to April 2025)			C	pc
Holiday	3,625K	▲	316K	10%
Visiting friends/relatives	2,837K	▲	115K	4%
Business	738K	▲	36K	5%
Education	519K	▲	49K	10%
Employment	336K	▲	20K	6%
Other reasons	301K	▼	-12K	-4%

Australian residents returning from short-term overseas trips					
12 months to:	April 2025	12.0M	▲	1.3M	12%
January to:	April 2025	4.4M	▲	452.9K	12%
Monthly:	April 2025	1.0M	▲	80.2K	8%



Source: ABS Overseas Arrivals and Departures



Source: ABS Overseas Arrivals and Departures;  
Short-term trips are less than 12 months duration;  
Data includes travellers under 15 years old.

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Latest value

Year-on-Year change<sup>1</sup>

Total student visa holders in Australia<sup>2</sup>

30 April 2025

666.1K

▼

-1359

-0.2%

Student visa holders in Australia - top 15 countries (30 April 2025)

Country	Primary	Secondary	Total		Change on last year	%
China	143,502	2,571	146,073	▲	17,880	14%
India	99,296	10,855	110,151	▼	-6,878	-6%
Nepal	44,958	9,792	54,750	▼	-4,641	-8%
Vietnam	29,529	1,393	30,922	▲	771	3%
Philippines	25,456	4,215	29,671	▼	-5,211	-15%
Bangladesh	18,658	3,682	22,340	▲	6,861	44%
Indonesia	18,399	2,672	21,071	▲	2,354	13%
Colombia	16,681	3,698	20,379	▼	-1,466	-7%
Sri Lanka	15,900	3,815	19,715	▲	1,700	9%
Bhutan	9,995	9,455	19,450	▼	-3,497	-15%
Pakistan	15,576	1,698	17,274	▼	-3,310	-16%
Thailand	14,106	1,350	15,456	▼	-2,642	-15%
Brazil	11,979	3,086	15,065	▼	-562	-4%
Malaysia	10,763	598	11,361	▼	-1,623	-13%
Korea, South	9,205	854	10,059	▲	379	4%

International student visa holder arrivals<sup>3</sup>

12 months to April 2025

792.5K

▲

8,000

1%

International student visa holder departures<sup>3</sup>

12 months to April 2025

708.1K

▲

110,000

18%

Student visa holders in Australia

Mar 2022 to Apr 2025

● Primary & secondary student visa holders ● Primary visa holders

Source: Department of Home Affairs, student visa holder data

Students' Country of Citizenship (30 April 2025)

Country	Count
China	146K
India	110K
Nepal	55K
Vietnam	31K
Philippines	30K
Bangladesh	22K
Indonesia	21K
Colombia	20K
Sri Lanka	20K
Bhutan	19K
Pakistan	17K
Thailand	15K
Brazil	15K
Malaysia	11K
Korea, South	10K

For student visa holders in Australia. Source: Department of Home Affairs, student visa holder data

1 Compared to closest equivalent period in 2024 (this is March 2024 for this dataset); 2. International student visa holders data source: Department of Home Affairs, student visa holder data. (Note: Student visa holders include both short-stay and long-stay international students; 3. ABS, Overseas Arrivals and Departures);

