



**Australian Government**

**Australian Trade and Investment Commission**  
Tourism Research Australia



# TRA data and tourism trends

Garrett Tyler-Parker, Director Analysis & Insights  
Tourism Research Australia, Austrade  
April 2026

# Tourism Research Australia (TRA)

Part of the Office of Tourism and the Visitor Economy, Austrade

Official tourism statistics for the Australian Government

Deliver tourism intelligence and insights across international and domestic markets

Website: [www.tra.gov.au](http://www.tra.gov.au)

Key aim: equip industry with information and insights to strengthen marketing, business decisions and strategy



Domestic & international tourism movement



Activities, travel parties, accommodation type



Spend, length of stay, reason for visit



Business growth, jobs and labour force, investment



Tourism forecasts, Economic impact data

# Recent TRA reports and publications

Tourism-related businesses in Australia at a glance  
(June 2025)



## Regular TRA updates

- **Quarterly tourism labour statistics** – summary of ABS data
- **Visitor Economy Facts and Figures** – monthly report of key metrics
- **Caravan and camping dashboard**
- **LIVE dashboard** major updates occurring quarterly
- **Mobility (mobile phone) data** – at national, state/territory, tourism region levels
- **Business events dashboard**



Where we  
are now

# Domestic overnight trips have been steady over the past 3 years

**Year ending Dec 2025**



**Overnight trips: 113 million**  
0% YoY

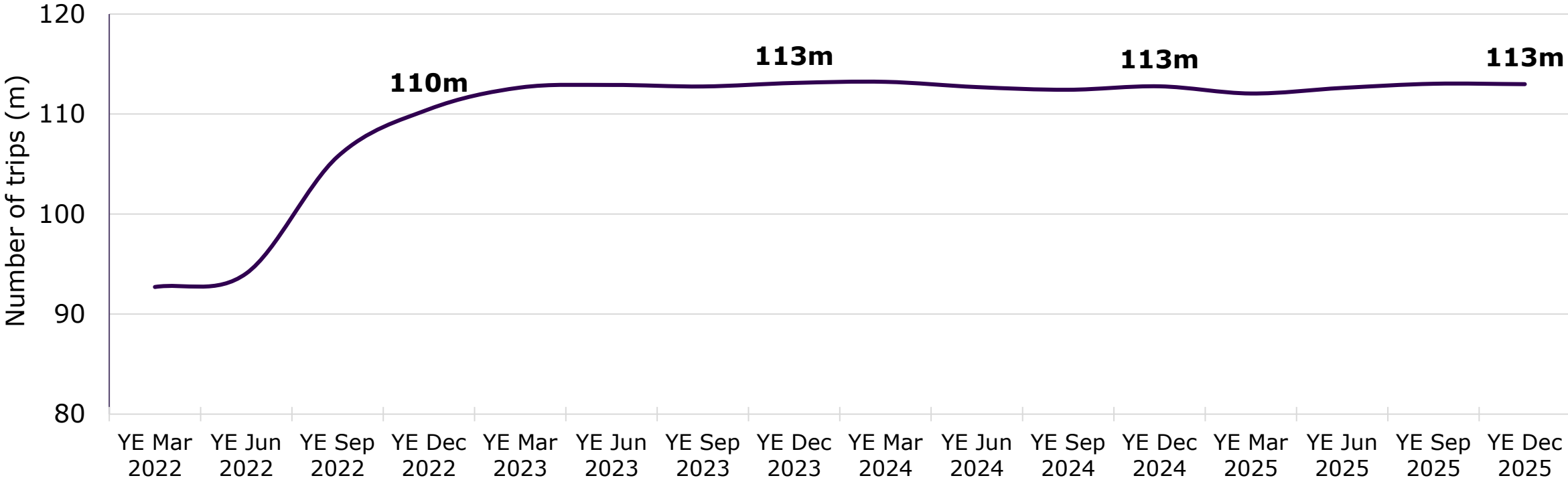


**Nights: 381 million**  
0% YoY



**Overnight spend: \$106.7 billion**  
▼ 2% YoY

Domestic overnight trips – Year Ending Mar 2022 to Year Ending Dec 2025



# Daytrips continue to increase, with the steepest year-on-year increase seen from 2024 to 2025

Year ending Dec 2025

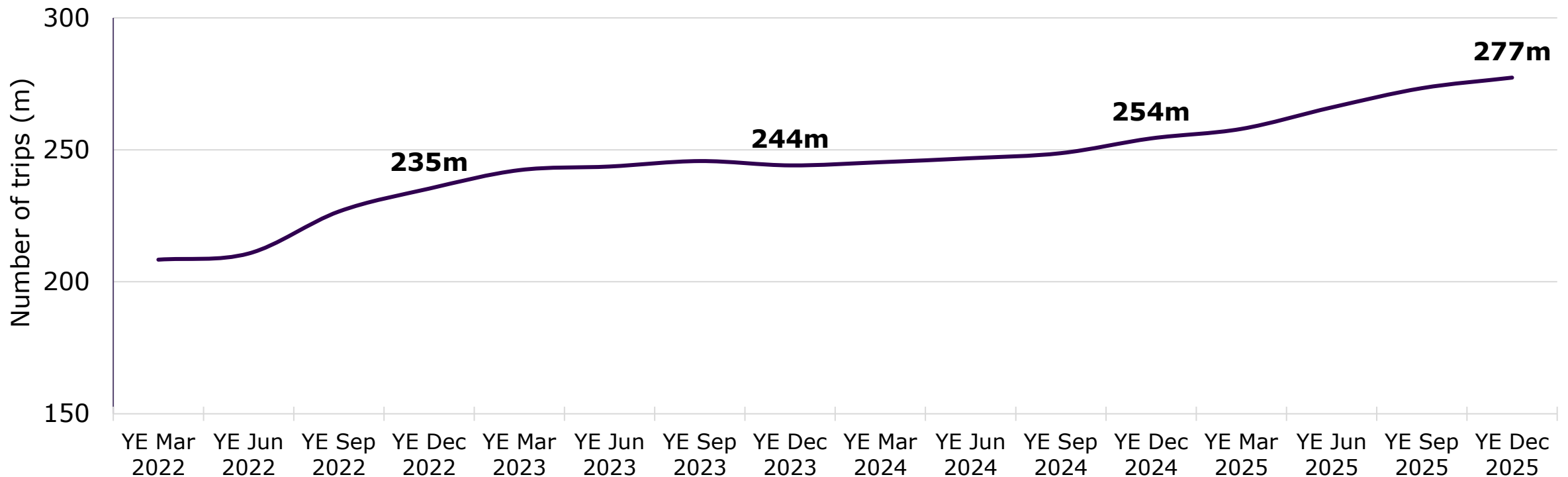


**Day trips:** 277 million  
▲ 9% YoY



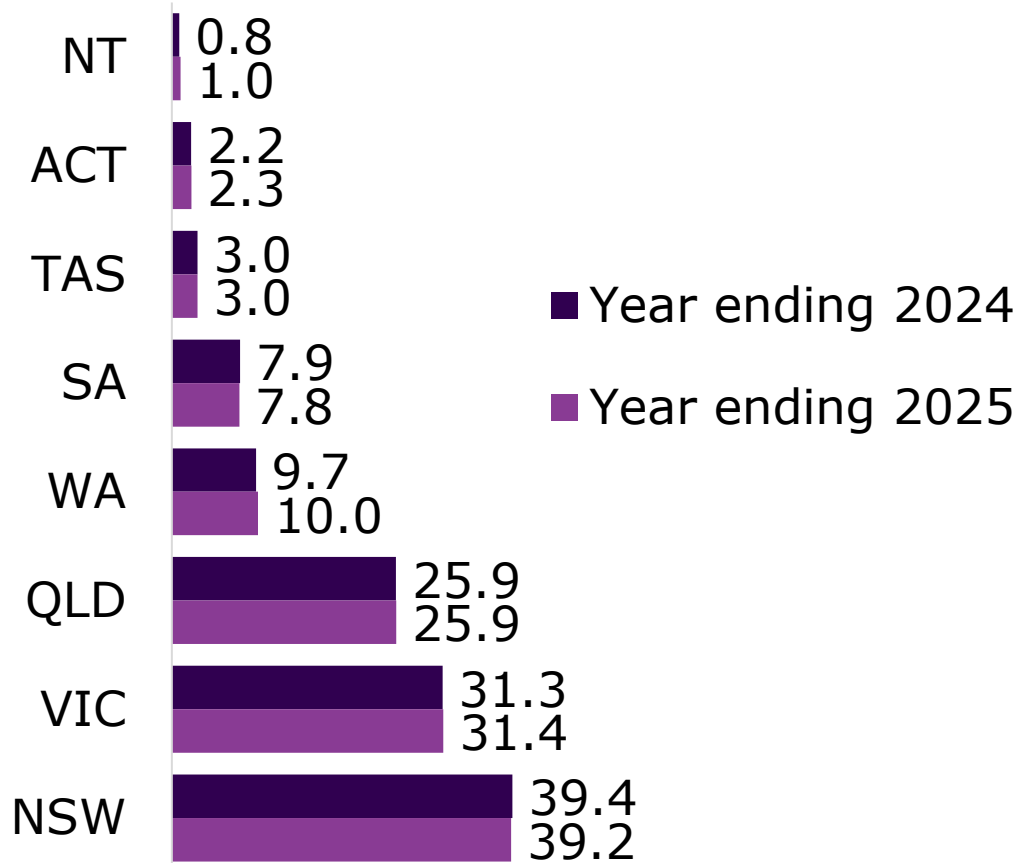
**Overnight spend:** \$46.4 billion  
▲ 19% YoY

