

Visitor Economy Facts and Figures - October 2024

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Australian Government
Australian Trade and Investment Commission
Tourism Research Australia

Summary details

		Latest value	Change on last year
Domestic overnight trips	12 months to Jun 2024	113.8M	2.1%
Short-term international visitors	12 months to Aug 2024	8.1M	26%
International tourism spend in Australia	12 months to Jun 2024	\$31.7bn	45.0%
Total tourism spend (internat'l & domestic)	12 months to Jun 2024	\$173.9bn	6.8%
THRIVE measure (tourism & int'l education)	12 months to Jun 2024	\$213.0bn	11.5%
Student visa holders in Australia	31 August 2024	675.8K	2.3%
Tourism filled jobs	June 2024	634.4K	2.0%
Tourism-related businesses	June 2023	356K	-1.5%
Tourism GDP (direct)	FY 2022-23	\$63.0bn	76.6%
Tourism's share of Australian GDP	FY 2022-23	2.5%	1.0% pts
International education exports	12 months to Jun 2024	\$50.5bn	38.9%



	Value (Latest)	Change on last year (Volume) (%)	Change since pre-pandemic ¹ (Volume) (%)
Domestic overnight spend			
12 months to: June 2024	\$109.9bn	▲ \$1.6bn 1.5%	▲ \$32.4bn 41.8%
Quarterly: June quarter 2024	\$26.0bn	▲ \$509.0M 2.0%	▲ \$6.4bn 32.5%
Domestic day trip spend			
12 months to: June 2024	\$32.3bn	▼ (\$0.4bn) -1.1%	▲ \$8.0bn 32.9%
Quarterly: June quarter 2024	\$6.8bn	▼ (\$807.0M) -10.7%	▲ \$539.0M 8.7%
Total domestic spend (overnight + day trip)			
12 months to: June 2024	\$142.2bn	▲ \$1.2bn 0.9%	▲ \$40.4bn 39.7%
Quarterly: June quarter 2024	\$32.7bn	▲ (\$298.0M) -0.9%	▲ \$6.9bn 26.8%
International visitor spend²			
12 months to: June 2024	\$31.7bn	▲ \$9.8bn 45%	▲ \$0.93bn 3%
Quarterly: June quarter 2024	\$6.5bn	▲ \$843.0M 15.0%	▲ \$843.0M 15.0%
Total spend in Australia (domestic + international)			
12 months to: June 2024	\$173.9bn	▲ \$11.1bn 6.8%	▲ \$41.4bn 31.2%
Quarterly: June quarter 2024	\$39.2bn	▲ \$545.0M 1.4%	▲ \$7.8bn 24.7%
THRIVE measure - total spend in Australia (incl. long-stay students)			
12 months to: June 2024	\$213.0bn	▲ \$22.0bn 12%	▲ \$54.6bn 34%
Quarterly: June quarter 2024	\$49.1bn	▲ \$2.1bn 4.5%	▲ \$10.3bn 27%

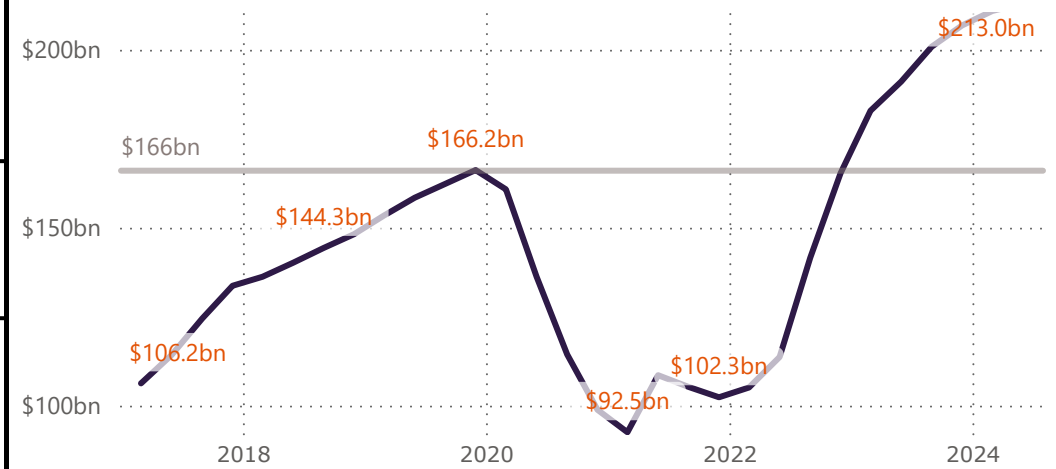
TRA tourism forecasts - projected total travel spend (nominal, excluding long-stay international students)³

Calendar Year	Projected Spend	Change from 2019	% Change from 2019
2024	\$183.5bn	+\$45.1bn	+ 32.5%
2025	\$195.4bn	+\$56.9bn	+ 41.1%
2026	\$205.5bn	+\$67.1bn	+ 48.4%
2027	\$214.8bn	+\$76.3bn	+ 55.1%
2028	\$223.3bn	+\$84.8bn	+ 61.3%

1 Compared with the equivalent period in 2019. 2. Spend in Australia: excludes international airfares and other spend outside of Australia. 3. Source: Tourism Research Australia, Tourism Forecasts for Australia, 2023. 4. Long-term students are those who reside in Australia for over 12-months. Short-term students are those who reside in Australia for less than 12 months.

