

INTERNATIONAL PERFORMANCE

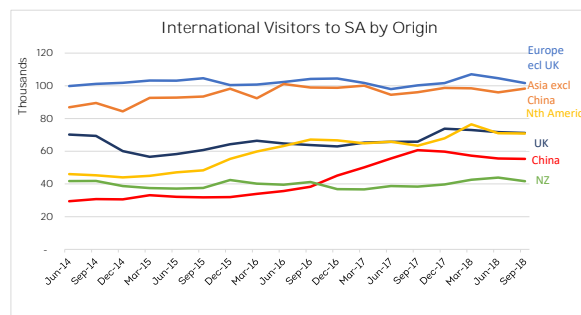
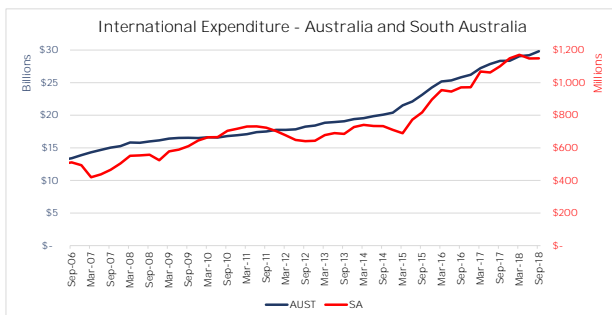
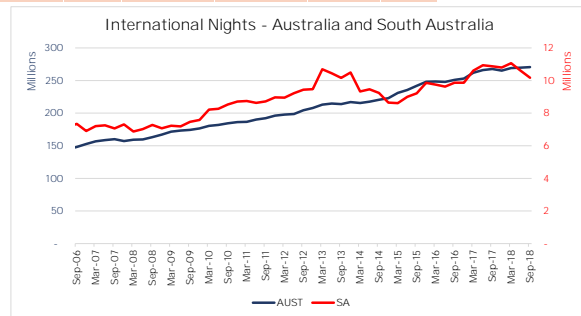
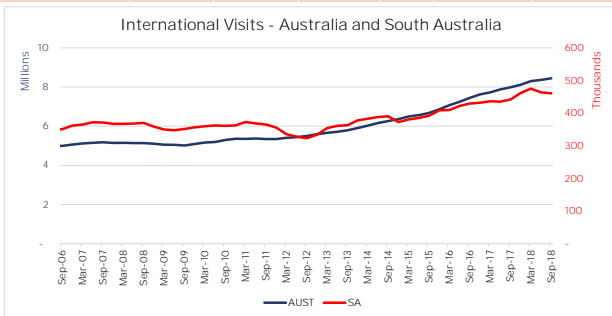
Seal Bay, Kangaroo Island



International Performance to September 2018
Released: 9th January 2019, Next release 20th March 2019

	Australia			South Australia			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
Visits (000s)	7,987	8,445	↑ 6%	442	461	↑ 4%	5.5%
Nights (000s)	267,605	270,577	↑ 1%	10,875	10,174	↓ -6%	3.8%
Expenditure (\$m)	28,339	29,817	↑ 5%	1,101	1,149	↑ 4%	3.9%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share*	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
NSW	4,189	4,332	↑ 3%	51%	94,938	95,539	⇒ 1%	35%	10,429	10,648	↑ 2%	36%
VIC	2,821	3,002	↑ 6%	36%	66,860	70,210	↑ 5%	26%	7,637	8,293	↑ 9%	28%
QLD	2,640	2,762	↑ 5%	33%	53,596	54,484	↑ 2%	20%	5,285	5,895	↑ 12%	20%
SA	442	461	↑ 4%	5.5%	10,875	10,174	↓ -6%	3.8%	1,101	1,149	↑ 4%	3.9%
WA	949	955	⇒ 1%	11%	27,330	25,874	↓ -5%	10%	2,391	2,225	↓ -7%	7.5%
TAS	267	307	↑ 15%	3.6%	4,486	5,018	↑ 12%	1.9%	484	547	↑ 13%	1.8%
NT	292	289	↓ -1%	3.4%	3,796	3,567	↓ -6%	1.3%	465	414	↓ -11%	1.4%
ACT	228	249	↑ 9%	3.0%	5,133	5,204	↑ 1%	1.9%	547	645	↑ 18%	2.2%
TOTAL	7,987	8,445	↑ 6%	100%	267,605	270,577	↑ 1%	100%	28,339	29,817	↑ 5%	100%



Source: International visitors in Australia - Sept 2018, Tourism Research Australia, Canberra. Numbers may add to more than 100% as more than 1 state/region visited.

