

# INTERNATIONAL PERFORMANCE

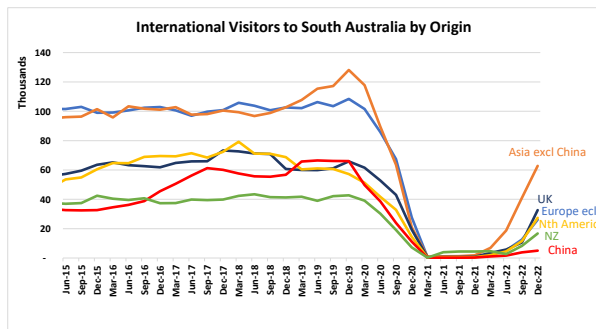
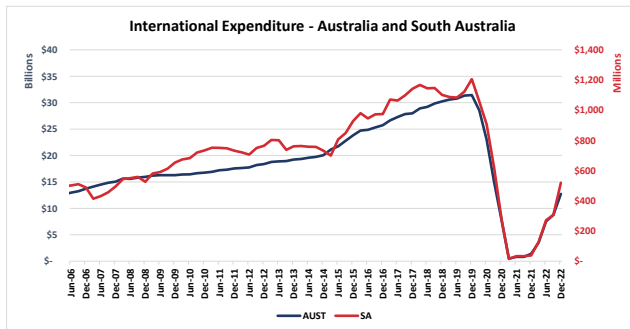
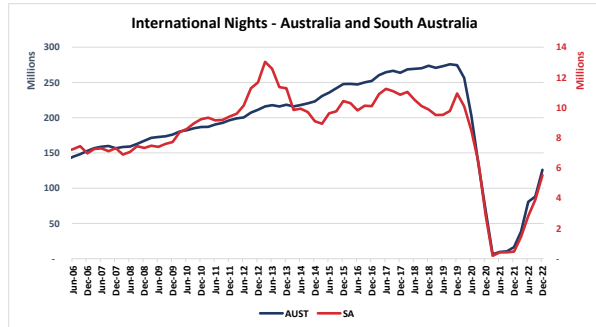
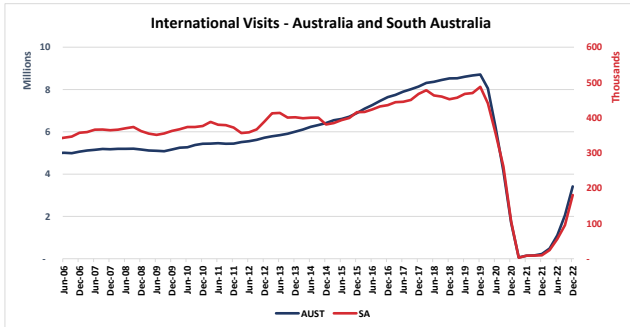
Seal Bay, Kangaroo Island



International Performance to December 2022  
Released: 5 April 2023, Next release 5th July 2023

	Australia			South Australia			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
Visits (000s)	8,709	3,415	↓-61%	488	181	↓-63%	5.3%
Nights (000s)	274,477	126,098	↓-54%	10,938	5,526	↓-49%	4.4%
Expenditure (\$m)	31,438	12,742	↓-59%	1,206	519	↓-57%	4.1%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share <sup>A</sup>	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
NSW	4,384	1,578	↓-64%	46%	96,576	44,228	↓-54%	35%	11,382	5,003	↓-56%	39%
VIC	3,138	1,048	↓-67%	31%	73,064	32,768	↓-55%	26%	8,826	3,286	↓-63%	26%
QLD	2,783	916	↓-67%	27%	54,926	23,843	↓-57%	19%	6,083	2,299	↓-62%	18%
<b>SA</b>	<b>488</b>	<b>181</b>	<b>↓-63%</b>	<b>5.3%</b>	<b>10,938</b>	<b>5,526</b>	<b>↓-49%</b>	<b>4.4%</b>	<b>1,206</b>	<b>519</b>	<b>↓-57%</b>	<b>4.1%</b>
WA	996	398	↓-60%	11.7%	25,189	13,605	↓-46%	11%	2,385	1,053	↓-56%	8.3%
TAS	283	84	↓-70%	2.5%	4,247	1,354	↓-68%	1.1%	555	153	↓-72%	1.2%
NT	299	90	↓-70%	2.6%	3,163	2,534	↓-20%	2.0%	437	181	↓-58%	1.4%
ACT	270	88	↓-67%	2.6%	5,860	2,037	↓-65%	1.6%	565	246	↓-56%	1.9%
<b>TOTAL</b>	<b>8,709</b>	<b>3,415</b>	<b>↓-61%</b>	<b>100%</b>	<b>274,477</b>	<b>126,098</b>	<b>↓-54%</b>	<b>100%</b>	<b>31,438</b>	<b>12,742</b>	<b>↓-59%</b>	<b>100%</b>