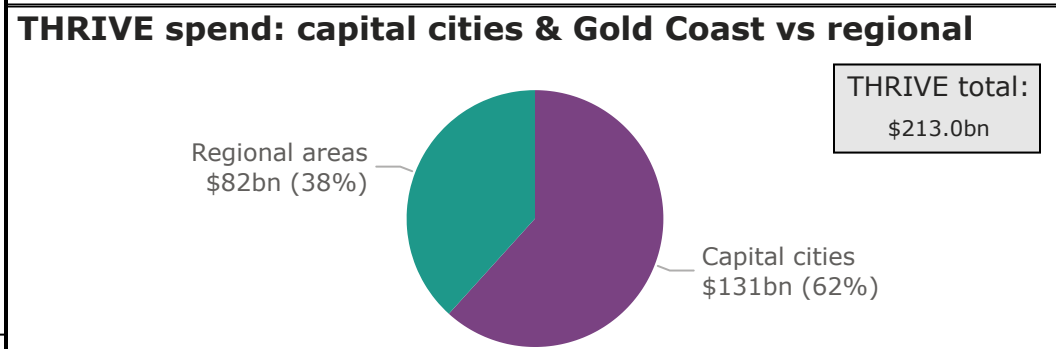
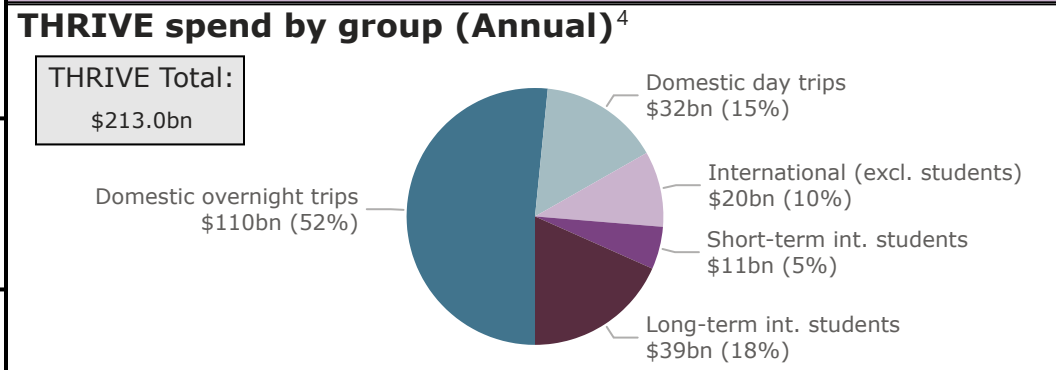
Tracking progress against THRIVE 2030 strategy (interim target of \$166bn by 2024)¹

Rolling 12 month totals; To: Jun 2024



1. THRIVE measure is the total spend in the visitor economy including long-stay international students. Source: Tourism Research Australia

