

# Visitor Economy Profile 2023-24: Philippines

The Philippines is Australia’s thirteenth largest inbound market, having reached 109% of pre-pandemic levels in FY2023-24. ​ Total spend from Filipino visitors was $503 million for FY2023–24.

## Visitor numbers

* Total visitors: 169,100
* Change vs last year: +24%
* Change vs pre-pandemic: +9%
* Rank: 13th

## Visitor group type

* Solo traveller: 66% (Total INT\*: 57%)
* Adult couple: 12% (Total INT: 20%)
* Family: 11% (Total INT: 12%)
* Other: 11% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $3,170
* Total spend in Australia: $503m
* Change in total spend vs last year: +45%
* Change in total spend vs pre-pandemic: +62%

Visitation from the Philippines has surpassed pre-pandemic levels. 2 in 3 Filipino 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** | **Filipino visitors to Australia** |
| --- | --- |
| 2015 | 95,000 |
| 2016 | 112,000 |
| 2017 | 127,000 |
| 2018 | 144,000 |
| 2019 | 159,000 |
| 2020 | 27,000 |
| 2021 | 4,000 |
| 2022 | 80,000 |
| 2023 | 158,000 |
| 2024 | 175,000 |
| 2025 | 194,000 |
| 2026 | 213,000 |
| 2027 | 228,000 |
| 2028 | 240,000 |
| 2029 | 250,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from the Philippines** | **Percentage of visitors from the Philippines** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday |  44,000  | 26% | 43% |
| Visiting Friends or Relatives (VFR) |  72,800  | 43% | 34% |
| Business |  11,500  | 7% | 9% |
| Education |  8,200  | 5% | 6% |
| Employment |  20,300  | 12% | 4% |
| Other |  12,200  | 7% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from the Philippines** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 89% | 93% |
| Rest of Australia | 26% | 29% |
| New South Wales | 48% | 50% |
| Victoria | 24% | 34% |
| Queensland | 18% | 29% |
| South Australia | 6% | 6% |
| Western Australia | 17% | 11% |
| Tasmania | 2% | 3% |
| Northern Territory | 4% | 3% |
| ACT | 3% | 2% |

Filipino visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include social and outdoors activities, local attractions and visiting national and states parks.

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from the Philippines** | **Percentage of visitors from the Philippines** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 27,800 | 18% | 34% |
| 8–14 nights | 26,100 | 16% | 23% |
| 15–30 nights | 30,500 | 19% | 17% |
| 31 or more nights | 64,400 | 41% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 97% (Total INT: 96%)
* First trip to Australia: 45% (Total INT: 36%)
* Return trip to Australia: 55% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from Philippines** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Social activities | 88% | 94% |
| Outdoor / Nature | 75% | 78% |
| Local attractions  | 65% | 68% |
| Visit national/state parks | 53% | 48% |
| Go to the beach | 53% | 64% |
| Go to markets | 51% | 50% |
| Arts / Heritage | 49% | 51% |
| Visit botanical/public gardens | 44% | 45% |
| Visit museums or art galleries | 36% | 36% |
| Visit wildlife parks/zoos  | 28% | 34% |

Aviation capacity for the Philippines remains below pre-pandemic levels. Over quarter of a million Australians visited the Philippines in FY2023-24.

## Aviation capacity

**Table 6:** Aviation capacity

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 70% |  381,413  |
| 2016–17 | 74% |  413,734  |
| 2017–18 | 77% |  403,313  |
| 2018–19 | 78% |  483,889  |
| 2019–20 | 80% |  367,391  |
| 2020–21 | 24% |  5,189  |
| 2021–22 | 59% |  67,251  |
| 2022–23 | 80% |  448,736  |
| 2023–24 | 77% |  506,141  |

## Australian visitors to market

* Australian visitors to the Philippines: 252,400
* Filipinos in Australia: 169,100
* Net visitor balance: -83,300

## 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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