

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



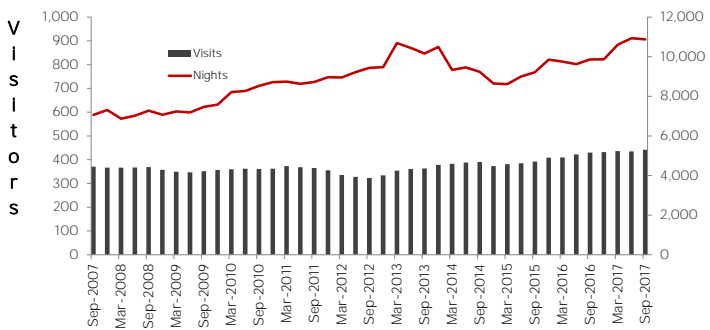
International Performance to September 2017

Released: December 12th 2017, Next release 14th March 2018

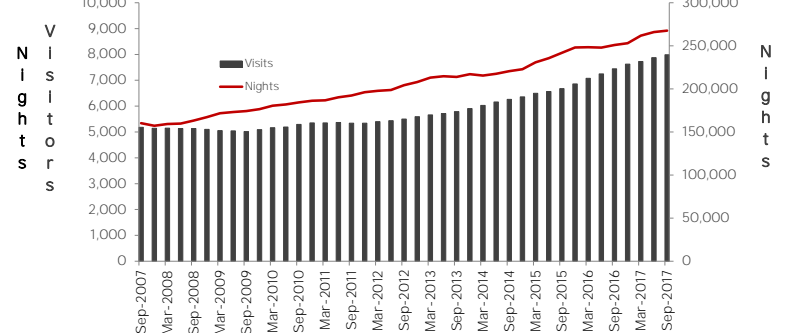
	Australia			South Australia			
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Market Share
Visits (000s)	7,445	7,987	↑7.3%	430	442	↑2.8%	5.5%
Nights (000s)	250,997	267,605	↑6.6%	9,864	10,875	↑10%	4.1%
Expenditure (\$m)	25,815	28,339	↑9.8%	971	1,100	↑13%	3.9%

State	Visits				Nights			
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Market Share^	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Market Share
NSW	3,760	4,095	↑8.9%	51%	87,071	94,938	↑9.0%	35%
VIC	2,630	2,815	↑7.0%	35%	59,927	66,860	↑12%	25%
QLD	2,551	2,628	↑3.0%	33%	53,087	53,596	↑1.0%	20%
SA	430	442	↑2.8%	5.5%	9,864	10,875	↑10%	4.1%
WA	921	947	↑2.8%	12%	28,804	27,330	↓5.1%	10%
TAS	229	267	↑17%	3.3%	3,383	4,486	↑33%	1.7%
NT	293	289	↓1.5%	3.6%	3,847	3,796	↓1.3%	1.4%
ACT	207	228	↑10%	2.9%	4,419	5,133	↑16%	1.9%
TOTAL	7,445	7,987	↑7.3%	100%	250,997	267,605	↑6.6%	100%

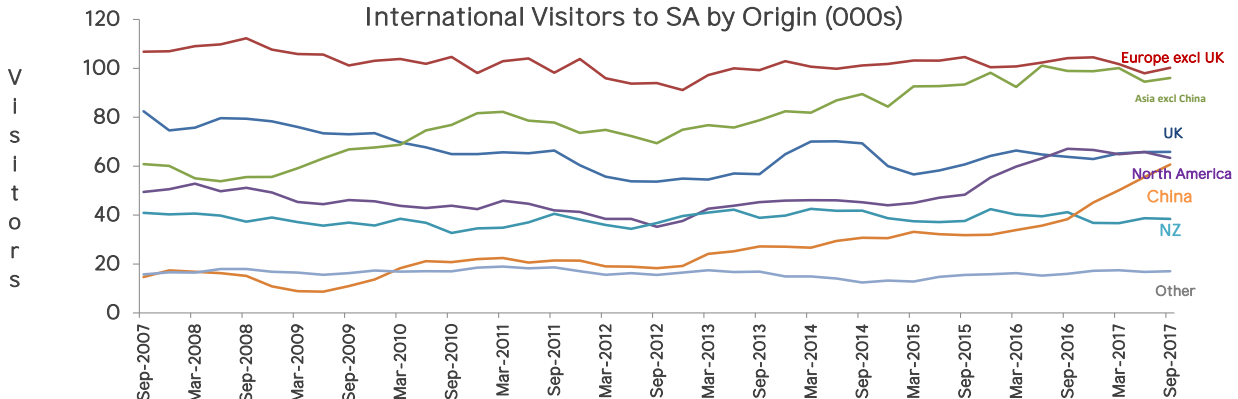
International Visits/Nights to SA (000s)



International Visits/Nights to Aust (000s)



International Visitors to SA by Origin (000s)