THRIVE spend (Annual) Select Period (for Charts)
 12 months to June 2024

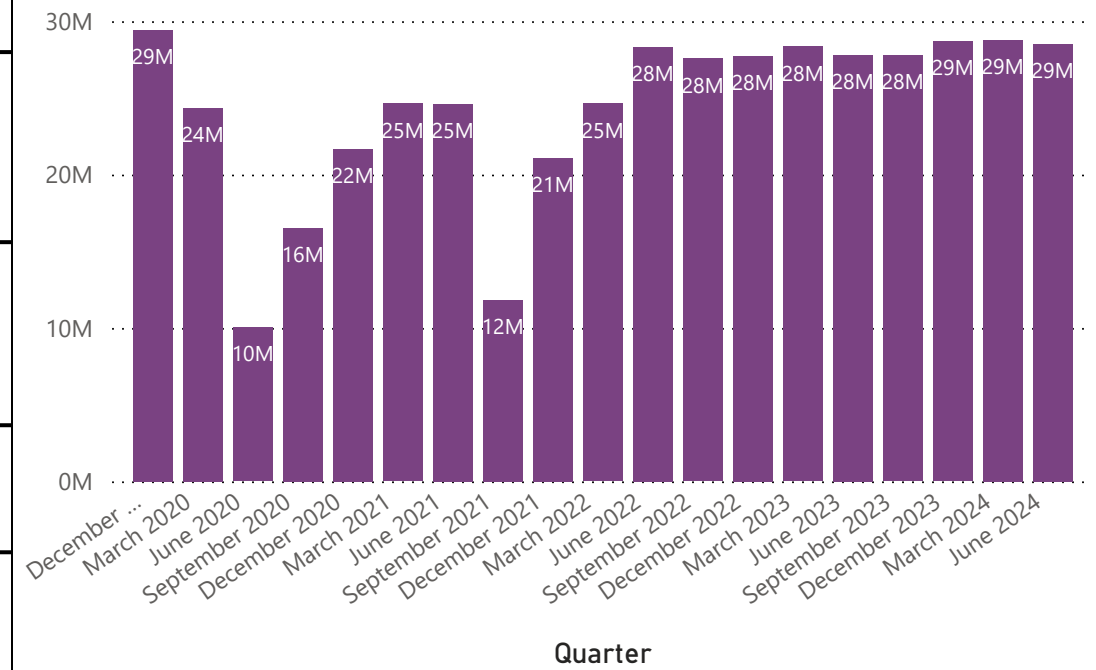


Source: Tourism Research Australia



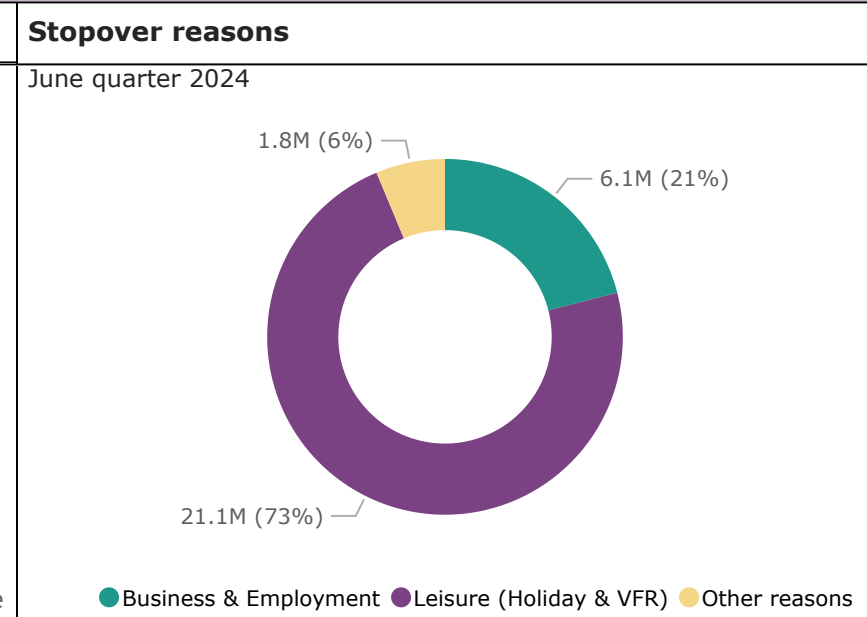
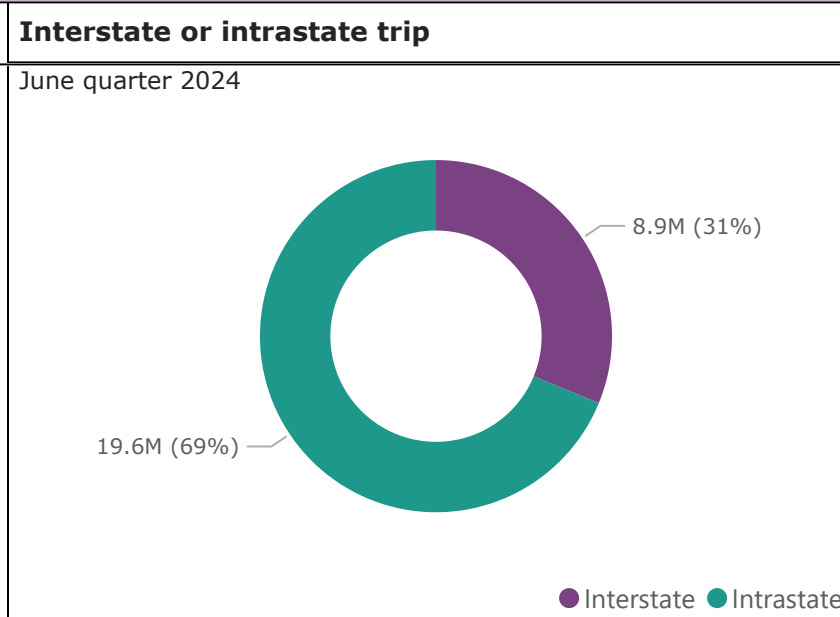
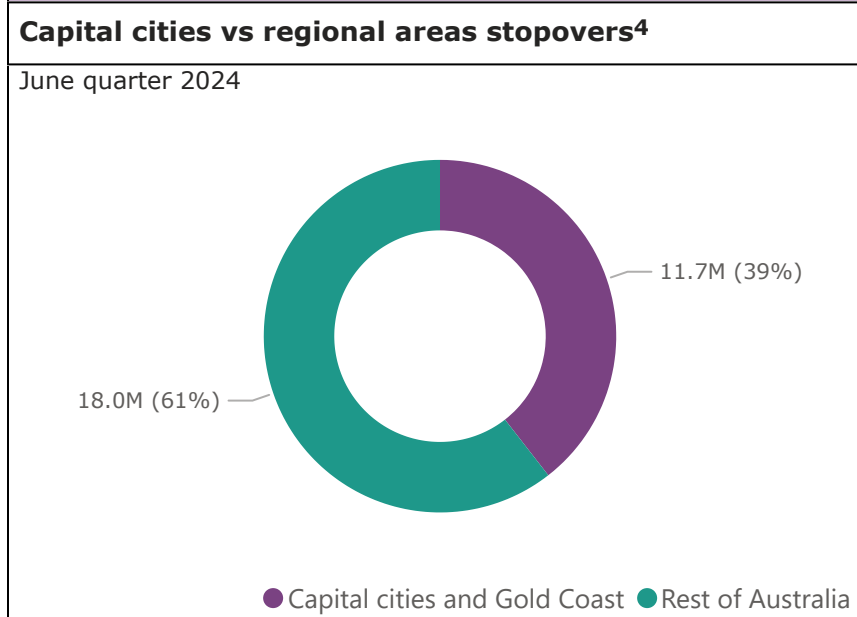
	Value (Latest)	Change on last year (Volume) (%)	Change since pre-pandemic ¹ (Volume) (%)
Domestic overnight trips			
12 months to: June 2024	113.8M	▲ 2.4M 2.1%	▲ 437.0K 0.4%
Quarterly: June quarter 2024	28.5M	▲ 723.0K 2.6%	▼ -1.8M -5.8%
Domestic day trips			
12 months to: June 2024	205.1M	▼ -14.4M -6.6%	▼ -22.3M -9.8%
Quarterly: June quarter 2024	48.6M	▼ -4.2M -7.9%	▼ -12.5M -20.5%
Domestic overnight trip rate²			
Monthly: September 2024	28.6%	▲ 0.0 ppts	
Domestic visitor nights			
12 months to: June 2024	399.9M	▼ -4.7M -1.2%	▼ -291.0K -0.1%
Quarterly: June quarter 2024	93.7M	▼ -1.3M -1.3%	▼ -8.1M -8.0%

