

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island

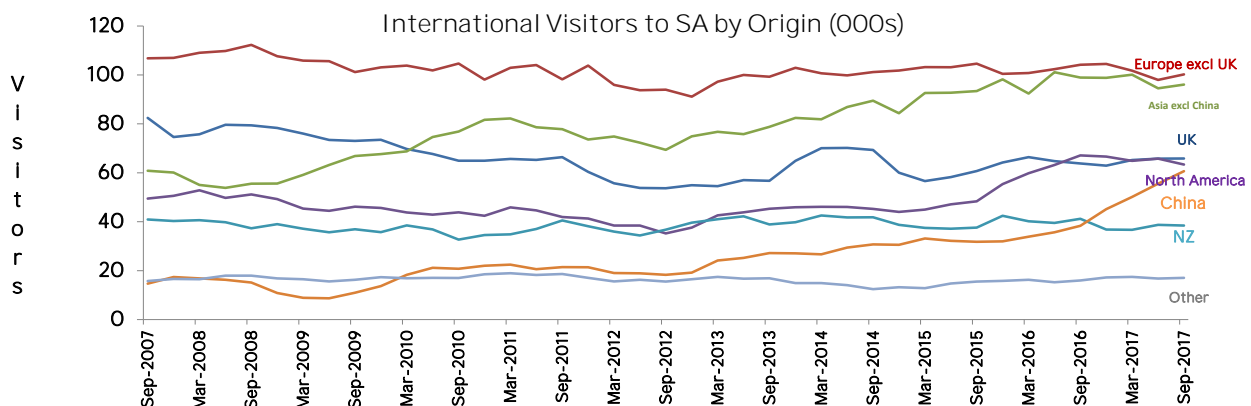
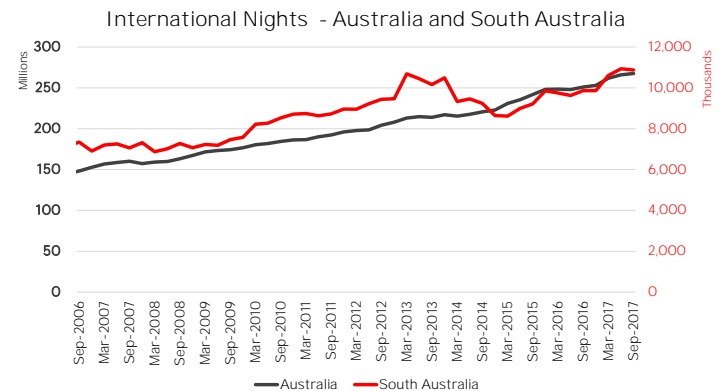
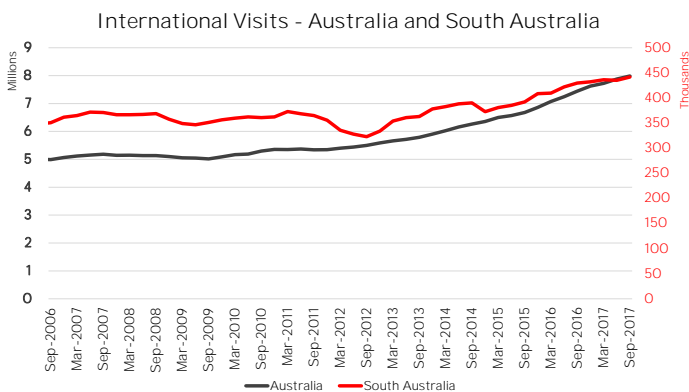


International Performance to December 2017

Released: March 14th 2018, Next release 6th June 2018

	Australia			South Australia			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
Visits (000s)	7,625	8,119	↑ 6%	432	462	↑ 7%	5.7%
Nights (000s)	252,969	265,224	↑ 5%	9,867	10,794	↑ 9%	4.1%
Expenditure (\$m)	26,217	28,364	↑ 8%	972	1,149	↑ 18%	4.1%