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

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SOUTH AUSTRALIA

Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share	Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share		Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share		
United Kingdom	64	66	↑3.2%	9.7%	1,184	1,011	↓-15%	4.2%	15	91	86	↓-5.7%	4.1%	\$1,310	\$85
Germany	30	32	↑3.5%	16%	414	397	↓-4.1%	4.4%	13	33	31	↓-4.9%	4.5%	\$997	\$79
Scandinavia	10	11	↑9.2%	11%	140	133	↓-5.2%	3.2%	12	13	23	↑79%	5.8%	\$2,059	\$173
France	15	13	↓-13%	11%	176	310	↑76%	4.7%	24	12	19	↑61%	4.2%	\$1,512	\$62
Italy	10	11	↑1.5%	15%	167	170	↑1.8%	3.5%	16	17	9	↓-44%	2.6%	\$889	\$55
Netherlands	7	8	↑14%	15%	76	92	↑22%	3.9%	12	7	9	↑17%	4.3%	\$1,111	\$93
Switzerland	10	8	↓-13%	16%	119	61	↓-49%	3.4%	7	19	8	↓-56%	3.7%	\$1,014	\$139
Other Europe	22	18	↓-18%	7.9%	356	183	↓-48%	1.9%	10	33	17	↓-49%	2.1%	\$915	\$91
Total Europe	168	166	↓-1.1%	11%	2,631	2,357	↓-10%	3.8%	14	225	203	↓-9.9%	3.9%	\$1,222	\$86
Hong Kong	12	12	↑3.2%	4.9%	397	448	↑13%	6.0%	37	52	55	↑6.9%	5.3%	\$4,514	\$123
Singapore	14	16	↑16%	4.2%	219	407	↑85%	6.4%	25	51	63	↑24%	5.7%	\$3,925	\$155
Malaysia	12	13	↑2.7%	3.6%	337	350	↑3.8%	4.1%	27	56	59	↑4.9%	5.4%	\$4,634	\$169
Indonesia	6	8	↑23%	4.5%	194	209	↑7.6%	4.2%	27	19	15	↓-19%	2.8%	\$1,965	\$73
Taiwan	np	5	np	np	np	417	np	np	np	np	np	np	np	np	np
Thailand	np	3	np	np	np	174	np	np	np	np	np	np	np	np	np
Korea	np	3	np	np	np	210	np	np	np	np	np	np	np	np	np
China	38	61	↑58%	5.0%	1,825	2,770	↑52%	5.2%	46	240	371	↑54%	4.7%	\$6,109	\$134
India	11	13	↑18%	4.7%	586	622	↑6.3%	4.0%	49	28	37	↑33%	3.6%	\$2,906	\$59
Japan	np	8	np	np	np	248	np	np	np	np	np	np	np	np	np
Other Asia	17	15	↓-11%	4.6%	614	756	↑23%	4.4%	51	31	67	↑115%	5.0%	\$4,503	\$89
Total Asia	137	157	↑14%	4.0%	5,157	6,612	↑28%	4.4%	42	556	731	↑31%	4.2%	\$4,661	\$110
USA	52	51	↓-1.7%	7.2%	1,012	778	↓-23%	5.2%	15	84	73	↓-14%	3.8%	\$1,422	\$93
Canada	15	12	↓-19%	8.1%	184	157	↓-15%	3.3%	13	19	10	↓-44%	2.4%	\$844	\$67
Total Nth America	67	63	↓-5.6%	7.3%	1,195	935	↓-22%	4.7%	15	103	83	↓-19%	3.6%	\$1,309	\$89
New Zealand	41	38	↓-6.7%	3.1%	404	490	↑21%	3.6%	13	55	54	↓-2.0%	3.1%	\$1,407	\$110
Other Countries	16	17	↑6.9%	3.5%	477	480	↑0.8%	2.3%	28	32	30	↓-5.5%	1.7%	\$1,755	\$62
Total	430	442	↑2.8%	5.5%	9,864	10,875	↑10%	4.1%	25	971	1,100	↑13%	3.9%	\$2,492	\$101

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share	Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share		Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share		
Backpackers	75	77	↑1.7%	12%	1,246	1,743	↑40%	3.7%	23	Not Available					
Working Holiday	39	36	↓-9.1%	11%	1,585	1,520	↓-4.1%	3.0%	43	Not Available					

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share	Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share		Year Ending Sep-16	Year Ending Sep-17	Change (%)	SA Market Share		
Holiday	240	253	↑5.5%	6.5%	2,217	2,602	↑17%	3.1%	10	270	259	↓-3.8%	2.6%	\$1,024	\$100
VFR	132	132	→0.3%	6.4%	3,083	3,107	→0.8%	5.3%	24	186	202	↑8.9%	4.9%	\$1,531	\$65
Business	40	45	↑12%	5.1%	338	526	↑56%	5.4%	12	59	77	↑31%	3.8%	\$1,706	\$147
Education	23	25	↑9.0%	4.5%	2,721	3,777	↑39%	5.1%	149	369	514	↑39%	5.1%	\$20,313	\$136
Employment & Other	24	20	↓-15%	3.5%	1,505	863	↓-43%	2.1%	43	88	48	↓-45%	2.1%	\$2,362	\$55

Source: International visitors in Australia - September 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.