Domestic day trips – Year Ending Mar 2022 to Year Ending Dec 2025

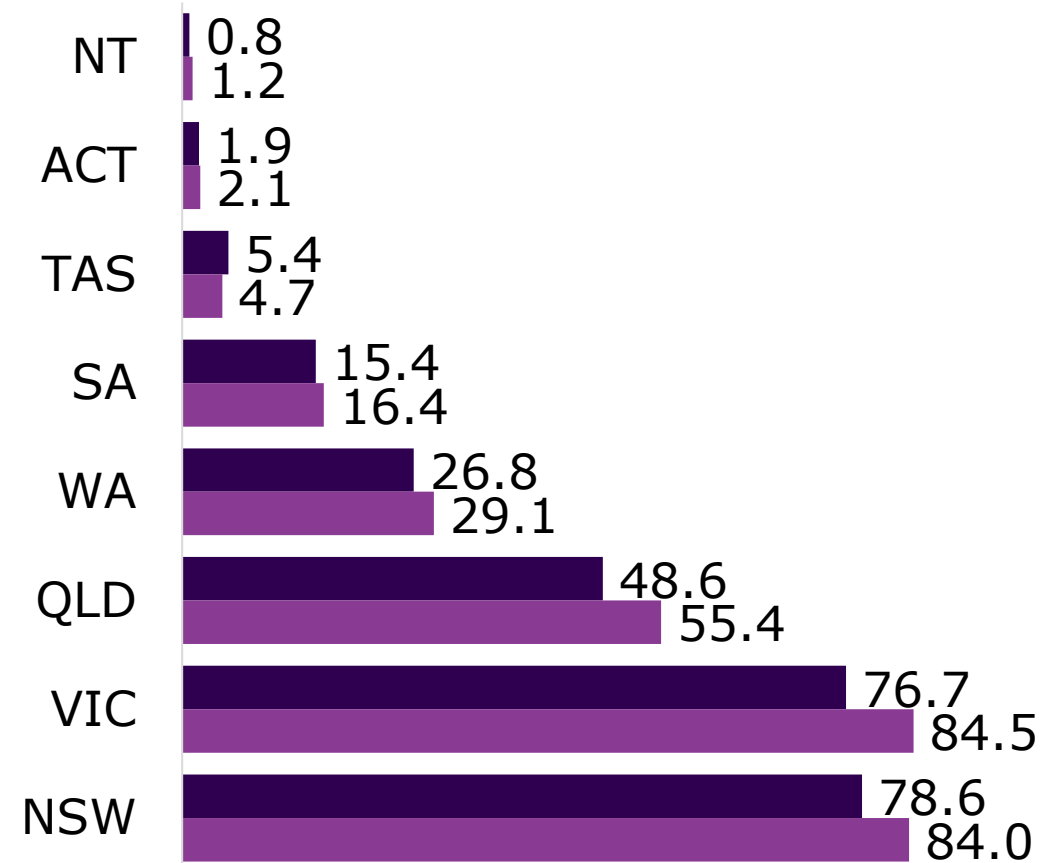


# A national trend of flat domestic overnight trips, and increasing day trips

## Domestic overnight trips (millions of trips)



## Domestic day trips (millions of trips)



# International visitor growth continues, with arrivals from a diverse range of markets to Australia

**Year ending Dec 2025**



**Number of trips: 8.3 million**

▲ 8% YoY



**Spend in Australia: \$39.2 billion**

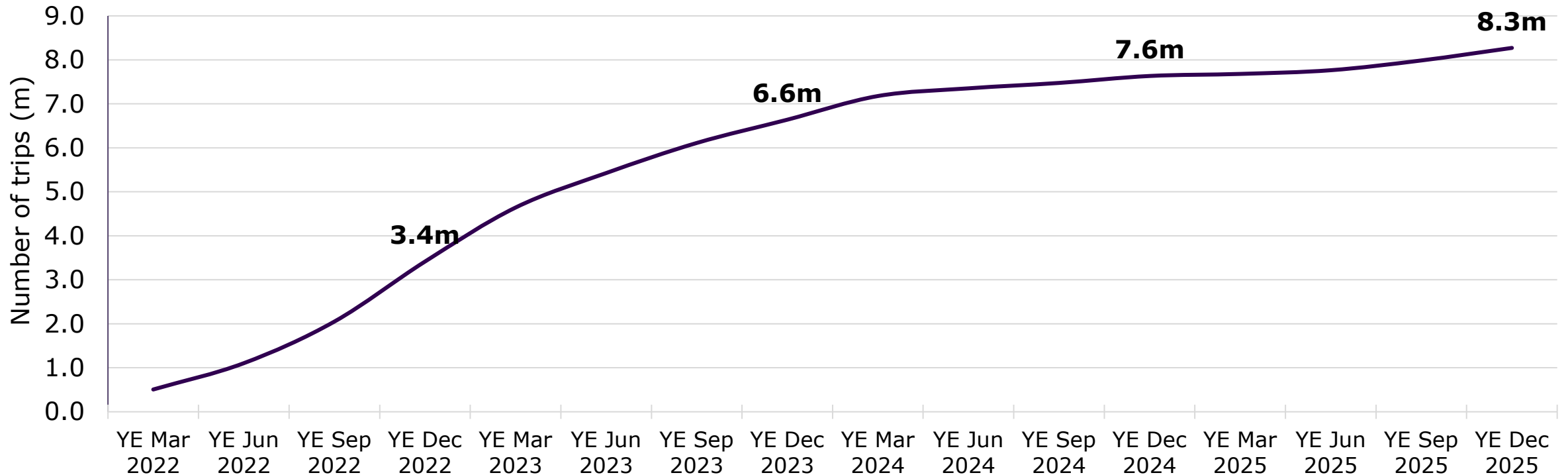
▲ 19% YoY



