

# Visitor Economy Profile 2023-24: Vietnam

Vietnam is Australia’s twelfth largest inbound market, having reached 155% of pre-pandemic levels in FY2023-24. Total spend from Vietnamese visitors was $837 million for FY2023–24.

## Visitor numbers

* Total visitors: 178,300
* Change vs last year: +39%
* Change vs pre-pandemic: +55%
* Rank: 12th

## Visitor group type

* Solo traveller: 67% (Total INT\*: 57%)
* Adult couple: 16% (Total INT: 20%)
* Family: 10% (Total INT: 12%)
* Other: 7% (Total INT: 11%)

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

## Visitor spend

* Average visitor spend: $5,100
* Total spend in Australia: $837.3 million
* Change in total spend vs last year: +55%
* Change in total spend vs pre-pandemic: +74%

Visitation from Vietnam has surpassed pre-pandemic levels. 4 in 5 Vietnamese 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** | **Vietnam visitors to Australia** |
| --- | --- |
| 2015 | 58,000 |
| 2016 | 70,000 |
| 2017 | 94,000 |
| 2018 | 111,000 |
| 2019 | 123,000 |
| 2020 | 28,000 |
| 2021 | 1,000 |
| 2022 | 70,000 |
| 2023 | 167,000 |
| 2024 | 185,000 |
| 2025 | 203,000 |
| 2026 | 222,000 |
| 2027 | 240,000 |
| 2028 | 255,000 |
| 2029 | 269,000 |

## Main reason for visitation

**Table 2: Main reason for visitation**

| **Reason** | **Number of visitors from Vietnam** | **Percentage of visitors from Vietnam** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 54,700 | 31% | 43% |
| Visiting Friends or Relatives (VFR) | 88,900 | 50% | 34% |
| Business | 8,300 | 5% | 9% |
| Education | 14,100 | 8% | 6% |
| Employment | 6,200 | 3% | 4% |
| Other | 6,000 | 3% | 4% |

## Where visitors stay

**Table 3: Where visitors stay**

| **Location** | **Percentage of visitors from Vietnam** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 95% | 93% |
| Rest of Australia | 19% | 29% |
| New South Wales | 57% | 50% |
| Victoria | 46% | 34% |
| Queensland | 11% | 29% |
| South Australia | 13% | 6% |
| Western Australia | 6% | 11% |
| Tasmania | 1% | 3% |
| Northern Territory | 0% | 3% |
| ACT | 3% | 2% |

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

## Nights stayed

**Table 4: Nights stayed**

| **Nights** | **Number of visitors from Vietnam** | **Percentage of visitors from Vietnam** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 37,200 | 22% | 34% |
| 8–14 nights | 45,100 | 27% | 23% |
| 15–30 nights | 35,900 | 22% | 17% |
| 31 or more nights | 43,900 | 27% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 97% (Total INT: 96%)
* First trip to Australia: 41% (Total INT: 36%)
* Return trip to Australia: 59% (Total INT: 64%)

## What visitors do

**Table 5: What visitors do**

| **Activity** | **Percentage of visitors from Vietnam** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Social activities | 95% | 94% |
| Outdoor / Nature | 79% | 78% |
| Local attractions/activities | 76% | 64% |
| Arts / Heritage | 63% | 68% |
| Go to the beach | 60% | 50% |
| Go to markets | 60% | 48% |
| Visit museums/art galleries | 54% | 45% |
| Visit national/state parks | 49% | 51% |
| Visit botanic/public gardens | 43% | 34% |
| Visit wildlife parks /zoos | 37% | 36% |

Aviation capacity for Vietnam is has surpassed pre-pandemic levels, up 98 per cent. Nearly 400,000 Australians visited Vietnam in FY2023-24.

## Aviation capacity

**Table 6: Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 84% | 202,828 |
| 2016–17 | 79% | 231,960 |
| 2017–18 | 80% | 352,634 |
| 2018–19 | 81% | 353,792 |
| 2019–20 | 84% | 259,287 |
| 2020–21 | 9% | 22,884 |
| 2021–22 | 49% | 95,722 |
| 2022–23 | 88% | 407,089 |
| 2023–24 | 80% | 701,876 |

## Australian visitors to market

* Australian visitors to in Vietnam: 388,600
* Vietnamese residents visiting Australia: 178,300
* Net visitor balance: -210,300

## 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).

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Email us at: [Tourism.Research@tra.gov.au](mailto:Tourism.Research@tra.gov.au)