



Euromonitor
International

Tourism Flows in Australia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Tourism flows show resilient growth amid external pressures

Two-speed market splits premium and value-conscious travellers

AI-driven trip planning steers travellers to regional destinations

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Premium long-haul travellers to drive high-value demand beyond cities

Regional leisure experiences to reshape spending as domestic tourism leads

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Sustainable and regenerative product design becomes a competitive differentiator

Immersive and connected technology redefines the on-trip experience

Indigenous and experiential products lead premium innovation

ECONOMIC CONTEXT

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Chart 2 Inflation 2021-2031

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Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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