

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island

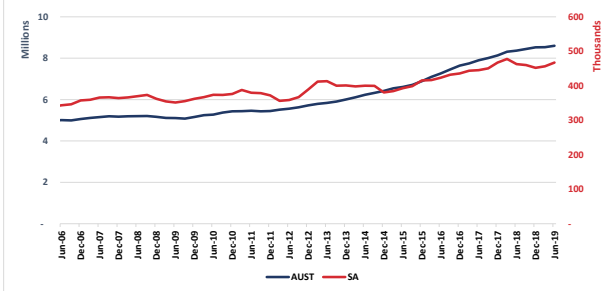


International Performance to June 2019
Released: 9th of October 2019, Next release 22nd January 2020

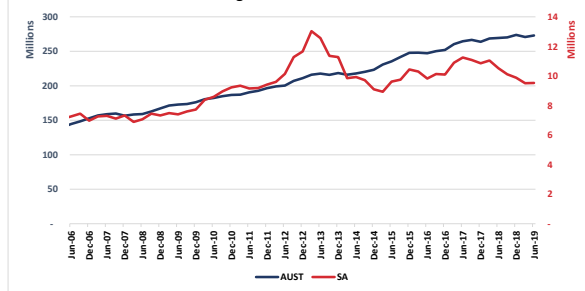
	Australia			South Australia			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
Visits (000s)	8,367	8,601	↑ 3%	463	467	↑ 1%	5.4%
Nights (000s)	269,272	273,023	↑ 1%	10,523	9,523	↓ -10%	3.5%
Expenditure (\$m)	29,194	30,780	↑ 5%	1,145	1,083	↓ -5%	3.5%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share ^a	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
NSW	4,341	4,376	⇒ 1%	51%	94,301	98,142	↑ 4%	36%	10,496	11,297	↑ 8%	37%
VIC	2,974	3,101	↑ 4%	36%	68,602	72,935	↑ 6%	27%	8,014	8,581	↑ 7%	28%
QLD	2,755	2,757	⇒ 0%	32%	54,083	54,575	⇒ 1%	20%	5,684	5,998	↑ 6%	19%
SA	463	467	⇒ 1%	5.4%	10,523	9,523	↓ -10%	3.5%	1,145	1,083	↓ -5%	3.5%
WA	943	973	↑ 3%	11%	26,720	23,819	↓ -11%	9%	2,243	2,233	⇒ 0%	7.3%
TAS	305	300	↓ -2%	3.5%	5,248	4,513	↓ -14%	1.7%	554	528	↓ -5%	1.7%
NT	283	294	↑ 4%	3.4%	3,619	3,222	↓ -11%	1.2%	416	454	↑ 9%	1.5%
ACT	249	266	↑ 7%	3.1%	5,658	5,795	↑ 2%	2.1%	641	605	↓ -6%	2.0%
TOTAL	8,367	8,601	↑ 3%	100%	269,272	273,023	↑ 1%	100%	29,194	30,780	↑ 5%	100%

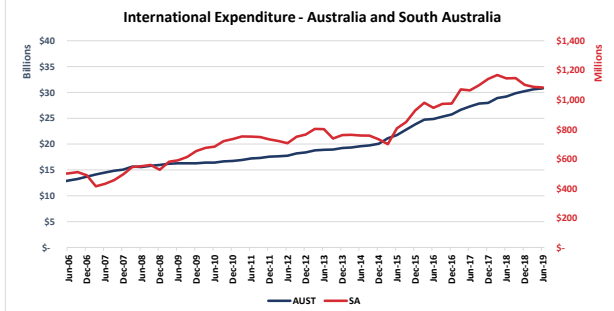
International Visits - Australia and South Australia



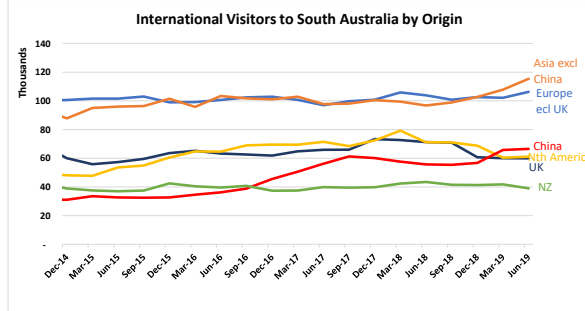
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



