

Indigenous Tourism Insights and Data

July 2026

These insights are sourced from Tourism Australia's [Future of Demand Report](#), [Consumer Demand Project](#) - Indigenous Deep Dive and [Tourism Research Australia](#).

The number of international travellers who incorporated an Indigenous experience into their itinerary has grown

According to Tourism Research Australia's International Visitor Survey, close to 1.25 million international trips included an Indigenous experience in the year ending (YE) March 2026, reflecting a:

- 6.7 per cent increase compared to YE March 2025
- 4.8 per cent compound annual growth rate over the last decade (2016–26). This sustained growth is anchored by international travellers who participate in Indigenous experiences, particularly those originating from New Zealand (+7%), Asia (+6%), North America (+4%), and the UK/Europe (+3%).

This table represents the visitors' reporting participation in an Indigenous tourism experience across Tourism Australia's 16 key source markets, 2016 – 2026.

Market	YE Mar 2016	YE Mar 2019	YE Mar 2025	YE Mar 2026	YoY growth	10-YR CAGR ('26 vs '16)
Canada	25,057	32,956	35,260	38,200	8%	4%
China	122,727	156,023	108,341	140,646	30%	1%
France	28,736	29,498	26,477	35,541	34%	2%
Germany	43,812	49,018	49,630	58,983	19%	3%
Hong Kong	18,312	17,327	23,178	17,701	-24%	0%
India	16,669	24,664	58,625	47,185	-20%	10%
Indonesia	5,014	6,567	16,383	18,091	10%	12%
Italy	18,202	21,967	16,234	21,074	30%	1%
Japan	33,404	53,009	55,878	46,473	-17%	3%
Malaysia	14,861	21,694	14,453	15,291	6%	0%
New Zealand	43,309	48,389	104,976	94,556	-10%	7%
Singapore	17,403	21,805	30,320	36,646	21%	7%
South Korea	14,812	28,624	68,901	38,901	-44%	9%
United Kingdom	107,727	119,808	151,797	173,157	14%	4%
United States of America	106,360	138,896	156,991	162,246	3%	4%
Vietnam	671	5,695	16,087	17,036	6%	*15%

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Summary of insights by source market for Tourism Australia

The below information analyses the 10-year growth of Indigenous tourism participation in Australia (YE March 2016 to YE March 2026), based on data from Tourism Research Australia.

Canada

Canada continues to be a reliable source market for cultural engagement, expanding 8% year-on-year to reach 38,200 visitors by March 2026, while maintaining a consistent long-term growth rate of 4% over the last decade.

China

China reached 140,646 visitors engaging in Indigenous tourism activities in the year ending March 2026 growing at 30% year-on-year, making it one of the fastest growth markets. Despite the recent surge, the 10-year CAGR sits at a modest 1%, highlighting the market is still in recovery due to China's delayed resumption of travel to Australia after Covid.

France

France reached over 35,000 visitors engaging in Indigenous tourism activities in the year ending March 2026 growing at 34% year-on-year, making it one of the fastest growth markets, maintaining a modest long-term growth rate of 2% over the last decade.

Germany

Germany reached 58,983 visitors engaging in Indigenous tourism activities in the year ending March 2026, reflecting strong 19% year-on-year growth. Despite a modest 10-year growth of 3%, Germany's engagement rate for Indigenous experiences climbed significantly from 24% to 34%, outperforming all other international markets.

Hong Kong

The Hong Kong market contracted significantly in 2026, with visitor numbers engaging in Indigenous experiences declining 24% year-on-year to 17,700. Over the longer term, the market's performance remains stagnant.

India

The Indian market contracted in the year ending March 2026, with visitor numbers engaging in Indigenous experiences declining 20% year-on-year to 47,185. Despite this short-term dip, the market's long-term performance remains buoyant, sustaining a robust growth rate of 10%.

Indonesia

Indonesia continues to be a reliable source market for cultural engagement, expanding 10% year-on-year to reach 18,091 visitors by March 2026, while maintaining a robust long-term growth rate of 12% over the last decade.

Italy

Italy reached over 21,000 visitors engaging in Indigenous tourism activities in the year ending March 2026, expanding 30% year-on-year and making it one of the fastest growth markets. Despite stagnant long-term growth in total volume, the engagement rate for Indigenous experiences climbed from 26% to 28%.

Japan

The Japan market contracted in the year ending March 2026, with visitor numbers engaging in Indigenous experiences declining 17% year-over-year to 46,473. Despite this short-term dip, the market's long-term performance remains modest (growth rate of 3%).

Malaysia

Malaysia reached 15,291 visitors engaging in Indigenous tourism activities in the year ending March 2026 growing at 6% year-on-year. Over the longer term, the market's performance remains stagnant.

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New Zealand

New Zealand remains a highly reliable source market for Indigenous tourism, attracting close to 95,000 visitors in the year ending March 2026. While this represents a 10% year-on-year decline, the market is maintaining a consistent long-term growth rate of 7% over the last decade.

Singapore

Singapore continues to be a reliable source market for cultural engagement, expanding 21% year-on-year to reach 36,646 visitors by March 2026, while maintaining a robust long-term growth rate of 7% over the last decade.

South Korea

The South Korean market contracted in the year ending March 2026, with visitor numbers engaging in Indigenous experiences declining 44% year-on-year to 38,901. Despite this short-term dip, the market's long-term performance remains buoyant, sustaining a robust growth rate of 9%.

