

Indigenous Tourism Insights and Data

August 2025



These insights and data are sourced from Tourism Australia's Consumer Demand Project – Indigenous Deep Dive and Tourism Research Australia.

Trips by international travellers that incorporated an Indigenous experience

According to data from Tourism Research Australia, international trips that included Indigenous experiences reached a high of 1.1 million in the year ending March 2025, reflecting a:

- 22% increase on the pre-pandemic level in 2019 (961,000 trips)
- 65% increase on the figure in 2015 (711,000 trips)
- Visitors from the UK/Europe (21%), the USA (16%), and New Zealand (9%) account for a significant share of international travellers who incorporate an Indigenous activity in their trips.

This table represents the visitor's reporting participation in an Indigenous tourism experience across 16 key source markets in calendar year 2019 and year ending March 2025, according to Tourism Research Australia.

Market	2019	Year Ending March 2025	%Change
Canada	33,399	35,260	6%
China	152,799	108,341	-29%
France	30,138	26,477	-12%
Germany	47,265	49,630	5%
Hong Kong	21,189	23,178	9%
India	28,118	58,625	108%
Indonesia	9,724	16,383	68%
Italy	18,769	16,234	-14%
Japan	57,630	55,878	-3%
South Korea	21,383	68,901	222%
Malaysia	16,838	14,453	-14%
New Zealand	52,003	104,976	102%
Singapore	15,061	30,320	101%
United Kingdom	123,013	151,797	23%
United States of America	121,883	156,991	29%
Vietnam	7,371	16,087	118%

Summary of key insights per key source market for Tourism Australia

The below information relates to visitors taking part in an Indigenous Tourism experience in Australia and whether there has been growth in participation between 2015 to 2019 and year ending March 2025, according to Tourism Research Australia.

New Zealand

- From 2019 the number of NZ visitors taking part in an Indigenous tourism experience in Australia from 2019 compared to year ending March 2025 has **increased by 102%** from 52,003 to 104,976.
- From 2015 to year ending March 2025 there was 153% growth in Indigenous tourism.

Japan

- From 2019 the number of Japanese visitors taking part in an Indigenous tourism experience in Australia has decreased by 3% from 57,630 to 55,878.
- From 2015 to year ending March 2025 there was 70% growth in Indigenous tourism.

Hong Kong

- From 2019 the number of Hong Kong visitors taking part in an Indigenous tourism experience in Australia has **increased by 9%** from 21,189 to 23,178 in year ending March 2025.
- From 2015 to year ending March 2025 there was 32% growth in Indigenous tourism.

Singapore

- From 2019 the number of Singaporean visitors taking part in an Indigenous tourism experience in Australia has **increased by 101%** from 15,061 to 30,320 in year ending March 2025.
- From 2015 to year ending March 2025 there was 85% growth in Indigenous tourism.

Summary of key insights per key source market for Tourism Australia

Malaysia

- From 2019 the number of Malaysian visitors taking part in an Indigenous tourism experience in Australia has decreased by 14% from 16,838 to 14,453 in year ending March 2025.
- From 2015 to year ending March 2025 there was 6% growth in Indigenous tourism.

Indonesia

- From 2019 the number of Indonesian visitors taking part in an Indigenous tourism experience in Australia has **increased by 68%** from 9,724 to 16,383 in year ending March 2025.
- From 2015 to year ending March 2025 there was 171% growth in Indigenous tourism.

South Korea

- From 2019 the number of Korean visitors taking part in an Indigenous tourism experience in Australia has **increased by 222%** from 21,383 to 68,901 in year ending March 2025.
- From 2015 to year ending March 2025 there was 330% growth in Indigenous tourism.

China

- From 2019 the number of Chinese visitors taking part in an Indigenous tourism experience in Australia has decreased by 29% from 152,799 to 108,341 in year ending March 2025.
- From 2015 to year ending March 2025 there was a marginal decline in Indigenous tourism. The decline could be due to China's delayed resumption of travel to Australia after Covid.

India

- From 2019 the number of Indian visitors taking part in an Indigenous tourism experience in Australia has **increased by 108%** from 28,188 to 58,625 in year ending March 2025.
- From 2015 to year ending March 2025 there was 307% growth in Indigenous tourism.

Canada

- From 2019 the number of Canadian visitors taking part in an Indigenous tourism experience in Australia has **increased by 6%** from 33,399 to 35,260 in year ending March 2025.
- From 2015 to year ending March 2025 there was 38% growth in Indigenous tourism.

USA

- Since 2019 the number of US visitors taking part in an Indigenous tourism experience in Australia has **increased by 29%** from 121,883 to 156,991 in year ending March 2025.
- From 2015 to year ending March 2025 there was 69% growth in Indigenous tourism.

UK

- From 2019 the number of UK visitors taking part in an Indigenous tourism experience in Australia has **increased by 23%** 123,013 to 151,797 in year ending March 2025.
- From 2015 to year ending March 2025 there was 44% growth in Indigenous tourism.

Germany

- From 2019 the number of German visitors taking part in an Indigenous tourism experience in Australia has **increased by 5%** from 47,265 to 49,630 in year ending March 2025.
- From 2015 to year ending March 2025 there was 10% growth in Indigenous tourism.