Source: International visitors in Australia - June 2019, 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)					
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share		Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	71	60	↓ -16%	9%	1,149	833	↓ -28%	4%	14	90	78	↓ -13%	4%	\$1,309	\$94
Germany	27	26	↓ -4%	13%	574	281	↓ -51%	4%	11	37	34	↓ -6%	5%	\$1,311	\$122
Scandinavia	12	10	↓ -13%	10%	178	133	↓ -25%	3%	13	31	15	↓ -52%	4%	\$1,454	\$112
France	15	15	↓ -2%	11%	269	279	↑ 4%	4%	19	14	20	↑ 40%	4%	\$1,380	\$73
Italy	12	17	↑ 38%	22%	131	207	↑ 58%	5%	13	10	24	↑ 137%	8%	\$1,467	\$117
Netherlands	11	8	↓ -20%	14%	138	102	↓ -26%	4%	12	11	10	↓ -7%	4%	\$1,213	\$101
Switzerland	9	11	↑ 31%	21%	57	131	↑ 131%	8%	12	9	17	↑ 86%	7%	\$1,518	\$131
Other Europe	19	19	⇒ 1%	7%	218	332	↑ 53%	3%	18	20	32	↑ 58%	3%	\$1,692	\$96
Total Europe	175	166	↓ -5%	11%	2,714	2,298	↓ -15%	4%	14	222	231	↑ 4%	4%	\$1,393	\$101
Hong Kong	12	18	↑ 54%	7%	359	372	↑ 4%	6%	20	46	50	↑ 8%	5%	\$2,712	\$134
Singapore	13	13	↓ -1%	3%	146	228	↑ 56%	4%	18	36	54	↑ 51%	5%	\$4,198	\$235
Malaysia	14	14	↑ 1%	4%	355	353	⇒ -1%	5%	25	52	46	↓ -12%	5%	\$3,311	\$132
Indonesia	8	6	↓ -25%	3%	145	105	↓ -28%	2%	17	20	11	↓ -44%	2%	\$1,852	\$108
Taiwan	np	5		3%	np	np				np	np				
Thailand	np	6		6%	np	np				np	np				
Korea	np	6		2%	np	np				np	np				
China	56	66	↑ 19%	5%	2,949	2,171	↓ -26%	4%	33	415	378	↓ -9%	4%	\$5,686	\$174
India	11	19	↑ 69%	5%	427	729	↑ 71%	3%	39	26	43	↑ 66%	3%	\$2,334	\$60
Japan	9	9	↑ 6%	2%	143	347	↑ 143%	3%	37	17	31	↑ 78%	2%	\$3,235	\$88
Other Asia	17	20	↑ 16%	5%	713	910	↑ 28%	4%	46	44	45	↑ 2%	3%	\$2,293	\$50
Total Asia	153	182	↑ 19%	4%	5,982	5,593	↓ -7%	3%	31	734	687	↓ -6%	3%	\$3,778	\$123
USA	58	49	↓ -14%	6%	807	493	↓ -39%	4%	10	83	60	↓ -28%	3%	\$1,214	\$121
Canada	14	12	↓ -13%	7%	155	191	↑ 23%	4%	16	14	21	↑ 48%	4%	\$1,747	\$107
Total Nth America	71	61	↓ -14%	6%	963	685	↓ -29%	4%	11	97	80	↓ -17%	3%	\$1,317	\$117
New Zealand	43	39	↓ -10%	3%	361	371	↑ 3%	3%	9	58	43	↓ -26%	3%	\$1,107	\$117
Other Countries	21	19	↓ -7%	4%	503	576	↑ 15%	2%	30	35	41	↑ 19%	2%	\$2,134	\$72
Total	463	467	⇒ 1%	5%	10,523	9,523	↓ -10%	3%	20	1,145	1,083	↓ -5%	4%	\$2,318	\$114

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share		Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	69	64	↓ -7%	10%	1,556	1,018	↓ -35%	2%	16	112	78	↓ -30%	2%	\$1,219	\$77
Working Holiday	31	27	↓ -12%	9%	1,381	1,029	↓ -25%	2%	38	66	52	↓ -21%	2%	\$1,893	\$50

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share		Year Ending Jun-18	Year Ending Jun-19	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	250	251	⇒ 0%	6%	2,263	2,178	↓ -4%	3%	9	271	258	↓ -5%	3%	\$1,027	\$118
VFR	150	156	↑ 5%	6%	3,395	3,165	↓ -7%	4%	20	250	182	↓ -27%	4%	\$1,161	\$57
Business	51	52	↑ 3%	5%	458	423	↓ -8%	4%	8	84	91	↑ 8%	4%	\$1,742	\$214
Education	26	25	↓ -3%	4%	3,611	3,141	↓ -13%	4%	123	485	511	↑ 5%	4%	\$20,046	\$163
Employ & Other	17	20	↑ 22%	4%	796	617	↓ -22%	2%	31	56	42	↓ -24%	2%	\$2,088	\$68

