

Visitor Economy Facts and Figures - April 2025

Home

Visitor spend

Domestic visitors

International visitors

International students

Jobs & economic metrics

Calendar yr 2024 summary





Australian Government
Australian Trade and Investment Commission
Tourism Research Australia

Summary details

Domestic overnight trips	12 months to Dec 2024	115.0M	2.1%
Short-term international visitors	12 months to Feb 2025	8.3M	8.8%
International tourism spend in Australia	12 months to Dec 2024	\$32.9bn	17.2%
Total tourism spend (internat'l & domestic)	12 months to Dec 2024	\$173.9bn	2.1%
THRIVE measure (tourism & int'l education)	12 months to Dec 2024	\$213.9bn	3.4%
Student visa holders in Australia	28 February 2025	703.7K	1.6%
Tourism filled jobs	December 2024	713.5K	2.5%
Tourism-related businesses	June 2024	360K	0.7%
Tourism GDP (direct)	FY 2023-24	\$78.1bn	9.1%
Tourism's share of Australian GDP	FY 2023-24	2.9%	0.1% pts
International education exports	12 months to Dec 2024	\$51.5bn	9.8%

Visitor Economy Facts and Figures - April 2025															
Home		Visitor spend		Domestic visitors		International visitors		International students		Jobs & economic metrics		Calendar yr 2024 summary		Page 2	
<div><div></div><div>To Home</div></div>		Value (Latest)		Change on last year (Volume) (%)		Change since pre-pandemic ¹ (Volume) (%)				<div><div>Tracking progress against THRIVE 2030 strategy (interim target of \$166b by 2024)¹</div><div><div><div>1. THRIVE measure is the total spend in the visitor economy including long-stay international students. Source: Tourism Research Australia</div><div><div>THRIVE spend (Annual)</div><div>Select Period (for Charts) 12 months to December 2024</div></div><div><div>THRIVE spend by group (Annual)⁴</div><div><div>THRIVE Total: \$213.9bn</div><div><div><div>THRIVE spend: capital cities & Gold Coast vs regional</div><div><div>THRIVE total: \$213.9bn</div><div></div></div></div></div></div></div></div></div></div>					
Domestic overnight spend															
12 months to: December 2024		\$110.3bn		▲ \$1.0bn 0.9%		▲ \$29.6bn 36.7%									
Quarterly: December quarter 2024		\$28.1bn		▲ \$20.0M 0.1%		▲ \$7.7bn 37.6%									
Domestic day trip spend															
12 months to: December 2024		\$30.7bn		▼ (\$2.3bn) -6.8%		▲ \$4.3bn 16.5%									
Quarterly: December quarter 2024		\$8.6bn		▲ \$12.0M 0.1%		▲ \$1.6bn 22.4%									
Total domestic spend (overnight + day trip)															
12 months to: December 2024		\$141.0bn		▼ (\$1.3bn) -0.9%		▲ 33.9bn 31.7%									
Quarterly: December quarter 2024		\$36.7bn		▲ \$32.0M 0.1%		▲ \$9.3bn 33.7%									
International visitor spend ²															
12 months to: December 2024		\$32.9bn		▲ \$4.8bn 17.2%		▲ \$1.5bn 4.7%									
Quarterly: December quarter 2024		\$7.8bn		▲ \$604.0M 8.4%		▲ 363.0M 4.9%									
Total spend in Australia (domestic + international)															
12 months to: December 2024		\$173.9bn		▲ \$3.5bn 2.1%		▲ \$35.4bn 25.6%									
Quarterly: December quarter 2024		\$44.5bn		▲ \$636.0M 1.4%		▲ \$9.6bn 27.6%									
THRIVE measure - total spend in Australia (incl. long-stay students)															
12 months to: December 2024		\$213.9bn		▲ \$7.1bn 3.4%		▲ \$47.7bn 28.7%									
Quarterly: December quarter 2024		\$55.8bn		▲ \$1.4bn 2.6%		▲ \$12.7bn 29.3%									
TRA tourism forecasts - projected total travel spend (nominal, excluding long-stay international students) ³															
Calendar Year		Projected Spend		Change from 2019		% Change from 2019									
2025		\$183.6bn		+\$45.2bn		+ 32.6%									
2026		\$193.7bn		+\$55.2bn		+ 39.9%									
2027		\$204.7bn		+\$66.2bn		+ 47.8%									
2028		\$214.2bn		+\$75.7bn		+ 54.7%									
2029		\$222.6bn		+\$84.1bn		+ 60.8%									
1 Compared with the equivalent period in 2019. 2. Spend in Australia: excludes international airfares and other spend outside of Australia. 3. Source: Tourism Research Australia, Tourism Forecasts for Australia, 2024. 4. 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.										Source: Tourism Research Australia					

