

# Visitor Economy Profile 2023-24: Thailand

Thailand is Australia’s eighteenth largest inbound market, having nearly recovered to pre-Covid visitation and expenditure levels. Total spend from Thai visitors was $442 million for FY2023–24.

## Visitor numbers

* Total visitors: 96,200
* Change vs last year: +11%
* Change vs pre-pandemic: -2%
* Rank: 18th

## Visitor group type

* Solo traveller: 70% (Total INT\*: 57%)
* Adult couple: 12% (Total INT: 20%)
* Family: 8% (Total INT: 12%)
* Other: 10% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $5,000
* Total spend in Australia: $441.7 million
* Change in total spend vs last year: +6%
* Change in total spend vs pre-pandemic: +16%

Thailand visitors are forecast to return to pre-pandemic levels by the end of 2025. Nearly three quarters of Thai 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** | **Thai visitors to Australia** |
| --- | --- |
| 2015 | 78,000 |
| 2016 | 92,000 |
| 2017 | 98,000 |
| 2018 | 99,000 |
| 2019 | 103,000 |
| 2020 | 15,000 |
| 2021 | 1,000 |
| 2022 | 53,000 |
| 2023 | 97,000 |
| 2024 | 96,000 |
| 2025 | 103,000 |
| 2026 | 115,000 |
| 2027 | 125,000 |
| 2028 | 134,000 |
| 2029 | 141,000 |

## Main reason for visitation

**Table 2:** **Main reason for visitation**

| **Reason** | **Number of visitors from Thailand** | **Percentage of visitors from Thailand** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 42,100 | 44% | 43% |
| Visiting Friends or Relatives (VFR) | 26,000 | 27% | 34% |
| Business | 9,000 | 9% | 9% |
| Education | 9,300 | 10% | 6% |
| Employment | 5,300 | 5% | 4% |
| Other | 4,600 | 5% | 4% |

## Where visitors stay

**Table 3:** **Where visitors stay**

| **Location** | **Percentage of visitors from Thailand** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 90% | 93% |
| Rest of Australia | 31% | 29% |
| New South Wales | 41% | 50% |
| Victoria | 42% | 34% |
| Queensland | 20% | 29% |
| South Australia | 9% | 6% |
| Western Australia | 7% | 11% |
| Tasmania | 5% | 3% |
| Northern Territory | 3% | 3% |
| ACT | 1% | 2% |

Thai visitors spend more nights in Australia compared to the average for international visitors. Key demand-driving experiences include social and outdoors activities, local attractions and going to the beach.

## Nights stayed

**Table 4:** **Nights stayed**

| **Nights** | **Number of visitors from Thailand** | **Percentage of visitors from Thailand** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 23,500 | 26% | 34% |
| 8–14 nights | 14,800 | 17% | 23% |
| 15–30 nights | 16,900 | 19% | 17% |
| 31 or more nights | 33,300 | 37% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 94% (Total INT: 96%)
* First trip to Australia: 31% (Total INT: 36%)
* Return trip to Australia: 69% (Total INT: 64%)

## What visitors do

**Table 5:** **What visitors do**

| **Activity** | **Percentage of visitors from Thailand** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Social activities | 98% | 94% |
| Outdoor / Nature | 81% | 78% |
| Local attractions | 72% | 68% |
| Go to the beach | 69% | 64% |
| Go to markets | 61% | 50% |
| Visit national/state parks | 53% | 48% |
| Arts / Heritage | 51% | 51% |
| Visit botanical/public gardens | 44% | 45% |
| Visit museums/galleries | 41% | 36% |
| Visit wildlife parks/zoos | 37% | 34% |

Aviation capacity for Thailand remains below pre-pandemic levels. Over half a million Australians visited Thailand in FY2023-24.

## Aviation capacity

**Table 6:** **Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 80% | 920,805 |
| 2016–17 | 81% | 936,409 |
| 2017–18 | 84% | 923,890 |
| 2018–19 | 84% | 802,891 |
| 2019–20 | 86% | 626,326 |
| 2020–21 | 10% | 14,505 |
| 2021–22 | 54% | 188,287 |
| 2022–23 | 89% | 632,870 |
| 2023–24 | 85% | 673,139 |

## Australians in market

* Australians in market: 535,500
* Indian residents coming into Australia: 96,200
* NET visitor balance: -439,100

## 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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