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Latest value

Year-on-Year change

Tourism GDP (direct)<sup>2</sup>

2023-24

\$78.1bn

▲

\$6.5bn

9%

Tourism exports (Travel Services excl. Education)<sup>2</sup>

12 months to: March 2025

\$27.1bn

▲

\$2.3bn

9%

Quarterly - March 2025

\$7.9bn

▲

\$181.0M

2%

Education exports<sup>2</sup>

12 months to: March 2025

\$52.9bn

▲

\$3.7bn

7%

Quarterly - March 2025

\$14.1bn

▲

\$993.0M

8%

Tourism filled jobs <sup>3</sup>

March Quarter 2025

706.4K

▲

20.7K

3%

Tourism-related businesses<sup>5</sup>

June 2024

360K

▲

2,588

0.7%

Tourism-related businesses in regional Australia

June 2024

107K

▼

-267

-0.2%

Domestic aviation seats available<sup>4</sup>

12 months to: March 2025

73.4M

▼

-0.6M

-0.9%

Monthly: March 2025

5.9M

▼

-385.5K

-6%

Inbound international aviation seats available<sup>4</sup>

12 months to: March 2025

26.3M

▲

2.1M

9%

Monthly: March 2025

2.2M

▲

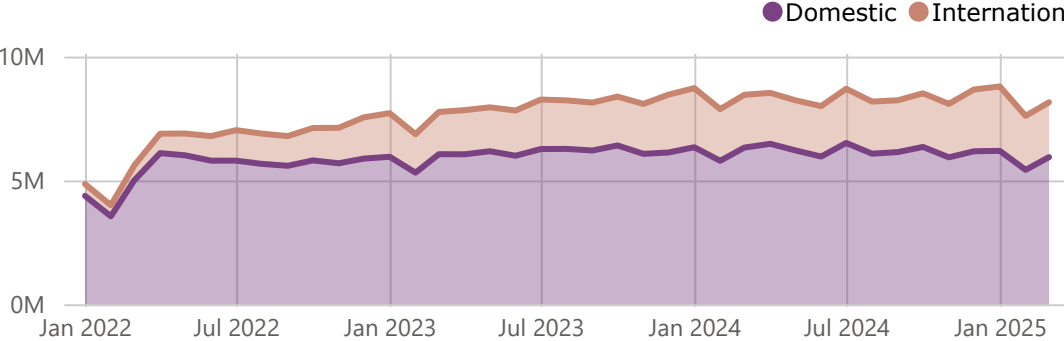
82.9K

4%

Aviation seats available<sup>4</sup>

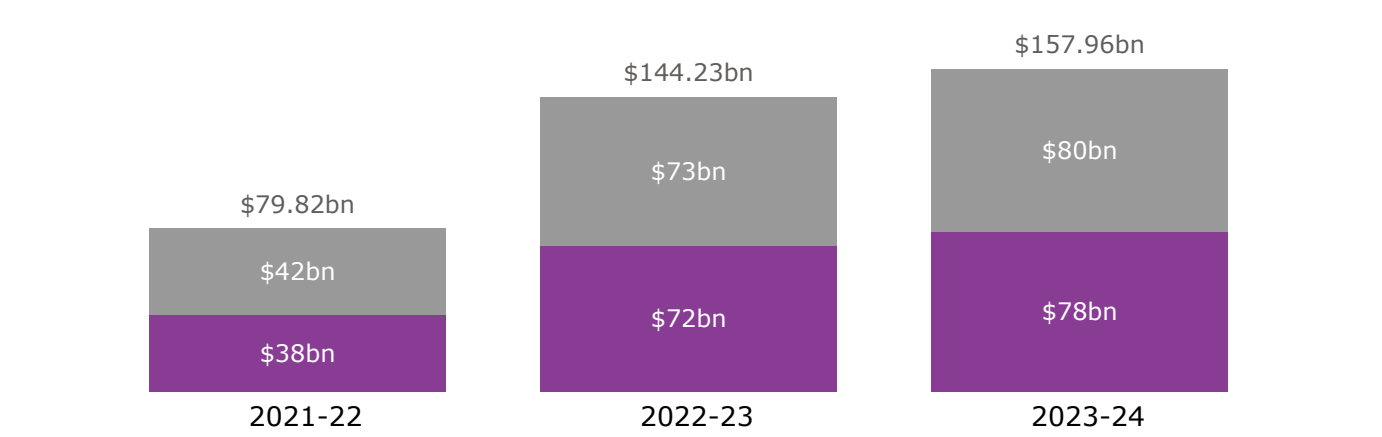
(Values in graph are stacked)

● Domestic ● International



Tourism GDP by FY

● Direct GDP ● Indirect GDP



Source: TRA State Tourism Satellite Account

YOY Change in tourism filled jobs by sector (compared with 2024)

March 2025 compared with March 2024

Accommodation

17.7K

Education & training

11.3K

Retail trade

2.1K

Road transport & equip

1.4K

All other industries

0.3K

Gambling services

-0.3K

Clubs, pubs, bars, etc.

-0.5K

Travel agency & Info

-0.9K

Sports and rec.

-2.0K

Cafes, restaurants, etc.

-2.5K

Cultural services

-2.7K

Air, water transport

-3.2K

^ The values refer to the change in tourism jobs in each related sector between March 2024 and March 2025.  
Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics.

1 Source: ABS, Tourism Satellite Account. 2 Source: ABS, Balance of payments and International Investment Position, Australia.  
3 Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics. 4 Source: BITRE domestic and international aviation data. 5 Source: Tourism Research Australia



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# Calendar year 2024 statistics

(All figures are for entire calendar year 2024)

	Trips <sup>1</sup>				Spend <sup>1</sup>			Spend by traveller type	
Traveller	Trips (2024)	Change from 2023			Spend (2024)	Change from 2023			<p>Domestic day \$30.7bn (18%)</p> <p>International Visito... \$32.9bn (19%)</p> <p>Domestic overnight \$110.3bn (63%)</p>
Domestic overnight	115.0M	▲	2.4M	2%	\$110.3bn	▲	\$1.0bn	1%	
Domestic day	200.6M	▼	-15.6M	-7%	\$30.7bn	▼	-\$2.3bn	-7%	
Domestic travel total	315.5M	▼	-13.3M	-4%	\$141.0bn	▼	-\$1.3bn	-1%	
International Visitors to Australia	8.3M	▲	1.1M	15%	\$32.9bn	▲	\$4.8bn	17%	
All travel (domestic & international)	323.8M	▼	-12.2M	-4%	\$173.9bn	▲	\$3.5bn	2%	

