



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
12th

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%

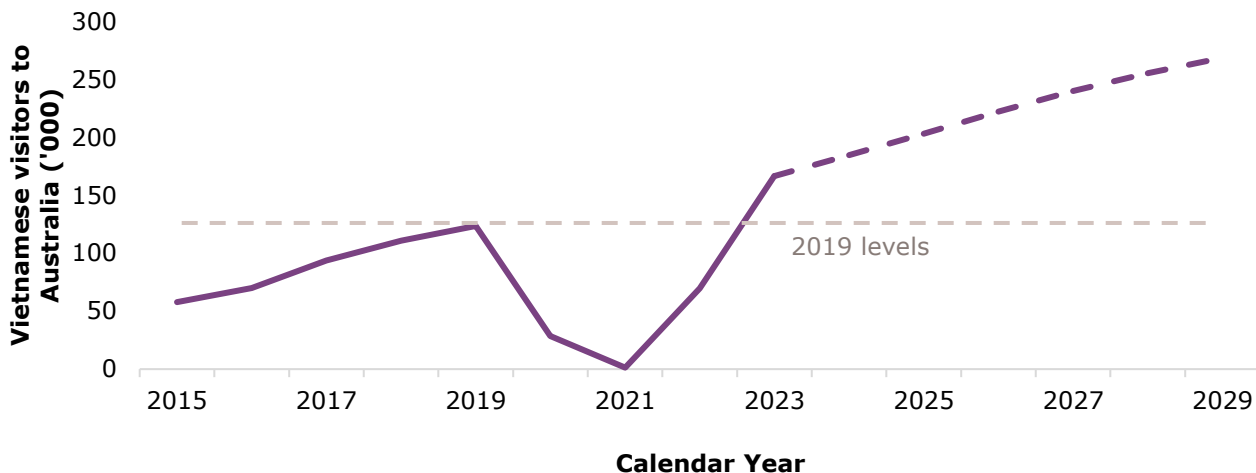


Change in total spend vs pre-pandemic
+74%

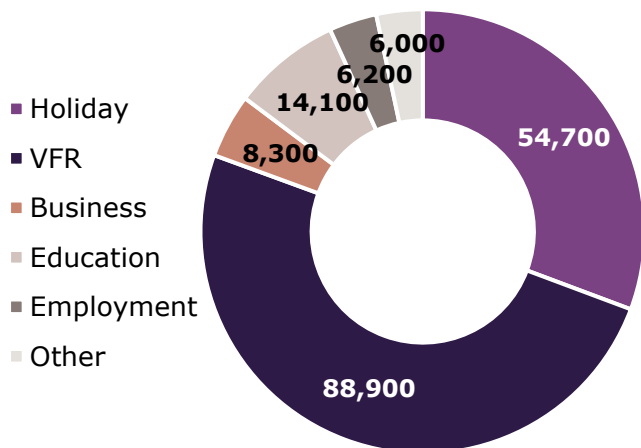


Visitation from Vietnam has surpassed pre-pandemic levels. 4 in 5 Vietnamese visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



