



Data for visitors to Australia for less than 12 months



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%

Visitor spend



Average visitor spend
\$5,000



Total spend in Australia
\$442m



Change in total spend vs last year
+6%

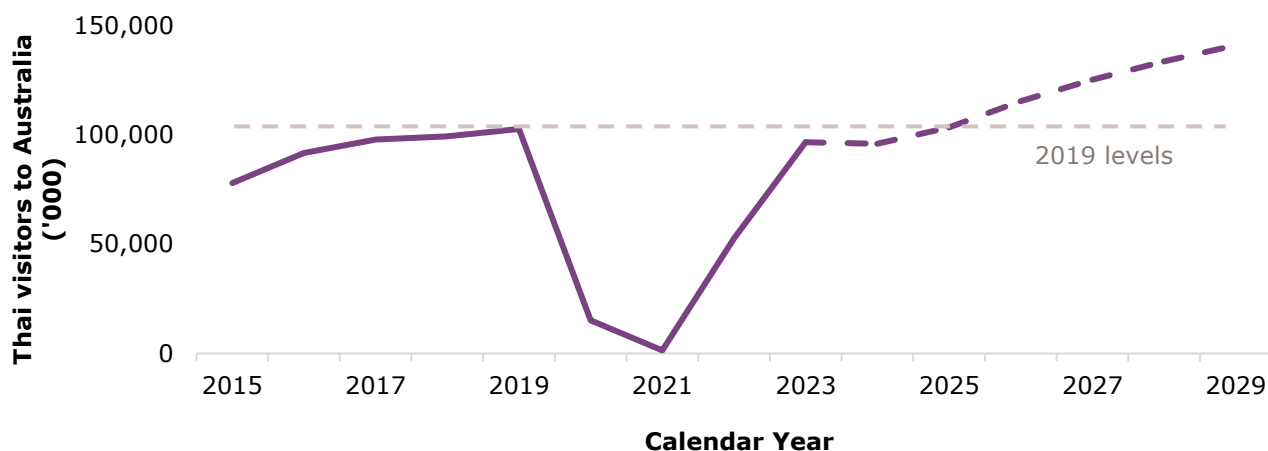


Change in total spend vs pre-pandemic
+16%

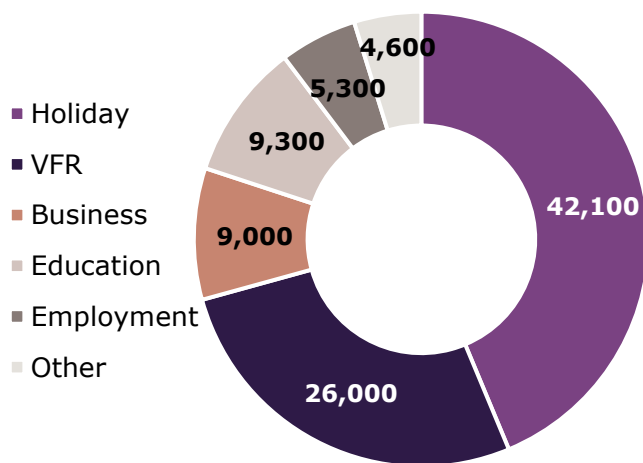


Thailand visitors are forecast to return to pre-pandemic levels by the end of 2025. Nearly three quarters of Thai visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



