

# Visitor Economy Profile 2023-24: France

France is Australia’s 17th largest inbound market, having reached 85% of pre-pandemic levels in FY2023-24. Total spend from French visitors was $629.2 million for FY2023–24.

## Visitor numbers

* Total visitors: 124,100
* Change vs last year: +31%
* Change vs pre–pandemic: -15%
* Rank: 17th

## Visitor group type

* Solo traveller: 68% (Total INT: 57%)
* Adult couple: 17% (Total INT: 20%)
* Family: 4% (Total INT: 12%)
* Other: 11% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $5,300
* Total spend in Australia: $629.2 million
* Change in total spend vs last year: +61%
* Change in total spend vs pre–pandemic: +24%

French visitors are forecasted to return to pre-pandemic levels in 2026. 7 in 10 French 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** | **French visitors to Australia** |
| --- | --- |
| 2015 | 125,000 |
| 2016 | 129,000 |
| 2017 | 130,000 |
| 2018 | 143,000 |
| 2019 | 144,000 |
| 2020 | 35,000 |
| 2021 | 3,000 |
| 2022 | 61,000 |
| 2023 | 114,000 |
| 2024 | 126,000 |
| 2025 | 136,000 |
| 2026 | 145,000 |
| 2027 | 152,000 |
| 2028 | 159,000 |
| 2029 | 164,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from France** | **Percentage of visitors from France** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 57,000 | 46% | 43% |
| Visiting Friends or Relatives (VFR) | 28,000 | 23% | 34% |
| Business | 9,800 | 8% | 9% |
| Education | 4,900 | 4% | 6% |
| Employment | 16,700 | 13% | 4% |
| Other | 7,900 | 6% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from France** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 94% | 93% |
| Rest of Australia | 48% | 29% |
| New South Wales | 63% | 50% |
| Victoria | 37% | 34% |
| Queensland | 31% | 29% |
| South Australia | 8% | 6% |
| Western Australia | 18% | 11% |
| Tasmania | 7% | 3% |
| Northern Territory | 5% | 3% |
| ACT | 2% | 2% |

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

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from France** | **Percentage of visitors from France** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 16,076 | 14% | 34% |
| 8–14 nights | 19,347 | 16% | 23% |
| 15–30 nights | 23,571 | 20% | 17% |
| 31 or more nights | 58,265 | 49% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 96% (Total INT: 96%)
* First trip to Australia: 56% (Total INT: 36%)
* Return trip to Australia: 44% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from France** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 94% | 89% |
| Go to the beach | 85% | 64% |
| Go shopping for pleasure | 83% | 79% |
| Sightseeing/looking around | 76% | 75% |
| Visit botanical or other public gardens | 71% | 45% |
| Visit national parks / state parks | 71% | 48% |
| Pubs, clubs, discos etc | 64% | 37% |
| Go to markets | 63% | 50% |
| Visit museums or art galleries | 54% | 36% |
| Bushwalking / rainforest walks | 43% | 25% |

## Aviation capacity

**Table 6: Aviation capacity**

There is no aviation capacity data for France.

## Australian visitors to France

* Australian visitors to market: 160,300
* French residents coming into Australia: 124,100
* NET visitor balance: -36,200

## 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).

Visit the Tourism Research Australia website at: [www.tra.gov.au](http://www.tra.gov.au/).

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