France

- From 2019 the number of French visitors taking part in an Indigenous tourism experience in Australia has decreased by 12% from 30,138 to 26,477 in year ending March 2025.
- From 2015 to year ending March 2025 there was a marginal decline in Indigenous tourism.

Italy

- From 2019 the number of Italian visitors taking part in an Indigenous tourism experience in Australia has decreased by 14% from 18,769 to 16,234 in year ending March 2025.
- From 2015 to year ending March 2025 there was a marginal decline in Indigenous tourism.

Vietnam

- From 2019 the number of Vietnamese visitors taking part in an Indigenous tourism experience in Australia has **increased by 118%** from 7,371 to 16,087 in year ending March 2025.

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

These stats highlight the % representing the respondents who indicate which culture they believe is the oldest based on responses to the Consumer Demand Project, 2025.

- 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% along North Africa, Morocco, Tunisia, Egypt 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 / South East 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 Tourism Research Australia, 2025.

Awareness level	North America	UK & Europe	North Asia	South/ Southeast Asia	NZ
Very high	6% (+3pp)	3% (+2pp)	2% (+1pp)	9% (+4pp)	2% (0pp)
High	11% (+5pp)	10% (+2pp)	9% (+3pp)	16% (+2pp)	10% (+4pp)
Moderate	24% (+4pp)	24% (0pp)	28% (+3pp)	28% (+4pp)	30% (+1pp)
Low	24% (-7pp)	33% (+2pp)	33% (+4pp)	26% (-5pp)	31% (-5pp)
None	35% (-5pp)	29% (-5pp)	27% (-10pp)	21% (-4pp)	28% (0pp)

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

The below table highlights the types of Indigenous experiences are of interest to travellers based on data from the Consumer Demand Project, 2025.

Experience	North America	UK & Europe	North Asia	South/ Southeast Asia	NZ
Enjoying Indigenous/ Aboriginal food/ cuisine	50% (-6pp)	57 (+2pp)	57% (+10pp)	62% (+3pp)	56% (+6pp)
Cultural hikes	48% (+2pp)	54% (+8pp)	40% (+5pp)	45%	39% (+7pp)
Watching Indigenous /Aboriginal painting, art and craft demonstrations	32% (-5pp)	37% (+1pp)	46% (+7pp)	52%(+6pp)	41% (+1pp)
Having a hands-on experience/learning a new skill (eg. basket weaving, cooking)	31% (-6pp)	33% (+4pp)	33% (+6pp)	43% (+2pp)	36% (+1pp)
Purchasing Indigenous/ Aboriginal paintings, arts and crafts	29% (-6pp)	32% (+2pp)	36% (+2pp)	40% (+5pp)	33% (+4pp)
Overnight stays	38% (10pp)	37% (+7pp)	29% (+2pp)	44% (+4pp)	30% (+7pp)
Urban metropolitan walking tours	33% (-5pp)	40% (+13pp)	27% (+4pp)	39% (+6pp)	27% (+7pp)
Active water-based adventures (kayaking, paddle boarding, snorkelling)	33% (+4pp)	30% (+3pp)	27% (+3pp)	39% (+7pp)	28% (+3pp)
Wouldn't be interested in any	6% (-1pp)	5% (-4pp)	3% (-5pp)	2% (-2pp)	11% (-7pp)
Other	0%	0%	0%	0%	2%

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Indigenous experiences 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, 2025.

Experience	Global (excl Aust)	North America	UK & Europe	North Asia	South/ South-east Asia	NZ
Nature & Wildlife	53%	54%	58%	47%	57%	47%
Exclusive Accommodation	46%	43%	46%	42%	53%	35%
Immersive Journeys	43%	41%	50%	39%	44%	35%
Coastal & Aquatic	42%	42%	47%	39%	45%	33%
Bush & Outback	42%	41%	47%	36%	46%	35%
Culinary Experiences	42%	38%	44%	39%	45%	33%
Active Adventures	40%	36%	44%	34%	45%	33%
Art & Museum	40%	36%	44%	34%	45%	33%
Urban Culture	34%	29%	34%	33%	41%	23%

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, 2025.

- 58% expect to compromise to safety concerns, hygiene, convenience or quality
- 42% held back by cultural awareness sensitivity
- 29% fear cultural risks
- 28% limited by visibility
- 28% lack interest

Barrier	2024	2025
Worried it might be unsafe	28%	28%
Afraid would be more expensive/ add cost	22%	23%
Afraid would do or say something to offend	19%	20%
Concerned it might exploit such groups	16%	17%
Concerned about standard of hygiene/ cleanliness	15%	14%
I don't understand enough about it	19%	20%
Concerned about authenticity (tokenistic/touristy)	16%	17%
Expect such experiences too far/difficult to get to	15%	16%
Concerned too confronting /make me uncomfortable	13%	13%
Hard to find destinations that offer it	16%	18%
Not enough time/prefer to prioritise other things	19%	20%
Don't know how to identify if providers offer this	12%	14%
Think would be inferior experiences/ lower quality	6%	6%
Not interested in this when travelling	10%	11%