



Data for visitors to Australia for less than 12 months



United States is Australia's third largest inbound market, reaching 88% of pre-pandemic levels in FY2023-24. Half of American visitors are solo travellers.

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%

Visitor spend



Average visitor spend
\$3,100



Total spend in Australia
\$2.1b



Change in total spend vs last year
+24%

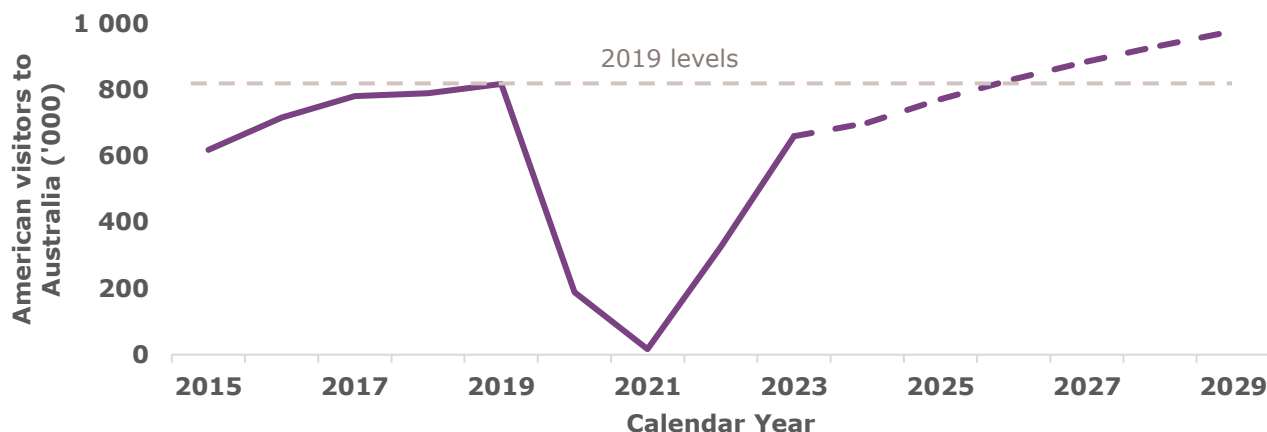


Change in total spend vs pre-pandemic
+4%

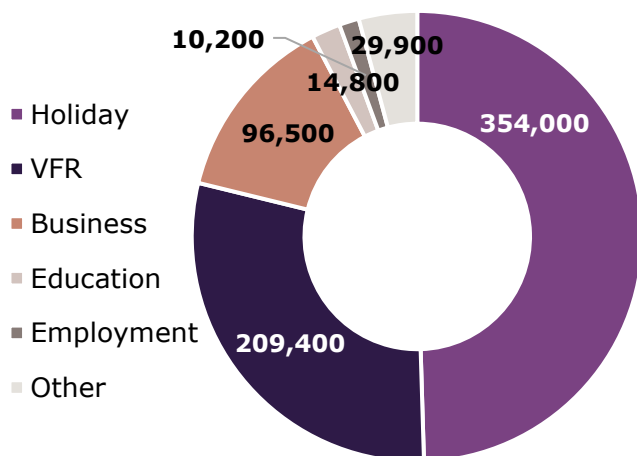


United States is forecast to return to pre-pandemic levels in in 2026. 8 in 10 United States visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



