

INTERNATIONAL PERFORMANCE

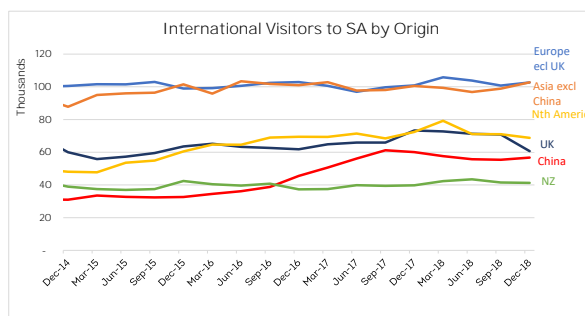
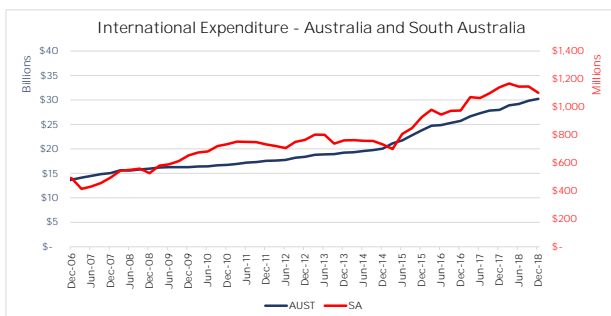
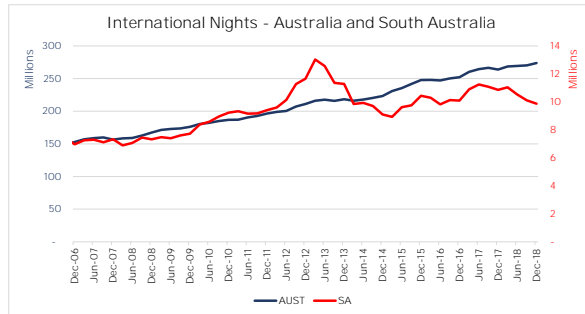
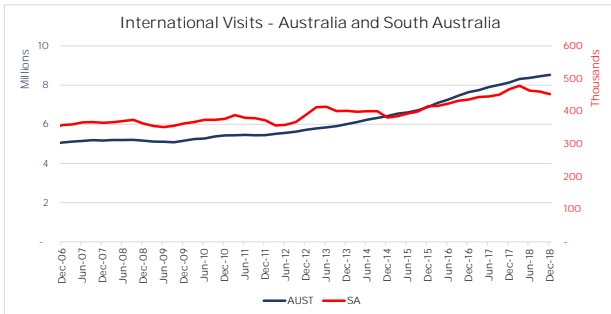
Seal Bay, Kangaroo Island



International Performance to December 2018
Released: 30th of March 2019, Next release 19th June 2019

	Australia			South Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Market Share
Visits (000s)	8,135	8,524	↑ 5%	467	452	↓ -3%
Nights (000s)	263,797	273,793	↑ 4%	10,855	9,874	↓ -9%
Expenditure (\$m)	27,982	30,234	↑ 8%	1,141	1,101	↓ -3%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share ^a	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
NSW	4,243	4,370	↑ 3%	51%	93,984	96,204	↑ 2%	35%	10,290	10,729	↑ 4%	35%
VIC	2,884	3,039	↑ 5%	36%	65,557	72,872	↑ 11%	27%	7,500	8,467	↑ 13%	28%
QLD	2,702	2,763	↑ 2%	32%	53,075	55,052	↑ 4%	20%	5,291	5,994	↑ 13%	20%
SA	467	452	↓ -3%	5.3%	10,855	9,874	↓ -9%	3.6%	1,141	1,101	↓ -3%	3.6%
WA	944	964	↑ 2%	11%	26,241	24,928	↓ -5%	9%	2,261	2,234	↓ -1%	7.4%
TAS	278	309	↑ 11%	3.6%	4,625	4,911	↑ 6%	1.8%	485	549	↑ 13%	1.8%
NT	293	298	↑ 2%	3.5%	3,706	3,589	↓ -3%	1.3%	463	472	↑ 2%	1.6%
ACT	245	252	↑ 3%	3.0%	5,221	5,838	↑ 12%	2.1%	550	686	↑ 25%	2.3%
TOTAL	8,135	8,524	↑ 5%	100%	263,797	273,793	↑ 4%	100%	27,982	30,234	↑ 8%	100%



