

INTERNATIONAL PERFORMANCE

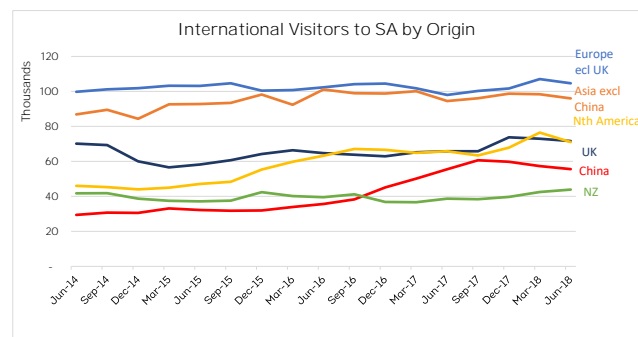
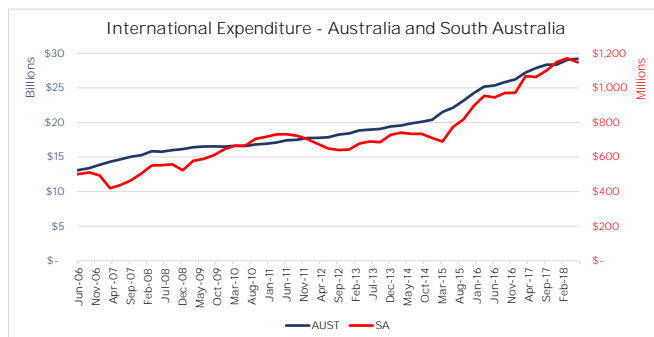
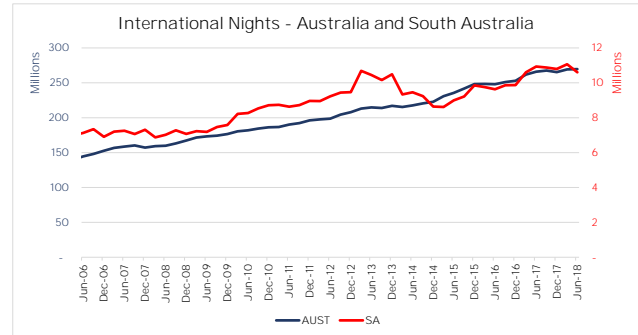
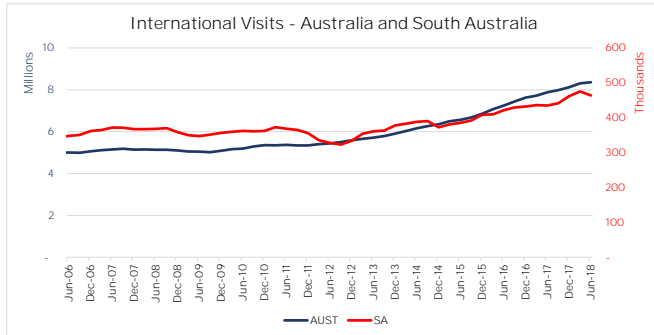


Seal Bay, Kangaroo Island

International Performance to June 2018
Released: 2nd November 2018, Next release 19th December 2018

	Australia			South Australia			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
Visits (000s)	7,878	8,363	↑ 6%	435	464	↑ 7%	5.5%
Nights (000s)	265,989	269,676	↑ 1%	10,935	10,604	↓ -3%	3.9%
Expenditure (\$m)	27,871	29,207	↑ 5%	1,063	1,148	↑ 8%	3.9%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share ^a	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
NSW	4,095	4,338	↑ 6%	52%	92,516	94,420	↑ 2%	35%	10,097	10,487	↑ 4%	36%
VIC	2,766	2,984	↑ 8%	36%	67,380	68,798	↑ 2%	26%	7,494	8,045	↑ 7%	28%
QLD	2,630	2,737	↑ 4%	33%	53,912	53,838	↔ 0%	20%	5,233	5,658	↑ 8%	19%
SA	435	464	↑ 7%	5.5%	10,935	10,604	↓ -3%	3.9%	1,063	1,148	↑ 8%	3.9%
WA	969	951	↓ -2%	11%	28,198	26,969	↓ -4%	10%	2,507	2,258	↓ -10%	7.7%
TAS	253	307	↑ 21%	3.7%	3,949	5,231	↑ 32%	1.9%	457	552	↑ 21%	1.9%
NT	306	283	↓ -7%	3.4%	3,912	3,606	↓ -8%	1.3%	485	411	↓ -15%	1.4%
ACT	221	249	↑ 12%	3.0%	4,584	5,689	↑ 24%	2.1%	535	647	↑ 21%	2.2%
TOTAL	7,878	8,363	↑ 6%	100%	265,989	269,676	↑ 1%	100%	27,871	29,207	↑ 5%	100%