Domestic overnight trips (quarterly)



Source: Tourism Research Australia.

Details of domestic overnight trips (quarterly)³ Overnight trips for quarter: **28.5M** **Select quarter (for charts)**
 June quarter 2024



1. Compared with equivalent period in 2019.
 2. The **trip rate** is the % of NVS respondents interviewed in the first 3 weeks of the month who reported taking one or more overnight trips in the preceding 28 days. Source: Tourism Research Australia
 3. Source: Tourism Research Australia (Note: The sum of categories based on stopovers may exceed total number of trips for the quarter due to multiple stopovers on a single trip).
 4. Stopover - a place where a traveller stopped for one or more nights



Value (Latest)	Change on last year (Volume) (%)	Change since pre-pandemic ¹ (Volume) (%)
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International short-term visitors

12 months to:	August 2024	8.1M	▲ 1.6M	26%	▼ -1.4M	-14%
January to:	August 2024	5.3M	▲ 867.9K	19%	▼ -781.1K	-13%
Monthly:	August 2024	658.8K	▲ 55.5K	9%	▼ -130.4K	-17%

Arrivals by source country (January to August 2024)

New Zealand	886,460	▲ 108,330	14%	▼ -13,410	-1%
China	630,390	▲ 309,150	96%	▼ -393,390	-38%
USA	458,690	▲ 33,910	8%	▼ -75,780	-14%
UK	376,910	▲ 21,620	6%	▼ -49,260	-12%
India	285,410	▲ 27,820	11%	▲ 29,190	11%
Singapore	266,130	▲ 42,020	19%	▼ -31,680	-11%
Japan	258,480	▲ 75,980	42%	▼ -62,150	-19%
Korea, South	247,280	▲ 79,430	47%	▲ 63,870	35%
Indonesia	150,090	▲ 14,570	11%	▲ 1,660	1%
Hong Kong	146,100	▲ 31,090	27%	▼ -66,440	-31%
Malaysia	132,180	▲ 18,300	16%	▼ -114,330	-46%
Taiwan	120,890	▲ 39,850	49%	▼ -13,610	-10%
Vietnam	120,640	▲ 10,950	10%	▲ 38,410	47%
Philippines	115,270	▲ 12,500	12%	▲ 10,070	10%
Canada	103,520	▲ 7,390	8%	▼ -17,630	-15%
Germany	98,860	▲ 9,520	11%	▼ -26,870	-21%
France	78,130	▲ 10,600	16%	▼ -11,760	-13%
Thailand	65,960	▼ -1,970	-3%	▼ -1,280	-2%
Ireland	52,150	▲ 5,580	12%	▲ 11,370	28%
Italy	39,520	▲ 1,890	5%	▼ -5,880	-13%

Arrivals by purpose (January to August 2024)

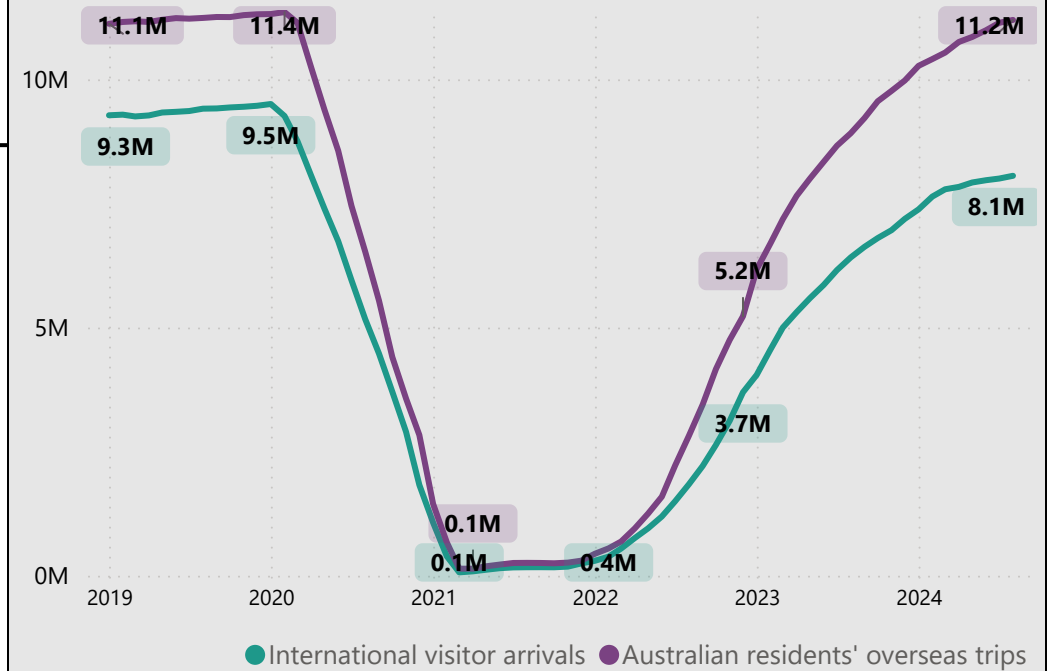
Holiday	2,348,520	▲ 591,970	34%	▼ -544,830	-19%
Visiting friends/relatives	1,698,380	▲ 123,130	8%	▼ -23,900	-1%
Business	460,230	▲ 11,780	3%	▼ -193,580	-30%
Education	386,950	▲ 69,310	22%	▼ -104,260	-21%
Employment	221,170	▲ 35,180	19%	▲ 78,030	55%