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

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share		Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	73	61	↓ -17%	9%	1,144	867	↓ -24%	4%	14	87	83	↓ -4%	4%	\$1,370	\$96
Germany	27	28	↑ 3%	14%	411	553	↑ 35%	6%	20	33	37	↑ 12%	5%	\$1,352	\$68
Scandinavia	11	9	↓ -17%	9%	129	180	↑ 40%	4%	19	26	16	↓ -38%	4%	\$1,750	\$90
France	15	12	↓ -17%	9%	296	256	↓ -14%	4%	21	15	17	↑ 12%	3%	\$1,394	\$66
Italy	11	17	↑ 50%	22%	184	177	↓ -4%	5%	11	11	22	↑ 104%	7%	\$1,281	\$122
Netherlands	9	8	↓ -14%	14%	110	89	↓ -20%	4%	11	9	8	↓ -15%	3%	\$955	\$85
Switzerland	9	11	↑ 26%	20%	58	113	↑ 94%	7%	10	9	14	↑ 56%	6%	\$1,269	\$123
Other Europe	19	18	↓ -7%	7%	211	329	↑ 56%	3%	18	18	26	↑ 45%	3%	\$1,482	\$81
Total Europe	174	163	↓ -6%	10%	2,544	2,565	⇒ 1%	4%	16	208	223	↑ 7%	4%	\$1,367	\$87
Hong Kong	13	15	↑ 21%	6%	318	395	↑ 24%	6%	26	48	54	↑ 14%	6%	\$3,533	\$138
Singapore	16	13	↓ -20%	3%	368	147	↓ -60%	3%	12	58	32	↓ -45%	3%	\$2,548	\$221
Malaysia	13	14	↑ 5%	4%	352	393	↑ 12%	5%	29	58	48	↓ -17%	4%	\$3,456	\$121
Indonesia	9	6	↓ -38%	3%	191	111	↓ -42%	2%	20	21	12	↓ -42%	2%	\$2,142	\$108
Taiwan	np	5		3%	np	np				np	np				
Thailand	np	4		4%	np	np				np	np				
Korea	np	4		2%	np	np				np	np				
China	60	57	↓ -6%	4%	2,632	2,817	↑ 7%	5%	50	385	436	↑ 13%	5%	\$7,690	\$155
India	12	13	↑ 3%	4%	546	459	↓ -16%	2%	36	36	29	↓ -20%	2%	\$2,247	\$62
Japan	8	9	↑ 14%	2%	149	231	↑ 55%	2%	25	14	18	↑ 30%	2%	\$1,979	\$78
Other Asia	16	20	↑ 21%	5%	825	757	↓ -8%	4%	38	56	46	↓ -19%	3%	\$2,308	\$60
Total Asla	161	159	⇒ -1%	4%	6,313	5,640	↓ -11%	3%	35	760	697	↓ -8%	4%	\$4,371	\$124
USA	61	55	↓ -10%	7%	852	719	↓ -16%	5%	13	85	74	↓ -13%	4%	\$1,351	\$103
Canada	11	14	↑ 22%	8%	139	176	↑ 26%	4%	13	10	22	↑ 120%	4%	\$1,598	\$126
Total Nth America	72	69	⇒ -5%	8%	992	895	↓ -10%	5%	13	95	96	⇒ 1%	4%	\$1,400	\$108
New Zealand	40	41	↑ 4%	3%	475	346	↓ -27%	3%	8	47	53	↑ 13%	3%	\$1,295	\$154
Other Countries	20	19	↓ -5%	4%	531	428	↓ -19%	2%	22	31	31	↑ 1%	2%	\$1,608	\$73
Total	467	452	↓ -3%	5%	10,855	9,874	↓ -9%	4%	22	1,141	1,101	↓ -3%	4%	\$2,435	\$112

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share		Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	72	65	↓ -10%	11%	1,638	1,401	↓ -14%	3%	21	113	105	↓ -7%	3%	\$1,612	\$75
Working Holiday	35	28	↓ -18%	9%	1,407	1,145	↓ -19%	2%	41	62	60	↓ -2%	2%	\$2,143	\$53

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share		Year Ending Dec-17	Year Ending Dec-18	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	259	244	↓ -6%	6%	2,444	2,176	↓ -11%	3%	9	266	252	↓ -5%	3%	\$1,036	\$116
VFR	153	147	↓ -4%	6%	3,517	2,851	↓ -19%	4%	19	255	185	↓ -27%	4%	\$1,263	\$65
Business	48	49	↑ 2%	5%	551	489	↓ -11%	4%	10	81	94	↑ 16%	4%	\$1,916	\$192
Education	24	25	↑ 2%	4%	3,584	3,543	↓ -1%	5%	142	501	508	↑ 1%	4%	\$20,410	\$143
Employ & Other	17	20	↑ 21%	4%	759	814	↑ 7%	3%	40	38	62	↑ 62%	3%	\$3,048	\$76

