

INTERNATIONAL PERFORMANCE

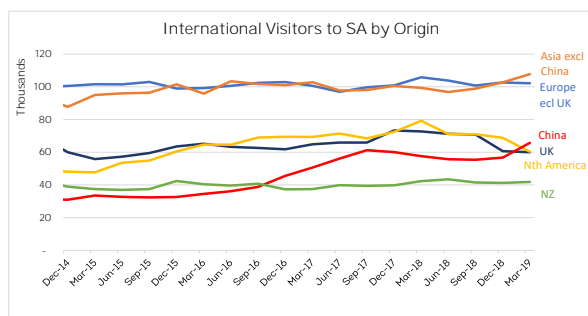
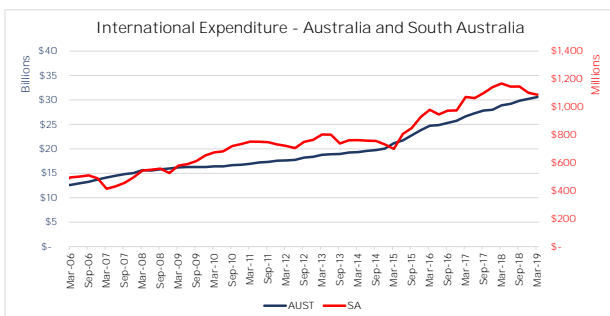
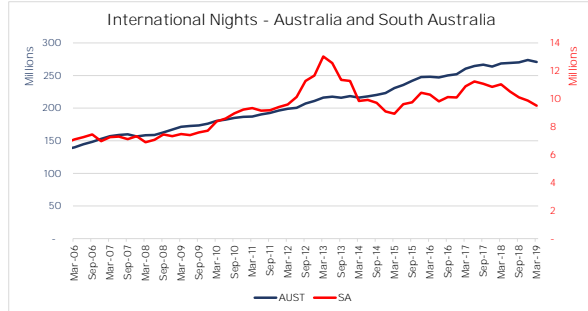
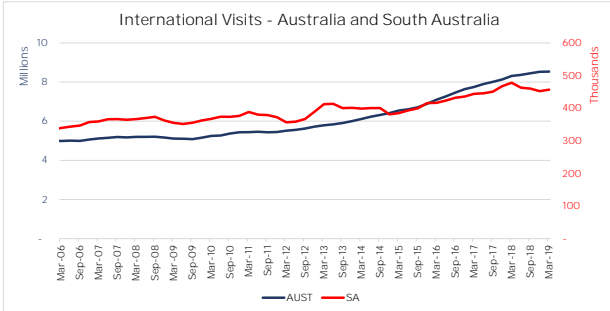
Seal Bay, Kangaroo Island



International Performance to March 2019
Released: 19th of June 2019, Next release 18th September 2019

	Australia			South Australia		
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Market Share
Visits (000s)	8,312	8,534	↑ 3%	478	457	↓ -4%
Nights (000s)	268,468	270,672	→ 1%	11,043	9,509	↓ -14%
Expenditure (\$m)	28,914	30,601	↑ 6%	1,168	1,088	↓ -7%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share ^a	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
NSW	4,332	4,346	→ 0%	51%	94,357	97,418	↑ 3%	36%	10,457	11,195	↑ 7%	37%
VIC	2,942	3,088	↑ 5%	36%	67,908	71,690	↑ 6%	26%	7,947	8,548	↑ 8%	28%
QLD	2,747	2,738	→ 0%	32%	53,619	54,366	↑ 1%	20%	5,522	5,999	↑ 9%	20%
SA	478	457	↓ -4%	5.3%	11,043	9,509	↓ -14%	3.5%	1,168	1,088	↓ -7%	3.6%
WA	961	949	↓ -1%	11%	26,591	23,734	↓ -11%	9%	2,260	2,205	↓ -2%	7.2%
TAS	299	299	→ 0%	3.5%	5,182	4,435	↓ -14%	1.6%	559	490	↓ -12%	1.6%
NT	285	297	↑ 4%	3.5%	3,768	3,330	↓ -12%	1.2%	402	473	↑ 18%	1.5%
ACT	248	259	↑ 4%	3.0%	5,479	5,693	↑ 4%	2.1%	599	603	→ 1%	2.0%
TOTAL	8,312	8,534	↑ 3%	100%	268,468	270,672	→ 1%	100%	28,914	30,601	↑ 6%	100%