Australian residents returning from short-term overseas trips

12 months to:	August 2024	11.2M	▲ 2.3M	26%	▼ -39.8K	-0%
January to:	August 2024	7.6M	▲ 1.2M	19%	▲ 64.4K	1%
Monthly:	August 2024	917K	▲ 58K	7%	▼ -14K	-2%

Overseas short-term arrivals and resident returns (rolling annual total, monthly)

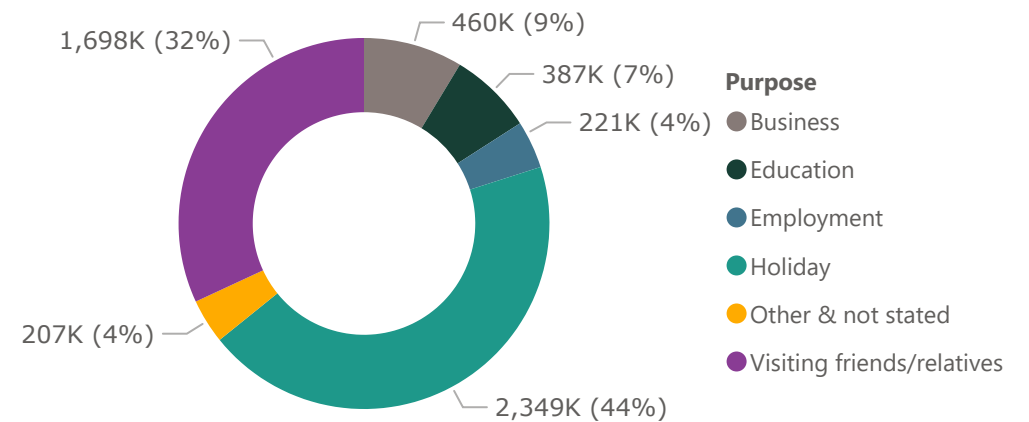
Jan 2019 to August 2024



Source: ABS Overseas Arrivals and Departures

Purpose of visit - international visitors

January to August 2024



Source: ABS Overseas Arrivals and Departures

¹ Compared with equivalent period in 2019

Source: ABS Overseas Arrivals and Departures; short-term trips are less than 12 months duration; includes travellers under 15 years old.



Value (Latest)	Change on Last Year (Volume) (%)	Change since pre-pandemic ¹ (Volume) (%)
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Total student visa holders in Australia²

31 August 2024	675.8K	▲ 15.3K 2%	▲ 46.7K 7%
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Student visa holders in Australia - top 15 countries (31 August 2024)³

Country	Primary	Secondary	Total	Change on last year	%	Change since 2019	%
China	132,984	2,703	135,687	▲ 11,106	9%	▼ -29,458	-18%
India	103,997	14,265	118,262	▲ 2,106	2%	▲ 15,991	16%
Nepal	46,902	9,209	56,111	▼ -4,169	-7%	▲ 196	0%
Philippines	29,617	4,986	34,603	▲ 695	2%	▲ 18,967	121%
Vietnam	29,843	1,477	31,320	▲ 4,475	17%	▲ 8,890	40%
Bhutan	12,012	11,588	23,600	▲ 5,541	31%	▲ 18,844	396%
Pakistan	19,100	1,666	20,766	▼ -705	-3%	▲ 8,186	65%
Indonesia	17,500	2,491	19,991	▲ 1,151	6%	▲ 4,144	26%
Sri Lanka	15,319	4,041	19,360	▲ 3,097	19%	▲ 5,881	44%
Colombia	16,074	2,709	18,783	▼ -7,565	-29%	▲ 1,727	10%
Bangladesh	15,414	3,152	18,566	▲ 6,584	55%	▲ 11,612	167%
Thailand	16,557	1,551	18,108	▼ -3,004	-14%	▲ 3,975	28%
Brazil	12,261	2,782	15,043	▼ -2,406	-14%	▼ -6,543	-30%
Malaysia	11,717	798	12,515	▼ -1,232	-9%	▼ -7,730	-38%
Korea, South	9,112	922	10,034	▼ -393	-4%	▼ -7,091	-41%

Value (Latest)	Change on Last Year (Volume) (%)	Change since pre-pandemic ¹ (Volume) (%)
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International student visa holder arrivals³

Calendar year to date August 2024	606.2K	▲ 32.9K 6%	▼ -63.7K -10%
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International student visa holder departures³

