

# Visitor Economy Profile 2023-24: United States of America

United States of America is Australia’s third largest inbound market, having reached 88% of pre-pandemic levels in FY2023-24. Total spend from United States visitors was $2.1 billion for FY2023–24.

## Visitor numbers

* Total visitors: 714,800
* Change vs last year: +28%
* Change vs pre–pandemic: -12%
* Rank: 3rd

## Visitor group type

* Solo traveller: 51% (Total INT: 57%)
* Adult couple: 26% (Total INT: 20%)
* Family: 9% (Total INT: 12%)
* Other: 14% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $3,100
* Total spend in Australia: $2.1 billion
* Change in total spend vs last year: +24%
* Change in total spend vs pre–pandemic: +4%

United States visitors are forecasted to return to pre-pandemic levels in 2026. 4 in 5 United States 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** | **United States visitors to Australia** |
| --- | --- |
| 2015 | 619,000 |
| 2016 | 716,000 |
| 2017 | 781,000 |
| 2018 | 789,000 |
| 2019 | 818,000 |
| 2020 | 189,000 |
| 2021 | 17,000 |
| 2022 | 326,000 |
| 2023 | 660,000 |
| 2024 | 700,000 |
| 2025 | 771,000 |
| 2026 | 832,000 |
| 2027 | 885,000 |
| 2028 | 933,000 |
| 2029 | 977,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from United States** | **Percentage of visitors from United States** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 354,006 | 50% | 43% |
| Visiting Friends or Relatives (VFR) | 209,432 | 29% | 34% |
| Business | 96,473 | 13% | 9% |
| Education | 14,842 | 2% | 6% |
| Employment | 10,178 | 1% | 4% |
| Other | 29,855 | 4% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from United States** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 94% | 93% |
| Rest of Australia | 38% | 29% |
| New South Wales | 69% | 50% |
| Victoria | 31% | 34% |
| Queensland | 32% | 29% |
| South Australia | 6% | 6% |
| Western Australia | 6% | 11% |
| Tasmania | 6% | 3% |
| Northern Territory | 4% | 3% |
| ACT | 3% | 2% |

United States visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include social and outdoors activities, local attractions, and arts.

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from United States** | **Percentage of visitors from United States** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 239,266 | 36% | 34% |
| 8–14 nights | 217,228 | 32% | 23% |
| 15–30 nights | 129,959 | 19% | 17% |
| 31 or more nights | 64,670 | 10% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 98% (Total INT: 96%)
* First trip to Australia: 57% (Total INT: 36%)
* Return trip to Australia: 43% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from United States** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 90% | 89% |
| Sightseeing/looking around | 81% | 75% |
| Go shopping for pleasure | 71% | 79% |
| Go to the beach | 63% | 64% |
| Visit national parks / state parks | 46% | 48% |
| Visit botanical or other public gardens | 45% | 45% |
| Pubs, clubs, discos etc | 45% | 37% |
| Go to markets | 43% | 50% |
| Visit wildlife parks / zoos / aquariums | 41% | 34% |
| Visit museums or art galleries | 36% | 36% |

Aviation capacity for United States remains below pre-pandemic levels. Over 700,000 Australians visited United States in FY2023–24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 80% | 1,900,271 |
| 2016–17 | 83% | 1,861,376 |
| 2017–18 | 83% | 1,948,823 |
| 2018–19 | 84% | 1,998,409 |
| 2019–20 | 83% | 1,478,619 |
| 2020–21 | 10% | 269,957 |
| 2021–22 | 47% | 574,711 |
| 2022–23 | 81% | 1,262,233 |
| 2023–24 | 73% | 1,601,866 |

## Australian visitors to the United States

* Australians in market: 714,300
* United States residents coming into Australia: 714,800
* NET visitor balance: +500

## 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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