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

INTERNATIONAL PERFORMANCE



Government of South Australia
South Australian Tourism Commission

Seal Bay, Kangaroo Island

SOUTH AUSTRALIA

Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	SA Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	SA Market Share		Year Ending Jun-17	Year Ending Jun-18	Change (%)	SA Market Share		
United Kingdom	66	72	↑ 9%	10%	1,069	1,164	↑ 9%	5%	16	90	89	↓ -1%	5%	\$1,244	\$77
Germany	33	28	↓ -16%	14%	446	585	↑ 31%	6%	21	36	37	↑ 3%	5%	\$1,350	\$64
Scandinavia	10	12	↑ 14%	11%	122	175	↑ 44%	4%	15	10	29	↑ 191%	7%	\$2,504	\$167
France	10	15	↑ 49%	12%	239	271	↑ 13%	4%	18	17	15	↓ -12%	3%	\$966	\$54
Italy	10	12	↑ 27%	17%	167	130	↓ -22%	3%	11	9	10	↑ 11%	3%	\$856	\$79
Netherlands	8	11	↑ 30%	19%	96	136	↑ 42%	7%	13	10	11	↑ 12%	5%	\$1,004	\$78
Switzerland	9	9	↓ -3%	16%	59	57	↓ -4%	4%	7	9	9	↑ 6%	4%	\$1,066	\$163
Other Europe	18	19	↑ 4%	8%	261	224	↓ -14%	2%	12	21	20	→ 0%	2%	\$1,087	\$91
Total Europe	164	176	↑ 8%	11%	2,460	2,743	↑ 11%	5%	16	201	221	↑ 10%	4%	\$1,253	\$81
Hong Kong	11	12	↑ 6%	4%	399	390	↓ -2%	5%	32	51	48	↓ -5%	5%	\$4,021	\$124
Singapore	16	12	↓ -22%	3%	427	149	↓ -65%	3%	12	59	36	↓ -39%	4%	\$2,932	\$242
Malaysia	11	14	↑ 20%	4%	356	357	→ 0%	4%	26	52	53	↑ 2%	5%	\$3,878	\$148
Indonesia	7	8	↑ 20%	5%	160	150	↓ -6%	3%	18	14	21	↑ 48%	3%	\$2,551	\$142
Taiwan	np	6		3%	np	363		4%	66	np	25		3%	\$4,521	\$69
Thailand	np	3		3%	np	48		1%	18	np	2		1%	\$764	\$43
Korea	np	5		2%	np	341		3%	75	np	48		4%	\$10,537	\$141
China	56	56	→ 0%	4%	2,687	2,951	↑ 10%	5%	53	352	416	↑ 18%	5%	\$7,481	\$141
India	12	11	↓ -9%	4%	701	420	↓ -40%	2%	38	39	25	↓ -35%	2%	\$2,287	\$61
Japan	8	9	↑ 15%	2%	208	144	↓ -31%	1%	16	14	17	↑ 25%	2%	\$1,933	\$120
Other Asia	15	17	↑ 10%	5%	783	718	↓ -8%	4%	43	70	44	↓ -37%	3%	\$2,647	\$62
Total Asla	150	152	↑ 1%	4%	6,444	6,032	↓ -6%	4%	40	690	737	↑ 7%	4%	\$4,862	\$122
USA	54	58	↑ 7%	8%	933	812	↓ -13%	6%	14	81	82	↑ 2%	5%	\$1,430	\$102
Canada	12	13	↑ 12%	8%	150	156	↑ 4%	4%	12	10	14	↑ 40%	3%	\$1,034	\$89
Total Nth Amer	66	71	↑ 8%	8%	1,083	967	↓ -11%	5%	14	90	96	↑ 7%	4%	\$1,356	\$100
New Zealand	39	44	↑ 13%	4%	493	364	↓ -26%	3%	8	53	59	↑ 11%	4%	\$1,349	\$163
Other Countries	17	21	↑ 24%	4%	456	499	↑ 9%	2%	24	28	34	↑ 25%	2%	\$1,657	\$69
Total	435	464	↑ 7%	6%	10,935	10,604	↓ -3%	4%	23	1,063	1,148	↑ 8%	4%	\$2,476	\$108

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	SA Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	SA Market Share		Year Ending Jun-17	Year Ending Jun-18	Change (%)	SA Market Share		
Backpackers	75	69	↓ -8%	11%	1,610	1,575	↓ -2%	4%	23	119	113	↓ -5%	4%	\$1,628	\$72
Working Holiday	34	31	↓ -8%	10%	1,315	1,420	↑ 8%	3%	45	65	67	↑ 4%	3%	\$2,155	\$47

