



## Data for visitors to Australia for less than 12 months



Canada is Australia's fourteenth largest inbound market, reaching 87% of pre-pandemic levels in FY2023-24. 3 in 5 of Canadian visitors are solo travellers.

### Visitor numbers



Total visitors  
**165,600**



Change vs last year  
**+18%**



Change vs pre-pandemic  
**-13%**



Rank  
**14<sup>th</sup>**

### 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%

### Visitor spend



Average visitor spend  
**\$3,700**



Total spend in Australia  
**\$567.8m**



Change in total spend vs last year  
**+10%**



Change in total spend vs pre-pandemic  
**+11%**

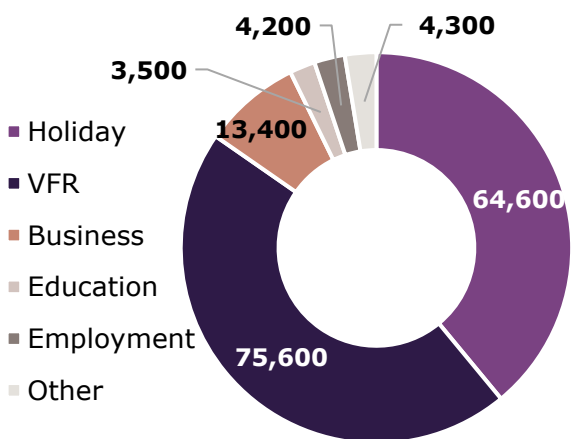


Canada is forecast to return to pre-pandemic levels in in 2026. 5 in 6 Canadian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

### Forecast visitor growth



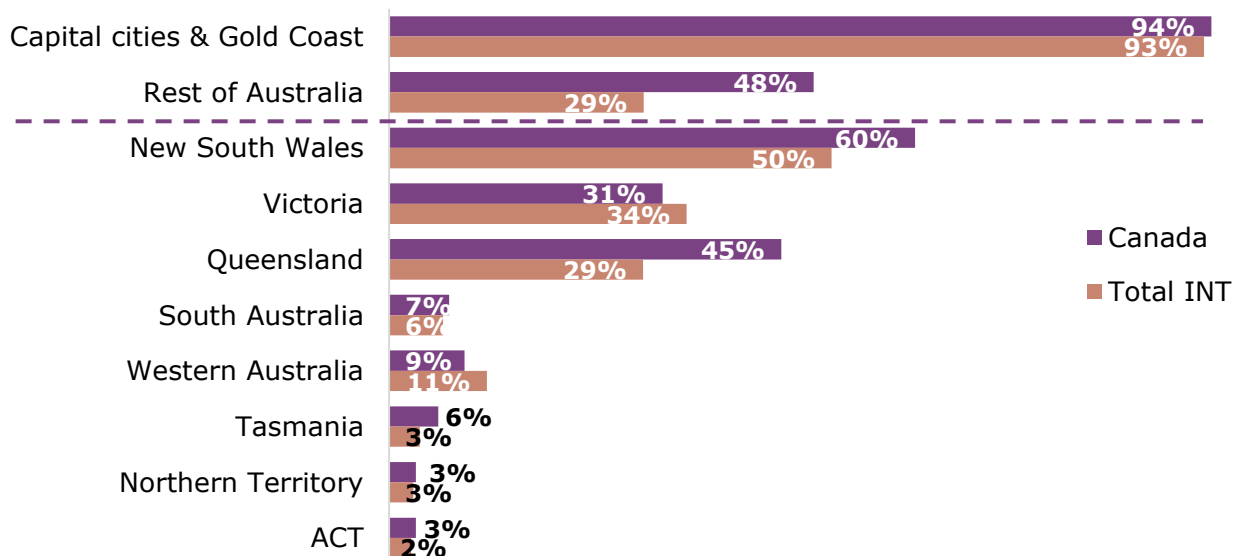
### Main reason for visitation



	Canada	Total INT
Holiday	39%	43%
Visiting Friends or Relatives	46%	34%
Business	8%	9%
Education	2%	6%
Employment	3%	4%
Other	3%	4%

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

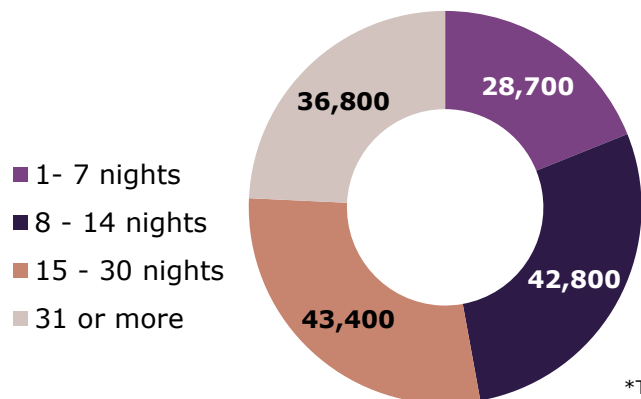
### Where visitors stay





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

## Nights Stayed



	Canada	Total INT
1- 7 nights	19%	34%
8 - 14 nights	28%	23%
15 - 30 nights	28%	17%
31 or more nights	24%	25%

