

# Visitor Economy Profile 2023-24: United Kingdom

The United Kingdom is Australia’s fourth largest inbound market, having reached 86% of pre-pandemic levels in FY2023-24. Total spend from British visitors was $2.1 billion for FY2023–24.

## Visitor numbers

* Total visitors: 615,300
* Change vs last year: +7%
* Change vs pre–pandemic: -14%
* Rank: 4th

## Visitor group type

* Solo traveller: 59% (Total INT: 57%)
* Adult couple: 28% (Total INT: 20%)
* Family: 6% (Total INT: 12%)
* Other: 7% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $3,600
* Total spend in Australia: $2.1 billion
* Change in total spend vs last year: +25%
* Change in total spend vs pre–pandemic: +12%

British visitors are forecasted to return to pre-pandemic levels in 2027. 85% British 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** | **British visitors to Australia** |
| --- | --- |
| 2015 | 688,000 |
| 2016 | 716,000 |
| 2017 | 733,000 |
| 2018 | 733,000 |
| 2019 | 716,000 |
| 2020 | 201,000 |
| 2021 | 22,000 |
| 2022 | 399,000 |
| 2023 | 597,000 |
| 2024 | 631,000 |
| 2025 | 663,000 |
| 2026 | 694,000 |
| 2027 | 722,000 |
| 2028 | 749,000 |
| 2029 | 774,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from UK** | **Percentage of visitors from UK** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday |  203,200  | 33% | 43% |
| Visiting Friends or Relatives (VFR) |  320,900  | 52% | 34% |
| Business |  42,700  | 7% | 9% |
| Education |  4,700  | 1% | 6% |
| Employment |  29,200  | 5% | 4% |
| Other |  14,600  | 2% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from UK** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 91% | 93% |
| Rest of Australia | 49% | 29% |
| New South Wales | 55% | 57% |
| Victoria | 42% | 33% |
| Queensland | 19% | 36% |
| South Australia | 4% | 10% |
| Western Australia | 10% | 20% |
| Tasmania | 3% | 4% |
| Northern Territory | 1% | 4% |
| ACT | 4% | 2% |

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

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from UK** | **Percentage of visitors from UK** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 86,400 | 15% | 34% |
| 8–14 nights | 115,000 | 20% | 23% |
| 15–30 nights | 220,000 | 38% | 17% |
| 31 or more nights | 153,000 | 26% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 98% (Total INT: 96%)
* First trip to Australia: 39% (Total INT: 36%)
* Return trip to Australia: 61% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from UK** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 94% | 89% |
| Sightseeing/looking around | 84% | 75% |
| Go to the beach | 80% | 64% |
| Go shopping for pleasure | 80% | 79% |
| Pubs, clubs, discos etc | 66% | 37% |
| Visit national parks / state parks | 63% | 48% |
| Visit botanical or other public gardens | 57% | 45% |
| Go to markets | 55% | 50% |
| Visit museums or art galleries | 44% | 36% |
| Visit wildlife parks / zoos / aquariums | 40% | 34% |

Aviation capacity for UK remains below pre-pandemic levels. Over 615,000 Australians visited UK in FY2023–24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 84% | 456,263 |
| 2016–17 | 83% | 450,631 |
| 2017–18 | 86% | 431,350 |
| 2018–19 | 88% | 369,826 |
| 2019–20 | 87% | 276,697 |
| 2020–21 |  | - |
| 2021–22 | 78% | 112,177 |
| 2022–23 | 91% | 346,499 |
| 2023–24 | 88% | 346,884 |

## Australian visitors to the United Kingdom

* Australian visitors to the UK: 618,600
* British residents coming into Australia: 615,300
* NET visitor balance: -3,300

## 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).

Visit the Tourism Research Australia website at: [www.tra.gov.au](http://www.tra.gov.au/).

Email us at: Tourism.Research@tra.gov.au