**Nights: 312.7 million**

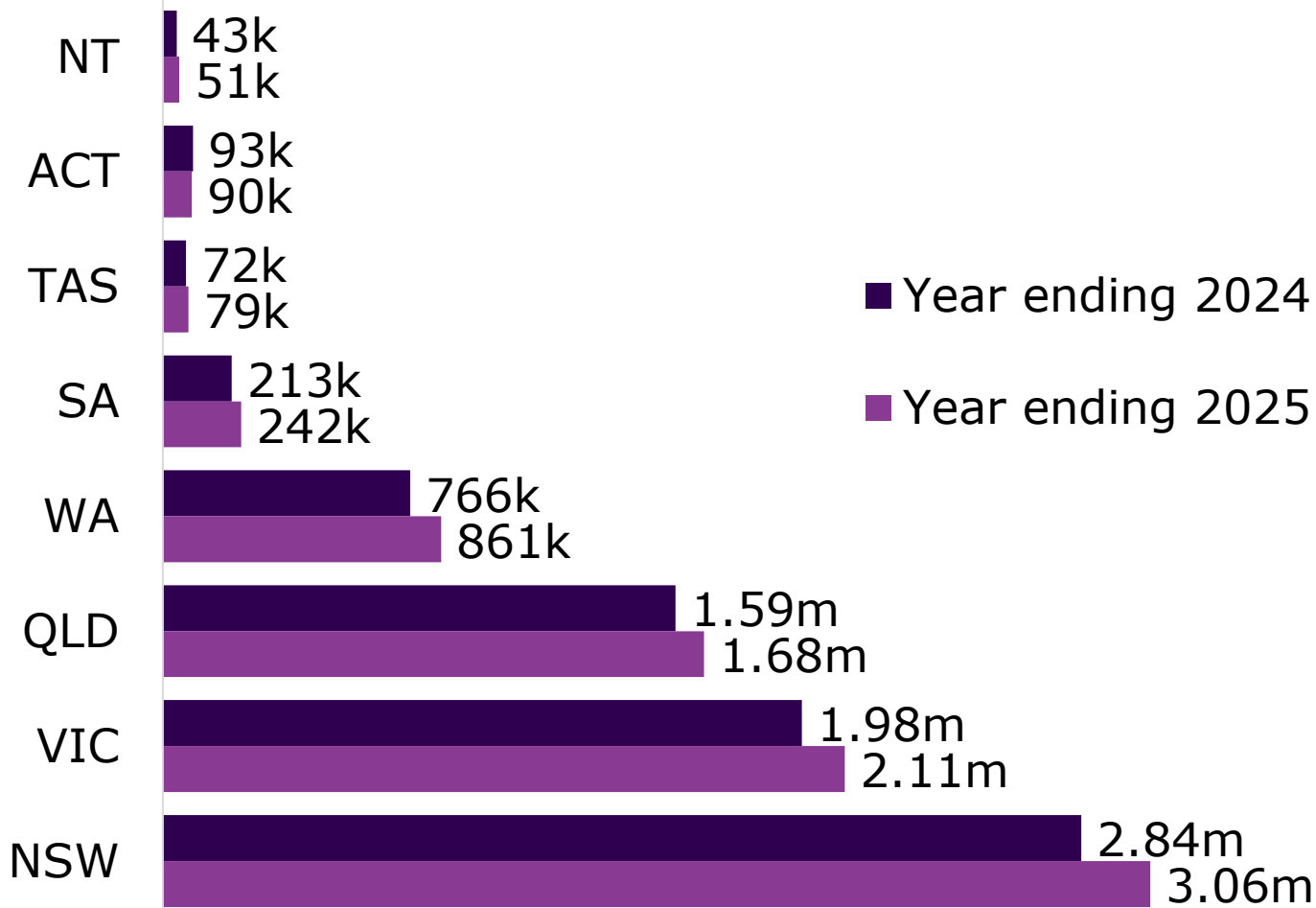
▲ 6% YoY

International trips – Year Ending Mar 2022 to Year Ending Dec 2025



# All states showing an increase in international trips except ACT

## International trips



A man and a woman are riding bicycles on a dirt path in a wooded area. The woman is on the left, wearing a red jacket and a white helmet. The man is on the right, wearing a dark jacket and a black helmet. They are both smiling. In the background, there is a large wooden structure, possibly a bridge or a building under construction, and a dense forest of trees.