State	Visits				Nights			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share*	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
NSW	3,872	4,158	↑ 7%	51%	87,533	94,407	↑ 8%	36%
VIC	2,674	2,891	↑ 8%	36%	62,936	66,238	↑ 5%	25%
QLD	2,574	2,684	↑ 4%	33%	51,833	53,089	↑ 2%	20%
SA	432	462	↑ 7%	5.7%	9,867	10,794	↑ 9%	4.1%
WA	954	946	→ -1%	12%	28,648	26,447	↓ -8%	10%
TAS	236	279	↑ 18%	3.4%	3,418	4,750	↑ 39%	1.8%
NT	287	293	↑ 2%	3.6%	3,728	3,708	→ -1%	1.4%
ACT	208	243	↑ 17%	3.0%	4,392	5,240	↑ 19%	2.0%
TOTAL	7,625	8,119	↑ 6%	100%	252,969	265,224	↑ 5%	100%



Source: International visitors in Australia - December 2017, Tourism Research Australia, Canberra. Numbers may add to more than 100% as more than 1 state/region visited.

INTERNATIONAL PERFORMANCE



Seal Bay, Kangaroo Island

International Performance to December 2017

Released: March 14th 2018, Next release 6th June 2018

SOUTH AUSTRALIA

Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share		Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	63	74	↑17%	10.7%	1,037	1,130	↑9%	4.8%	15	86	86	⇒0%	4.3%	\$1,164	\$76
Germany	33	27	↓-18%	14%	430	421	↓-2%	4.7%	15	34	34	↑2%	5.0%	\$1,261	\$82
Scandinavia	11	11	↑2%	11%	143	130	↓-9%	3.3%	12	12	25	↑111%	6.3%	\$2,231	\$193
France	14	15	↑8%	12%	216	297	↑38%	4.3%	20	17	15	↓-10%	3.2%	\$1,025	\$51
Italy	9	11	↑21%	16%	149	180	↑21%	3.5%	16	13	11	↓-18%	3.0%	\$960	\$60
Netherlands	8	9	↑16%	17%	103	109	↑6%	5.3%	12	11	9	↓-18%	4.8%	\$950	\$79
Switzerland	9	9	⇒1%	17%	62	59	↓-5%	3.5%	7	15	9	↓-38%	4.1%	\$1,036	\$155
Other Europe	21	19	↓-7%	8.3%	290	209	↓-28%	2.2%	11	22	18	↓-18%	2.2%	\$950	\$87
Total Europe	167	175	↑5%	11%	2,429	2,535	↑4%	4.1%	14	209	207	⇒-1%	4.0%	\$1,182	\$82
Hong Kong	12	13	↑5%	5.0%	398	343	↓-14%	4.7%	27	54	50	↓-7%	5.1%	\$3,882	\$146
Singapore	15	15	⇒1%	4.0%	233	362	↑56%	6.1%	24	49	58	↑18%	5.5%	\$3,817	\$159
Malaysia	12	12	↑7%	3.5%	261	341	↑31%	3.9%	27	41	58	↑41%	5.4%	\$4,609	\$169
Indonesia	8	9	↑22%	5.3%	197	198	⇒1%	3.8%	21	21	22	↑6%	4.0%	\$2,422	\$113
Taiwan	np	5	np	np	np	419	np	np	np	np	np	np	np	np	np
Thailand	np	2	np	np	np	87	np	np	np	np	np	np	np	np	np
Korea	np	6	np	np	np	449	np	np	np	np	np	np	np	np	np
China	45	60	↑32%	4.8%	2,076	2,662	↑28%	5.1%	45	251	389	↑55%	4.8%	\$6,512	\$146
India	12	12	↑3%	4.3%	721	527	↓-27%	3.4%	43	28	38	↑34%	3.7%	\$3,103	\$72
Japan	np	8	np	np	np	145	np	np	np	np	np	np	np	np	np
Other Asia	16	16	↓-3%	4.7%	501	821	↑64%	4.6%	52	38	59	↑54%	4.3%	\$3,721	\$72
Total Asia	144	158	↑10%	4.0%	5,346	6,355	↑19%	4.2%	40	564	772	↑37%	4.4%	\$4,871	\$121
USA	53	57	↑6%	7.8%	1,089	789	↓-28%	5.6%	14	92	81	↓-12%	4.4%	\$1,435	\$103
Canada	13	11	↓-16%	7.0%	189	133	↓-30%	2.7%	12	16	10	↓-38%	2.2%	\$889	\$75
Total Nth America	67	68	↑2%	7.7%	1,279	922	↓-28%	4.9%	14	108	91	↓-16%	4.0%	\$1,346	\$99
New Zealand	37	40	↑8%	3.2%	367	473	↑29%	3.7%	12	57	48	↓-15%	2.9%	\$1,213	\$102
Other Countries	17	20	↑17%	4.0%	445	508	↑14%	2.4%	25	33	30	↓-9%	1.7%	\$1,510	\$60
Total	432	462	↑7%	5.7%	9,867	10,794	↑9%	4.1%	23	972	1,149	↑18%	4.1%	\$2,489	\$106

