



Data for visitors to Australia for less than 12 months



Italy is Australia's 20th largest inbound market, reaching 82% of pre-pandemic levels in FY2023-24. 3 in 4 of Italian visitors are solo travellers.

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%

Visitor spend



Average visitor spend
\$4,100



Total spend in Australia
\$254.6m



Change in total spend vs last year
+5%

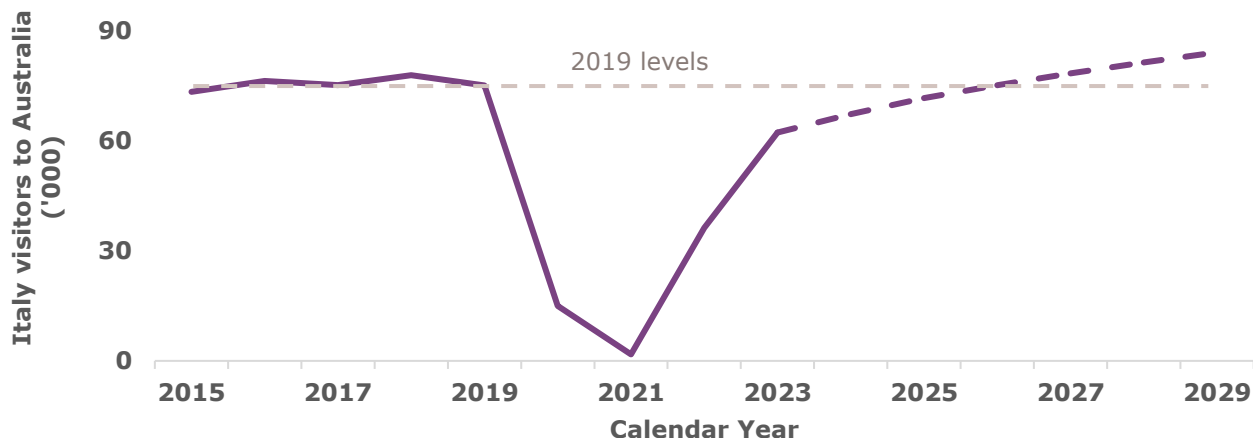


Change in total spend vs pre-pandemic
-18%

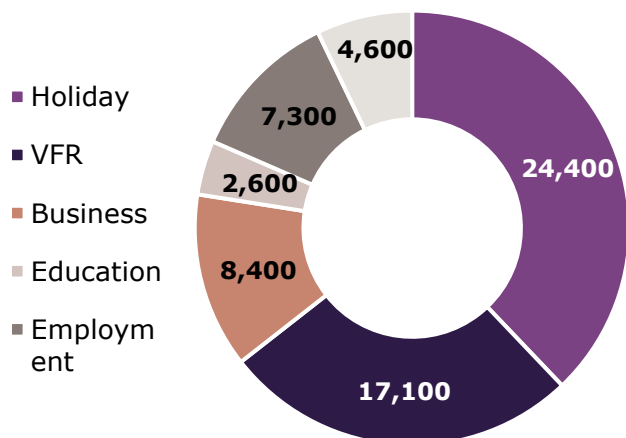


Italy is forecast to return to pre-pandemic levels in in 2026. 2 in 3 Italian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