Home

Visitor spend

Domestic visitors

International visitors

International students

Jobs & economic metrics

Calendar yr 2024 summary

Page 3

⬅ To Home

Value

(Latest)

Change on last year

(Volume) (%)

Change since pre-pandemic¹

(Volume) (%)

Domestic overnight trips

12 months to: December 2024115.0M▲2.4M2.1%▼-2.5M-2.1%

Quarterly: December quarter 202429.1M▲424.0K1.5%▼-314.0K-1.1%

Domestic day trips

12 months to: December 2024200.6M▼-15.6M-7.2%▼-47.8M-19.2%

Quarterly: December quarter 202453.4M▲1.8M3.4%▼-8.8M-14.1%

Domestic overnight trip rate²

Monthly: December 202428.1%▼-1.0 ppts

Domestic visitor nights

12 months to: December 2024397.5M▼-5.0M-1.2%▼-20.4M-4.9%

Quarterly: December quarter 202497.5M▲43.0K0.0%▼-5.8M-5.7%

Domestic overnight trips (quarterly)

Quarter	Value (M)
December 2020	29
March 2020	24
June 2020	10
September 2020	16
December 2020	22
March 2021	25
June 2021	25
September 2021	12
December 2021	21
March 2022	25
June 2022	28
September 2022	28
December 2022	28
March 2023	28
June 2023	28
September 2023	28
December 2023	29
March 2024	29
June 2024	29
September 2024	29
December 2024	29

Source: Tourism Research Australia.

Details of domestic overnight trips (quarterly)³

Overnight trips for quarter:29.1M

Select quarter (for charts)▼

December quarter 2024▼

Capital cities vs regional areas stopovers⁴

December quarter 2024

Location	Value (M)	Percentage (%)
Capital cities and Gold Coast	18.6	61
Rest of Australia	11.7	39

Interstate or intrastate trip

December quarter 2024

Trip Type	Value (M)	Percentage (%)
Interstate	19.9	69
Intrastate	9.2	31

Stopover reasons

December quarter 2024

Reason	Value (M)	Percentage (%)
Business & Employment	21.0	71
Leisure (Holiday & VFR)	6.9	23
Other reasons	1.8	6

1. Compared with equivalent period in 2019.

2. The **trip rate** is the % of NVS respondents interviewed in the first 3 weeks of the month who reported taking one or more overnight trips in the preceding 28 days. Source: Tourism Research Australia

3. Source: Tourism Research Australia (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).

4. Stopover - a place where a traveller stopped for one or more nights

	To Home						
		Value		Change on last year		Change since pre-pandemic ¹	
		(Latest)		(Volume) (%)		(Volume) (%)	

International short-term visitors							
12 months to:	February 2025	8.3M	▲	671.0K	9%	▼	-979.9K -11%
January to	February 2025	1.5M	▲	36.1K	2%	▼	-160.6K -10%
Monthly:	February 2025	787.8K	▼	-70.2K	-8%	▼	-139.5K -15%