Source: International visitors in Australia - June 2019, 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 Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)		Year Ending Jun-18	Year Ending Jun-19	Change (%)			
United Kingdom	699	674	↓ -4%	22,183	21,649	↓ -2%	32	1,931	1,892	↓ -2%	\$2,808	\$87	
Germany	200	199	⇒ 0%	9,019	7,760	↓ -14%	39	689	694	⇒ 1%	\$3,490	\$89	
Scandinavia	107	107	⇒ 0%	3,920	3,921	⇒ 0%	37	419	418	⇒ 0%	\$3,916	\$107	
France	128	137	↑ 8%	6,671	6,692	⇒ 0%	49	488	508	↑ 4%	\$3,705	\$76	
Italy	72	75	↑ 4%	4,556	3,775	↓ -17%	50	311	309	⇒ -1%	\$4,118	\$82	
Netherlands	55	59	↑ 7%	2,046	2,276	↑ 11%	39	195	227	↑ 17%	\$3,867	\$100	
Switzerland	53	54	↑ 1%	1,563	1,731	↑ 11%	32	212	248	↑ 17%	\$4,624	\$143	
Other Europe	241	262	↑ 9%	10,109	11,143	↑ 10%	43	837	941	↑ 12%	\$3,597	\$84	
Total Europe	1,554	1,566	⇒ 1%	60,069	58,947	↓ -2%	38	5,082	5,238	↑ 3%	\$3,345	\$89	
Hong Kong	271	280	↑ 3%	7,170	6,095	↓ -15%	22	965	975	↑ 1%	\$3,480	\$160	
Singapore	377	407	↑ 8%	5,624	5,693	↑ 1%	14	1,040	1,095	↑ 5%	\$2,694	\$192	
Malaysia	352	346	↓ -2%	8,939	7,303	↓ -18%	21	1,061	991	↓ -7%	\$2,862	\$136	
Indonesia	182	191	↑ 5%	5,680	5,507	↓ -3%	29	608	650	↑ 7%	\$3,396	\$118	
Taiwan	182	180	↓ -1%	9,657	10,128	↑ 5%	56	710	740	↑ 4%	\$4,113	\$73	
Thailand	92	91	↓ -2%	4,299	4,430	↑ 3%	49	355	379	↑ 7%	\$4,181	\$86	
Korea	279	256	↓ -8%	11,208	9,751	↓ -13%	38	1,169	1,030	↓ -12%	\$4,024	\$106	
China	1,313	1,323	⇒ 1%	56,738	56,918	⇒ 0%	43	8,953	9,842	↑ 10%	\$7,438	\$173	
India	314	350	↑ 12%	18,046	22,003	↑ 22%	63	1,072	1,260	↑ 17%	\$3,594	\$57	
Japan	408	445	↑ 9%	10,710	11,048	↑ 3%	25	1,091	1,225	↑ 12%	\$2,751	\$111	
Other Asia	360	410	↑ 14%	18,365	21,239	↑ 16%	52	1,350	1,451	↑ 7%	\$3,538	\$68	
Total Asia	4,130	4,280	↑ 4%	156,436	160,114	↑ 2%	37	18,374	19,638	↑ 7%	\$4,588	\$123	
USA	741	764	↑ 3%	13,447	13,106	↓ -3%	17	1,805	1,967	↑ 9%	\$2,576	\$150	
Canada	163	179	↑ 10%	4,436	4,957	↑ 12%	28	491	510	↑ 4%	\$2,846	\$103	
Total Nth America	905	943	↑ 4%	17,883	18,063	↑ 1%	19	2,295	2,478	↑ 8%	\$2,627	\$137	
New Zealand	1,246	1,272	↑ 2%	12,930	12,819	⇒ -1%	10	1,663	1,613	↓ -3%	\$1,268	\$126	
Other Countries	532	541	↑ 2%	21,956	23,079	↑ 5%	43	1,780	1,814	↑ 2%	\$3,355	\$79	
Total	8,367	8,601	↑ 3%	269,272	273,023	↑ 1%	32	29,194	30,780	↑ 5%	\$3,579	\$113	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)		Year Ending Jun-18	Year Ending Jun-19	Change (%)		
Backpackers	627	612	↓ -2%	42,092	41,026	↓ -3%	67	3,187	3,183	⇒ 0%	\$5,197	\$78
Working Holiday	306	301	↓ -2%	46,807	46,141	↓ -1%	153	2,554	2,651	↑ 4%	\$8,799	\$57

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)		Year Ending Jun-18	Year Ending Jun-19	Change (%)		
Holiday	3,829	3,967	↑ 4%	79,603	81,838	↑ 3%	21	9,697	10,203	↑ 5%	\$2,572	\$125
VFR	2,521	2,562	↑ 2%	70,061	72,567	↑ 4%	28	4,054	4,185	↑ 3%	\$1,634	\$58
Business	984	997	↑ 1%	11,030	10,752	↓ -3%	11	2,287	2,231	↓ -2%	\$2,239	\$207
Education	556	586	↑ 5%	75,967	75,212	⇒ -1%	128	10,797	11,733	↑ 9%	\$20,014	\$156
Employ & Other	476	490	↑ 3%	32,611	32,654	⇒ 0%	67	2,359	2,427	↑ 3%	\$4,957	\$74

Source: International visitors in Australia - June 2019, Tourism Research Australia, Canberra.