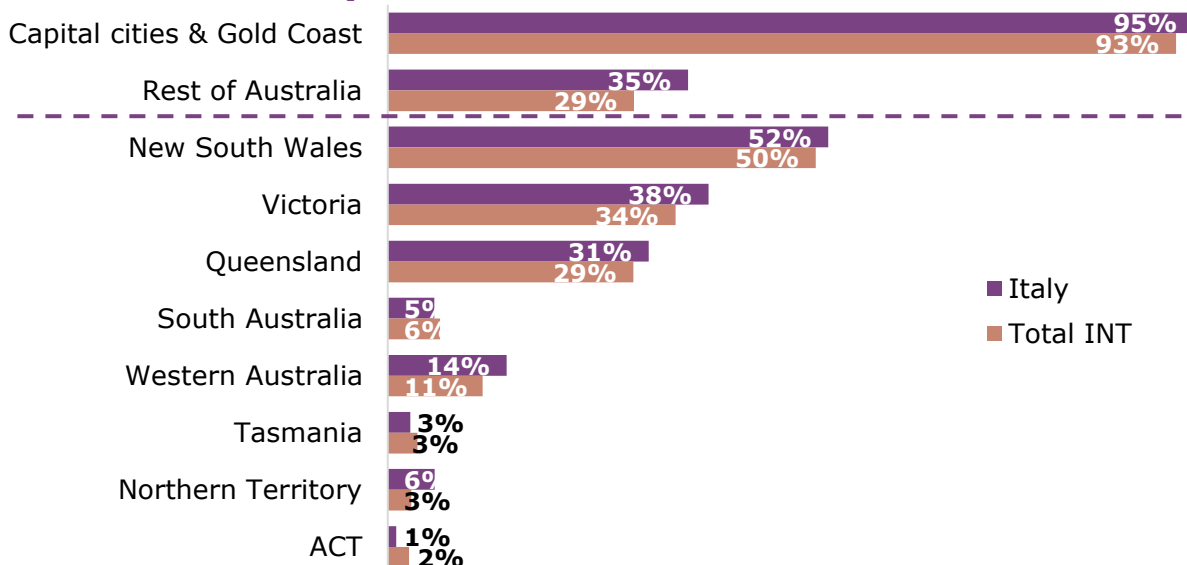
Main reason for visitation



	Italy	Total INT
Holiday	38%	43%
Visiting Friends or Relatives	27%	34%
Business	13%	9%
Education	4%	6%
Employment	11%	4%
Other	7%	4%

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

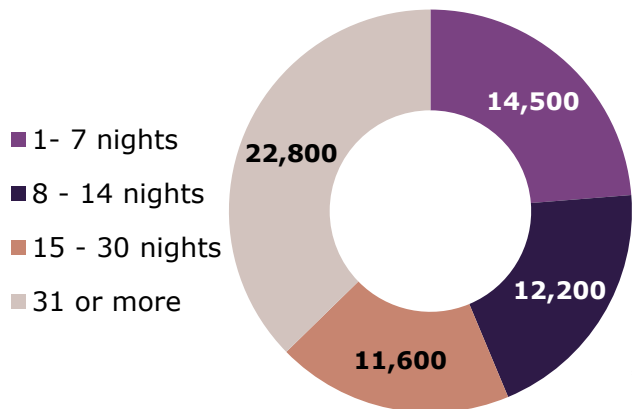
Where visitors stay





Italian 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



	Italy	Total INT
1- 7 nights	23%	34%
8 - 14 nights	20%	23%
15 - 30 nights	19%	17%
31 or more nights	37%	25%

