



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



France is Australia's 17<sup>th</sup> largest inbound market, reaching 85% of pre-pandemic levels in FY2023-24. 2 in 3 of French visitors are solo travellers.

### Visitor numbers



Total visitors  
**124,100**



Change vs last year  
**+31%**



Change vs pre-pandemic  
**-15%**



Rank  
**17<sup>th</sup>**

### 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%

### Visitor spend



Average visitor spend  
**\$5,300**



Total spend in Australia  
**\$629.2m**



Change in total spend vs last year  
**+61%**

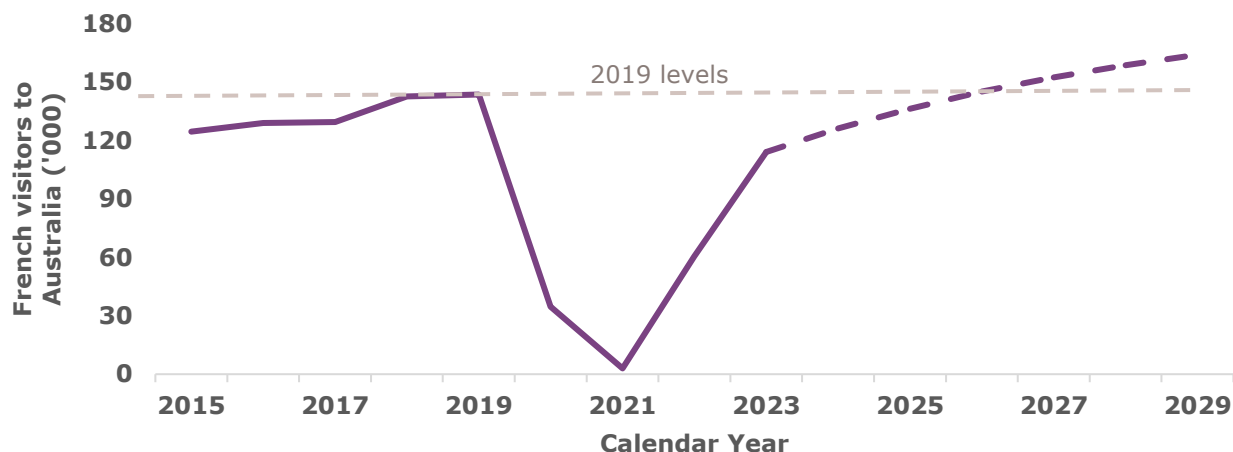


Change in total spend vs pre-pandemic  
**+24%**

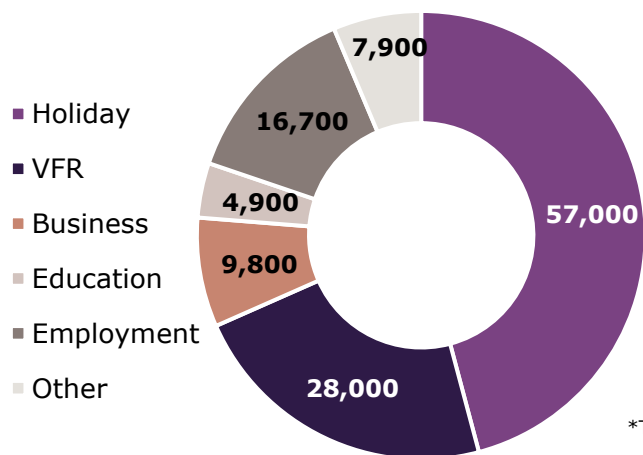


France is forecast to return to pre-pandemic levels in in 2026. 2 in 3 French visitors come to Australia for a holiday or visiting friends and relatives (VFR).

