



Data for visitors to Australia for less than 12 months



China is Australia's second largest inbound market, having reached 56% of pre-pandemic levels in FY2023-24. Total spend from Chinese visitors was \$7.4 billion for FY2023-24.

Visitor numbers



Total visitors
800,400



Change vs last year
+231%



Change vs pre-pandemic
-44%



Rank
2nd

Visitor group type



Solo traveller
62%
Total INT: 57%



Adult couple
14%
Total INT: 20%



Family
12%
Total INT: 12%



Other
13%
Total INT: 11%

Visitor spend



Average visitor spend
\$10,200



Total spend in Australia
\$7.4b



Change in total spend vs last year
+117%

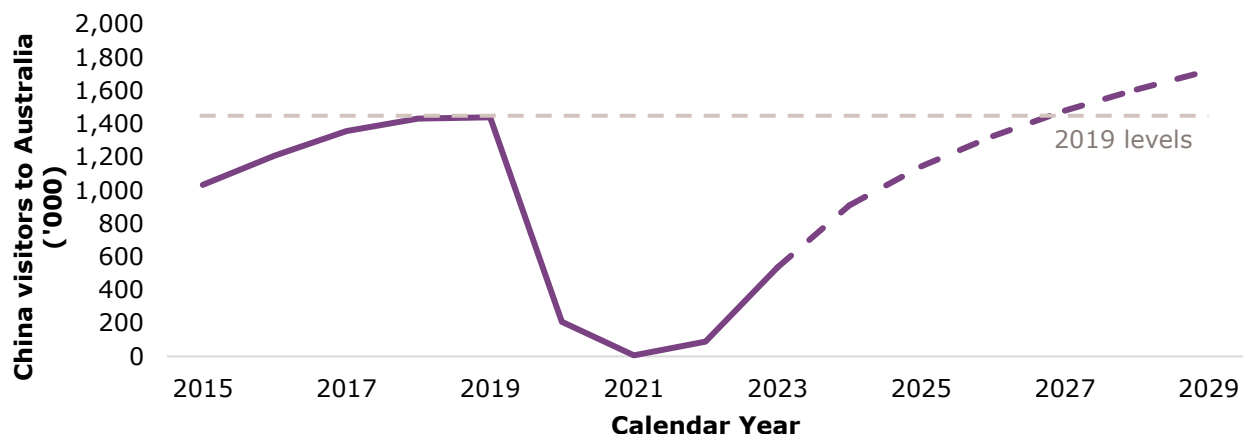


Change in total spend vs pre-pandemic
-23%

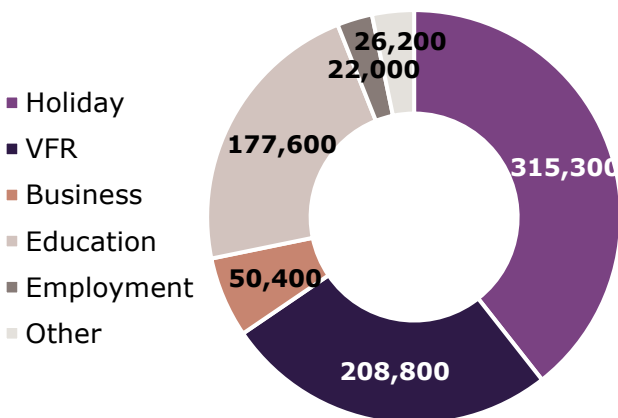


Chinese visitors are forecasted to return to pre-pandemic levels in 2027. 2 in 3 Chinese visit Australia for a holiday or for visiting friends and relatives (VFR).