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AUSTRALIA													
Origin	Visitors (000s)			Nights (000s)				ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16		Year Ending Sep-17	Change (%)			
United Kingdom	667	677	↑1.4%	24,026	24,166	→0.6%	36	2,094	2,078	→-0.7%	\$3,072	\$86	
Germany	190	200	↑5.5%	9,578	9,104	↓-4.9%	45	726	702	↓-3.3%	\$3,505	\$77	
Scandinavia	100	104	↑3.4%	4,316	4,113	↓-4.7%	40	405	400	↓-1.1%	\$3,854	\$97	
France	116	120	↑3.7%	6,258	6,541	↑4.5%	55	404	455	↑13%	\$3,800	\$70	
Italy	72	73	↑1.6%	4,602	4,864	↑5.7%	67	332	360	↑8.2%	\$4,950	\$74	
Netherlands	47	53	↑12%	2,192	2,364	↑7.8%	45	180	197	↑9.3%	\$3,744	\$83	
Switzerland	51	52	↑1.2%	1,772	1,807	↑2.0%	35	218	229	↑5.1%	\$4,416	\$127	
Other Europe	218	230	↑5.8%	8,750	9,697	↑11%	42	765	792	↑3.5%	\$3,440	\$82	
Total Europe	1,460	1,508	↑3.3%	61,493	62,656	↑1.9%	42	5,124	5,213	↑1.7%	\$3,458	\$83	
Hong Kong	220	249	↑14%	7,490	7,501	→0.2%	30	874	1,038	↑19%	\$4,161	\$138	
Singapore	383	384	→0.3%	6,205	6,331	↑2.0%	16	1,076	1,098	↑2.0%	\$2,861	\$173	
Malaysia	338	356	↑5.4%	7,774	8,635	↑11%	24	934	1,091	↑17%	\$3,067	\$126	
Indonesia	144	173	↑20%	4,682	4,952	↑5.8%	29	564	541	↓-4.2%	\$3,128	\$109	
Taiwan	148	161	↑8.5%	9,224	10,822	↑17%	67	656	698	↑6.4%	\$4,342	\$64	
Thailand	82	90	↑10%	4,180	4,854	↑16%	54	312	380	↑22%	\$4,214	\$78	
Korea	255	271	↑6.0%	13,777	10,695	↓-22%	40	1,143	1,044	↓-8.7%	\$3,860	\$98	
China	1,093	1,222	↑12%	43,241	53,534	↑24%	44	6,747	7,965	↑18%	\$6,516	\$149	
India	235	271	↑16%	14,323	15,517	↑8.3%	57	794	1,021	↑29%	\$3,768	\$66	
Japan	365	396	↑8.4%	9,158	10,699	↑17%	27	960	1,084	↑13%	\$2,741	\$101	
Other Asia	264	324	↑23%	15,395	17,153	↑11%	53	972	1,331	↑37%	\$4,107	\$78	
Total Asla	3,526	3,897	↑10%	135,449	150,692	↑11%	39	15,032	17,292	↑15%	\$4,438	\$115	
USA	648	712	↑10%	14,572	14,909	↑2.3%	21	1,858	1,901	↑2.3%	\$2,670	\$128	
Canada	138	153	↑11%	4,968	4,786	↓-3.7%	31	506	435	↓-14%	\$2,850	\$91	
Total Nth America	786	865	↑10%	19,540	19,696	→0.8%	23	2,364	2,336	↓-1.2%	\$2,702	\$119	
New Zealand	1,215	1,225	→0.8%	15,313	13,778	↓-10%	11	1,765	1,732	↓-1.9%	\$1,414	\$126	
Other Countries	458	494	↑7.9%	19,201	20,784	↑8.2%	42	1,530	1,765	↑15%	\$3,575	\$85	
Total	7,445	7,987	↑7.3%	250,997	267,605	↑6.6%	34	25,815	28,339	↑9.8%	\$3,548	\$106	

Backpackers	Visitors (000s)			Nights (000s)				ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16		Year Ending Sep-17	Change (%)			
Backpackers	623	654	↑4.9%	44,065	46,849	↑6.3%	72	Not Available					
Working Holiday	325	335	↑3.1%	50,259	51,304	↑2.1%	153	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 Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16		Year Ending Sep-17	Change (%)			
Holiday	3,721	3,910	↑5.1%	85,104	84,567	→-0.6%	22	9,564	9,939	↑3.9%	\$2,542	\$118	
VFR	1,858	2,062	↑11%	54,510	58,652	↑7.6%	28	3,846	4,134	↑7.5%	\$2,004	\$70	
Business	808	879	↑8.8%	9,632	9,768	↑1.4%	11	1,721	2,014	↑17%	\$2,290	\$206	
Education	488	562	↑15%	64,522	73,782	↑14%	131	8,497	10,013	↑18%	\$17,809	\$136	
Employment & Other	570	573	→0.7%	37,229	40,836	↑9.7%	71	2,186	2,240	↑2.4%	\$3,905	\$55	