

# Visitor Economy Profile 2023-24: India

India is currently Australia’s fifth largest inbound market, with visitor numbers up 12% on FY2018–19. Total spend from Indian visitors was $1.4 billion for FY2023–24.

## Visitor numbers

* Total visitors: 416,400
* Change vs last year: +9%
* Change vs pre-pandemic: +12%
* Rank: 5th

## Visitor group type

* Solo traveller: 61% (Total INT\*: 57%)
* Adult couple: 24% (Total INT: 20%)
* Family: 11% (Total INT: 12%)
* Other: 5% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $3,600
* Total spend in Australia: $1.4 billion
* Change in total spend vs last year: –2%
* Change in total spend vs pre-pandemic: +13%

India visitation is forecast to grow by over 180,000 visitors in the next 5 years. Three in 4 Indian visitors come for a holiday or visiting friends and relatives.

## Forecast visitor growth

**Table 1:** **Forecast visitors to Australia from 2015 to 2029**

| **Year** | **Indian visitors to Australia** |
| --- | --- |
| 2015 | 236,000 |
| 2016 | 262,000 |
| 2017 | 303,000 |
| 2018 | 358,000 |
| 2019 | 399,000 |
| 2020 | 84,000 |
| 2021 | 13,000 |
| 2022 | 303,000 |
| 2023 | 396,000 |
| 2024 | 437,000 |
| 2025 | 480,000 |
| 2026 | 523,000 |
| 2027 | 560,000 |
| 2028 | 592,000 |
| 2029 | 618,000 |

## Main reason for visitation

**Table 2:** **Main reason for visitation**

| **Reason** | **Number of visitors from India** | **Percentage of visitors from India** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 62,200 | 15% | 43% |
| Visiting Friends or Relatives (VFR) | 246,200 | 59% | 34% |
| Business | 32,700 | 8% | 9% |
| Education | 23,600 | 6% | 6% |
| Employment | 29,900 | 7% | 4% |
| Other | 21,800 | 5% | 4% |

## Where visitors stay

**Table 3:** **Where visitors stay**

| **Location** | **Percentage of visitors from India** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 94% | 93% |
| Rest of Australia | 18% | 29% |
| New South Wales | 42% | 50% |
| Victoria | 48% | 34% |
| Queensland | 19% | 29% |
| South Australia | 8% | 6% |
| Western Australia | 9% | 11% |
| Tasmania | 3% | 3% |
| Northern Territory | 0% | 3% |
| ACT | 2% | 2% |

Indian visitors are more likely to stay longer than the international average. 4 in 10 Indian visitors are on their first trip to Australia. Key demand-driving experiences include eating out, shopping and sightseeing.

## Nights stayed

**Table 4:** **Nights stayed**

| **Nights** | **Number of visitors from India** | **Percentage of visitors from India** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 57,400 | 15% | 34% |
| 8–14 nights | 62,200 | 16% | 23% |
| 15–30 nights | 69,800 | 18% | 17% |
| 31 or more nights | 198,200 | 50% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 98% (Total INT: 96%)
* First trip to Australia: 41% (Total INT: 36%)
* Return trip to Australia: 59% (Total INT: 64%)

## What visitors do

**Table 5:** **What visitors do**

| **Activity** | **Percentage of visitors from India** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 82% | 89% |
| Go shopping for pleasure | 78% | 79% |
| Sightseeing/looking around | 67% | 75% |
| Go to the beach | 66% | 64% |
| Go to markets | 55% | 50% |
| Visit national parks / state parks | 48% | 48% |
| Visit botanical or other public gardens | 45% | 45% |
| Visit wildlife parks / zoos / aquariums | 30% | 34% |
| Visit museums or art galleries | 25% | 36% |
| Visit history / heritage buildings, sites or monuments | 22% | 27% |

Aviation capacity for India now exceeds pre-pandemic levels, reaching 193% of this level in FY2023–24. Over half a million Australians visited India in FY2023–24.

## Aviation capacity

**Table 6:** **Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 86% | 92,672 |
| 2016–17 | 86% | 93,440 |
| 2017–18 | 88% | 96,768 |
| 2018–19 | 87% | 106,752 |
| 2019–20 | 88% | 81,664 |
| 2020–21 | 22% | 14,848 |
| 2021–22 | 92% | 124,608 |
| 2022–23 | 92% | 275,426 |
| 2023–24 | 89% | 313,067 |

## Australians in market

* Australians in market: 515,000
* Indian residents coming into Australia: 416,400
* NET visitor balance: -98,600

## 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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Email us at: [Tourism.Research@tra.gov.au](mailto:Tourism.Research@tra.gov.au)