Forecast visitor growth



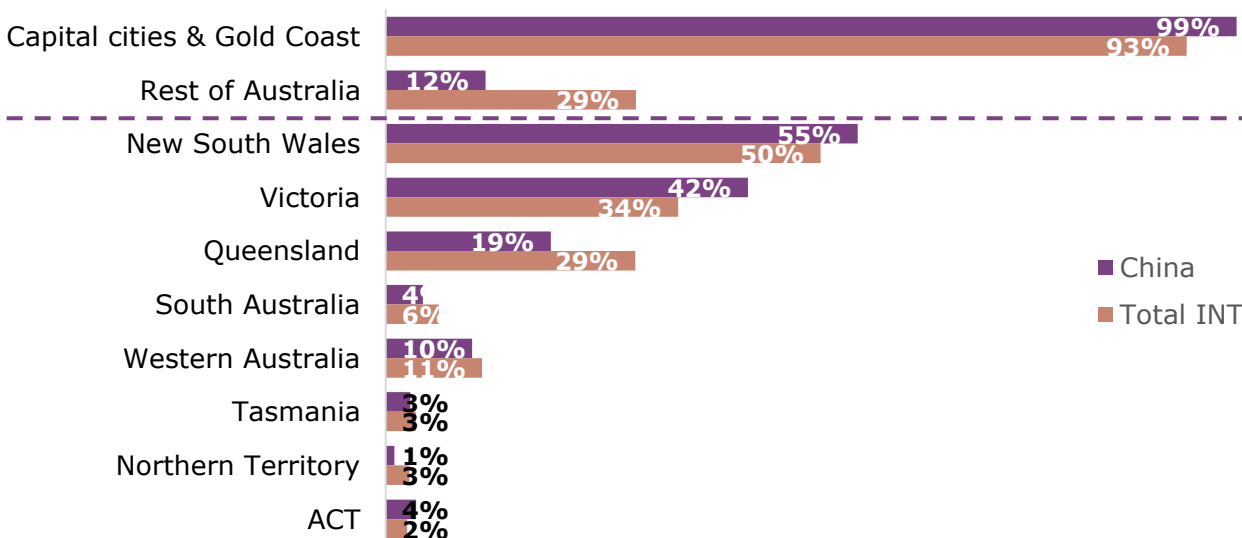
Main reason for visitation



	China	Total INT*
Holiday	39%	43%
Visiting Friends or Relatives (VFR)	26%	34%
Business	6%	9%
Education	22%	6%
Employment	3%	4%
Other	3%	4%

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

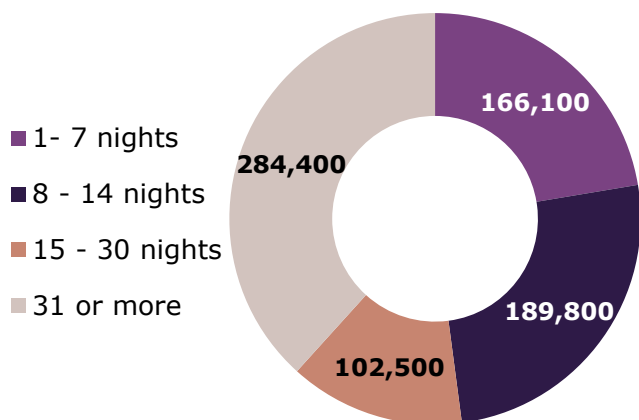
Where visitors stay





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

Nights Stayed



	China	Total INT*
1- 7 nights	22%	34%
8 - 14 nights	25%	23%
15 - 30 nights	14%	17%
31 or more nights	38%	25%