# Industry and investment

# Tourism-related businesses up slightly, to a record high

+237 businesses (+0.1%) from June 2024 to June 2025

ACT: +65 businesses (+1.4%) from 4,800 in June 2024 to 4,865 in June 2025

Biggest increases from WA (+1.5%) and ACT (+1.4%)

Biggest decreases from TAS (-2.2%) and VIC (-1.0%)

Tourism-related businesses comprise nearly 1 in 8 businesses in Australia.



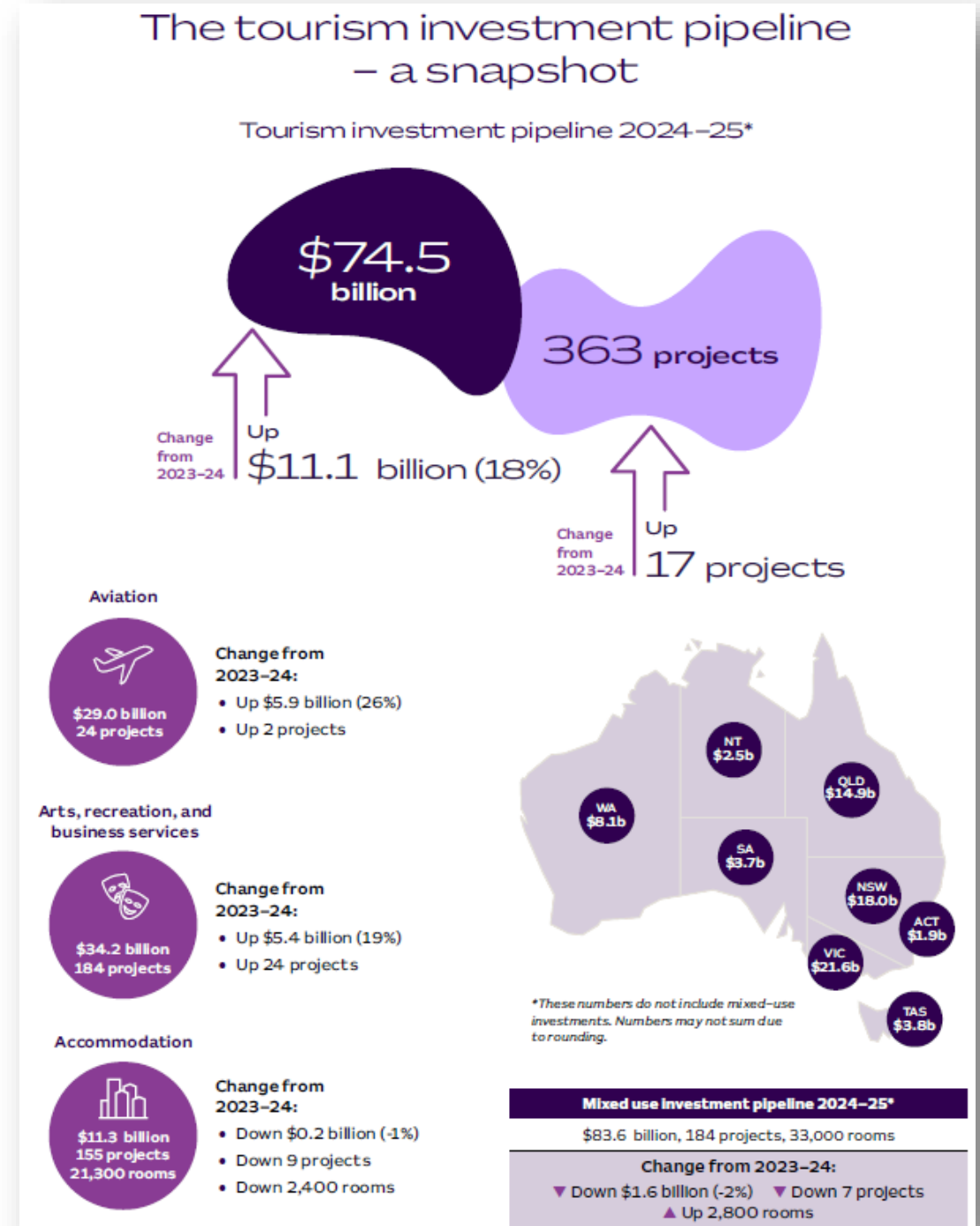
# Investment in tourism infrastructure also increasing

363 projects with a value of \$74.5 billion in June 2025

Growth of \$11.1 billion investment (+17%) and 17 more projects compared June 2024

11 projects valued at \$1.9 billion in the ACT – an increase of \$0.3 billion and 1 project

