

# Visitor Economy Profile 2023-24: China

China is Australia’s second largest inbound market, having reached 56% of pre-pandemic levels in FY2023-24. Total spend from Chinese visitors was $7.6 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%)

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

## Visitor spend

* Average visitor spend: $10,200
* Total spend in Australia: $7.6 billion
* 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 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** | **Chinese visitors to Australia** |
| --- | --- |
| 2015 | 1,032,000 |
| 2016 | 1,208,000 |
| 2017 | 1,357,000 |
| 2018 | 1,432,000 |
| 2019 | 1,439,000 |
| 2020 | 208,000 |
| 2021 | 7,000 |
| 2022 | 89,000 |
| 2023 | 536,000 |
| 2024 | 909,000 |
| 2025 | 1,144,000 |
| 2026 | 1,326,000 |
| 2027 | 1,480,000 |
| 2028 | 1,607,000 |
| 2029 | 1,720,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from China** | **Percentage of visitors from China** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 315,325 | 39% | 43% |
| Visiting Friends or Relatives (VFR) | 208,810 | 26% | 34% |
| Business | 50,388 | 6% | 9% |
| Education | 177,616 | 22% | 6% |
| Employment | 22,020 | 3% | 4% |
| Other | 26,229 | 3% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from China** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 99% | 93% |
| Rest of Australia | 12% | 29% |
| New South Wales | 55% | 50% |
| Victoria | 42% | 34% |
| Queensland | 19% | 29% |
| South Australia | 4% | 6% |
| Western Australia | 10% | 11% |
| Tasmania | 3% | 3% |
| Northern Territory | 1% | 3% |
| ACT | 4% | 2% |

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

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from China** | **Percentage of visitors from China** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 166,100 | 22% | 34% |
| 8–14 nights | 189,800 | 25% | 23% |
| 15–30 nights | 102,500 | 14% | 17% |
| 31 or more nights | 284,400 | 38% | 25% |

## 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

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from China** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 91% | 89% |
| Go shopping for pleasure | 86% | 79% |
| Sightseeing/looking around | 71% | 75% |
| Go to the beach | 68% | 64% |
| Visit national parks / state parks | 51% | 48% |
| Go to markets | 49% | 50% |
| Visit botanical or other public gardens | 45% | 45% |
| Visit museums or art galleries | 42% | 36% |
| Visit wildlife parks / zoos / aquariums | 37% | 34% |
| Visit history / heritage buildings, sites or monuments | 20% | 27% |

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

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 81% | 1,418,501 |
| 2016–17 | 81% | 1,750,683 |
| 2017–18 | 79% | 2,198,387 |
| 2018–19 | 81% | 2,265,343 |
| 2019–20 | 79% | 1,378,701 |
| 2020–21 | 8% | 106,568 |
| 2021–22 | 37% | 80,496 |
| 2022–23 | 74% | 390,859 |
| 2023–24 | 78% | 1,766,367 |

## Australians in market

* Australians in market: 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 November 2024.

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

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