

# Visitor Economy Profile 2023-24: Italy

Italy is Australia’s 20th largest inbound market, having reached 82% of pre-pandemic levels in FY2023-24. Total spend from Italian visitors was $254.6 million for FY2023–24.

## Visitor numbers

* Total visitors: 64,300
* Change vs last year: +21%
* Change vs pre–pandemic: -18%
* Rank: 20th

## Visitor group type

* Solo traveller: 75% (Total INT: 57%)
* Adult couple: 12% (Total INT: 20%)
* Family: 4% (Total INT: 12%)
* Other: 10% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $4,100
* Total spend in Australia: $254.6 million
* Change in total spend vs last year: +5%
* Change in total spend vs pre–pandemic: -18%

Italian visitors are expected reach pre-pandemic levels in 2026. 2 in 3 Italian 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** | **Italian visitors to Australia** |
| --- | --- |
| 2015 | 73,000 |
| 2016 | 76,000 |
| 2017 | 75,000 |
| 2018 | 78,000 |
| 2019 | 75,000 |
| 2020 | 15,000 |
| 2021 | 2,000 |
| 2022 | 36,000 |
| 2023 | 62,000 |
| 2024 | 67,000 |
| 2025 | 72,000 |
| 2026 | 75,000 |
| 2027 | 78,000 |
| 2028 | 81,000 |
| 2029 | 84,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from Italy** | **Percentage of visitors from Italy** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 24,400 | 38% | 43% |
| Visiting Friends or Relatives (VFR) | 17,100 | 27% | 34% |
| Business | 8,400 | 13% | 9% |
| Education | 2,600 | 4% | 6% |
| Employment | 7,300 | 11% | 4% |
| Other | 4,600 | 7% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from Italy** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 95% | 93% |
| Rest of Australia | 35% | 29% |
| New South Wales | 52% | 50% |
| Victoria | 38% | 34% |
| Queensland | 31% | 29% |
| South Australia | 5% | 6% |
| Western Australia | 14% | 11% |
| Tasmania | 3% | 3% |
| Northern Territory | 6% | 3% |
| ACT | 1% | 2% |

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

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from Italy** | **Percentage of visitors from Italy** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 14,538 | 23% | 34% |
| 8–14 nights | 12,190 | 20% | 23% |
| 15–30 nights | 11,643 | 19% | 17% |
| 31 or more nights | 22,811 | 37% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 94% (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 Italy** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 93% | 89% |
| Go to the beach | 72% | 64% |
| Sightseeing/looking around | 70% | 75% |
| Go shopping for pleasure | 67% | 79% |
| Pubs, clubs, discos etc | 59% | 37% |
| Visit botanical or other public gardens | 56% | 45% |
| Visit national parks / state parks | 54% | 48% |
| Go to markets | 51% | 50% |
| Visit museums or art galleries | 43% | 36% |
| Visit wildlife parks / zoos / aquariums | 38% | 34% |

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2021–22 | 77% | 939 |
| 2022–23 | 95% | 11,283 |
| 2023–24 | 92% | 11,264 |

## Australian visitors to Italy

* Australian visitors to market: 324,700
* Italian residents coming into Australia: 64,300
* NET visitor balance: -260,400

## 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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