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share		Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	77	75	↓-3%	12%	1,261	1,681	↑33%	3.7%	23	Not Available					
Working Holiday	38	36	↓-6%	11%	1,456	1,452	⇒0%	2.9%	41	Not Available					

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share		Year Ending Dec-16	Year Ending Dec-17	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	244	263	↑8%	6.8%	2,373	2,502	↑5%	3.0%	10	273	272	⇒0%	2.7%	\$1,034	\$109
VFR	129	142	↑10%	6.4%	3,029	3,280	↑8%	5.4%	23	173	241	↑39%	5.6%	\$1,697	\$73
Business	43	48	↑11%	5.1%	392	538	↑37%	5.3%	11	69	80	↑17%	3.8%	\$1,690	\$149
Education	23	25	↑8%	4.6%	2,744	3,705	↑35%	5.1%	147	382	517	↑35%	5.2%	\$20,558	\$140
Employment & Other	25	17	↓-31%	3.3%	1,329	768	↓-42%	2.0%	45	75	39	↓-49%	1.9%	\$2,259	\$50

Source: International visitors in Australia - December 2017, 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



International Performance to December 2017

Released: March 14th 2018, Next release 6th June 2018

AUSTRALIA													
Origin	Visitors (000s)				Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-16	Year Ending Dec-17	Change (%)		Year Ending Dec-16	Year Ending Dec-17	Change (%)		Year Ending Dec-16	Year Ending Dec-17	Change (%)		
United Kingdom	674	689	↑ 2%		23,863	23,707	⇒ -1%	34	2,088	2,008	↓ -4%	\$2,913	\$85
Germany	196	200	↑ 2%		9,321	8,968	↓ -4%	45	739	687	↓ -7%	\$3,429	\$77
Scandinavia	102	105	↑ 4%		4,501	3,959	↓ -12%	38	419	396	↓ -6%	\$3,749	\$100
France	117	122	↑ 4%		6,165	6,863	↑ 11%	56	414	473	↑ 14%	\$3,891	\$69
Italy	73	72	↓ -2%		4,334	5,091	↑ 17%	71	324	354	↑ 9%	\$4,933	\$70
Netherlands	50	53	↑ 7%		2,476	2,052	↓ -17%	39	204	180	↓ -12%	\$3,402	\$88
Switzerland	51	53	↑ 4%		1,824	1,686	↓ -8%	32	220	223	↑ 1%	\$4,199	\$132
Other Europe	226	232	↑ 3%		9,043	9,680	↑ 7%	42	769	817	↑ 6%	\$3,528	\$84
Total Europe	1,487	1,526	↑ 3%		61,527	62,006	⇒ 1%	41	5,177	5,136	⇒ -1%	\$3,367	\$83
Hong Kong	227	258	↑ 14%		7,256	7,325	⇒ 1%	28	907	983	↑ 8%	\$3,808	\$134
Singapore	383	382	⇒ 0%		6,053	5,904	↓ -2%	15	1,053	1,044	⇒ -1%	\$2,733	\$177
Malaysia	347	353	↑ 2%		8,187	8,665	↑ 6%	25	972	1,076	↑ 11%	\$3,050	\$124