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	SA Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	SA Market Share		Year Ending Sept-17	Year Ending Sept-18	Change (%)	SA Market Share		
United Kingdom	66	71	↑ 8%	10%	1,011	1,136	↑ 12%	5%	16	86	98	↑ 14%	5%	\$1,376	\$86
Germany	32	27	↓ -16%	13%	397	568	↑ 43%	6%	21	31	39	↑ 23%	6%	\$1,456	\$68
Scandinavia	11	10	↓ -10%	9%	133	168	↑ 26%	4%	17	23	17	↓ -28%	4%	\$1,661	\$100
France	13	14	↑ 6%	10%	310	242	↓ -22%	4%	18	19	16	↓ -16%	3%	\$1,195	\$67
Italy	11	14	↑ 31%	19%	170	163	↓ -4%	4%	12	9	19	↑ 97%	6%	\$1,335	\$114
Netherlands	8	10	↑ 34%	19%	92	132	↑ 43%	6%	13	9	11	↑ 28%	5%	\$1,055	\$83
Switzerland	8	9	↑ 12%	17%	61	55	↓ -10%	3%	6	8	11	↑ 28%	5%	\$1,167	\$198
Other Europe	18	18	↓ -1%	7%	183	218	↑ 19%	2%	12	17	20	↑ 22%	2%	\$1,129	\$93
Total Europe	166	173	↑ 4%	11%	2,357	2,682	↑ 14%	4%	16	203	230	↑ 13%	4%	\$1,331	\$86
Hong Kong	12	12	↓ -4%	4%	448	372	↓ -17%	5%	32	55	51	↓ -8%	5%	\$4,310	\$136
Singapore	16	12	↓ -27%	3%	407	162	↓ -60%	3%	14	63	32	↓ -50%	3%	\$2,711	\$195
Malaysia	13	14	↑ 9%	4%	350	384	↑ 10%	4%	28	59	46	↓ -23%	4%	\$3,283	\$119
Indonesia	8	8	→ -1%	4%	209	109	↓ -48%	2%	14	15	23	↑ 48%	4%	\$2,940	\$206
Taiwan	np	5		3%	np	np				np	np				
Thailand	np	3		3%	np	np				np	np				
Korea	np	6		2%	np	np				np	np				
China	61	55	↓ -9%	4%	2,770	2,878	↑ 4%	5%	52	371	426	↑ 15%	5%	\$7,704	\$148
India	13	12	↓ -5%	4%	622	416	↓ -33%	2%	35	37	27	↓ -26%	2%	\$2,259	\$65
Japan	8	9	↑ 4%	2%	248	112	↓ -55%	1%	13	18	13	↓ -28%	1%	\$1,564	\$119
Other Asia	15	19	↑ 29%	5%	756	791	↑ 5%	4%	41	67	48	↓ -28%	3%	\$2,502	\$61
Total Asia	157	154	↓ -2%	4%	6,612	5,753	↓ -13%	4%	37	731	730	→ 0%	4%	\$4,751	\$127
USA	51	58	↑ 14%	8%	778	782	→ 0%	6%	13	73	85	↑ 18%	5%	\$1,471	\$109
Canada	12	13	↑ 4%	8%	157	136	↓ -13%	3%	11	10	14	↑ 30%	3%	\$1,051	\$100
Total Nth Americ	63	71	↑ 12%	8%	935	918	↓ -2%	5%	13	83	99	↑ 19%	4%	\$1,395	\$108
New Zealand	38	42	↑ 9%	3%	490	345	↓ -30%	3%	8	54	55	↑ 2%	3%	\$1,322	\$160
Other Countries	17	22	↑ 27%	4%	480	477	→ -1%	2%	22	30	35	↑ 18%	2%	\$1,629	\$74
Total	442	461	↑ 4%	5%	10,875	10,174	↓ -6%	4%	22	1,101	1,149	↑ 4%	4%	\$2,494	\$113

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	SA Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	SA Market Share		Year Ending Sept-17	Year Ending Sept-18	Change (%)	SA Market Share		
Backpackers	77	66	↓ -14%	11%	1,743	1,441	↓ -17%	3%	22	130	106	↓ -19%	3%	\$1,604	\$73
Working Holiday	36	29	↓ -19%	10%	1,520	1,111	↓ -27%	2%	38	72	55	↓ -24%	2%	\$1,898	\$50

Source: International visitors in Australia - Sept 2018, Tourism Research Australia, Canberra.
 np and figures highlighted in red, are from a small sample and are 'not publishable'. They have been reported for internal use only, caution is required with interpretation.