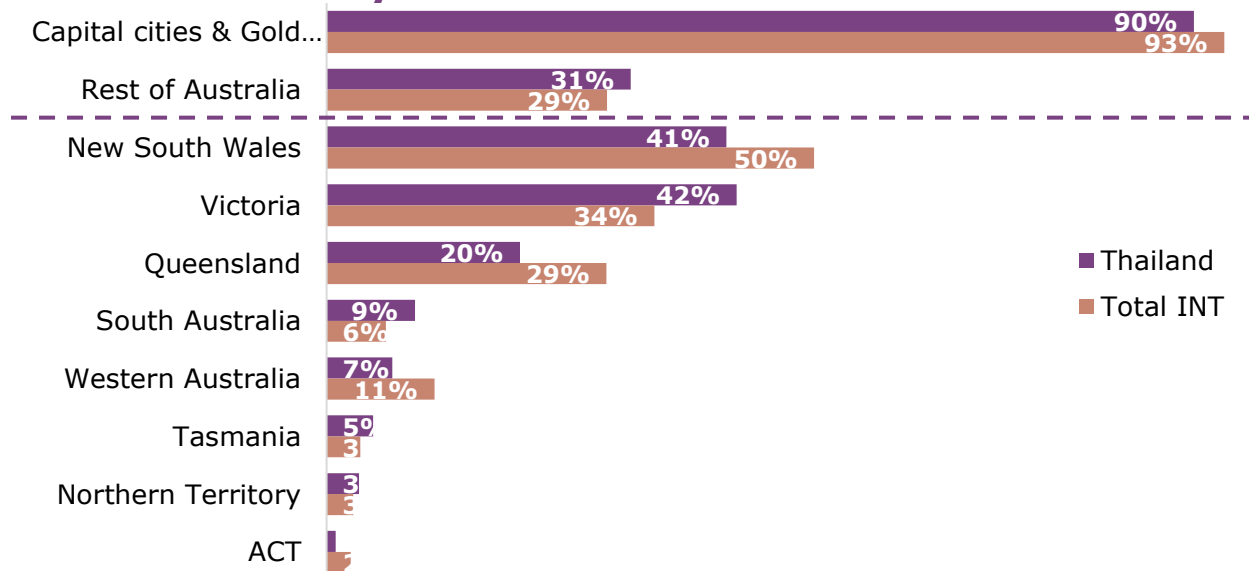
Main reason for visitation



Thailand Total INT		
Holiday	44%	43%
Visiting Friends or Relatives (VFR)	27%	34%
Business	9%	9%
Education	10%	6%
Employment	5%	4%
Other	5%	4%