Project growth driven by QLD (+12 projects) and NSW (+10 projects), while other states steady or declined in the number of projects





Australian Government  
Australian Trade and Investment Commission  
Tourism Research Australia

# Tourism forecasts for Australia

2025 to 2030

Where we  
are going



# Many factors are considered when forecasting the future of Australian tourism

Household financial pressures and spending choices

Geo-political stability

Travel preferences and influencers (major events)

Impact from extreme weather events

Costs of travel goods (including airfares, petrol)

Ties and aviation capacity and route network growth

Sustainability considerations (reporting, consumer preferences, policy settings)

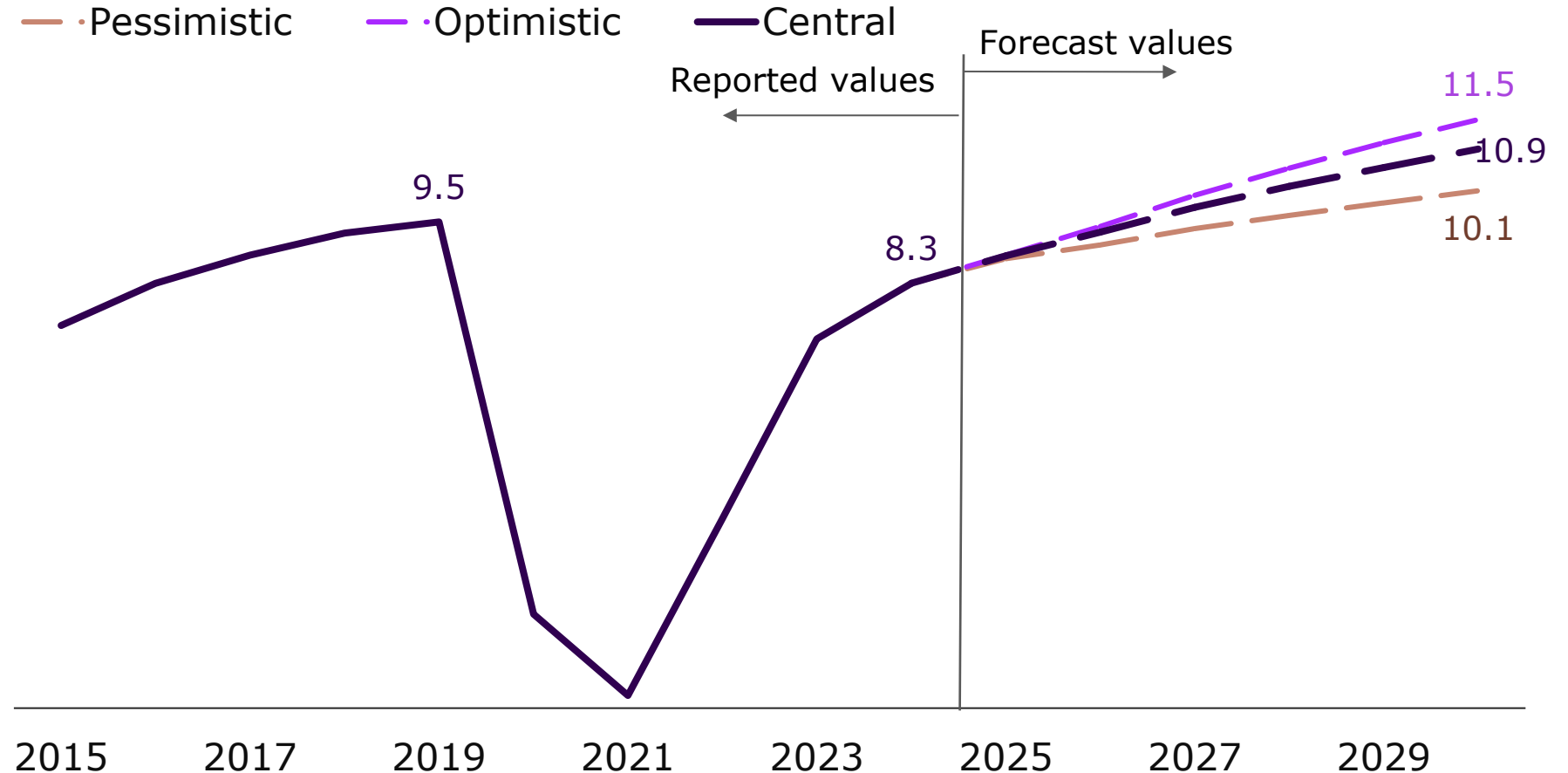
Rate and spread of population growth

# The optimistic and pessimistic scenarios see a 1.4 million variation in visitor numbers in 2030

## International visitor arrivals, millions

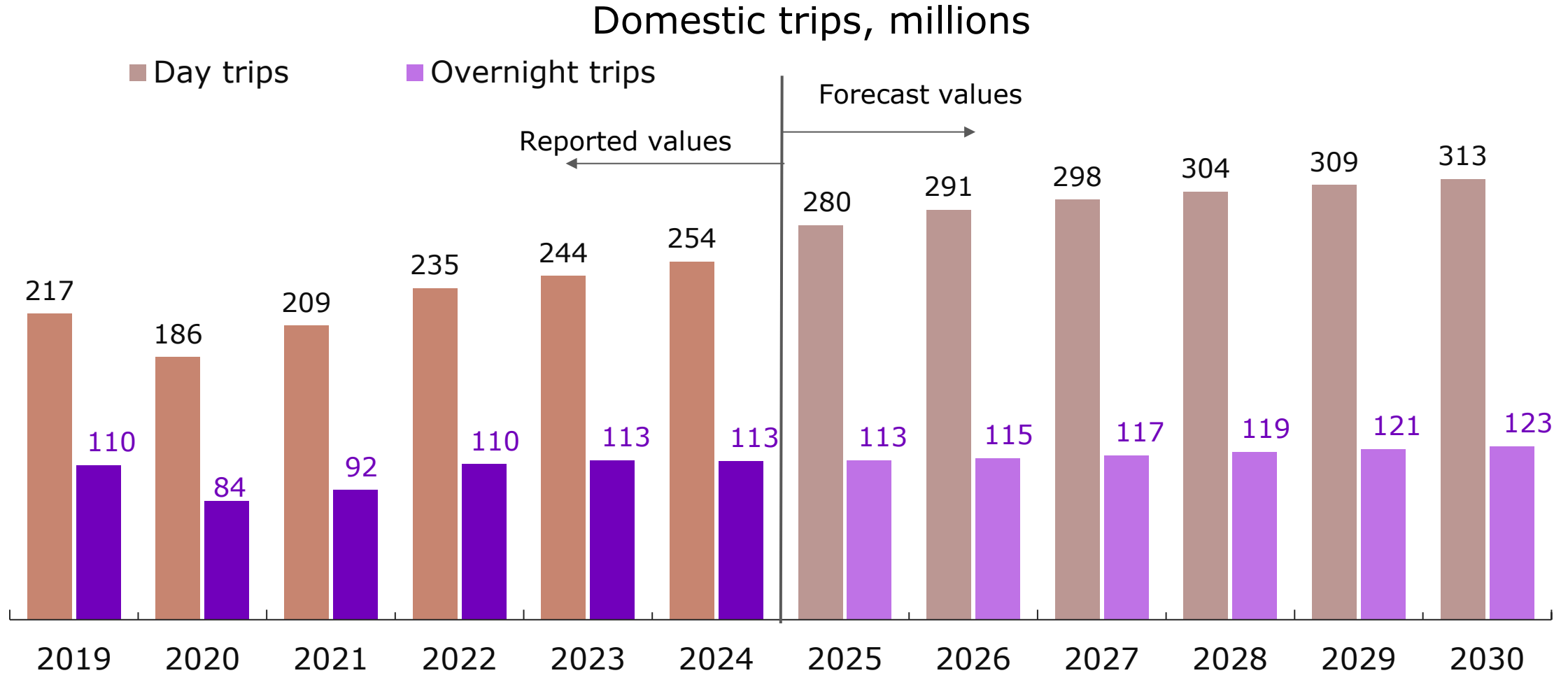
Alternate forecast influential factors:

- Global economic conditions
- Global conflicts
- Aviation routes and capacity growth
- Natural disasters
- Sustainability settings



Source: Tourism Research Australia. Uses ABS Overseas Arrivals and Departures data.