Calendar year to date August 2024	396.0K	▲ 101.7K 35%	▼ -57.9K -13%
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International student commencements⁴

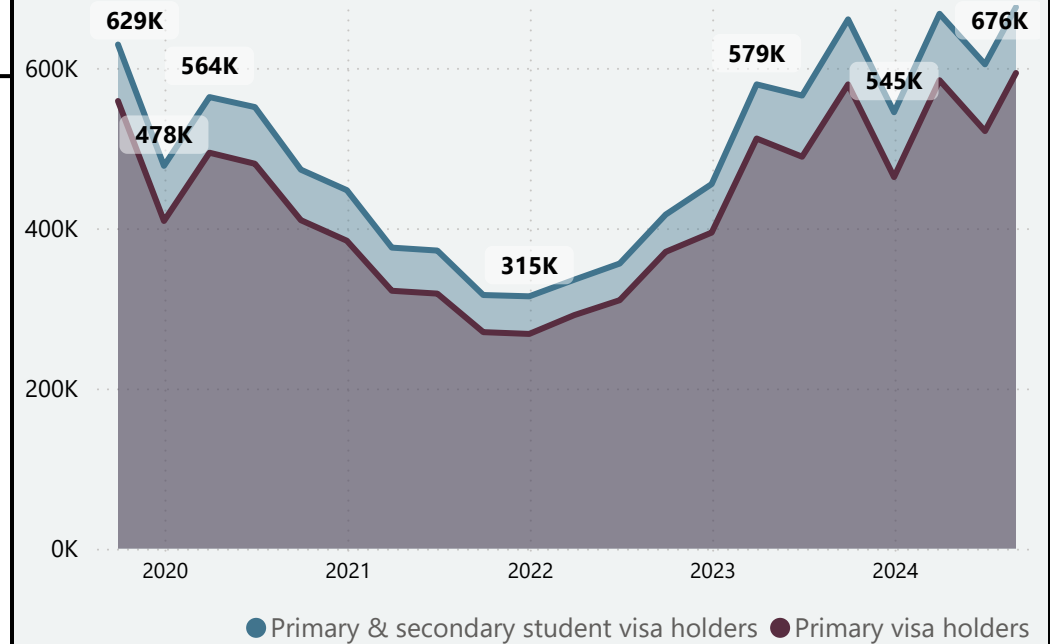
Calendar year to date Jul 2024	420.8K	▲ 10.7K 3%	▲ 57.1K 16%
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International student enrolments⁴

Calendar year to date Jul 2024	944.0K	▲ 120.0K 15%	▲ 138.4K 17%
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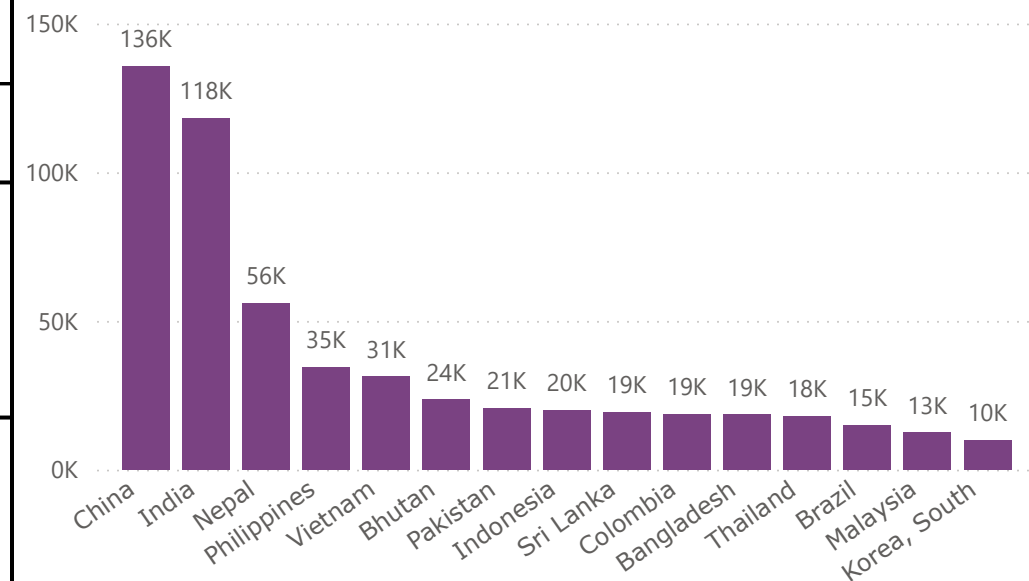
Student visa holders in Australia

June 2019 to August 2024



Source: Department of Home Affairs, student visa holder data

Students' Country of Citizenship (31 August 2024)



