

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island

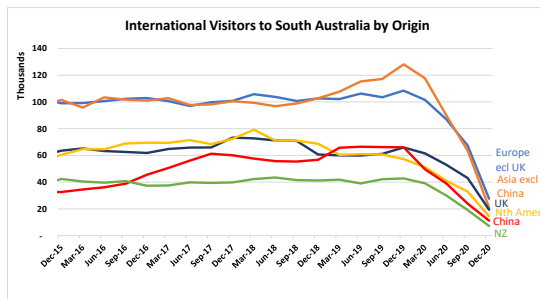
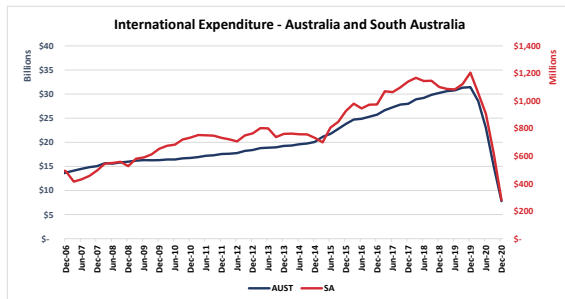
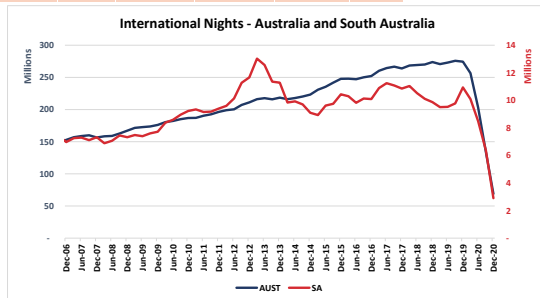
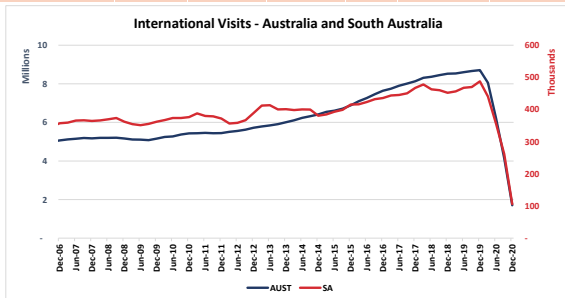


International Performance to December 2020
Released: 31st March 2021, Next release June 2021

	Australia			South Australia		
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Market Share
Visits (000s)	8,709	1,705	↓ -80%	488	106	↓ -78% 6.2%
Nights (000s)	274,477	68,973	↓ -75%	10,938	2,903	↓ -73% 4.2%
Expenditure (\$m)	31,438	7,783	↓ -75%	1,206	280	↓ -77% 3.6%

• The latest data relates to the year end December 2020 - this include 3 quarters of data that is affected by COVID-19.

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share ^a	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share
NSW	4,384	839	↓ -81%	49%	96,576	24,428	↓ -75%	35%	11,381	2,716	↓ -76%	35%
VIC	3,138	615	↓ -80%	36%	73,064	19,599	↓ -73%	28%	8,826	2,466	↓ -72%	32%
QLD	2,783	493	↓ -82%	29%	54,926	12,361	↓ -77%	18%	6,083	1,411	↓ -77%	18%
SA	488	106	↓ -78%	6.2%	10,938	2,903	↓ -73%	4.2%	1,206	280	↓ -77%	3.6%
WA	996	220	↓ -78%	13%	25,189	6,443	↓ -74%	9%	2,385	552	↓ -77%	7.1%
TAS	283	81	↓ -71%	4.8%	4,247	1,362	↓ -68%	2.0%	555	174	↓ -69%	2.2%
NT	299	50	↓ -83%	2.9%	3,163	749	↓ -76%	1.1%	437	72	↓ -83%	0.9%
ACT	270	39	↓ -85%	2.3%	5,860	964	↓ -84%	1.4%	565	111	↓ -80%	1.4%
TOTAL	8,709	1,705	↓ -80%	100%	274,477	68,973	↓ -75%	100%	31,438	7,783	↓ -75%	100%



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Source: International visitors in Australia - Dec 2020, Tourism Research Australia, Canberra.
Numbers may add to more than 100% as more than 1 state/region visited.

SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	66	19	↓ -71%	10%	970	447	↓ -54%	8%	23	72	27	↓ -62%	5%	\$1,411	\$61
Germany	26	8	↓ -69%	16%	340	93	↓ -73%	5%	12	38	8	↓ -79%	5%	\$1,012	\$87
Scandinavia	14	2	↓ -85%	7%	261	26	↓ -90%	3%	13	23	1	↓ -94%	2%	\$682	\$54
France	15	3	↓ -83%	8%	309	84	↓ -73%	5%	32	28	6	↓ -77%	6%	\$2,449	\$77
Italy	12	4	↓ -68%	26%	157	94	↓ -41%	11%	25	14	6	↓ -59%	11%	\$1,534	\$62
Netherlands	11	2	↓ -84%	12%	140	16	↓ -89%	3%	9	15	1	↓ -93%	3%	\$654	\$71
Switzerland	11	2	↓ -79%	18%	117	11	↓ -91%	3%	5	16	1	↓ -92%	3%	\$580	\$123
Other Europe	20	7	↓ -63%	10%	295	205	↓ -31%	8%	28	26	7	↓ -73%	3%	\$964	\$34
Total Europe	174	47	↓ -73%	11%	2,589	975	↓ -62%	7%	21	232	58	↓ -75%	5%	\$1,243	\$60
Hong Kong	16	3	↓ -83%	5%	373	58	↓ -85%	4%	21	58	7	↓ -87%	3%	\$2,735	\$128
Singapore	14	2	↓ -84%	4%	327	43	↓ -87%	4%	19	97	4	↓ -96%	2%	\$1,549	\$83
Malaysia	15	2	↓ -86%	5%	409	109	↓ -73%	7%	52	59	15	↓ -74%	7%	\$7,150	\$138
Indonesia	np	1		3%	np	15		1%	15	np	2		1%	\$1,643	\$110
Taiwan	np	1		2%	np	np				np	np				
Thailand	np	0		3%	np	np				np	np				
Korea	np	1		3%	np	np				np	np				
China	66	11	↓ -83%	6%	2,275	563	↓ -75%	4%	50	384	90	↓ -76%	4%	\$8,076	\$161
India	29	5	↓ -83%	6%	1,027	345	↓ -66%	6%	73	58	18	↓ -69%	4%	\$3,835	\$53
Japan	8	1	↓ -85%	1%	272	61	↓ -78%	2%	50	29	6	↓ -81%	2%	\$4,579	\$91
Other Asia	21	4	↓ -79%	5%	1,392	230	↓ -83%	4%	52	56	25	↓ -56%	4%	\$5,614	\$108
Total Asia	194	32	↓ -83%	4%	6,698	1,496	↓ -78%	4%	47	797	175	↓ -78%	3%	\$5,437	\$117
USA	45	11	↓ -75%	6%	456	147	↓ -68%	4%	13	56	14	↓ -74%	3%	\$1,301	\$98
Canada	12	3	↓ -72%	7%	175	59	↓ -66%	4%	17	18	8	↓ -57%	5%	\$2,251	\$130
Total Nth America	57	14	↓ -75%	6%	631	206	↓ -67%	4%	14	74	22	↓ -70%	3%	\$1,524	\$107
New Zealand	43	7	↓ -83%	3%	360	73	↓ -80%	2%	10	45	6	↓ -87%	2%	\$824	\$81
Other Countries	19	5	↓ -73%	4%	660	153	↓ -77%	3%	30	58	19	↓ -67%	4%	\$3,697	\$125
Total	488	106	↓ -78%	6%	10,938	2,903	↓ -73%	4%	27	1,206	280	↓ -77%	4%	\$2,645	\$96

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	60	13	↓ -78%	10%	1,055	251	↓ -76%	3%	19	81	16	↓ -81%	2%	\$1,194	\$62
Working Holiday	27	7	↓ -76%	9%	940	345	↓ -63%	3%	53	47	18	↓ -62%	3%	\$2,701	\$51

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Dec-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	258	57	↓ -78%	8%	2,003	523	↓ -74%	3%	9	277	62	↓ -78%	3%	\$1,081	\$118
VFR	166	32	↓ -80%	6%	3,560	963	↓ -73%	6%	30	211	42	↓ -80%	4%	\$1,307	\$44
Business	55	10	↓ -81%	6%	454	111	↓ -76%	5%	11	79	9	↓ -89%	3%	\$835	\$78
Education	31	7	↓ -77%	4%	3,548	893	↓ -75%	4%	129	570	146	↓ -74%	4%	\$21,097	\$164
Employ & Other	23	7	↓ -70%	5%	1,373	412	↓ -70%	5%	59	69	21	↓ -70%	3%	\$2,965	\$50