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

## 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%

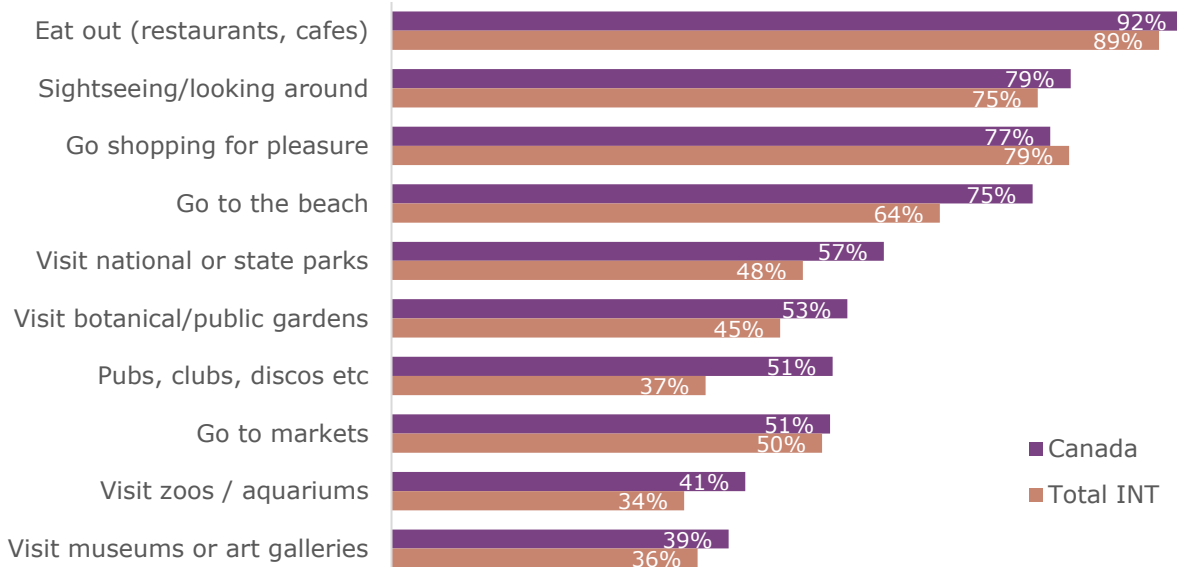


Return trip to  
Australia

**53%**

Total INT: 64%

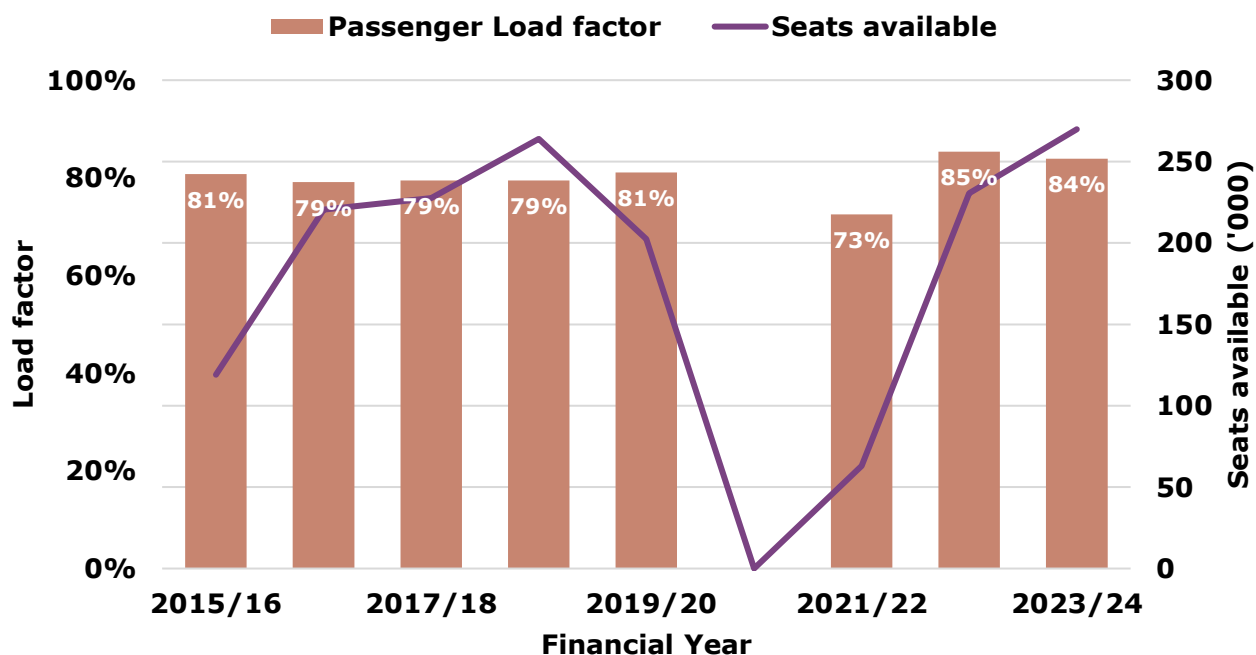
## What visitors do





Aviation capacity for Canada remains below pre-pandemic levels in FY2023-24. Over 153,800 Australians visited Canada in FY2023-24.

## Aviation capacity



## Australian visitors to market



Australian residents returning  
**153,800**



Canadian residents coming into Australia  
**165,600**



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 December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: [www.tra.gov.au](http://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)