



Data for visitors to Australia for less than 12 months



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%

Visitor spend



Average visitor spend
\$3,600



Total spend in Australia
\$1.4b



Change in total spend vs last year
-2%

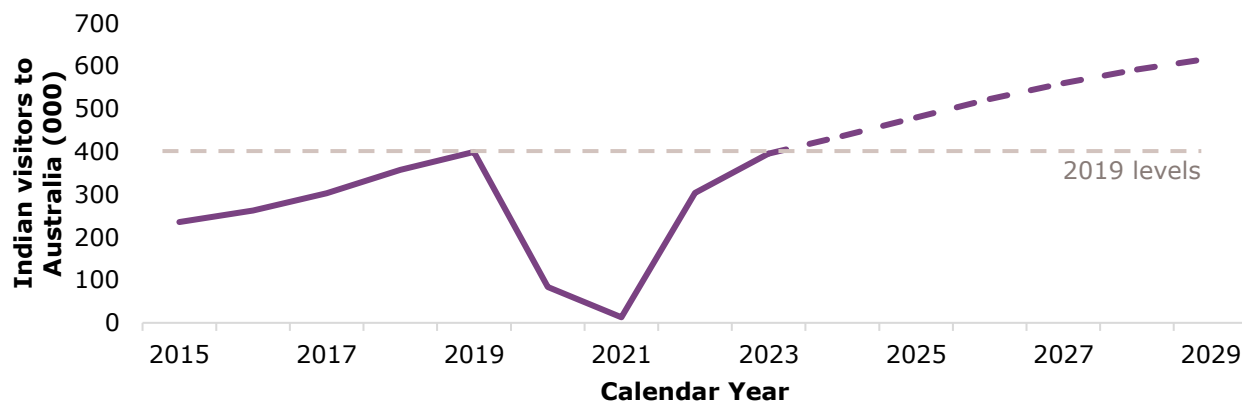


Change in total spend vs pre-pandemic
+13%

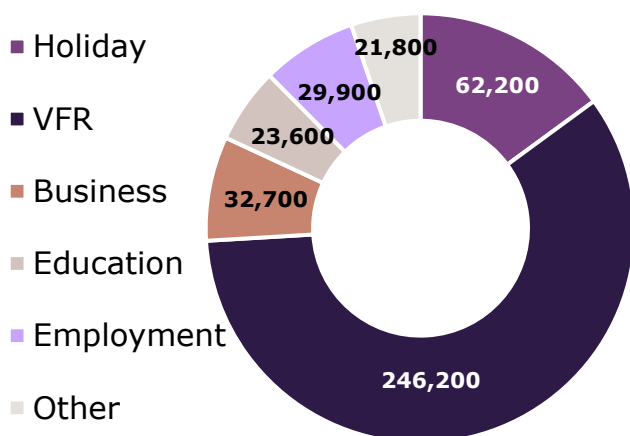


India visitation is forecast to grow by over 250,000 visitors in the next 5 years. 3 in 4 Indian visitors come for a holiday or visiting friends and relatives.

Forecast visitor growth



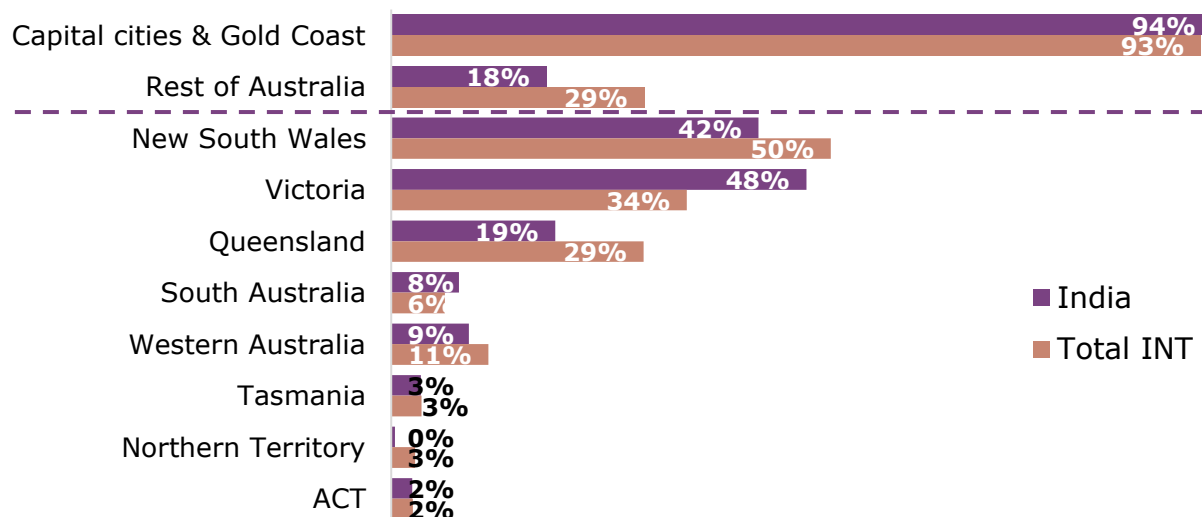
Main reason for visitation



	India	Total INT*
Holiday	15%	43%
Visiting Friends or Relatives (VFR)	59%	34%
Business	8%	9%
Education	6%	6%
Employment	7%	4%
Other	5%	4%

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

Where visitors stay

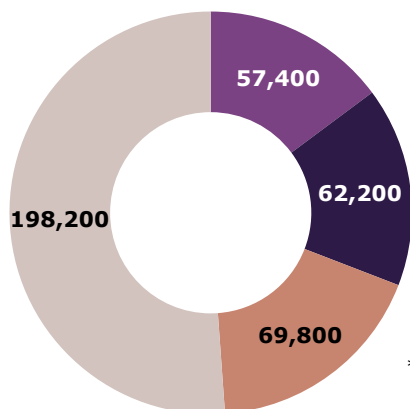




Indian visitors are more likely to stay longer than the international average. 4 in 10 Indian visitors are on their first trip to Australia. Key demand-driving experiences include social and outdoors activities, the beach and local attractions.

