



Data for visitors to Australia for less than 12 months



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%

Visitor spend



Average visitor spend
\$3,170



Total spend in Australia
\$503m



Change in total spend vs last year
+45%

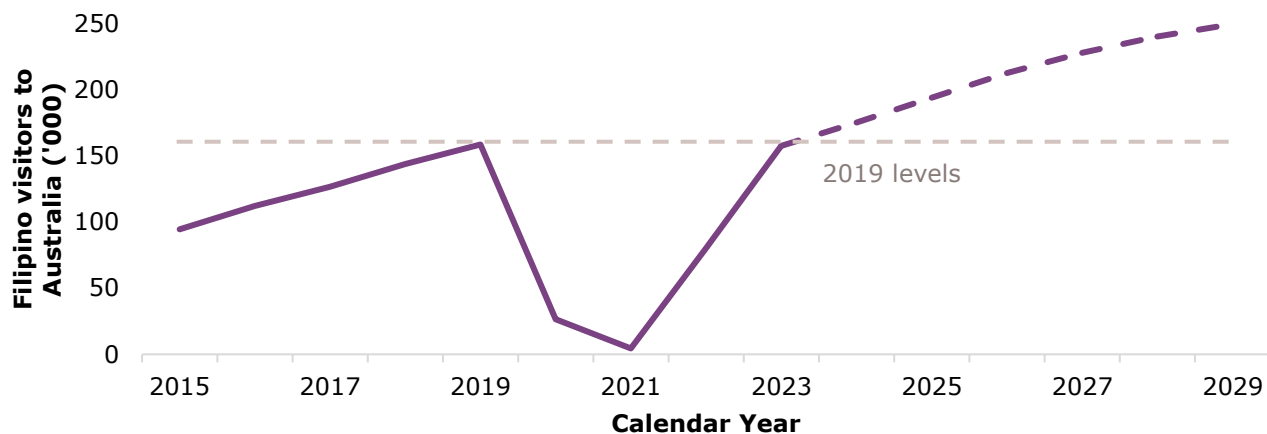


Change in total spend vs pre-pandemic
+62%

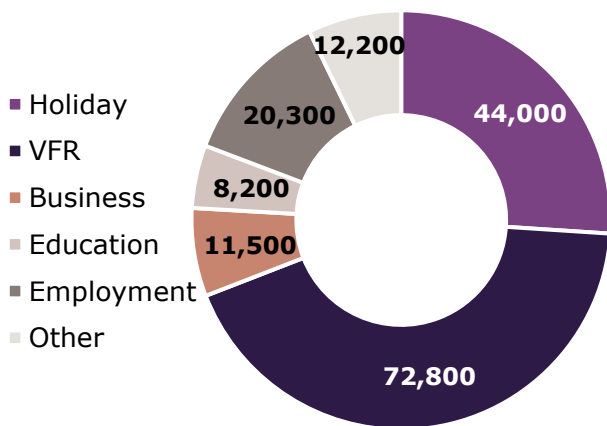


Visitation from the Philippines has surpassed pre-pandemic levels. 2 in 3 Filipino visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