United Kingdom

The UK remains the leading source market for Indigenous tourism, reaching 173,157 visitors in the year ending March 2026. This represents an increase of 14% year-on-year, while maintaining a modest long-term growth rate of 4% over the last decade.

United States of America

The U.S. continues to be a reliable source market for cultural engagement, expanding 3% year-on-year to reach 162,246 visitors by March 2026, while maintaining a consistent long-term growth rate of 4% over the last decade.

Vietnam

Vietnam reached 17,036 visitors engaging in Indigenous tourism activities in the year ending March 2026. This continues a powerful upward trajectory for the market, which has nearly tripled its volume compared to the 5,695 visitors recorded in 2019.

Where each key market ranks Australia on the question of “having the oldest living cultures”

These stats highlight the percentage representing the respondents who indicate which culture they believe is the oldest based on responses to the Consumer Demand Project.

- New Zealand gave Australia the highest rank, first with 30%.
- UK & Europe ranked Australia the highest with 18%, followed by China with 14%
- North America ranked Australia second at 13%, alongside North Africa (Morocco, Tunisia, Egypt), which was also at 13%. China was ranked first with 15%.
- North Asia ranked China highest with 33%, North Africa at 23% and Australia on 8%.
- South/Southeast Asia ranked India highest at 17% and Australia second at 15%.

Awareness of Indigenous/Aboriginal and Torres Strait Islander tourism experiences

The below table provides the level of awareness that travellers have of Indigenous tourism experiences, based on data from the Consumer Demand Project 2026.

Awareness level	Global	North America	UK & Europe	North Asia	South/ Southeast Asia	New Zealand
No awareness	25%	23%	23%	27%	24%	30%
Low awareness	31%	23%	34%	37%	27%	35%
Moderate awareness	29%	33%	26%	29%	31%	26%
High awareness	10%	12%	14%	5%	13%	6%
Very high awareness	4%	10%	3%	2%	5%	3%

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Types of Indigenous/Aboriginal and Torres Strait Islander experiences of interest

The below table highlights the types of Indigenous experiences that are of interest to travellers based on data from the Consumer Demand Project 2026.

Experience	Global	North America	UK & Europe	North Asia	South/ Southeast Asia	New Zealand
Enjoying Indigenous / Aboriginal food/ cuisine	49%	46%	46%	54%	52%	41%
Watching Indigenous / Aboriginal painting, art and craft demonstrations	40%	34%	32%	45%	43%	45%
Purchasing Indigenous / Aboriginal paintings, arts and crafts	39%	32%	31%	43%	41%	45%
Cultural hikes	37%	41%	48%	31%	37%	26%
Having a hands-on experience / learning a new skill (e.g. basket weaving, cooking)	30%	29%	24%	32%	32%	28%
Overnight stays	29%	29%	30%	30%	31%	21%
Active water-based adventures (Kayaking, Paddle boarding, snorkelling)	27%	25%	26%	31%	29%	20%
Urban or Metropolitan Walking tours	28%	29%	33%	26%	28%	17%
Wouldn't be interested in any	9%	10%	8%	9%	5%	16%
Other (please specify)	1%	3%	1%	0%	1%	2%

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Indigenous experiences that travellers are willing to pay more for

The below table outlines the types of Indigenous experiences travellers would pay more for, based on data from the Consumer Demand Project 2026.

Experience	Global (excl Aust)	North America	UK & Europe	North Asia	South/ Southeast Asia	New Zealand
Enjoying Indigenous / Aboriginal food / cuisine	50%	46%	46%	54%	52%	41%
Watching Indigenous / Aboriginal painting, art and craft demonstrations	41%	34%	32%	45%	43%	45%
Purchasing Indigenous / Aboriginal paintings, arts and crafts	39%	32%	31%	43%	41%	45%
Cultural hikes	37%	41%	48%	31%	37%	26%
Having a hands-on experience / learning a new skill (e.g. basket weaving, cooking)	31%	29%	24%	32%	32%	28%
Overnight stays	30%	29%	30%	30%	31%	21%
Active water-based adventures (Kayaking, Paddle boarding, snorkelling)	28%	25%	26%	31%	29%	20%
Urban or Metropolitan Walking tours	28%	29%	33%	26%	28%	17%

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Primary barriers to not choosing Indigenous tourism experiences

These stats highlight why travellers don't choose an Indigenous tourism experience based on data from the Consumer Demand Project 2026.

- 64% expect to compromise to safety concerns, hygiene, convenience or quality
- 47% held back by cultural awareness sensitivity
- 35% fear cultural risks
- 27% limited by visibility
- 25% lack interest

Barrier	2024	2025	2026
Worried it might be unsafe	31%	27%	26%
Afraid would be more expensive/add cost	25%	22%	26%
Afraid would do or say something to offend	23%	20%	21%
Concerned it might exploit such groups	23%	17%	18%
Concerned about standard of hygiene/cleanliness	21%	14%	14%
I don't understand enough about it	21%	20%	23%
Concerned about authenticity (tokenistic/touristy)	20%	17%	20%
Expect such experiences too far/difficult to get to	19%	16%	20%
Concerned too confronting /make me uncomfortable	17%	12%	13%
Hard to find destinations that offer it	17%	17%	16%
Not enough time/prefer to prioritise other things	16%	20%	22%
Don't know how to identify if providers offer this	14%	14%	13%
Think would be inferior experiences/lower quality	11%	6%	6%
Not interested in this when travelling	11%	11%	10%