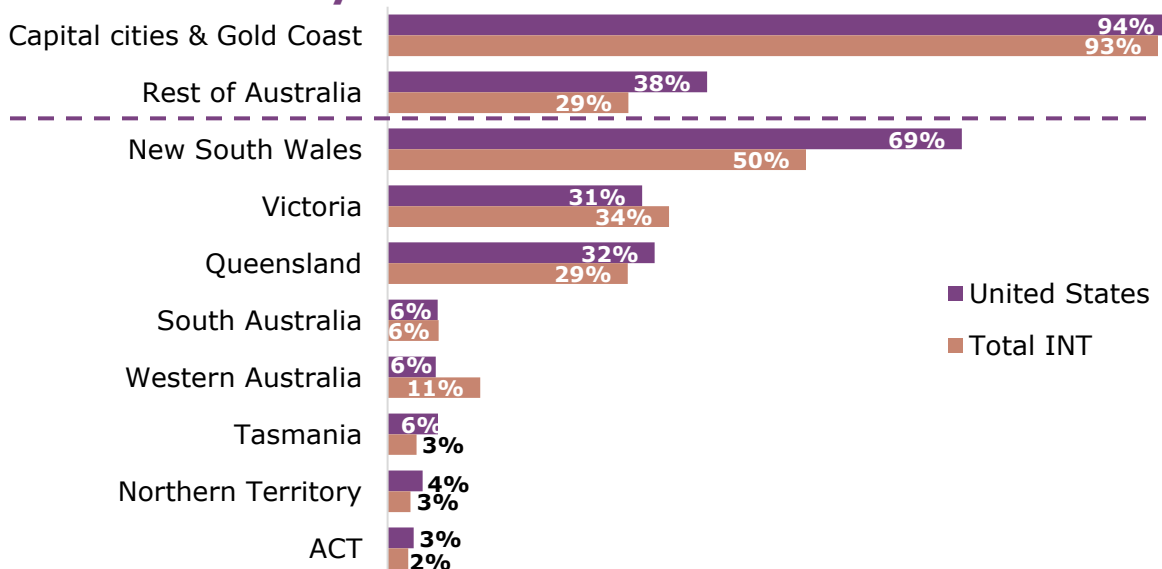
Main reason for visitation



	United States	Total INT
Holiday	50%	43%
Visiting Friends or Relatives	29%	34%
Business	13%	9%
Education	2%	6%
Employment	1%	4%
Other	4%	4%

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

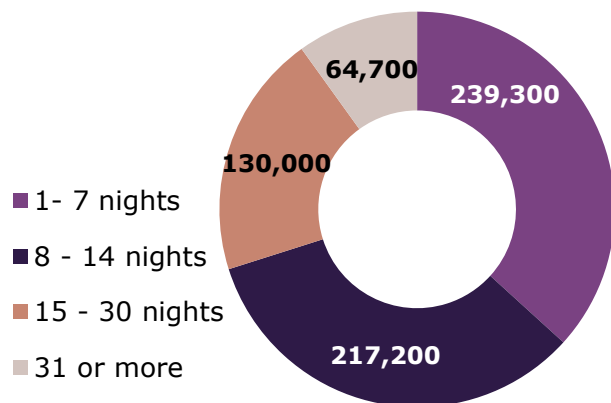
Where visitors stay





United States visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences includes eating out, sightseeing and shopping.

Nights Stayed



	United States	Total INT
1- 7 nights	36%	34%
8 - 14 nights	32%	23%
15 - 30 nights	19%	17%
31 or more nights	10%	25%

