

INTERNATIONAL PERFORMANCE



Seal Bay, Kangaroo Island

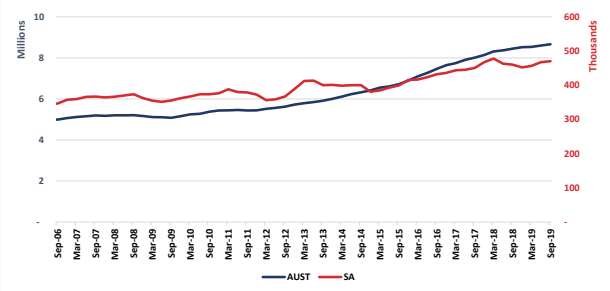
International Performance to September 2019

Released: 17th January 2020, Next release 22nd April 2020

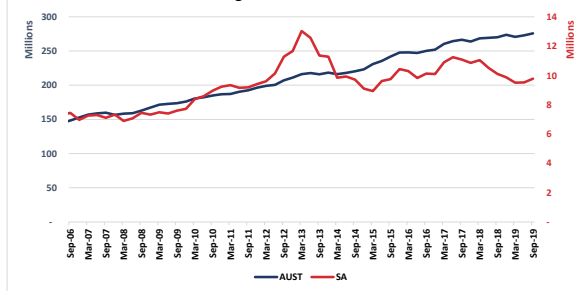
	Australia			South Australia			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
Visits (000s)	8,450	8,662	↑ 3%	460	470	↑ 2%	5.4%
Nights (000s)	270,133	275,790	↑ 2%	10,108	9,780	↓ -3%	3.5%
Expenditure (\$m)	29,836	31,340	↑ 5%	1,147	1,123	↓ -2%	3.6%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share ^a	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
NSW	4,341	4,387	↑ 1%	51%	95,459	97,784	↑ 2%	35%	10,669	11,450	↑ 7%	37%
VIC	2,999	3,131	↑ 4%	36%	70,178	74,329	↑ 6%	27%	8,297	8,798	↑ 6%	28%
QLD	2,775	2,763	↔ 0%	32%	54,534	55,216	↑ 1%	20%	5,908	6,006	↑ 2%	19%
SA	460	470	↑ 2%	5.4%	10,108	9,780	↓ -3%	3.5%	1,147	1,123	↓ -2%	3.6%
WA	945	988	↑ 5%	11%	25,557	24,493	↓ -4%	9%	2,206	2,356	↑ 7%	7.5%
TAS	307	293	↓ -4%	3.4%	5,050	4,241	↓ -16%	1.5%	552	536	↓ -3%	1.7%
NT	289	310	↑ 7%	3.6%	3,573	3,331	↓ -7%	1.2%	418	470	↑ 12%	1.5%
ACT	249	271	↑ 9%	3.1%	5,168	6,117	↑ 18%	2.2%	640	602	↓ -6%	1.9%
TOTAL	8,450	8,662	↑ 3%	100%	270,133	275,790	↑ 2%	100%	29,836	31,340	↑ 5%	100%

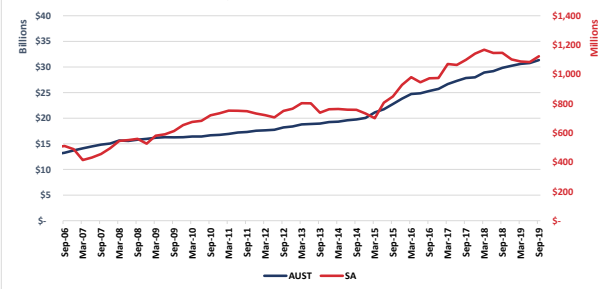
International Visits - Australia and South Australia



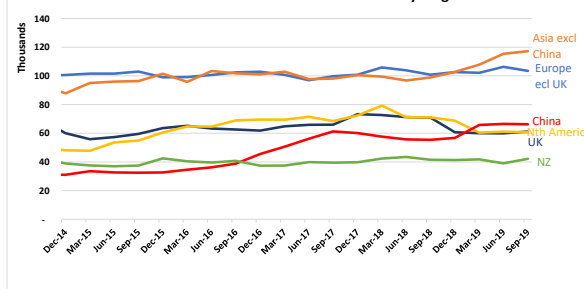
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



Source: International visitors in Australia - Sept 2019, Tourism Research Australia, Canberra.
Numbers may add to more than 100% as more than 1 state/region visited.