Source: International visitors in Australia - Dec 2020, 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 Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Change (%)		Year Ending Dec-19	Year Ending Dec-20	Change (%)			
United Kingdom	672	194	↓ -71%	20,438	5,882	↓ -71%	30	1,781	503	↓ -72%	\$2,592	\$85	
Germany	198	51	↓ -74%	7,869	1,933	↓ -75%	38	692	167	↓ -76%	\$3,283	\$86	
Scandinavia	103	28	↓ -73%	3,845	927	↓ -76%	33	375	92	↓ -75%	\$3,271	\$99	
France	136	33	↓ -76%	6,551	1,647	↓ -75%	50	491	107	↓ -78%	\$3,272	\$65	
Italy	73	15	↓ -80%	3,876	818	↓ -79%	56	308	52	↓ -83%	\$3,568	\$63	
Netherlands	61	15	↓ -76%	2,376	596	↓ -75%	41	219	43	↓ -80%	\$2,952	\$73	
Switzerland	50	12	↓ -75%	1,545	372	↓ -76%	30	218	44	↓ -80%	\$3,561	\$119	
Other Europe	263	70	↓ -73%	11,409	2,570	↓ -77%	37	1,003	220	↓ -78%	\$3,122	\$85	
Total Europe	1,556	418	↓ -73%	57,909	14,745	↓ -75%	35	5,088	1,228	↓ -76%	\$2,940	\$83	
Hong Kong	285	55	↓ -81%	6,162	1,602	↓ -74%	29	1,023	240	↓ -77%	\$4,368	\$150	
Singapore	417	53	↓ -87%	5,779	1,159	↓ -80%	22	1,099	180	↓ -84%	\$3,382	\$156	
Malaysia	343	42	↓ -88%	7,400	1,575	↓ -79%	37	965	226	↓ -77%	\$5,361	\$143	
Indonesia	197	32	↓ -84%	6,065	1,640	↓ -73%	51	683	180	↓ -74%	\$5,603	\$110	
Taiwan	178	32	↓ -82%	9,242	2,404	↓ -74%	74	706	184	↓ -74%	\$5,697	\$77	
Thailand	95	14	↓ -85%	4,377	777	↓ -82%	55	403	89	↓ -78%	\$6,322	\$114	
Korea	254	47	↓ -81%	10,467	2,809	↓ -73%	60	1,069	242	↓ -77%	\$5,140	\$86	
China	1,328	184	↓ -86%	57,705	13,081	↓ -77%	71	10,338	2,305	↓ -78%	\$12,530	\$176	
India	377	80	↓ -79%	21,649	6,065	↓ -72%	75	1,264	443	↓ -65%	\$5,508	\$73	
Japan	458	87	↓ -81%	10,498	2,745	↓ -74%	31	1,239	271	↓ -78%	\$3,098	\$99	
Other Asia	435	89	↓ -80%	22,621	6,332	↓ -72%	71	1,576	632	↓ -60%	\$7,107	\$100	
Total Asia	4,366	717	↓ -84%	161,964	40,189	↓ -75%	56	20,363	4,992	↓ -75%	\$6,965	\$124	
USA	767	182	↓ -76%	12,861	3,416	↓ -73%	19	1,931	561	↓ -71%	\$3,078	\$164	
Canada	178	50	↓ -72%	4,945	1,348	↓ -73%	27	524	144	↓ -72%	\$2,911	\$107	
Total Nth America	945	232	↓ -75%	17,806	4,763	↓ -73%	21	2,455	706	↓ -71%	\$3,042	\$148	
New Zealand	1,299	221	↓ -83%	12,953	3,386	↓ -74%	15	1,630	339	↓ -79%	\$1,536	\$100	
Other Countries	542	118	↓ -78%	23,845	5,890	↓ -75%	50	1,902	518	↓ -73%	\$4,387	\$88	
Total	8,709	1,705	↓ -80%	274,477	68,973	↓ -75%	40	31,438	7,783	↓ -75%	\$4,564	\$113	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Change (%)		Year Ending Dec-19	Year Ending Dec-20	Change (%)		
Backpackers	607	130	↓ -78%	41,712	9,575	↓ -77%	73	3,232	707	↓ -78%	\$5,416	\$74
Working Holiday	308	74	↓ -76%	45,930	10,639	↓ -77%	145	2,637	588	↓ -78%	\$7,991	\$55

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Change (%)		Year Ending Dec-19	Year Ending Dec-20	Change (%)		
Holiday	4,008	720	↓ -82%	82,313	17,973	↓ -78%	25	10,404	2,034	↓ -80%	\$2,827	\$113
VFR	2,612	514	↓ -80%	71,152	16,373	↓ -77%	32	4,130	1,029	↓ -75%	\$2,002	\$63
Business	1,013	163	↓ -84%	11,211	2,138	↓ -81%	13	2,149	321	↓ -85%	\$1,969	\$150
Education	594	175	↓ -70%	76,778	23,395	↓ -70%	133	12,360	3,729	↓ -70%	\$21,265	\$159
Employ & Other	481	133	↓ -72%	33,022	9,094	↓ -72%	68	2,395	671	↓ -72%	\$5,030	\$74

Source: International visitors in Australia - Dec 2020, Tourism Research Australia, Canberra.