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

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)
95%
 Total INT: 96%

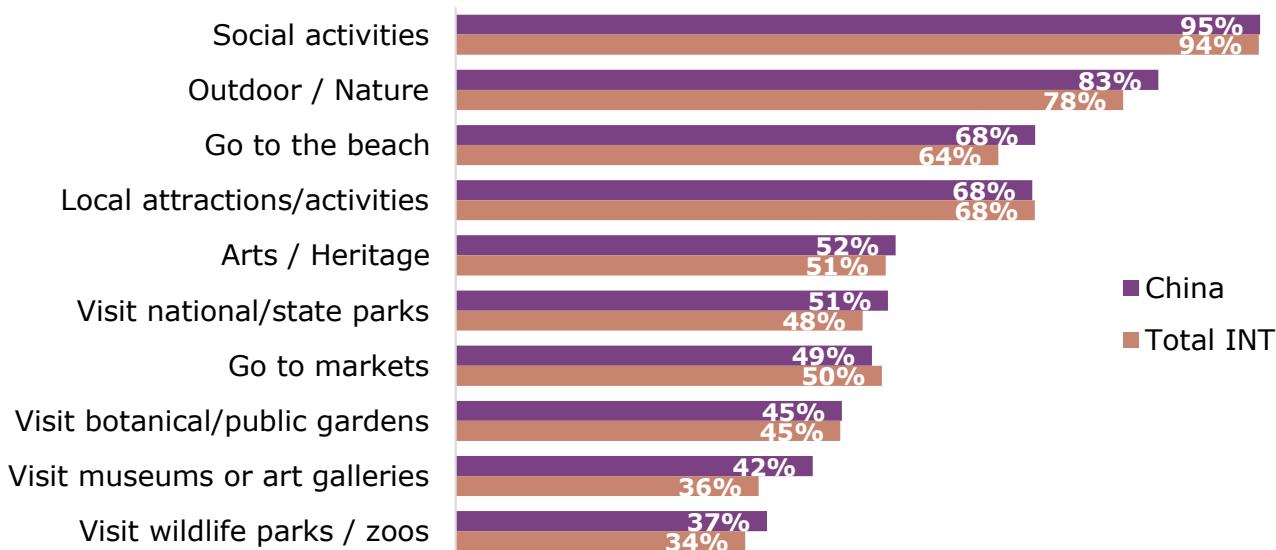


First trip to Australia
34%
 Total INT: 36%



Return trip to Australia
66%
 Total INT: 64%

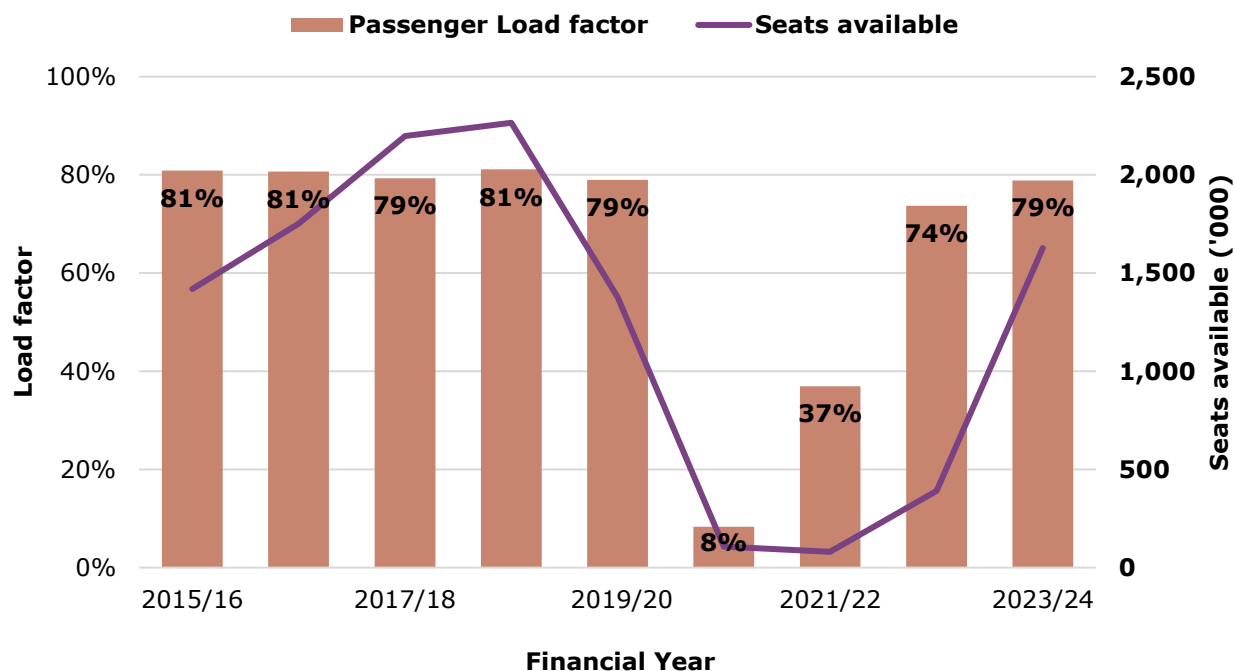
What visitors do





Aviation capacity for China remains below pre-pandemic levels. Over half a million Australians visited China in FY2023-24.

Aviation capacity



Australians in country



Australian residents
 returning from country
520,200



Chinese residents
 coming into Australia
800,400



NET visitor
 balance
+280,200

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. Enquiries welcome at: tourism.research@tra.gov.au