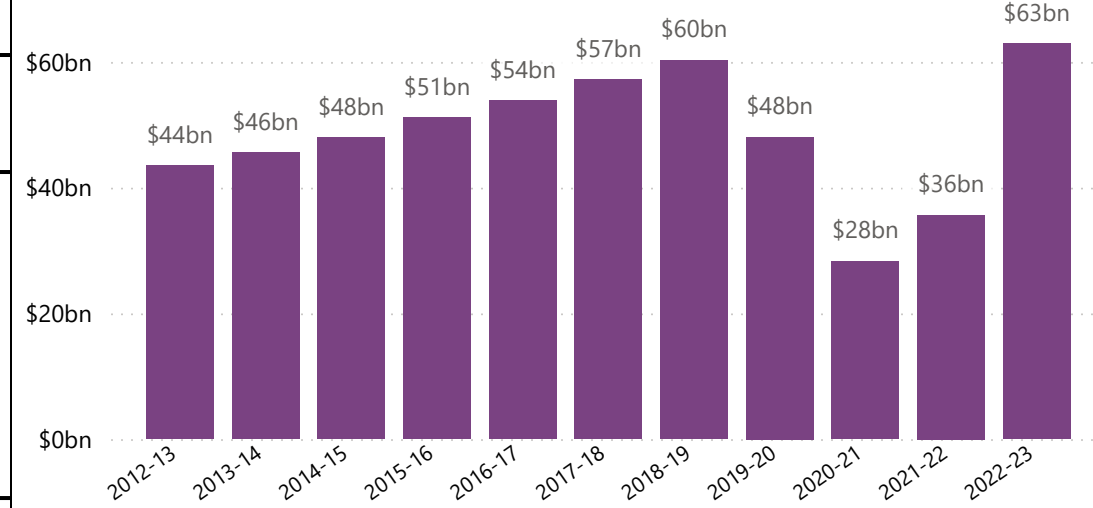
For student visa holders in Australia. Source: Department of Home Affairs, student visa holder data

1 Compared to equivalent period in 2019 (this is September 2023 and September 2019 for student visa holders numbers); 2. Department of Home Affairs, Student Visa Holder Data. Student visa holders include both short-stay and long-stay international students; 3. ABS, Overseas Arrivals and Departures; 4. Department of Education, International Student Data



	Value (Latest)	Change on last year (Volume) (%)		Change since pre-pandemic ¹ (Volume) (%)	
Tourism GDP (direct)²					
2022-23	\$63.0bn	▲ \$27.3bn	76.6%	▲ \$2.7bn	4.4%
Tourism exports (Travel Services excl. Education)³					
12 months to: June 2024	\$25.5bn	▲ \$8.3bn	49%	▲ \$168.0M	0.7%
Quarterly - June 2024	\$5.5bn	▲ \$889.0M	19.2%	▲ \$260.0M	4.9%
Education exports³					
12 months to: June 2024	\$50.5bn	▲ \$14.2bn	38.9%	▲ \$12.9bn	34.4%
Quarterly - June 2024	\$11.9bn	▲ 1.7bn	16.5%	▲ \$3.0bn	33.0%
Tourism filled jobs ⁴					
June Quarter 2024	634.4K	▲ 12.3K	2.0%	▼ -57.2K	-8.3%
Tourism-related businesses⁵					
June 2023	356K	▼ -5,262	-1.5%	▲ 30.0K	9.2%
Tourism-related businesses in regional Australia					
June 2023	107K	▼ -752	-1%	▲ 8,149	8%
Domestic aviation seats available⁶					
Calendar year to date: July 2024	43.6M	▲ 1.8M	4%	▼ -1.2M	-3%
Monthly: July 2024	6.5M	▲ 246.6K	3.9%	▼ -328.5K	-4.8%
Inbound international aviation seats available⁶					
Calendar year to Date: July 2024	14.9M	▲ 2.5M	20%	▼ -626.3K	-4%
Monthly: July 2024	2.2M	▲ 182.1K	9%	▼ -128.6K	-6%

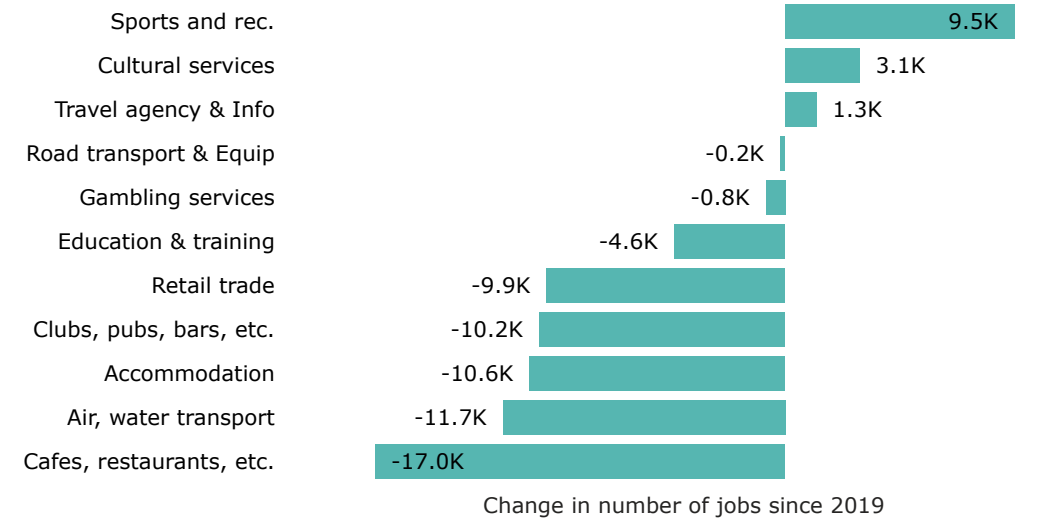
Direct tourism GDP by financial year



Source: ABS, Australian National Accounts: Tourism Satellite Account, 2022-23, December 2023

Change in tourism filled jobs by sector (compared with 2019)