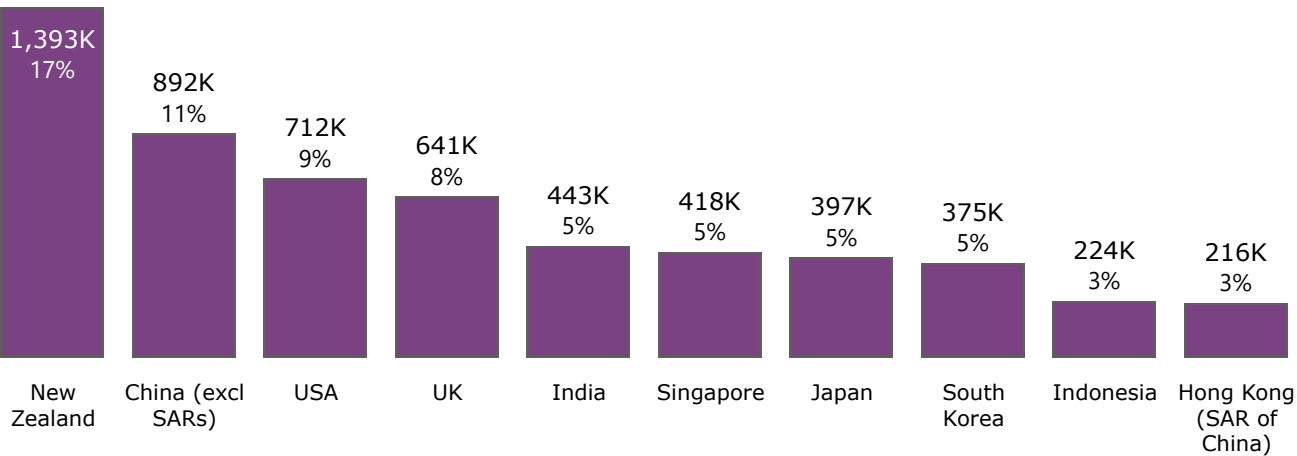
## Australian residents' overseas trips (outbound)<sup>2</sup>

	Trips (2024)	Change from 2023	
Australian residents' short-term overseas trips	11.6M	▲	1.6M 16%

## THRIVE spend (all travel + international student spend)<sup>3</sup>

	Value (2024)	Change from 2023	
THRIVE spend	\$214.2bn	▲	\$7.4bn 4%

## Origin of International Visitors (top 10)<sup>3</sup>

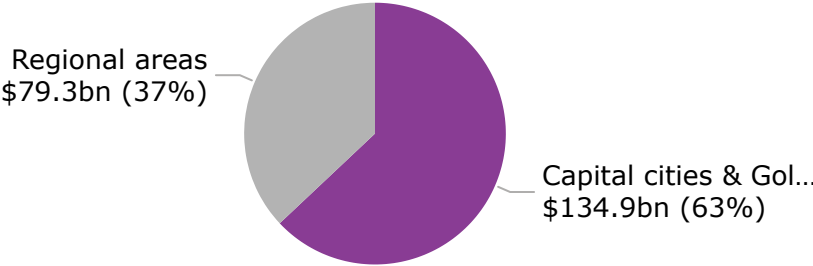


## Total THRIVE spend in Australia 2024

### Total THRIVE spend

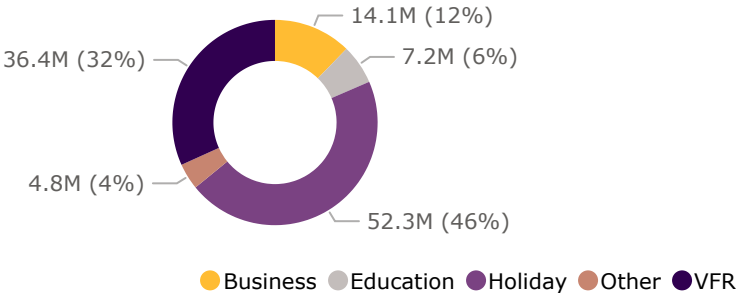
(domestic & international travel plus long-term students)

**\$214.2bn**



## International visitors - reason for travel

March quarter 2025



1. Source: Tourism Research Australia.  
2. Source: ABS Overseas Arrivals and Departures.  
3. THRIVE spend includes long-term international students (those who stay longer than one year in Australia).