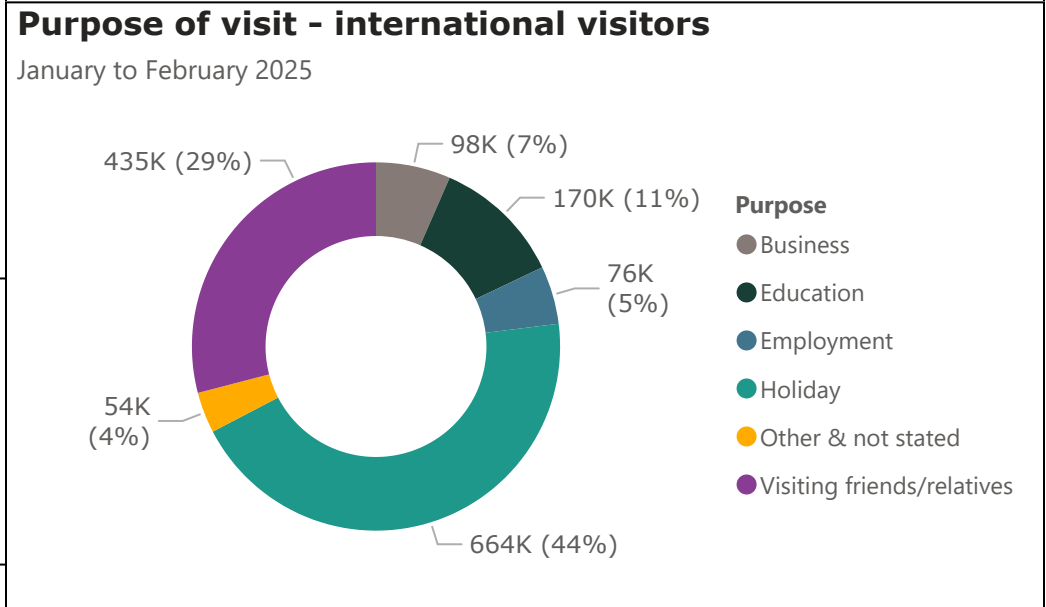
Arrivals by source country (January to February 2025) (top 20 countries)							
China	237,340	▲	16,400	7%	▼	-111,790	-32%
New Zealand	185,050	▼	-15,330	-8%	▲	90	0%
USA	151,380	▲	4,610	3%	▼	-470	-0%
UK	148,760	▲	9,520	7%	▼	-10,560	-7%
Korea, South	82,890	▲	7,660	10%	▲	22,190	37%
India	67,570	▲	5,360	9%	▲	10,490	18%
Japan	61,450	▲	200	0%	▼	-14,290	-19%
Singapore	38,350	▼	-900	-2%	▼	-12,120	-24%
Canada	37,060	▼	-340	-1%	▼	-5,810	-14%
Germany	36,390	▲	1,470	4%	▼	-8,530	-19%
Hong Kong	34,480	▼	-850	-2%	▼	-17,190	-33%
Taiwan	33,410	▲	2,130	7%	▼	-3,590	-10%
Indonesia	28,790	▲	950	3%	▲	3,420	13%
Vietnam	27,610	▼	-1,990	-7%	▲	6,810	33%
Malaysia	26,480	▼	-1,610	-6%	▼	-15,450	-37%
France	25,530	▲	1,890	8%	▼	-2,880	-10%
Philippines	24,050	▼	-1,620	-6%	▲	3,680	18%
Ireland	18,600	▲	1,700	10%	▲	5,550	43%
Italy	13,030	▲	1,560	14%	▼	-390	-3%
Thailand	10,780	▼	-540	-5%	▼	-780	-7%

Arrivals by purpose (January to February 2025)							
Holiday	663,900	▲	10,120	2%	▼	-130,990	-16%
Visiting friends/relatives	435,220	▲	5,850	1%	▲	5,750	1%
Education	170,340	▲	18,450	12%	▼	-16,160	-9%
Business	98,190	▲	960	1%	▼	-48,090	-33%
Employment	76,370	▲	5,240	7%	▲	29,490	63%

Australian residents returning from short-term overseas trips							
12 months to:	February 2025	11.9M	▲	1.5M	14%	▲	741.3K 7%
January to	February 2025	2.5M	▲	299.7K	14%	▲	329.3K 15%
Monthly:	February 2025	0.9M	▲	147.7K	19%	▲	177.3K 24%



Source: ABS Overseas Arrivals and Departures



Source: ABS Overseas Arrivals and Departures

1 Compared with equivalent period in 2019
Source: ABS Overseas Arrivals and Departures; short-term trips are less than 12 months duration; includes travellers under 15 years old.