Indonesia	156	173	↑ 11%		4,887	5,150	↑ 5%	30	587	556	↓ -5%	\$3,206	\$108
Taiwan	154	167	↑ 8%		9,713	10,203	↑ 5%	61	700	688	↓ -2%	\$4,117	\$67
Thailand	85	90	↑ 6%		4,390	4,966	↑ 13%	55	333	393	↑ 18%	\$4,360	\$79
Korea	262	277	↑ 6%		13,094	10,672	↓ -18%	39	1,102	1,092	⇒ -1%	\$3,943	\$102
China	1,116	1,251	↑ 12%		45,926	52,444	↑ 14%	42	6,896	8,118	↑ 18%	\$6,489	\$155
India	244	283	↑ 16%		14,643	15,700	↑ 7%	55	868	1,011	↑ 16%	\$3,574	\$64
Japan	382	398	↑ 4%		9,189	11,158	↑ 21%	28	1,019	1,103	↑ 8%	\$2,772	\$99
Other Asia	279	337	↑ 21%		14,461	17,747	↑ 23%	53	975	1,390	↑ 43%	\$4,126	\$78
Total Asla	3,636	3,970	↑ 9%		137,798	149,935	↑ 9%	38	15,413	17,455	↑ 13%	\$4,397	\$116
USA	668	729	↑ 9%		14,836	14,060	↓ -5%	19	1,851	1,860	⇒ 1%	\$2,552	\$132
Canada	142	158	↑ 11%		4,697	4,865	↑ 4%	31	467	450	↓ -4%	\$2,848	\$92
Total Nth America	811	887	↑ 9%		19,533	18,925	↓ -3%	21	2,318	2,310	⇒ 0%	\$2,605	\$122
New Zealand	1,221	1,231	⇒ 1%		14,853	12,863	↓ -13%	10	1,775	1,642	↓ -7%	\$1,334	\$128
Other Countries	469	506	↑ 8%		19,257	21,495	↑ 12%	43	1,534	1,819	↑ 19%	\$3,599	\$85
Total	7,625	8,119	↑ 6%		252,969	265,224	↑ 5%	33	26,217	28,364	↑ 8%	\$3,494	\$107

Backpackers	Visitors (000s)				Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-16	Year Ending Dec-17	Change (%)		Year Ending Dec-16	Year Ending Dec-17	Change (%)		Year Ending Dec-16	Year Ending Dec-17	Change (%)		
Backpackers	645	646	⇒ 0%		44,701	45,851	↑ 3%	71	Not Available				
Working Holiday	321	327	↑ 2%		49,038	50,843	↑ 4%	155	Not Available				

Main Purpose of visit to Aust.	Visitors (000s)				Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-16	Year Ending Dec-17	Change (%)		Year Ending Dec-16	Year Ending Dec-17	Change (%)		Year Ending Dec-16	Year Ending Dec-17	Change (%)		
Holiday	3,821	3,888	↑ 2%		84,819	82,915	↓ -2%	21	9,628	9,979	↑ 4%	\$2,567	\$120
VFR	1,902	2,228	↑ 17%		55,642	60,797	↑ 9%	27	3,922	4,272	↑ 9%	\$1,917	\$70
Business	814	928	↑ 14%		9,622	10,090	↑ 5%	11	1,785	2,101	↑ 18%	\$2,263	\$208
Education	495	553	↑ 12%		65,532	72,933	↑ 11%	132	8,683	9,942	↑ 15%	\$17,988	\$136
Employment & Other	593	522	↓ -12%		37,355	38,489	↑ 3%	74	2,199	2,070	↓ -6%	\$3,967	\$54