

RECORD \$1.15B



December 2017
\$1.15B
↑18% = \$177M
↑8% NAT AVG

December 2016
\$972M

December 2015
\$896M

INTERNATIONAL EXPENDITURE GROWTH



December 2017
462,000
↑7%
↑6% NAT AVG

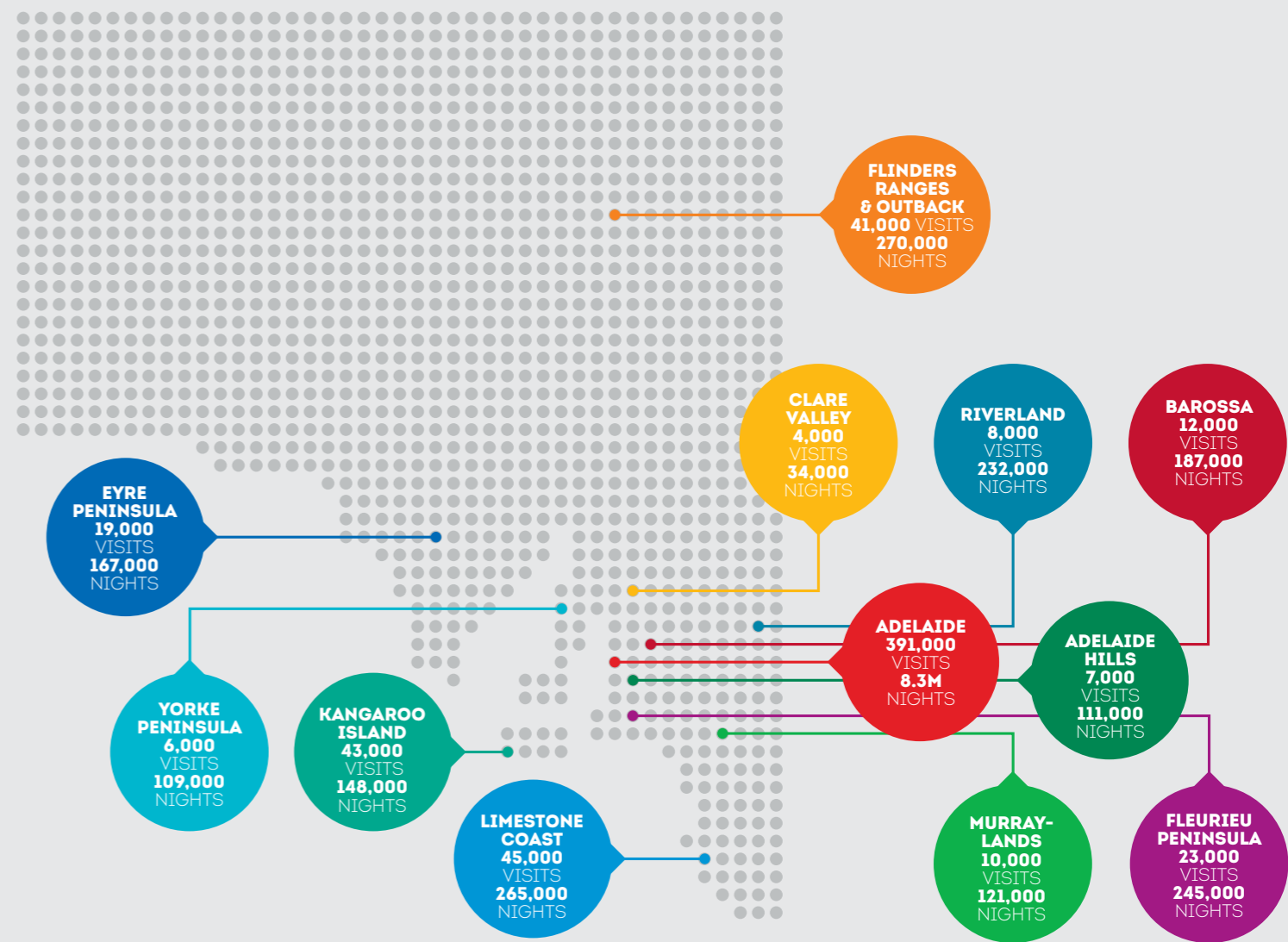
December 2016
432,000

December 2015
408,000

INTERNATIONAL VISITS GROWTH

Emu Bay Road, Kangaroo Island

INTERNATIONAL VISITS*



Source: International Visitor Survey, Tourism Research Australia, SA Year End December 2017. *Data presented is a three year annual average to December 2017.

INTERNATIONAL VISITOR ORIGIN TOP 5 MARKETS

USA
Visits ↑6% 57,000
Total expenditure \$81M

GERMANY
Visits ↓18% 27,000
Total expenditure \$34M

UK
Visits ↑17% 74,000
Total expenditure \$86M

CHINA
Visits ↑32% 60,000
Total expenditure \$389M

NEW ZEALAND
Visits ↑8% 40,000
Total expenditure \$48M

Comparing December 2017 to December 2016.



Government of South Australia
South Australian Tourism Commission

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