Nights Stayed

- 1- 7 nights
- 8 - 14 nights
- 15 - 30 nights
- 31 or more



	India	Total INT
1- 7 nights	15%	34%
8 - 14 nights	16%	23%
15 - 30 nights	18%	17%
31 or more nights	50%	25%

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

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%

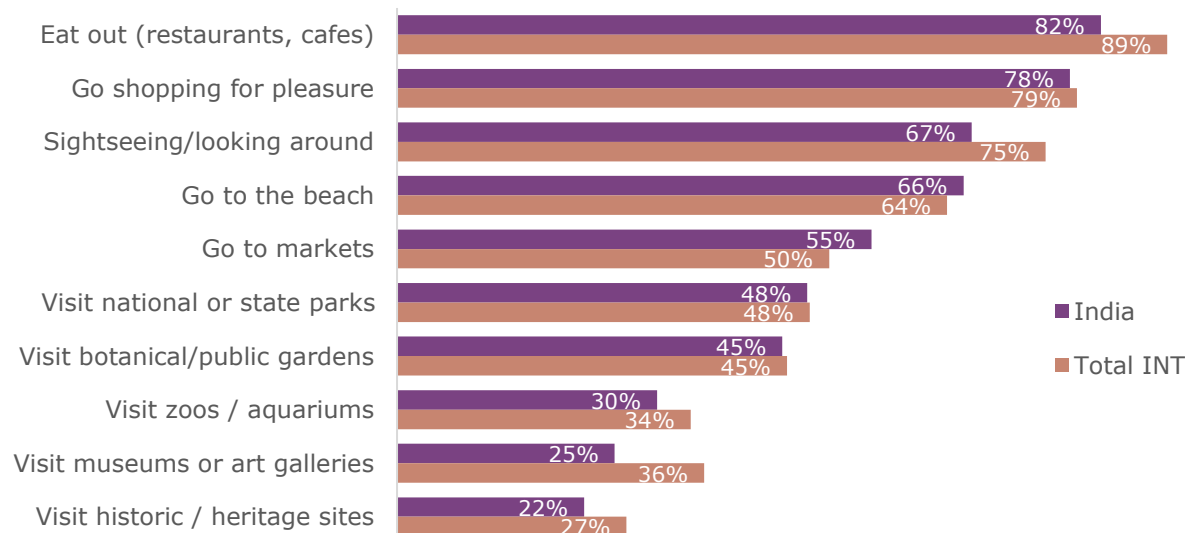


Return trip to
Australia

59%

Total INT: 64%

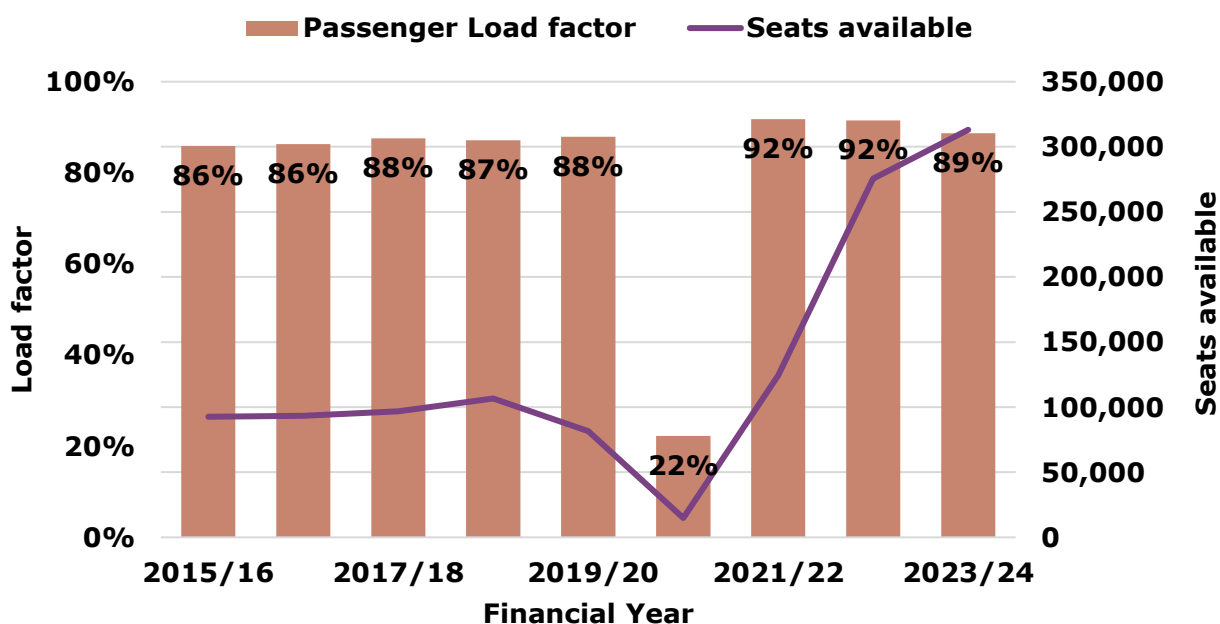
What visitors do





Aviation capacity for India now exceeds pre-pandemic levels, reaching 293% of that level in FY2023–24. Over half a million Australians visited India in FY2023–24.

Aviation capacity



Australians in market



Australian residents returning from 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). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au