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

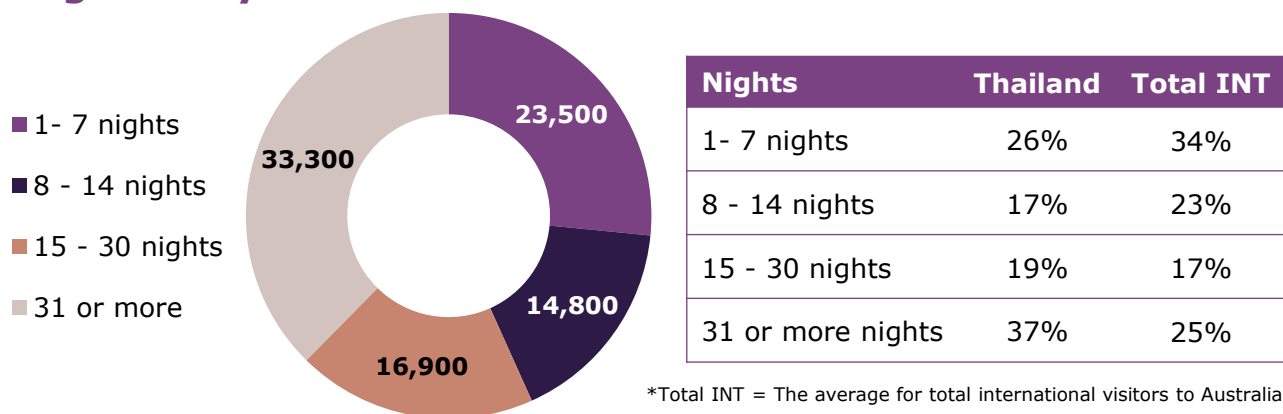
Where visitors stay





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



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%

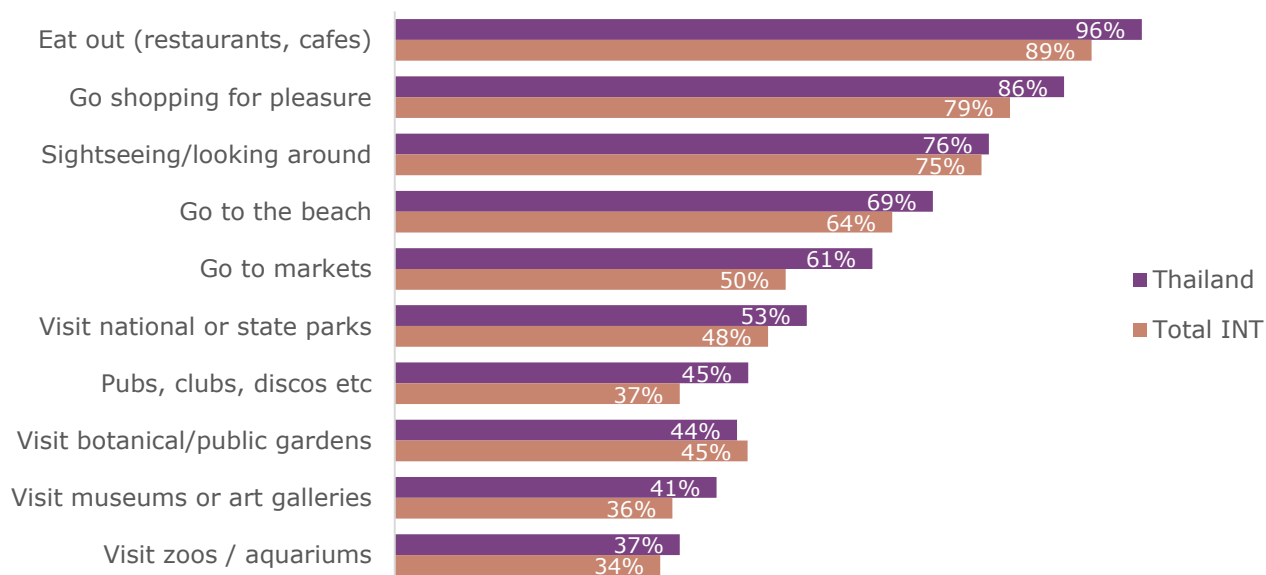


Return trip to
 Australia

69%

Total INT: 64%

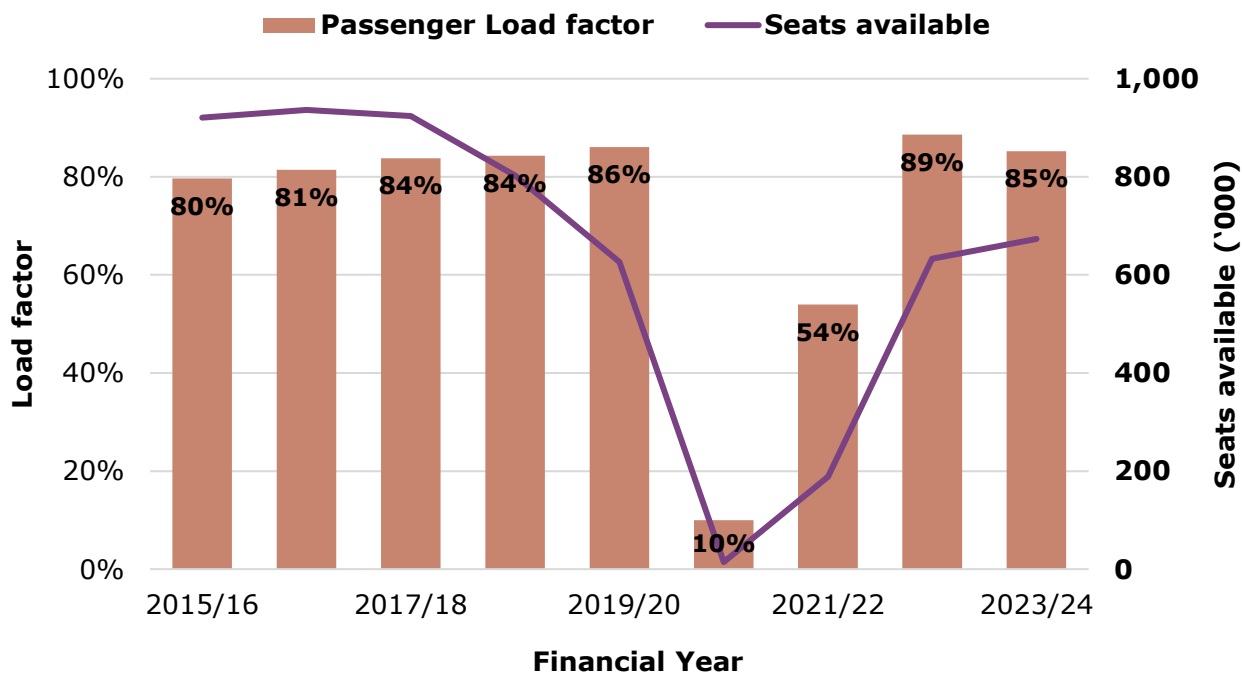
What visitors do





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

Aviation capacity



Australians in market



Australian residents returning from market

535,300



Thai 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 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