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



AUSTRALIA													
Origin	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)		Year Ending Sept-17	Year Ending Sept-18	Change (%)			
United Kingdom	677	699	↑ 3%	24,166	22,476	↓ -7%	32	2,078	1,914	↓ -8%	\$2,740	\$85	
Germany	200	200	→ 0%	9,104	8,898	↓ -2%	45	702	701	→ 0%	\$3,510	\$79	
Scandinavia	104	107	↑ 3%	4,113	3,818	↓ -7%	36	400	399	→ 0%	\$3,715	\$105	
France	120	130	↑ 9%	6,541	6,674	↑ 2%	51	455	511	↑ 12%	\$3,925	\$77	
Italy	73	73	→ 0%	4,864	4,153	↓ -15%	57	360	312	↓ -13%	\$4,268	\$75	
Netherlands	53	56	↑ 6%	2,364	2,175	↓ -8%	39	197	221	↑ 12%	\$3,961	\$101	
Switzerland	52	53	↑ 3%	1,807	1,594	↓ -12%	30	229	213	↓ -7%	\$3,992	\$134	
Other Europe	230	243	↑ 6%	9,697	10,122	↑ 4%	42	792	873	↑ 10%	\$3,592	\$86	
Total Europe	1,508	1,561	↑ 4%	62,656	59,910	↓ -4%	38	5,213	5,145	↓ -1%	\$3,295	\$86	
Hong Kong	249	276	↑ 11%	7,501	6,904	↓ -8%	25	1,038	960	↓ -8%	\$3,473	\$139	
Singapore	384	382	→ -1%	6,331	5,612	↓ -11%	15	1,098	1,025	↓ -7%	\$2,687	\$183	
Malaysia	356	358	→ 0%	8,635	8,869	↑ 3%	25	1,091	1,058	↓ -3%	\$2,960	\$119	
Indonesia	173	184	↑ 6%	4,952	5,755	↑ 16%	31	541	625	↑ 16%	\$3,394	\$109	
Taiwan	161	187	↑ 16%	10,822	9,440	↓ -13%	51	698	735	↑ 5%	\$3,937	\$78	
Thailand	90	91	→ 1%	4,854	4,326	↓ -11%	48	380	368	↓ -3%	\$4,050	\$85	
Korea	271	278	↑ 3%	10,695	11,037	↑ 3%	40	1,044	1,139	↑ 9%	\$4,098	\$103	
China	1,222	1,316	↑ 8%	53,534	57,579	↑ 8%	44	7,965	9,360	↑ 18%	\$7,115	\$163	
India	271	324	↑ 20%	15,517	18,796	↑ 21%	58	1,021	1,149	↑ 13%	\$3,544	\$61	
Japan	396	419	↑ 6%	10,699	10,505	↓ -2%	25	1,084	1,121	↑ 3%	\$2,675	\$107	
Other Asia	324	375	↑ 16%	17,153	18,955	↑ 11%	51	1,331	1,402	↑ 5%	\$3,740	\$74	
Total Asla	3,897	4,189	↑ 8%	150,692	157,778	↑ 5%	38	17,292	18,943	↑ 10%	\$4,522	\$120	
USA	712	736	↑ 3%	14,909	13,029	↓ -13%	18	1,901	1,774	↓ -7%	\$2,412	\$136	
Canada	153	165	↑ 8%	4,786	4,523	↓ -5%	27	435	484	↑ 11%	\$2,936	\$107	
Total Nth Americ	865	901	↑ 4%	19,696	17,553	↓ -11%	19	2,336	2,259	↓ -3%	\$2,508	\$129	
New Zealand	1,225	1,256	↑ 3%	13,778	12,817	↓ -7%	10	1,732	1,660	↓ -4%	\$1,322	\$130	
Other Countries	494	539	↑ 9%	20,784	22,519	↑ 8%	42	1,765	1,810	↑ 3%	\$3,362	\$80	
Total	7,987	8,445	↑ 6%	267,605	270,577	↑ 1%	32	28,339	29,817	↑ 5%	\$3,531	\$110	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)		Year Ending Sept-17	Year Ending Sept-18	Change (%)		
Backpackers	654	620	↓ -5%	46,849	42,061	↓ -10%	68	3,460	3,202	↓ -7%	\$5,161	\$76
Working Holiday	335	304	↓ -9%	51,304	45,996	↓ -10%	151	2,800	2,547	↓ -9%	\$8,388	\$55

Source: International visitors in Australia - Sept 2018, Tourism Research Australia, Canberra.