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

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%

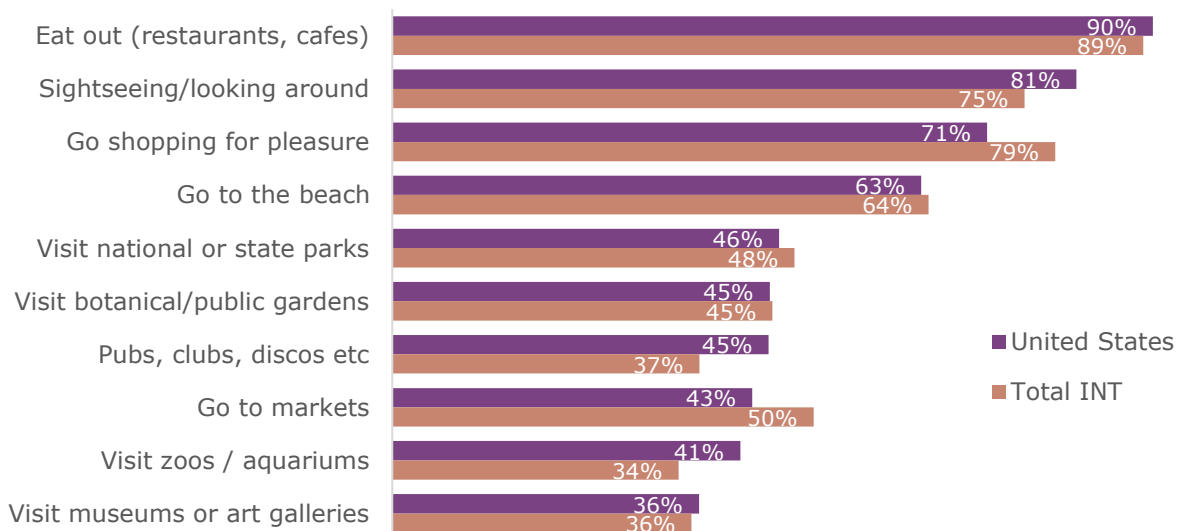


Return trip to
Australia

43%

Total INT: 64%

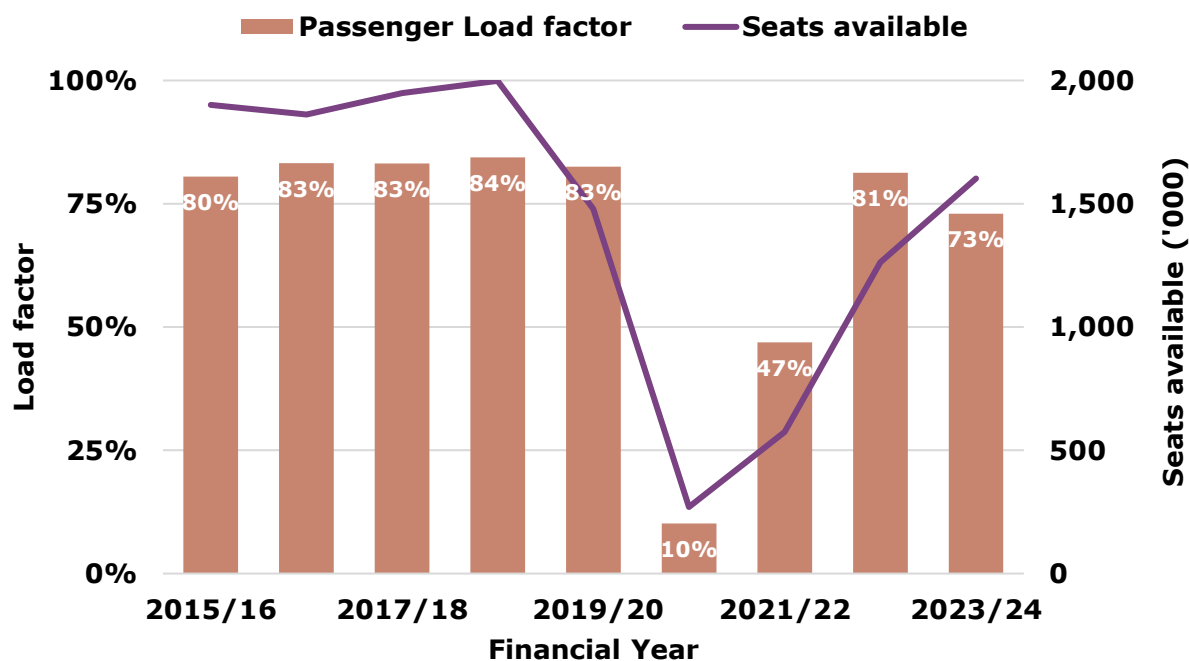
What visitors do





Aviation capacity for the United States remains below pre-pandemic levels in FY2023-24. Over 714,300 Australians visited the United States in FY2023-24.

Aviation capacity



Australian visitors to market



Australian residents
 returning from market
714,300



American 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 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