Source: International visitors in Australia - March 2019, 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 Mar-18	Year Ending Mar-19	Change (%)	SA Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share		Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	73	60	↓ -18%	9%	1,230	850	↓ -31%	4%	14	94	78	↓ -17%	4%	\$1,305	\$92
Germany	30	25	↓ -14%	13%	643	300	↓ -53%	4%	12	45	35	↓ -23%	5%	\$1,360	\$115
Scandinavia	11	10	↓ -8%	10%	149	172	↑ 15%	4%	17	28	17	↓ -40%	4%	\$1,617	\$98
France	15	13	↓ -14%	9%	328	264	↓ -20%	4%	20	16	18	↑ 13%	3%	\$1,378	\$68
Italy	12	16	↑ 34%	22%	195	186	↓ -4%	5%	11	12	22	↑ 83%	7%	\$1,369	\$121
Netherlands	11	8	↓ -29%	13%	133	95	↓ -29%	4%	13	11	10	↓ -6%	4%	\$1,334	\$106
Switzerland	9	11	↑ 18%	20%	65	123	↑ 90%	7%	11	10	16	↑ 63%	7%	\$1,474	\$129
Other Europe	18	19	↑ 6%	7%	189	360	↑ 91%	3%	19	17	33	↑ 96%	4%	\$1,775	\$92
Total Europe	179	162	↓ -9%	10%	2,932	2,360	↓ -20%	4%	14	232	229	↓ -1%	4%	\$1,413	\$97
Hong Kong	13	19	↑ 47%	7%	370	402	↑ 9%	6%	22	48	51	↑ 8%	6%	\$2,773	\$128
Singapore	14	14	↓ -3%	3%	247	211	↓ -14%	4%	15	44	48	↑ 8%	4%	\$3,497	\$227
Malaysia	12	13	↑ 7%	4%	337	353	↑ 5%	5%	27	47	49	↑ 5%	5%	\$3,741	\$139
Indonesia	9	6	↓ -37%	3%	145	109	↓ -25%	2%	19	21	12	↓ -43%	2%	\$2,099	\$108
Taiwan	np	6		3%	np	np				np	np				
Thailand	np	4		5%	np	np				np	np				
Korea	np	5		2%	np	np				np	np				
China	58	66	↑ 14%	5%	2,761	2,345	↓ -15%	4%	36	414	391	↓ -6%	4%	\$5,946	\$167
India	12	16	↑ 32%	5%	520	690	↑ 33%	3%	43	29	39	↑ 35%	3%	\$2,450	\$56
Japan	9	8	↓ -9%	2%	188	301	↑ 60%	3%	36	19	25	↑ 31%	2%	\$2,962	\$82
Other Asia	17	17	⇒ 0%	4%	708	731	↑ 3%	4%	42	44	44	↓ -1%	3%	\$2,531	\$60
Total Asla	157	174	↑ 11%	4%	6,090	5,563	↓ -9%	4%	32	744	686	↓ -8%	4%	\$3,955	\$123
USA	66	49	↓ -27%	6%	916	491	↓ -46%	4%	10	89	62	↓ -30%	3%	\$1,286	\$127
Canada	13	12	↓ -10%	7%	132	203	↑ 54%	4%	17	12	21	↑ 84%	4%	\$1,819	\$105
Total Nth America	79	60	↓ -24%	7%	1,048	694	↓ -34%	4%	11	101	81	↓ -17%	3%	\$1,389	\$121
New Zealand	42	42	↓ -1%	3%	422	380	↓ -10%	3%	9	53	52	↓ -3%	3%	\$1,247	\$137
Other Countries	21	19	↓ -10%	3%	551	523	↓ -5%	2%	28	37	36	⇒ -1%	2%	\$1,941	\$70
Total	478	457	↓ -4%	5%	11,043	9,509	↓ -14%	4%	21	1,168	1,088	↓ -7%	4%	\$2,382	\$114

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share		Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	71	65	↓ -9%	11%	1,777	1,161	↓ -35%	3%	18	122	85	↓ -31%	3%	\$1,307	\$73
Working Holiday	34	29	↓ -15%	9%	1,565	1,238	↓ -21%	3%	43	75	61	↓ -19%	2%	\$2,101	\$49

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share		Year Ending Mar-18	Year Ending Mar-19	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	258	251	↓ -3%	6%	2,491	2,255	↓ -9%	3%	9	276	266	↓ -4%	3%	\$1,057	\$118
VFR	158	149	↓ -5%	6%	3,448	2,981	↓ -14%	4%	20	254	187	↓ -26%	5%	\$1,258	\$63
Business	51	47	↓ -8%	5%	511	414	↓ -19%	4%	9	83	84	⇒ 1%	4%	\$1,782	\$202
Education	26	25	↓ -5%	4%	3,695	3,091	↓ -16%	4%	124	502	496	↓ -1%	4%	\$19,939	\$161
Employ & Other	18	22	↑ 19%	4%	899	768	↓ -14%	2%	36	53	55	↑ 4%	2%	\$2,542	\$71

Source: International visitors in Australia - March 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.