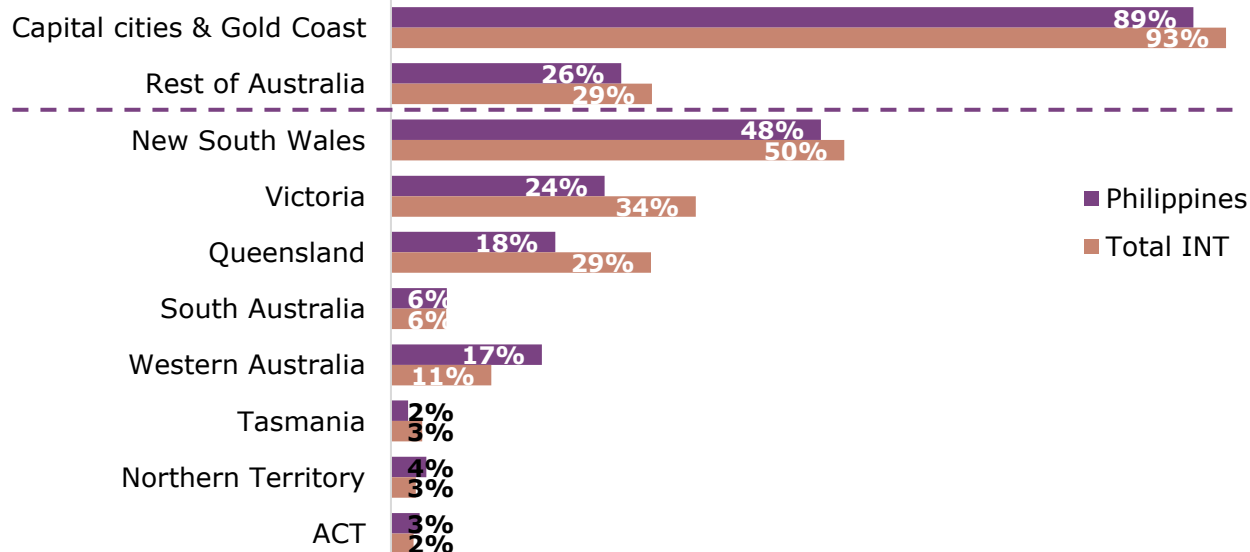
Main reason for visitation



	Philippines	Total INT
Holiday	26%	43%
Visiting Friends or Relatives (VFR)	43%	34%
Business	7%	9%
Education	5%	6%
Employment	12%	4%
Other	7%	4%