# Domestic daytrips are forecast to grow steadily, while overnight trips are forecast for marginal growth

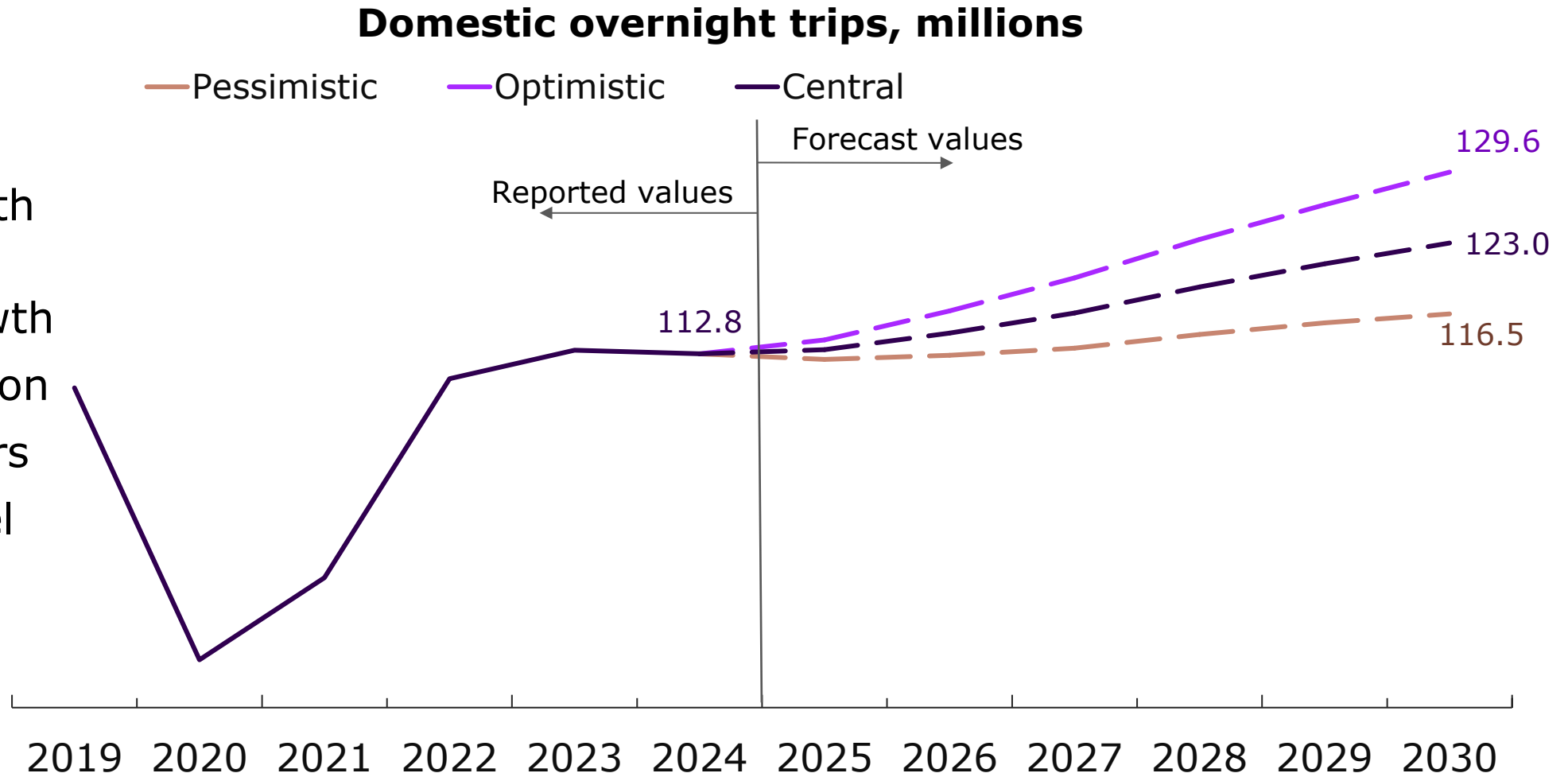


Source: Tourism Research Australia. Domestic Tourism Statistics (DoTS) data.

# The optimistic and pessimistic scenarios see a 13.1 million variation in trip numbers in 2030

Alternate forecast influential factors:

- Economic growth in Australia
- Population growth
- Domestic aviation
- Natural disasters
- Outbound travel



Source: Tourism Research Australia. Uses Domestic Tourism Statistics (DoTS) data.



# Upcoming TRA Data Releases

# TRA releases in the next 3 months

## **April:**

- International market profiles for 20 markets

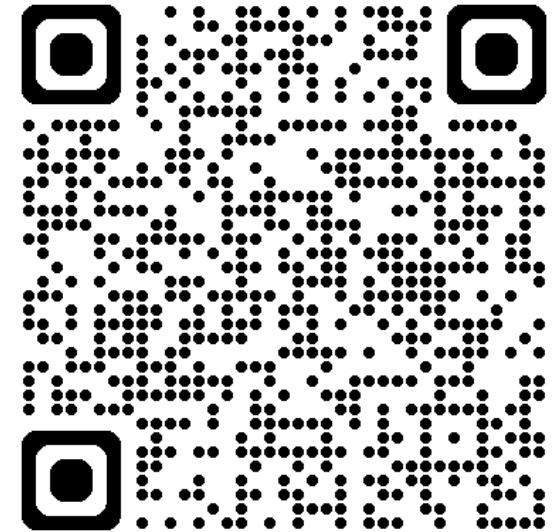
## **May**

- State & territory tourism economic data

## **June**

- March 2026 domestic and international tourism statistics
- March 2026 quarterly tourism labour force statistics
- Regional tourism economic data
- 2025 visitor economy benchmark report
- LIVE Framework 1.5 update (6 new metrics added)

[www.tra.gov.au](http://www.tra.gov.au)





Questions?

Thank you and keep in touch!

**Subscribe to our Newsletter:**  
[austrade.gov.au/news/newsletters](https://austrade.gov.au/news/newsletters)

**Visit:**  
[www.austrade.gov.au/visitoreconomy](https://www.austrade.gov.au/visitoreconomy)  
[www.tra.gov.au](https://www.tra.gov.au)

**Email:**  
[VisitorEconomy@austrade.gov.au](mailto:VisitorEconomy@austrade.gov.au)  
[tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)