June 2024 compared with June 2019

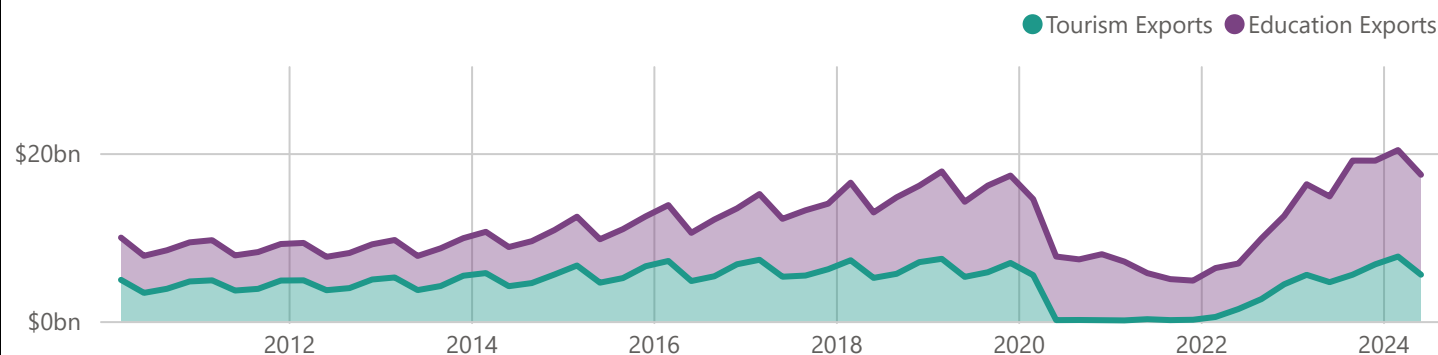


[^]The values refer to the change in tourism jobs in each related sector between Mar 2019 and Mar 2024

Source: ABS, Australian National Accounts: Tourism Satellite Acct: Quarterly Tourism Labour Statistics, Mar 2024

Tourism and education exports by quarter ⁽³⁾

(Values in graph are stacked)



1 Compared with equivalent period in 2019.

2 Source: ABS, Australian National Accounts: Tourism Satellite Account.

3 Source: ABS, Balance of Payments and International Investment Position, Australia.

4 Source: ABS, Tourism Satellite Account: quarterly tourism labour statistics.

5 Source: Tourism Research Australia

6 Source: BITRE domestic and international aviation data

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Calendar year 2023 statistics

(All figures are for entire calendar year 2023)

Metric	Trips ²				Spend					
	Trips (2023)	Change from 2022		Change from 2019		Value (2023)	Change from 2022		Change from 2019	
Traveller [▲]		Volume	%	Volume	%		Volume	%	Volume	%
Domestic day	216.2M	▲ 14.8M	7%	▼ -32.1M	-13%	\$32.9bn	▲ \$3.9bn	13%	▲ \$6.6bn	25%
Domestic overnight	112.6M	▲ 4.4M	4%	▼ -4.9M	-4%	\$109.3bn	▲ \$8.1bn	8%	▲ \$28.6bn	35%
Domestic travel total	328.8M	▲ 19.2M	6%	▼ -37.0M	-10%	\$142.3bn	▲ \$12.0bn	9%	▲ \$35.2bn	33%
International Visitors to Australia ³	7.2M	▲ 3.5M	95%	▼ -2.3M	-24%	\$28.0bn	▲ \$15.3bn	120%	▼ (\$3.4bn)	-11%
All travel (domestic & international)	336.0M	▲ 22.7M	7%	▼ -39.3M	-10%	\$170.3bn	▲ \$27.2bn	19%	▲ \$31.8bn	23%

International travel (outbound)

	Trips (2023)	Change from 2022		Change from 2019	
Australian residents' short-term overseas trips	10.0M	▲ 4.7M	91%	▼ -1.3M	-12%

CY 2023 THRIVE spend (all travel + international student spend)¹

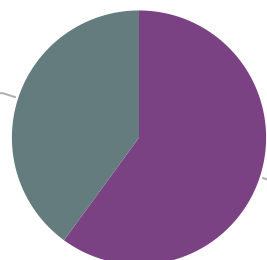
	Value (2023) ⁴	Change from 2022		Change from 2019	
THRIVE Spend	\$206.6bn	▲ \$41.3bn	25%	▲ \$40.4bn	24%

Total THRIVE spend in Australia - capital cities vs regional Australia

Total THRIVE spend :
(domestic & international travel plus long-term students)

\$206.6bn

Regional areas
\$82.5bn (40%)



Capital cities & Gold Coast
\$124.0bn (60%)

Origin of International Visitors (top 10)

Rank [▲]	Country of residence	Arrivals (2023)	% of total (2023)
1	New Zealand	1,272K	17.7%
2	USA	660K	9.2%
3	UK	597K	8.3%
4	China (excl SARs)	536K	7.5%
5	India	396K	5.5%
6	Singapore	364K	5.1%
7	Japan	298K	4.1%
8	South Korea	288K	4.0%
9	Indonesia	202K	2.8%
10	Hong Kong (SAR of China)	184K	2.6%

1. THRIVE spend includes long-term international students (those who stay longer than one year in Australia). 2. Source: Tourism Research Australia. 3. Source: ABS Overseas Arrivals and Departures. 4) This figure has changed since the 2023 results were reported last quarter, due to some minor revisions in the March Quarter 2024 release that affected historical data.