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Seal Bay, Kangaroo Island



SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share		Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share		
United Kingdom	71	61	↓ -14%	9%	1,115	791	↓ -29%	4%	13	98	66	↓ -32%	4%	\$1,085	\$84
Germany	26	25	↓ -7%	12%	561	306	↓ -45%	4%	12	38	33	↓ -14%	5%	\$1,338	\$107
Scandinavia	10	12	↑ 19%	12%	168	137	↓ -19%	3%	11	16	16	↓ -3%	4%	\$1,315	\$117
France	13	14	↑ 4%	10%	240	261	↑ 9%	4%	19	16	20	↑ 24%	4%	\$1,443	\$77
Italy	14	14	↑ 3%	19%	163	175	↑ 8%	5%	12	18	18	↓ -3%	6%	\$1,256	\$102
Netherlands	10	8	↓ -17%	14%	134	119	↓ -12%	5%	14	11	11	→ 1%	5%	\$1,308	\$93
Switzerland	9	11	↑ 21%	21%	54	134	↑ 148%	8%	12	11	17	↑ 58%	7%	\$1,515	\$127
Other Europe	18	19	↑ 9%	7%	208	385	↑ 85%	3%	20	20	34	↑ 71%	3%	\$1,759	\$87
Total Europe	172	165	↓ -4%	11%	2,644	2,308	↓ -13%	4%	14	229	215	↓ -6%	4%	\$1,303	\$93
Hong Kong	12	18	↑ 53%	6%	353	362	↑ 3%	6%	20	50	51	↑ 3%	5%	\$2,832	\$142
Singapore	12	12	↓ -1%	3%	159	205	↑ 29%	4%	17	31	80	↑ 157%	7%	\$6,571	\$389
Malaysia	14	13	↓ -6%	4%	381	405	↑ 6%	6%	31	45	54	↑ 18%	6%	\$4,070	\$132
Indonesia	7	6	↓ -24%	3%	108	79	↓ -27%	1%	14	22	7	↓ -69%	1%	\$1,173	\$84
Taiwan	np	6		3%	np	np				np	np				
Thailand	np	6		6%	np	np				np	np				
Korea	np	5		2%	np	np				np	np				
China	55	66	↑ 20%	5%	2,881	2,087	↓ -28%	4%	32	426	376	↓ -12%	4%	\$5,676	\$180
India	12	24	↑ 104%	7%	417	878	↑ 111%	4%	37	27	53	↑ 95%	4%	\$2,218	\$61
Japan	9	8	↓ -1%	2%	110	331	↑ 200%	3%	39	13	29	↑ 120%	2%	\$3,441	\$88
Other Asia	19	20	↑ 2%	5%	782	1,000	↑ 28%	4%	51	48	49	↑ 2%	3%	\$2,499	\$49
Total Asia	154	183	↑ 19%	4%	5,728	5,783	→ 1%	4%	32	729	732	→ 0%	4%	\$3,993	\$127
USA	58	48	↓ -16%	6%	786	482	↓ -39%	4%	10	86	63	↓ -27%	3%	\$1,298	\$130
Canada	13	12	↓ -6%	7%	135	213	↑ 58%	4%	17	14	25	↑ 82%	5%	\$2,031	\$116
Total Nth America	71	61	↓ -15%	6%	921	696	↓ -24%	4%	11	100	88	↓ -12%	3%	\$1,445	\$126
New Zealand	42	42	↑ 2%	3%	344	382	↑ 11%	3%	9	54	47	↓ -14%	3%	\$1,112	\$123
Other Countries	22	19	↓ -12%	4%	472	611	↑ 29%	3%	32	35	41	↑ 18%	2%	\$2,170	\$68
Total	460	470	↑ 2%	5%	10,108	9,780	↓ -3%	4%	21	1,147	1,123	↓ -2%	4%	\$2,389	\$115

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share		Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share		
Backpackers	66	62	↓ -6%	10%	1,424	1,043	↓ -27%	2%	17	105	79	↓ -25%	2%	\$1,273	\$75
Working Holiday	29	27	↓ -7%	9%	1,097	1,042	↓ -5%	2%	39	55	52	↓ -5%	2%	\$1,930	\$50

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share		Year Ending Sept-18	Year Ending Sept-19	Change (%)	SA Market Share		
Holiday	247	248	→ 0%	6%	2,128	2,097	↓ -1%	3%	8	269	261	↓ -3%	3%	\$1,051	\$124
VFR	152	158	↑ 4%	6%	3,247	3,274	→ 1%	5%	21	239	194	↓ -19%	5%	\$1,229	\$59
Business	48	55	↑ 14%	5%	443	448	↑ 1%	4%	8	90	92	↑ 2%	4%	\$1,676	\$205
Education	25	27	↑ 9%	5%	3,523	3,201	↓ -9%	4%	116	490	533	↑ 9%	4%	\$19,385	\$166
Employ & Other	18	20	↑ 14%	4%	768	760	↓ -1%	2%	38	59	44	↓ -26%	2%	\$2,188	\$58