### Forecast visitor growth



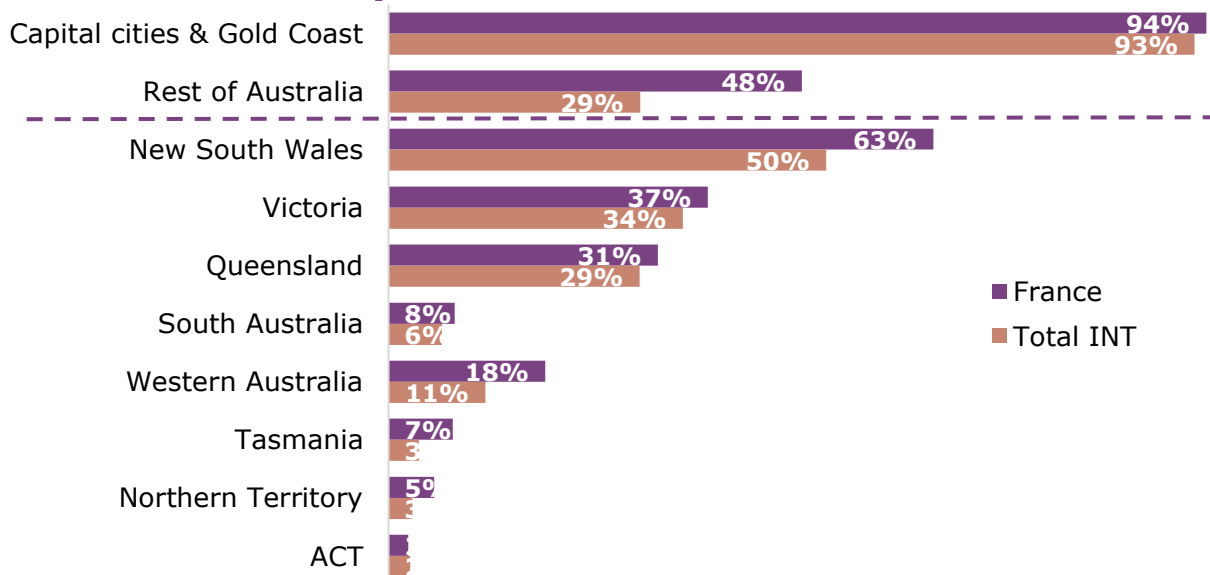
### Main reason for visitation



	France	Total INT
Holiday	46%	43%
Visiting Friends or Relatives	23%	34%
Business	8%	9%
Education	4%	6%
Employment	13%	4%
Other	6%	4%

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

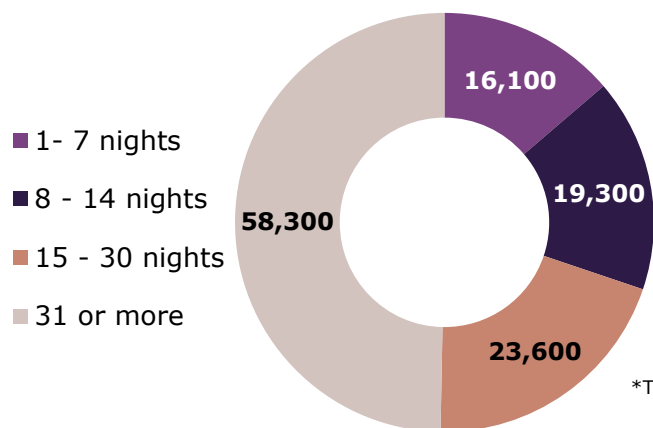
### Where visitors stay





French 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



	France	Total INT
1- 7 nights	14%	34%
8 - 14 nights	16%	23%
15 - 30 nights	20%	17%
31 or more nights	49%	25%

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

## 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%

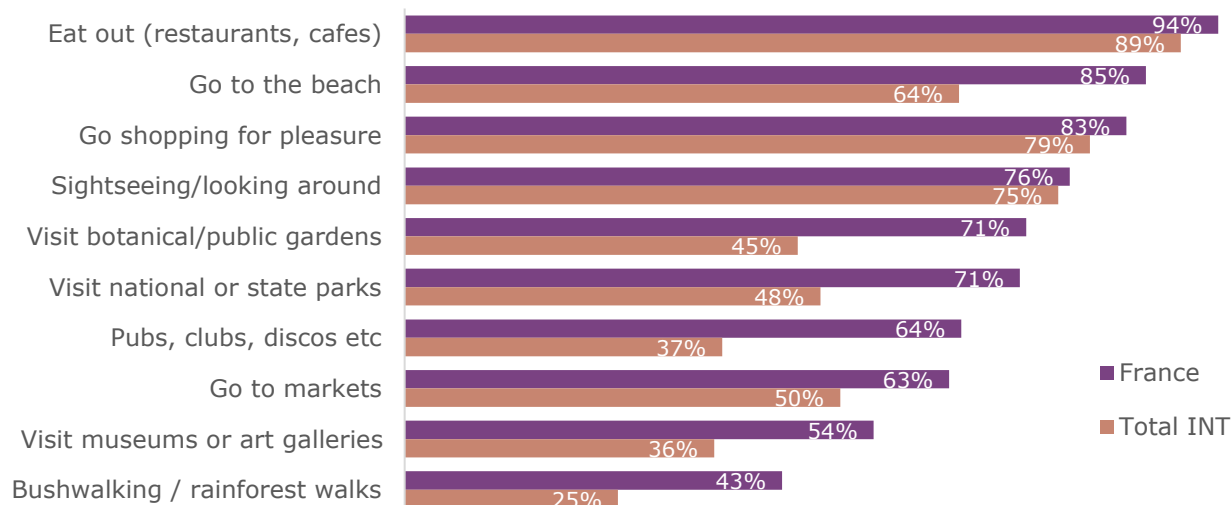


Return trip to  
Australia

**44%**

Total INT: 64%

## What visitors do





160,300 Australians visited France in FY2023-24.

## Aviation capacity

Aviation capacity data is not available for this Market.

### Australian visitors



Australian residents  
returning

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 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)