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 Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Change (%)		Year Ending Mar-18	Year Ending Mar-19	Change (%)			
United Kingdom	700	673	↓ -4%	22,789	21,385	↓ -6%	32	1,967	1,874	↓ -5%	\$2,784	\$88	
Germany	201	199	↓ -1%	9,336	7,804	↓ -16%	39	712	681	↓ -4%	\$3,429	\$87	
Scandinavia	108	106	↓ -2%	4,011	3,915	↓ -2%	37	426	420	↓ -1%	\$3,972	\$107	
France	125	137	↑ 10%	6,602	6,797	↑ 3%	50	447	531	↑ 19%	\$3,870	\$78	
Italy	72	75	↑ 3%	4,873	3,707	↓ -24%	49	336	302	↓ 10%	\$4,027	\$81	
Netherlands	54	57	↑ 6%	2,021	2,279	↑ 13%	40	191	226	↑ 18%	\$3,935	\$99	
Switzerland	53	54	⇒ 1%	1,663	1,683	↑ 1%	31	225	240	↑ 7%	\$4,482	\$143	
Other Europe	238	257	↑ 8%	9,739	10,898	↑ 12%	42	815	922	↑ 13%	\$3,581	\$85	
Total Europe	1,553	1,558	⇒ 0%	61,034	58,468	↓ -4%	38	5,117	5,195	↑ 2%	\$3,335	\$89	
Hong Kong	275	272	↓ -1%	7,175	6,282	↓ -12%	23	980	911	↓ -7%	\$3,356	\$145	
Singapore	383	393	↑ 3%	5,807	5,826	⇒ 0%	15	1,050	1,085	↑ 3%	\$2,759	\$186	
Malaysia	355	350	↓ -1%	8,694	7,755	↓ -11%	22	1,038	1,012	↓ -3%	\$2,892	\$130	
Indonesia	176	187	↑ 6%	5,494	5,472	⇒ 0%	29	593	625	↑ 5%	\$3,349	\$114	
Taiwan	175	185	↑ 6%	9,477	10,422	↑ 10%	56	650	765	↑ 18%	\$4,128	\$73	
Thailand	91	92	↑ 2%	4,907	4,110	↓ -16%	44	393	352	↓ -10%	\$3,811	\$86	
Korea	278	263	↓ -5%	11,263	9,670	↓ -14%	37	1,143	1,051	↓ -8%	\$3,996	\$109	
China	1,295	1,329	↑ 3%	54,658	56,983	↑ 4%	43	8,629	9,840	↑ 14%	\$7,404	\$173	
India	299	343	↑ 15%	17,313	20,926	↑ 21%	61	1,078	1,212	↑ 12%	\$3,536	\$58	
Japan	403	438	↑ 9%	10,999	10,667	↓ -3%	24	1,095	1,184	↑ 8%	\$2,705	\$111	
Other Asia	349	397	↑ 14%	18,351	20,530	↑ 12%	52	1,364	1,455	↑ 7%	\$3,664	\$71	
Total Asla	4,079	4,248	↑ 4%	154,139	158,643	↑ 3%	37	18,014	19,492	↑ 8%	\$4,588	\$123	
USA	753	750	⇒ 0%	14,194	13,074	↓ -8%	17	1,870	1,959	↑ 5%	\$2,610	\$150	
Canada	163	176	↑ 7%	4,602	4,825	↑ 5%	27	485	516	↑ 6%	\$2,938	\$107	
Total Nth America	916	926	↑ 1%	18,796	17,899	↓ -5%	19	2,355	2,475	↑ 5%	\$2,672	\$138	
New Zealand	1,241	1,262	↑ 2%	12,929	12,900	⇒ 0%	10	1,655	1,620	↓ -2%	\$1,284	\$126	
Other Countries	523	540	↑ 3%	21,569	22,762	↑ 6%	42	1,773	1,819	↑ 3%	\$3,371	\$80	
Total	8,312	8,534	↑ 3%	268,468	270,672	⇒ 1%	32	28,914	30,601	↑ 6%	\$3,586	\$113	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Change (%)		Year Ending Mar-18	Year Ending Mar-19	Change (%)		
Backpackers	632	610	↓ -4%	43,631	39,984	↓ -8%	66	3,286	3,090	↓ -6%	\$5,068	\$77
Working Holiday	305	306	⇒ 0%	47,332	46,033	↓ -3%	150	2,587	2,624	↑ 1%	\$8,562	\$57

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Change (%)		Year Ending Mar-18	Year Ending Mar-19	Change (%)		
Holiday	3,829	3,917	↑ 2%	80,453	80,572	⇒ 0%	21	9,648	10,057	↑ 4%	\$2,567	\$125
VFR	2,499	2,531	↑ 1%	68,131	71,121	↑ 4%	28	4,038	4,156	↑ 3%	\$1,642	\$58
Business	946	1,008	↑ 7%	10,194	11,297	↑ 11%	11	2,169	2,301	↑ 6%	\$2,282	\$204
Education	548	586	↑ 7%	75,061	75,463	⇒ 1%	129	10,581	11,668	↑ 10%	\$19,917	\$155
Employ & Other	490	492	⇒ 0%	34,629	32,220	↓ -7%	65	2,479	2,420	↓ -2%	\$4,917	\$75

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