Source: International visitors in Australia - Sept 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 Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)		Year Ending Sept-18	Year Ending Sept-19	Change (%)			
United Kingdom	699	670	↓ -4%	22,443	20,788	↓ -7%	31	1,920	1,830	↓ -5%	\$2,734	\$88	
Germany	200	197	↓ -1%	8,870	7,769	↓ -12%	39	700	694	→ -1%	\$3,520	\$89	
Scandinavia	108	105	↓ -3%	3,833	3,992	↑ 4%	38	399	418	↑ 5%	\$3,983	\$105	
France	130	137	↑ 6%	6,631	6,707	↑ 1%	49	512	505	↓ -1%	\$3,691	\$75	
Italy	73	74	→ 1%	4,106	3,873	↓ -6%	53	310	312	→ 1%	\$4,233	\$80	
Netherlands	56	59	↑ 6%	2,182	2,269	↑ 4%	38	222	204	↓ -8%	\$3,436	\$90	
Switzerland	54	53	↓ -1%	1,611	1,668	↑ 4%	32	215	243	↑ 13%	\$4,596	\$146	
Other Europe	244	262	↑ 8%	10,109	11,717	↑ 16%	45	877	993	↑ 13%	\$3,786	\$85	
Total Europe	1,563	1,557	→ 0%	59,785	58,783	↓ -2%	38	5,154	5,199	→ 1%	\$3,340	\$88	
Hong Kong	276	284	↑ 3%	6,811	5,983	↓ -12%	21	953	990	↑ 4%	\$3,486	\$165	
Singapore	381	417	↑ 9%	5,709	5,663	→ -1%	14	1,052	1,100	↑ 5%	\$2,638	\$194	
Malaysia	357	344	↓ -4%	8,835	7,292	↓ -17%	21	1,055	971	↓ -8%	\$2,820	\$133	
Indonesia	184	195	↑ 6%	5,730	5,636	↓ -2%	29	624	648	↑ 4%	\$3,321	\$115	
Taiwan	187	179	↓ -4%	9,409	9,851	↑ 5%	55	732	732	→ 0%	\$4,099	\$74	
Thailand	91	93	↑ 2%	4,262	4,367	↑ 2%	47	369	377	↑ 2%	\$4,048	\$86	
Korea	278	250	↓ -10%	11,040	10,230	↓ -7%	41	1,143	1,064	↓ -7%	\$4,251	\$104	
China	1,316	1,331	↑ 1%	57,432	58,395	↑ 2%	44	9,352	10,228	↑ 9%	\$7,682	\$175	
India	325	364	↑ 12%	18,749	22,253	↑ 19%	61	1,149	1,266	↑ 10%	\$3,477	\$57	
Japan	419	455	↑ 9%	10,472	10,892	↑ 4%	24	1,119	1,239	↑ 11%	\$2,721	\$114	
Other Asia	375	424	↑ 13%	18,891	22,225	↑ 18%	52	1,391	1,565	↑ 12%	\$3,692	\$70	
Total Asia	4,189	4,337	↑ 4%	157,339	162,788	↑ 3%	38	18,939	20,179	↑ 7%	\$4,653	\$124	
USA	737	771	↑ 5%	13,052	13,168	→ 1%	17	1,781	1,984	↑ 11%	\$2,572	\$151	
Canada	164	181	↑ 10%	4,530	4,912	↑ 8%	27	486	534	↑ 10%	\$2,951	\$109	
Total Nth America	901	952	↑ 6%	17,582	18,079	↑ 3%	19	2,267	2,519	↑ 11%	\$2,644	\$139	
New Zealand	1,257	1,276	↑ 1%	12,895	12,977	→ 1%	10	1,665	1,614	↓ -3%	\$1,265	\$124	
Other Countries	539	540	→ 0%	22,531	23,163	↑ 3%	43	1,812	1,829	→ 1%	\$3,386	\$79	
Total	8,450	8,662	↑ 3%	270,133	275,790	↑ 2%	32	29,836	31,340	↑ 5%	\$3,618	\$114	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)		Year Ending Sept-18	Year Ending Sept-19	Change (%)		
Backpackers	621	607	↓ -2%	42,077	41,785	→ -1%	69	3,212	3,246	↑ 1%	\$5,351	\$78
Working Holiday	303	304	→ 0%	45,890	46,689	↑ 2%	154	2,549	2,701	↑ 6%	\$8,900	\$58

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)		Year Ending Sept-18	Year Ending Sept-19	Change (%)		
Holiday	3,876	3,995	↑ 3%	79,512	82,449	↑ 4%	21	9,806	10,336	↑ 5%	\$2,587	\$125
VFR	2,537	2,585	↑ 2%	70,854	72,153	↑ 2%	28	4,129	4,099	→ -1%	\$1,586	\$57
Business	995	1,002	→ 1%	10,981	11,084	→ 1%	11	2,320	2,189	↓ -6%	\$2,186	\$198
Education	573	589	↑ 3%	77,935	76,282	↓ -2%	129	11,275	12,205	↑ 8%	\$20,717	\$160
Employ & Other	469	492	↑ 5%	30,850	33,822	↑ 10%	69	2,306	2,511	↑ 9%	\$5,109	\$74

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