Visitor Economy Facts and Figures - April 2025

Home

Visitor spend

Domestic visitors

International visitors

International students

Jobs & economic metrics

Calendar yr 2024 summary

Page 5

⬅️ To Home

Value (Latest)

Change on Last Year (Volume) (%)

Change since pre-pandemic¹ (Volume) (%)

Total student visa holders in Australia²

28 February 2025

703.7K

▲ 36.2K 5%

▲ 95.9K 16%

Student visa holders in Australia - top 15 countries (28 February 2025)²

Country	Primary	Secondary	Total	Change on last year		%		Change since 2019		%	
China	142,228	2,862	145,090	▲	16,897	13%	▼	-24,126	-14%		
India	105,429	13,229	118,658	▲	1,629	1%	▲	27,633	30%		
Nepal	48,566	10,809	59,375	▼	-16	-0%	▲	7,043	13%		
Philippines	29,525	5,184	34,709	▼	-173	-0%	▲	23,219	202%		
Vietnam	30,312	1,508	31,820	▲	1,669	6%	▲	10,665	50%		
Bhutan	11,758	11,547	23,305	▲	358	2%	▲	19,392	496%		
Bangladesh	18,324	3,797	22,121	▲	6,642	43%	▲	15,459	232%		
Indonesia	18,781	2,750	21,531	▲	2,814	15%	▲	6,510	43%		
Sri Lanka	17,115	4,380	21,495	▲	3,480	19%	▲	9,119	74%		
Colombia	17,014	3,626	20,640	▼	-1,205	-6%	▲	5,550	37%		
Pakistan	17,692	1,864	19,556	▼	-1,028	-5%	▲	8,304	74%		
Thailand	15,536	1,546	17,082	▼	-1,016	-6%	▲	3,969	30%		
Brazil	12,482	3,127	15,609	▼	-18	-0%	▼	-5,177	-25%		
Malaysia	11,313	709	12,022	▼	-962	-7%	▼	-8,630	-42%		
Korea, South	9,476	934	10,410	▲	730	8%	▼	-6,744	-39%		

Value (Latest)

Change on Last Year (Volume) (%)

Change since pre-pandemic¹ (Volume) (%)

International student visa holder arrivals³

Calendar year to date February 2025

278.1K

▲ 19.3K 7%

▲ 3940 1%

International student visa holder departures³

Calendar year to date February 2025

100.7K

▲ 10.6K 12%

▼ -12.7K -11%

International student commencements⁴

Calendar year to date Dec 2024

572.0K

▲ 16.6K 3%

▲ 61.5K 12%

International student enrolments⁴

Calendar year to date Dec 2024

1.1M

▲ 126.0K 13%

▲ 142.9K 15%

Student visa holders in Australia

Student visa holders in Australia

● Primary & secondary student visa holders ● Primary visa holders

Source: Department of Home Affairs, student visa holder data

Students' Country of Citizenship (28 February 2025)

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

1 Compared to closest equivalent period in 2019 (this is March 2019 for student visa holders numbers); 2. Department of Home Affairs, Student Visa Holder Data. Student visa holders include both short-stay and long-stay international students; 3. ABS, Overseas Arrivals and Departures; 4. Department of Education, International Student Data

Visitor Economy Facts and Figures - April 2025

Home

Visitor spend

Domestic visitors

International visitors

International students

Jobs & economic metrics

Calendar yr 2024 summary

Page 6

⬅️ To Home

Value

(Latest)

Change on last year

(Volume) (%)

Change since pre-pandemic¹

(Volume) (%)

Tourism GDP (direct)²

2023-24

\$78.1bn

▲

\$6.5bn

9.1%

▲

\$17.8bn

29.5%

Tourism exports (Travel Services excl. Education)³

12 months to: December 2024

\$27.0bn

▲

\$4.5bn

19.9%

▲

\$1.6bn

6.2%

Quarterly - December 2024

\$7.3bn

▲

\$540.0M

7.9%

▲

\$425.0M

6.1%

Education exports³

12 months to: December 2024

\$51.5bn

▲

\$4.6bn

9.8%

▲

\$11.5bn

28.6%

Quarterly - December 2024

\$13.2bn

▲

\$887.0M

7.2%

▲

\$2.8bn

27.1%

Tourism filled jobs ⁴

December Quarter 2024

713.5K

▲

17.5K

2.5%

▲

31.9K

4.7%

Tourism-related businesses⁵

June 2024

360K

▲

2,588

0.7%

▲

34.7K

10.7%

Tourism-related businesses in regional Australia

June 2024

107K

▼

-267

-0.2%

▲

7,500

8.0%

Domestic aviation seats available⁶

Calendar year to date: January 2025

6.2M

▼

-0.1M

-2.3%

▼

-0.3M

-5.2%

Monthly: January 2025

6.2M

▼

-145.7K

-2.3%

▼

-338.8K

-5.2%

Inbound international aviation seats available⁶

Calendar year to Date: January 2025

2.6M

▲

222.1K

9.3%

▲

117.1K

4.7%

Monthly: January 2025

2.6M

▲

222.1K

9.3%

▲

117.1K

4.7%

Tourism and education exports by quarter ⁽³⁾

(Values in graph are stacked)