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

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%

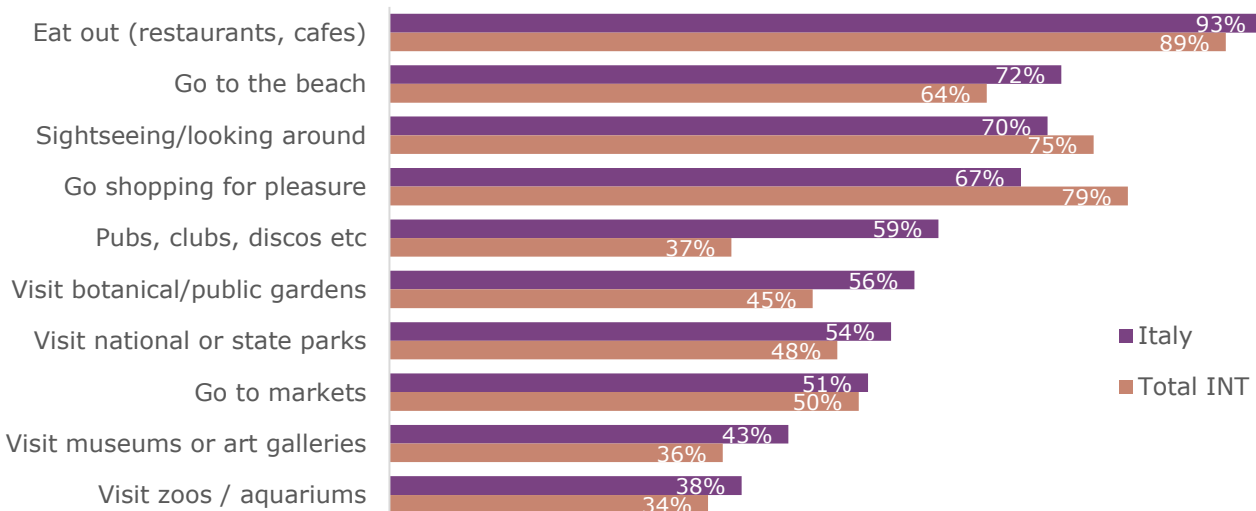


Return trip to
Australia

44%

Total INT: 64%

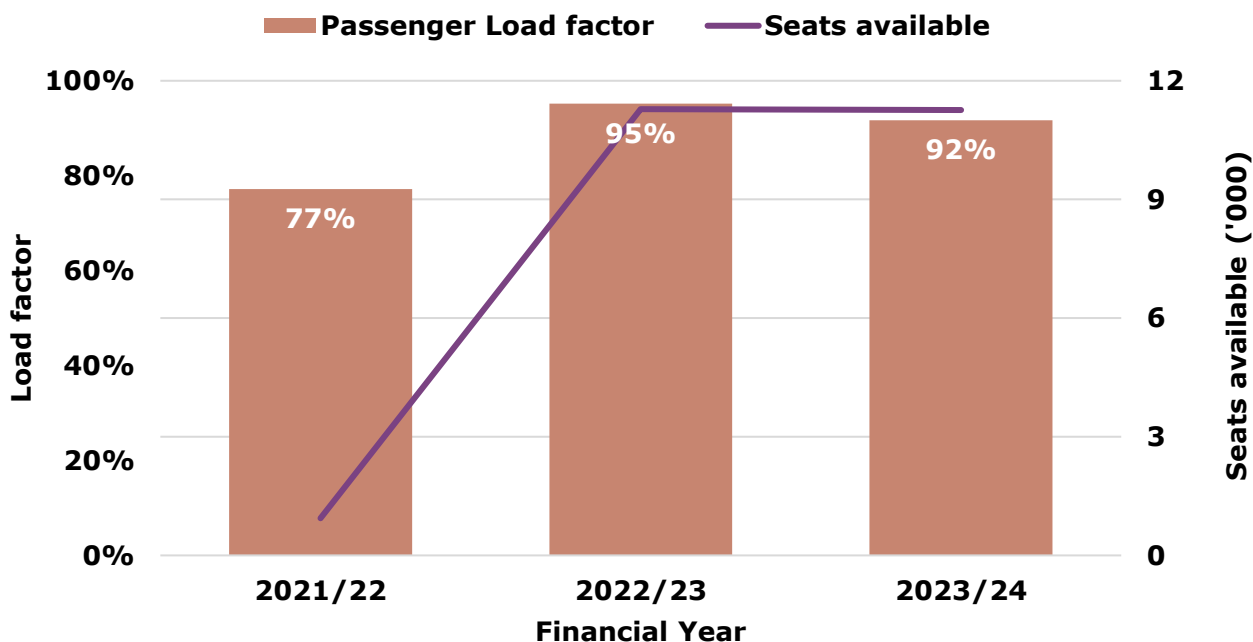
What visitors do





Over 324,700 Australians visited Italy in FY2023-24.

Aviation capacity



Australian visitors to market



Australian residents
 returning from 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 December 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