Source: International visitors in Australia - Dec-22, 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)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share		
United Kingdom	66	33	↓ -50%	9%	970	569	↓ -41%	5%	17	72	55	↓ -24%	5%	\$1,678	\$96
Germany	26	7	↓ -74%	9%	340	116	↓ -66%	3%	17	38	12	↓ -70%	4%	\$1,672	\$99
Scandinavia	14	3	↓ -78%	7%	261	48	↓ -81%	4%	16	23	7	↓ -70%	5%	\$2,206	\$141
France	15	3	↓ -83%	5%	309	55	↓ -82%	2%	21	28	7	↓ -75%	3%	\$2,648	\$127
Italy	12	2	↓ -84%	5%	157	38	↓ -76%	2%	20	14	5	↓ -67%	3%	\$2,394	\$121
Netherlands	11	2	↓ -80%	7%	140	30	↓ -79%	3%	14	15	4	↓ -74%	4%	\$1,857	\$133
Switzerland	11	2	↓ -85%	8%	117	37	↓ -69%	5%	22	16	6	↓ -63%	7%	\$3,622	\$162
Other Europe	20	8	↓ -60%	6%	295	238	↓ -19%	4%	30	26	14	↓ -44%	3%	\$1,848	\$61
<b>Total Europe</b>	<b>174</b>	<b>59</b>	<b>↓ -66%</b>	<b>8%</b>	<b>2,589</b>	<b>1,130</b>	<b>↓ -56%</b>	<b>4%</b>	<b>19</b>	<b>232</b>	<b>109</b>	<b>↓ -53%</b>	<b>4%</b>	<b>\$1,855</b>	<b>\$96</b>
Hong Kong	16	4	↓ -74%	9%	373	143	↓ -62%	9%	34	58	21	↓ -65%	8%	\$4,831	\$143
Singapore	14	9	↓ -38%	3%	327	214	↓ -34%	5%	24	97	39	↓ -60%	5%	\$4,462	\$183
Malaysia	15	5	↓ -64%	7%	409	125	↓ -69%	5%	23	59	13	↓ -78%	4%	\$2,429	\$104
Indonesia	np	3		3%	np	107		4%	42	np	10		3%	\$3,867	\$93
Taiwan	np	3		13%	np	76		↑ 5%	24	np	np				
Thailand	np	1		3%	np	65		3%	52	np	np				
Korea	np	2		2%	np	58		↑ 2%	39	np	np				
China	66	5	↓ -92%	6%	2,275	519	↓ -77%	6%	103	384	65	↓ -83%	4%	\$13,031	\$126
India	29	16	↓ -44%	6%	1,027	1,115	↑ 9%	6%	69	58	60	↑ 2%	5%	\$3,700	\$54
Japan	8	4	↓ -50%	5%	272	105	↓ -61%	4%	27	29	11	↓ -61%	4%	\$2,831	\$106
Other Asia	21	16	↓ -26%	6%	1,392	693	↓ -50%	4%	44	56	52	↓ -7%	4%	\$3,302	\$75
<b>Total Asia</b>	<b>194</b>	<b>68</b>	<b>↓ -65%</b>	<b>5%</b>	<b>6,698</b>	<b>3,220</b>	<b>↓ -52%</b>	<b>5%</b>	<b>47</b>	<b>797</b>	<b>294</b>	<b>↓ -63%</b>	<b>4%</b>	<b>\$4,337</b>	<b>\$91</b>
USA	45	19	↓ -57%	6%	456	313	↓ -31%	5%	16	56	36	↓ -35%	4%	\$1,902	\$116
Canada	12	8	↓ -33%	10%	175	144	↓ -18%	6%	18	18	15	↓ -17%	5%	\$1,786	\$102
<b>Total Nth America</b>	<b>57</b>	<b>27</b>	<b>↓ -52%</b>	<b>7%</b>	<b>631</b>	<b>457</b>	<b>↓ -28%</b>	<b>5%</b>	<b>17</b>	<b>74</b>	<b>51</b>	<b>↓ -31%</b>	<b>4%</b>	<b>\$1,868</b>	<b>\$112</b>
New Zealand	43	17	↓ -61%	3%	360	206	↓ -43%	3%	12	45	30	↓ -32%	3%	\$1,821	\$148
Other Countries	19	10	↓ -49%	3%	660	512	↓ -22%	3%	52	58	34	↓ -41%	3%	\$3,495	\$67
<b>Total</b>	<b>488</b>	<b>181</b>	<b>↓ -63%</b>	<b>5%</b>	<b>10,938</b>	<b>5,526</b>	<b>↓ -49%</b>	<b>4%</b>	<b>31</b>	<b>1,206</b>	<b>519</b>	<b>↓ -57%</b>	<b>4%</b>	<b>\$2,876</b>	<b>\$94</b>