● Tourism Exports ● Education Exports

\$20bn

\$0bn

2012

2014

2016

2018

2020

2022

2024

Direct tourism GDP by financial year

\$80bn

\$60bn

\$40bn

\$20bn

\$0bn

2013-14

2014-15

2015-16

2016-17

2017-18

2018-19

2019-20

2020-21

2021-22

2022-23

2023-24

Source: ABS, Australian National Accounts: Tourism Satellite Account, 2023-24, December 2024

Change in tourism filled jobs by sector (compared with 2019)

December 2024 compared with December 2019

Accommodation

16.9K

Retail trade

12.4K

Cafes, restaurants, etc.

8.2K

Travel agency & Info

5.3K

Road transport & equip

4.0K

Sports and rec.

2.1K

All other industries

1.0K

Clubs, pubs, bars, etc.

-0.1K

Gambling services

-0.4K

Cultural services

-0.7K

Education & training

-4.3K

Air, water transport

-12.3K

^ The values refer to the change in tourism jobs in each related sector between December 2019 and December 2024. Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics.

1 Compared with equivalent period in 2019.

2 Source: ABS, Australian National Accounts: Tourism Satellite Account.

3 Source: ABS, Balance of Payments and International Investment Position, Australia.

4 Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics.

5 Source: Tourism Research Australia

6 Source: BITRE domestic and international aviation data

Calendar year 2024 statistics

(All figures are for entire calendar year 2024)



	Trips ²						Spend ²							
Traveller ▲	Trips (2024)	Change from 2023		Change from 2019		Value (2024)	Change from 2023		Change from 2019					
Domestic day	200.6M	▼	-15.6M	-7%	▼	-47.8M	-19%	\$30.7bn	▼	-\$2.3bn	-7%	▲	\$4.3bn	16%
Domestic overnight	115.0M	▲	2.4M	2%	▼	-2.5M	-2%	\$110.3bn	▲	\$1.0bn	1%	▲	\$29.6bn	37%
Domestic travel total	315.5M	▼	-13.3M	-4%	▼	-50.3M	-14%	\$141.0bn	▼	-\$1.3bn	-1%	▲	\$33.9bn	32%
International Visitors to Australia ³	8.3M	▲	1.1M	15%	▼	-1.2M	-13%	\$32.9bn	▲	\$4.8bn	17%	▲	\$1.5bn	5%
All travel (domestic & international)	323.8M	▼	-12.2M	-4%	▼	-51.5M	-14%	\$173.9bn	▲	\$3.5bn	2%	▲	\$35.4bn	26%

Australian residents' overseas trips (outbound)

	Trips (2024)	Change from 2023			Change from 2019		
Australian residents' short-term overseas trips	11.6M	▲	1.6M	16%	▲	0.3M	3%

THRIVE spend (all travel + international student spend) ¹

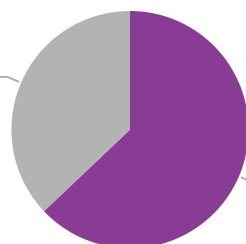
	Value (2024)	Change from 2023			Change from 2019		
THRIVE spend	\$213.9bn	▲	\$7.1bn	3%	▲	\$47.7bn	29%

Total THRIVE spend in Australia 2024

Total THRIVE spend :
(domestic & international travel plus long-term students)

\$213.9bn

Regional areas
\$79.3bn (37%)



Capital cities & Gold Coast
\$134.6bn (63%)

Origin of International Visitors (top 10)

Rank	Country of residence	Arrivals (2024)	% of Total
1	New Zealand	1,393K	17%
2	China (excl SARs)	892K	11%
3	USA	712K	9%
4	UK	641K	8%
5	India	443K	5%
6	Singapore	418K	5%
7	Japan	397K	5%
8	South Korea	375K	5%
9	Indonesia	224K	3%
10	Hong Kong (SAR of China)	216K	3%

1. THRIVE spend includes long-term international students (those who stay longer than one year in Australia). 2. Source: Tourism Research Australia. 3. Source: ABS Overseas Arrivals and Departures. 4)