Source: International visitors in Australia - Dec 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



South Australian Tourism Commission

AUSTRALIA													
Origin	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Change (%)		Year Ending Dec-17	Year Ending Dec-18	Change (%)			
United Kingdom	690	688	0%	23,438	21,694	-7%	32	1,974	1,885	-5%	\$2,739	\$87	
Germany	200	198	-1%	8,890	8,543	-4%	43	680	708	4%	\$3,576	\$83	
Scandinavia	106	108	2%	3,933	4,041	3%	37	393	433	10%	\$4,014	\$107	
France	123	135	10%	6,825	6,650	-3%	49	475	515	9%	\$3,824	\$77	
Italy	73	75	3%	5,039	3,829	-24%	51	351	311	-12%	\$4,133	\$81	
Netherlands	52	56	7%	1,995	2,193	10%	39	177	219	24%	\$3,900	\$100	
Switzerland	53	54	3%	1,661	1,693	2%	31	219	231	5%	\$4,270	\$136	
Other Europe	233	253	8%	9,571	10,531	10%	42	806	877	9%	\$3,464	\$83	
Total Europe	1,531	1,568	2%	61,351	59,174	-4%	38	5,075	5,180	2%	\$3,304	\$88	
Hong Kong	256	280	9%	7,119	6,716	-6%	24	954	970	2%	\$3,470	\$144	
Singapore	379	392	3%	5,964	5,829	-2%	15	1,039	1,089	5%	\$2,780	\$187	
Malaysia	353	357	1%	8,679	8,387	-3%	24	1,068	1,058	-1%	\$2,965	\$126	
Indonesia	174	186	7%	5,102	5,675	11%	30	546	613	12%	\$3,291	\$108	
Taiwan	167	186	12%	9,883	9,859	0%	53	665	749	13%	\$4,020	\$76	
Thailand	91	93	2%	5,028	4,130	-18%	45	397	353	-11%	\$3,818	\$86	
Korea	276	264	-4%	10,557	10,294	-2%	39	1,078	1,084	1%	\$4,106	\$105	
China	1,257	1,322	5%	52,163	58,781	13%	44	8,066	9,551	18%	\$7,224	\$162	
India	285	336	18%	15,697	20,458	30%	61	959	1,194	24%	\$3,556	\$58	
Japan	400	434	8%	11,199	10,894	-3%	25	1,105	1,172	6%	\$2,702	\$108	
Other Asia	334	390	17%	17,410	20,363	17%	52	1,314	1,401	7%	\$3,589	\$69	
Total Asla	3,972	4,239	7%	148,801	161,386	8%	38	17,191	19,234	12%	\$4,537	\$119	
USA	734	744	1%	14,233	13,380	-6%	18	1,845	1,880	2%	\$2,526	\$140	
Canada	158	172	9%	4,867	4,563	-6%	27	450	504	12%	\$2,938	\$110	
Total Nth America	892	916	3%	19,099	17,942	-6%	20	2,295	2,384	4%	\$2,603	\$133	
New Zealand	1,233	1,259	2%	13,046	13,108	0%	10	1,625	1,643	1%	\$1,305	\$125	
Other Countries	507	542	7%	21,500	22,183	3%	41	1,796	1,794	0%	\$3,307	\$81	
Total	8,135	8,524	5%	263,797	273,793	4%	32	27,982	30,234	8%	\$3,547	\$110	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Change (%)		Year Ending Dec-17	Year Ending Dec-18	Change (%)		
Backpackers	629	605	-4%	44,490	40,779	-8%	67	3,270	3,152	-4%	\$5,205	\$77
Working Holiday	317	302	-5%	49,224	45,803	-7%	151	2,636	2,588	-2%	\$8,556	\$57

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Change (%)		Year Ending Dec-17	Year Ending Dec-18	Change (%)		
Holiday	3,737	3,900	4%	79,406	79,734	0%	20	9,489	9,834	4%	\$2,521	\$123
VFR	2,415	2,563	6%	65,528	73,132	12%	29	3,908	4,171	7%	\$1,627	\$57
Business	928	996	7%	10,156	11,206	10%	11	2,114	2,325	10%	\$2,334	\$207
Education	539	577	7%	70,830	78,491	11%	136	9,807	#####	18%	\$20,015	\$147
Employ & Other	516	487	-6%	37,878	31,229	-18%	64	2,664	2,364	-11%	\$4,855	\$76

Source: International visitors in Australia - Dec 2018, Tourism Research Australia, Canberra.