

# Visitor Economy Profile 2023-24: Canada

Canada is Australia’s 14th largest inbound market, having reached 87% of pre-pandemic levels in FY2023-24. Total spend from Canadian visitors was $567.8 million for FY2023–24.

## Visitor numbers

* Total visitors: 165,600
* Change vs last year: +18%
* Change vs pre–pandemic: -13%
* Rank: 14th

## Visitor group type

* Solo traveller: 59% (Total INT: 57%)
* Adult couple: 26% (Total INT: 20%)
* Family: 7% (Total INT: 12%)
* Other: 8% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $3,700
* Total spend in Australia: $567.8 million
* Change in total spend vs last year: +10%
* Change in total spend vs pre–pandemic: +11%

Canadian visitors are forecasted to return to pre-pandemic levels in 2026. 4 in 5 Canadian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

## Forecast visitor growth

**Table 1: Forecast visitors to Australia, from 2015 to 2029**

| **Year** | **Canadian visitors to Australia** |
| --- | --- |
| 2015 | 142,000 |
| 2016 | 152,000 |
| 2017 | 168,000 |
| 2018 | 182,000 |
| 2019 | 190,000 |
| 2020 | 52,000 |
| 2021 | 3,000 |
| 2022 | 88,000 |
| 2023 | 157,000 |
| 2024 | 166,000 |
| 2025 | 178,000 |
| 2026 | 190,000 |
| 2027 | 201,000 |
| 2028 | 211,000 |
| 2029 | 220,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from Canada** | **Percentage of visitors from Canada** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 64,600 | 39% | 43% |
| Visiting Friends or Relatives (VFR) | 75,600 | 46% | 34% |
| Business | 13,400 | 8% | 9% |
| Education | 3,500 | 2% | 6% |
| Employment | 4,200 | 3% | 4% |
| Other | 4,300 | 3% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from Canada** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 94% | 93% |
| Rest of Australia | 48% | 29% |
| New South Wales | 60% | 50% |
| Victoria | 31% | 34% |
| Queensland | 45% | 29% |
| South Australia | 7% | 6% |
| Western Australia | 9% | 11% |
| Tasmania | 6% | 3% |
| Northern Territory | 3% | 3% |
| ACT | 3% | 2% |

Canadian visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences include eating out, sightseeing and shopping.

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from Canada** | **Percentage of visitors from Canada** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 28,685 | 19% | 34% |
| 8–14 nights | 42,818 | 28% | 23% |
| 15–30 nights | 43,417 | 28% | 17% |
| 31 or more nights | 36,804 | 24% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 98% (Total INT: 96%)
* First trip to Australia: 47% (Total INT: 36%)
* Return trip to Australia: 53% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from Canada** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 92% | 89% |
| Sightseeing/looking around | 79% | 75% |
| Go shopping for pleasure | 77% | 79% |
| Go to the beach | 75% | 64% |
| Visit national parks / state parks | 57% | 48% |
| Visit botanical or other public gardens | 53% | 45% |
| Pubs, clubs, discos etc | 51% | 37% |
| Go to markets | 51% | 50% |
| Visit wildlife parks / zoos / aquariums | 41% | 34% |
| Visit museums or art galleries | 39% | 36% |

Aviation capacity for Canada remains below pre-pandemic levels. Over 164,000 Australians visited Canada in FY2023–24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 81% | 119,103 |
| 2016–17 | 79% | 220,399 |
| 2017–18 | 79% | 227,508 |
| 2018–19 | 79% | 263,843 |
| 2019–20 | 81% | 202,477 |
| 2020–21 | - | - |
| 2021–22 | 73% | 62,944 |
| 2022–23 | 85% | 230,553 |
| 2023–24 | 84% | 269,833 |

## Australian visitors to Canada

* Australian visitors to market: 153,800
* Canadian residents coming into Australia: 165,500
* NET visitor balance: +11,800

## 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 November 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

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