

# Visitor Economy Profile 2023-24: Germany

Germany is Australia’s 15th largest inbound market, having reached 77% of pre-pandemic levels in FY2023-24. Total spend from German visitors was $656.6 million for FY2023–24.

## Visitor numbers

* Total visitors: 161,200
* Change vs last year: +20%
* Change vs pre–pandemic: -23%
* Rank: 15th

## Visitor group type

* Solo traveller: 62% (Total INT: 57%)
* Adult couple: 21% (Total INT: 20%)
* Family: 5% (Total INT: 12%)
* Other: 11% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $4,300
* Total spend in Australia: $656.6 million
* Change in total spend vs last year: +28%
* Change in total spend vs pre–pandemic: -5%

German visitors are forecasted to return to pre-pandemic levels in 2028. 4 in 5 German 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** | **German visitors to Australia** |
| --- | --- |
| 2015 | 185,000 |
| 2016 | 199,000 |
| 2017 | 208,000 |
| 2018 | 207,000 |
| 2019 | 207,000 |
| 2020 | 53,000 |
| 2021 | 3,000 |
| 2022 | 85,000 |
| 2023 | 152,000 |
| 2024 | 164,000 |
| 2025 | 176,000 |
| 2026 | 188,000 |
| 2027 | 198,000 |
| 2028 | 207,000 |
| 2029 | 214,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from Germany** | **Percentage of visitors from Germany** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 93,600 | 58% | 43% |
| Visiting Friends or Relatives (VFR) | 37,400 | 23% | 34% |
| Business | 14,600 | 9% | 9% |
| Education | 4,900 | 3% | 6% |
| Employment | 4,300 | 3% | 4% |
| Other | 6,300 | 4% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from Germany** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 95% | 93% |
| Rest of Australia | 57% | 29% |
| New South Wales | 68% | 50% |
| Victoria | 42% | 34% |
| Queensland | 45% | 29% |
| South Australia | 15% | 6% |
| Western Australia | 16% | 11% |
| Tasmania | 7% | 3% |
| Northern Territory | 12% | 3% |
| ACT | 5% | 2% |

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

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from Germany** | **Percentage of visitors from Germany** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 25,600 | 17% | 34% |
| 8–14 nights | 25,000 | 16% | 23% |
| 15–30 nights | 49,350 | 32% | 17% |
| 31 or more nights | 50,959 | 33% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 99% (Total INT: 96%)
* First trip to Australia: 52% (Total INT: 36%)
* Return trip to Australia: 48% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from Germany** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 93% | 89% |
| Sightseeing/looking around | 87% | 75% |
| Go to the beach | 78% | 64% |
| Go shopping for pleasure | 85% | 79% |
| Visit national parks / state parks | 67% | 48% |
| Visit botanical or other public gardens | 63% | 45% |
| Pubs, clubs, discos etc | 59% | 37% |
| Go to markets | 58% | 50% |
| Bushwalking / rainforest walks | 45% | 25% |
| Visit museums or art galleries | 35% | 36% |

## Aviation capacity

**Table 6: Aviation capacity**

There is no aviation capacity data for Germany.

## Australian visitors to Germany

* Australian visitors to market: 99,500
* German residents coming into Australia: 161,200
* NET visitor balance: +61,700

## 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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