Source: International visitors in Australia - June 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 Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)		Year Ending Jun-17	Year Ending Jun-18	Change (%)		
United Kingdom	682	698	↑ 2%	24,372	22,242	↓ -9%	32	2,065	1,930	↓ -7%	\$2,767	\$87
Germany	202	199	↓ -1%	9,347	9,052	↓ -3%	45	747	690	↓ -8%	\$3,458	\$76
Scandinavia	103	106	↑ 3%	4,212	3,917	↓ -7%	37	405	419	↑ 4%	\$3,940	\$107
France	119	128	↑ 8%	6,288	6,749	↑ 7%	53	444	490	↑ 10%	\$3,828	\$73
Italy	74	72	↓ -2%	4,610	4,623	⇒ 0%	64	353	315	↓ -11%	\$4,357	\$68
Netherlands	52	55	↑ 6%	2,566	2,055	↓ -20%	37	207	195	↓ -6%	\$3,548	\$95
Switzerland	52	53	↑ 1%	1,857	1,557	↓ -16%	30	226	210	↓ -7%	\$3,978	\$135
Other Europe	229	240	↑ 4%	9,137	10,123	↑ 11%	42	789	834	↑ 6%	\$3,482	\$82
Total Europe	1,513	1,551	↑ 2%	62,389	60,318	↓ -3%	39	5,236	5,082	↓ -3%	\$3,277	\$84
Hong Kong	238	272	↑ 14%	7,330	7,300	⇒ 0%	27	985	977	⇒ -1%	\$3,594	\$134
Singapore	385	379	↓ -2%	6,533	5,526	↓ -15%	15	1,092	1,017	↓ -7%	\$2,684	\$184
Malaysia	359	352	↓ -2%	8,650	8,937	↑ 3%	25	1,057	1,064	⇒ 1%	\$3,028	\$119
Indonesia	173	183	↑ 6%	5,076	5,726	↑ 13%	31	562	612	↑ 9%	\$3,353	\$107
Taiwan	158	183	↑ 15%	10,570	9,733	↓ -8%	53	713	715	⇒ 0%	\$3,916	\$74
Thailand	88	92	↑ 5%	5,074	4,339	↓ -14%	47	387	353	↓ -9%	\$3,833	\$81
Korea	269	278	↑ 3%	11,823	11,162	↓ -6%	40	1,073	1,163	↑ 8%	\$4,185	\$104
China	1,161	1,312	↑ 13%	51,463	56,894	↑ 11%	43	7,584	8,965	↑ 18%	\$6,832	\$158
India	261	314	↑ 21%	14,716	18,068	↑ 23%	58	1,011	1,072	↑ 6%	\$3,415	\$59
Japan	391	408	↑ 4%	9,969	10,692	↑ 7%	26	1,055	1,090	↑ 3%	\$2,671	\$102
Other Asia	310	360	↑ 16%	16,947	18,323	↑ 8%	51	1,271	1,361	↑ 7%	\$3,778	\$74
Total Asia	3,792	4,132	↑ 9%	148,151	156,700	↑ 6%	38	16,788	18,389	↑ 10%	\$4,451	\$117
USA	706	742	↑ 5%	15,142	13,464	↓ -11%	18	1,913	1,806	↓ -6%	\$2,435	\$134
Canada	153	163	↑ 7%	4,905	4,428	↓ -10%	27	447	488	↑ 9%	\$2,989	\$110
Total Nth Amer	859	905	↑ 5%	20,047	17,892	↓ -11%	20	2,360	2,294	↓ -3%	\$2,535	\$128
New Zealand	1,229	1,244	↑ 1%	14,396	12,827	↓ -11%	10	1,742	1,664	↓ -4%	\$1,337	\$130
Other Countries	485	531	↑ 9%	21,005	21,939	↑ 4%	41	1,746	1,777	↑ 2%	\$3,349	\$81
Total	7,878	8,363	↑ 6%	265,989	269,676	↑ 1%	32	27,871	29,207	↑ 5%	\$3,492	\$108

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)		Year Ending Jun-17	Year Ending Jun-18	Change (%)		
Backpackers	645	629	↓ -3%	46,924	42,327	↓ -10%	67	3,460	3,192	↓ -8%	\$5,074	\$75
Working Holiday	332,832	308,785	↓ -7%	50,346	47,215	↓ -6%	153	2,759	2,569	↓ -7%	\$8,319	\$54