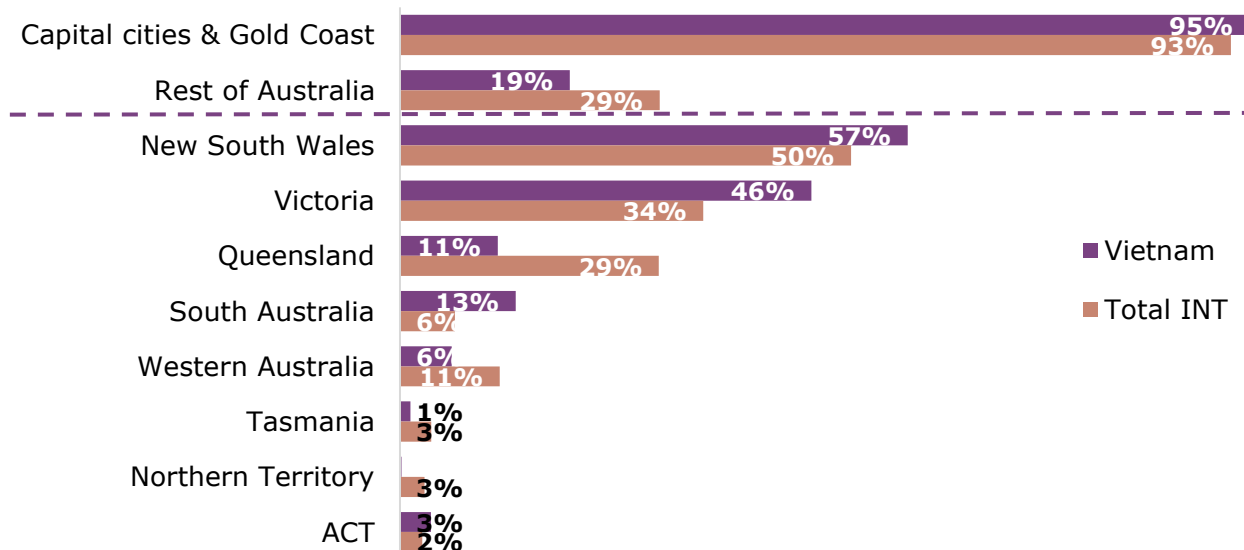
Main reason for visitation



	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

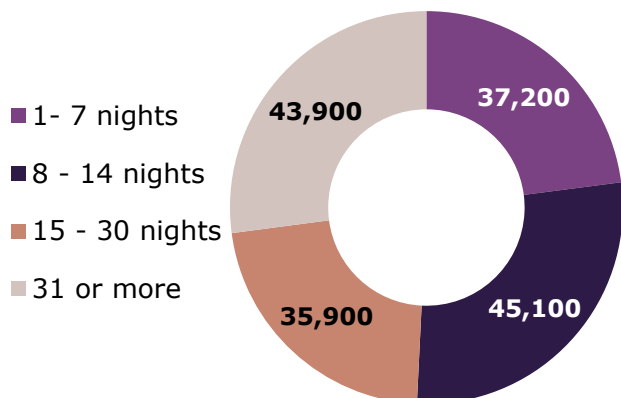
Where visitors stay





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%

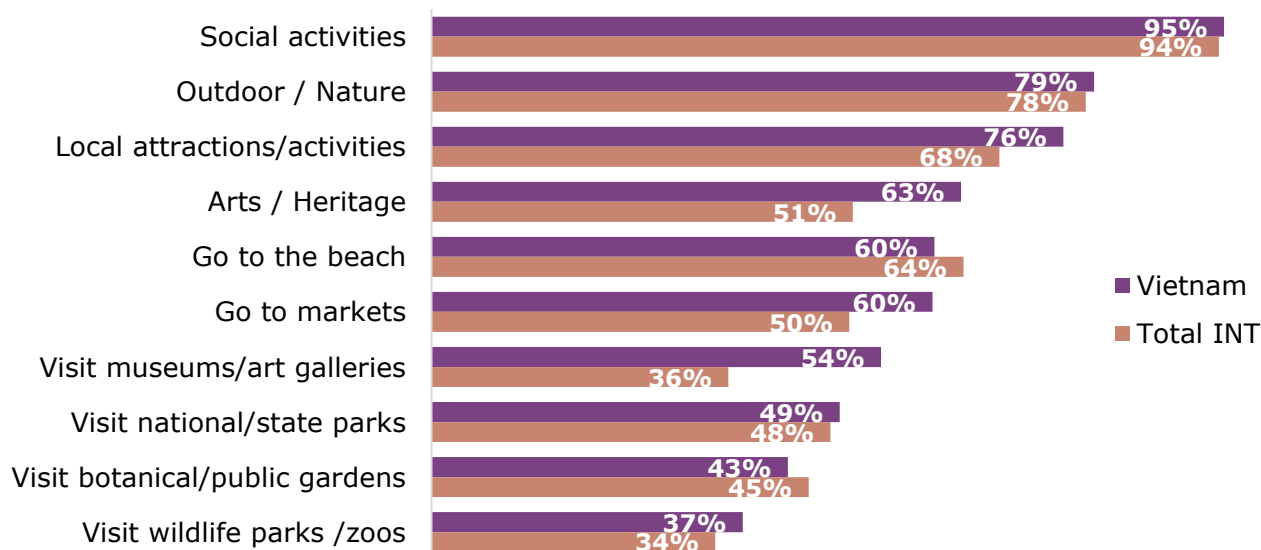


Return trip to
Australia

59%

Total INT: 64%

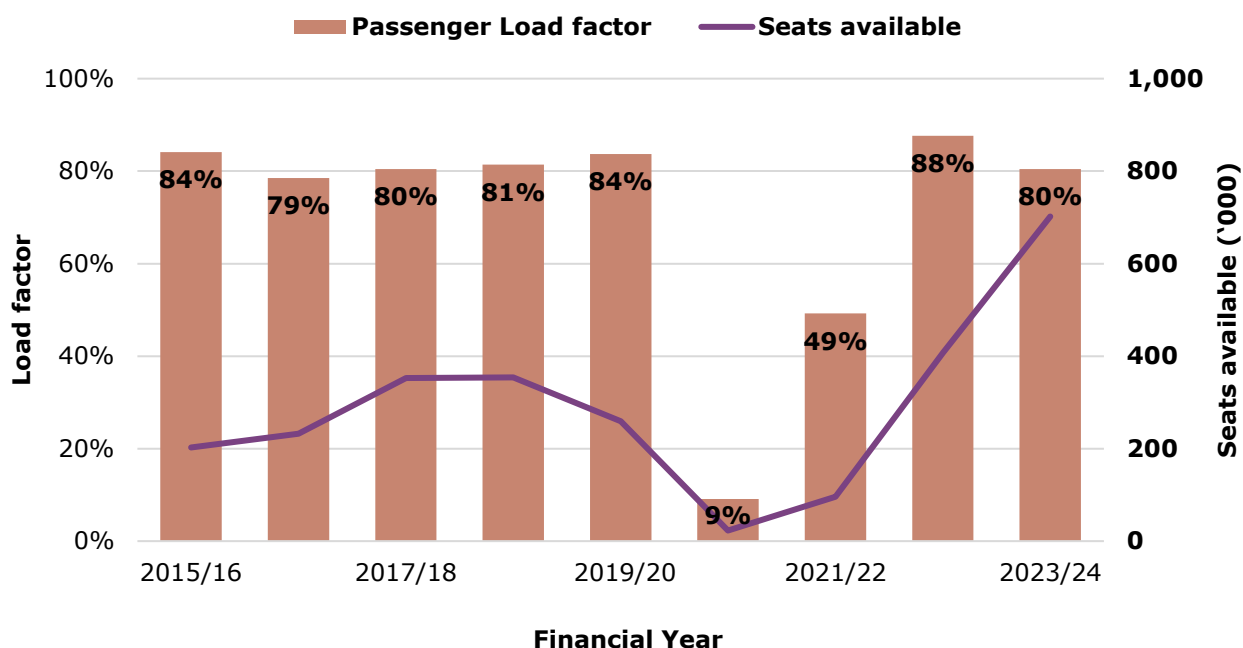
What visitors do





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 country



Australian residents
 returning from country
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. Enquiries welcome at: tourism.research@tra.gov.au