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

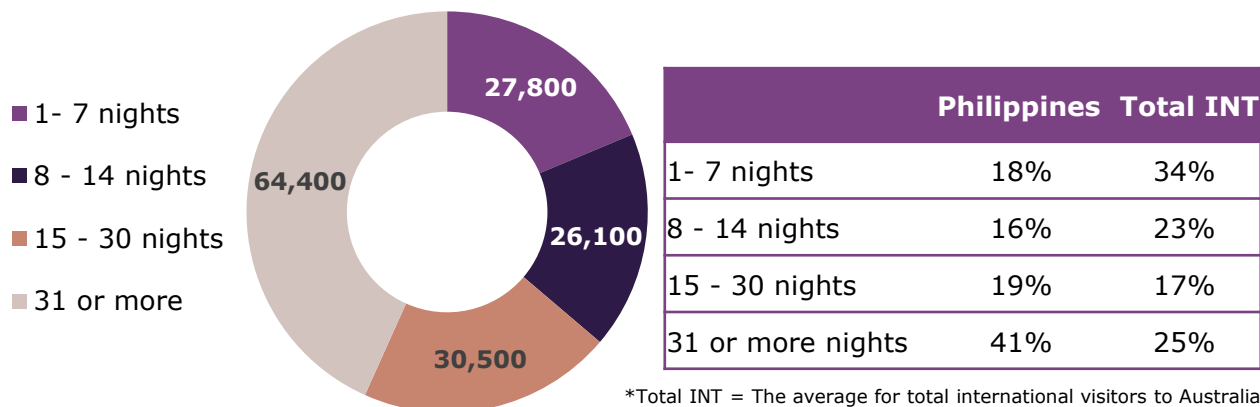
Where visitors stay





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



Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)
97%
 Total INT: 96%

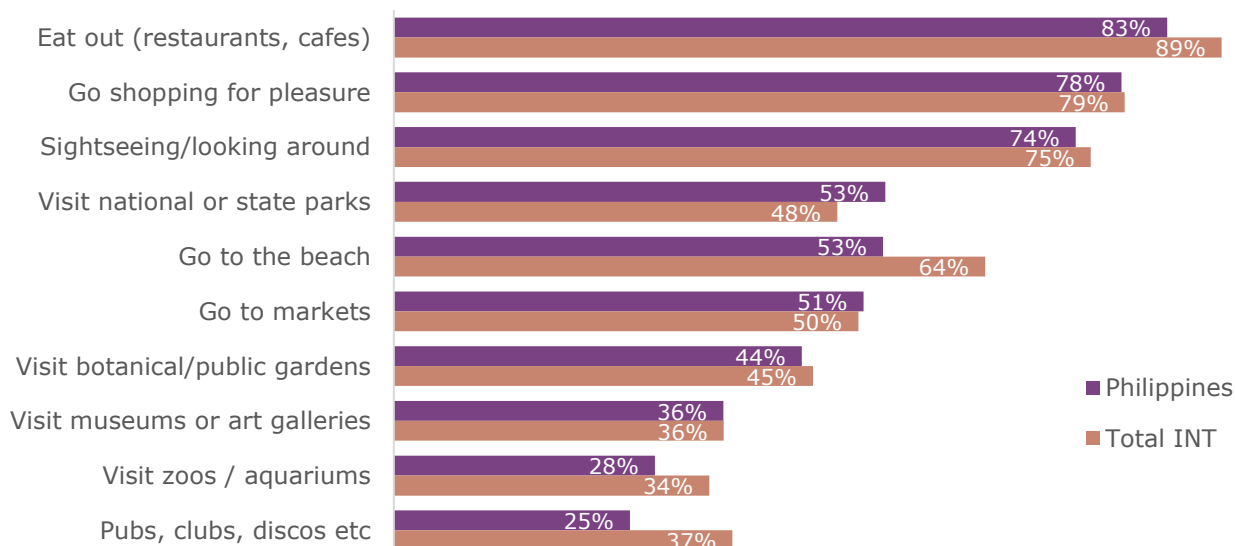


First trip to
 Australia
45%
 Total INT: 36%



Return trip to
 Australia
55%
 Total INT: 64%

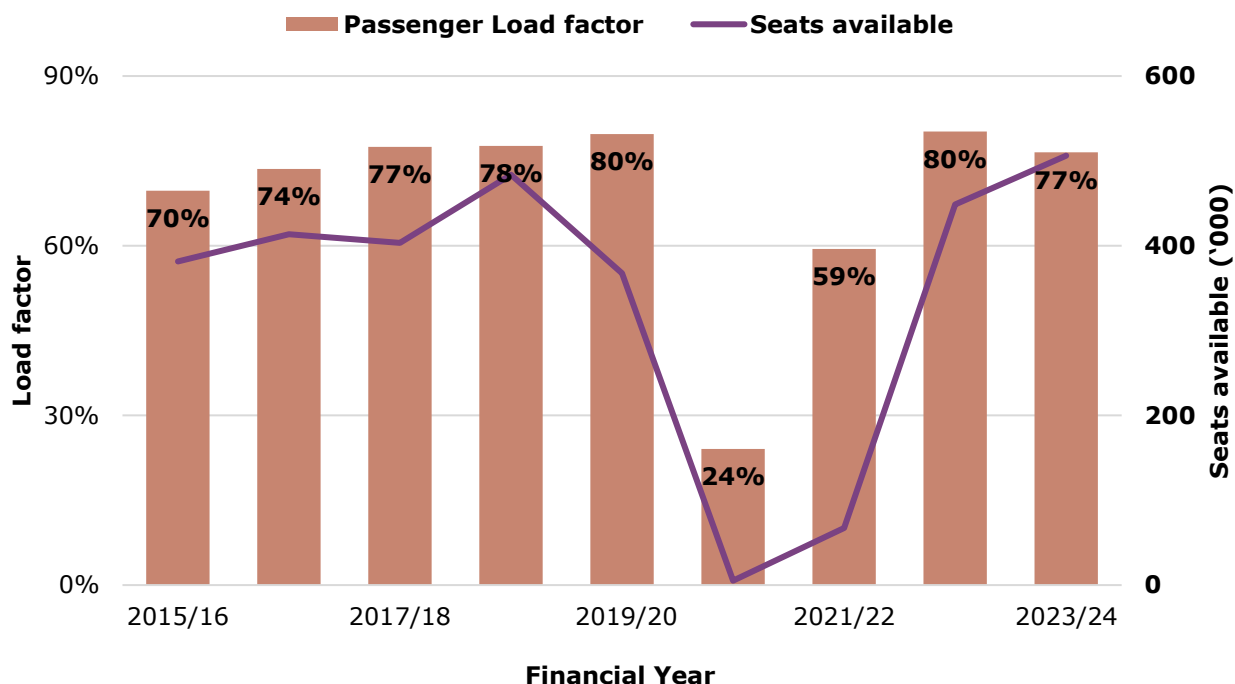
What visitors do





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

Aviation capacity



Australians in market



Australian residents
 returning from market
252,400



Filipino residents
 coming into 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 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