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share		
Backpackers	60	17	↓ -72%	10%	1,055	235	↓ -78%	3%	14	81	25	↓ -69%	3%	\$1,497	\$106
Working Holiday	27	3	↓ -91%	5%	940	105	↓ -89%	2%	\$42	47	6	↓ -87%	2%	241812%	5773%

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Dec-22	Change (%)	SA Market Share		
Holiday	258	57	↓ -78%	6%	2,003	544	↓ -73%	3%	9	277	89	↓ -68%	3%	\$1,555	\$164
VFR	166	92	↓ -45%	6%	3,560	2,687	↓ -25%	5%	29	211	147	↓ -30%	5%	\$1,605	\$55
Business	55	23	↓ -58%	6%	454	288	↓ -37%	5%	12	79	61	↓ -23%	5%	\$2,621	\$211
Education	31	9	↓ -71%	4%	3,548	1,368	↓ -61%	5%	155	570	186	↓ -67%	4%	\$21,080	\$136
Employ & Other	23	13	↓ -42%	5%	1,373	639	↓ -53%	3%	48	69	36	↓ -48%	3%	\$2,683	\$56

Source: International visitors in Australia - Dec-22, 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 Dec-19	Year Ending Dec-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)		Year Ending Dec-19	Year Ending Dec-22	Change (%)			
United Kingdom	672	370	↓ -45%	20,438	11,933	↓ -42%	32	1,781	1,085	↓ -39%	\$2,936	\$91	
Germany	198	80	↓ -59%	7,869	3,443	↓ -56%	43	692	290	↓ -58%	\$3,609	\$84	
Scandinavia	103	44	↓ -57%	3,845	1,290	↓ -66%	29	375	135	↓ -64%	\$3,036	\$105	
France	136	57	↓ -58%	6,551	2,531	↓ -61%	44	491	230	↓ -53%	\$4,036	\$91	
Italy	73	35	↓ -52%	3,876	1,930	↓ -50%	55	308	144	↓ -53%	\$4,103	\$75	
Netherlands	61	29	↓ -52%	2,376	1,146	↓ -52%	39	219	107	↓ -51%	\$3,640	\$93	
Switzerland	50	20	↓ -60%	1,545	783	↓ -49%	39	218	89	↓ -59%	\$4,384	\$113	
Other Europe	263	138	↓ -48%	11,409	5,505	↓ -52%	40	1,003	463	↓ -54%	\$3,353	\$84	
<b>Total Europe</b>	<b>1,556</b>	<b>774</b>	<b>↓ -50%</b>	<b>57,909</b>	<b>28,560</b>	<b>↓ -51%</b>	<b>37</b>	<b>5,088</b>	<b>2,542</b>	<b>↓ -50%</b>	<b>\$3,284</b>	<b>\$89</b>	
Hong Kong	285	49	↓ -83%	6,162	1,664	↓ -73%	34	1,023	255	↓ -75%	\$5,168	\$153	
Singapore	417	255	↓ -39%	5,779	4,009	↓ -31%	16	1,099	766	↓ -30%	\$3,000	\$191	
Malaysia	343	80	↓ -77%	7,400	2,393	↓ -68%	30	965	312	↓ -68%	\$3,907	\$130	
Indonesia	197	83	↓ -58%	6,065	3,012	↓ -50%	36	683	359	↓ -47%	\$4,303	\$119	
Taiwan	178	24	↓ -86%	9,242	1,482	↓ -84%	61	706	198	↓ -72%	\$8,095	\$133	
Thailand	95	50	↓ -48%	4,377	2,526	↓ -42%	51	403	242	↓ -40%	\$4,886	\$96	
Korea	254	68	↓ -73%	10,467	2,438	↓ -77%	36	1,069	335	↓ -69%	\$4,934	\$137	
China	1,328	87	↓ -93%	57,705	8,889	↓ -85%	102	10,338	1,623	↓ -84%	\$18,547	\$183	
India	377	291	↓ -23%	21,649	20,033	↓ -7%	69	1,264	1,134	↓ -10%	\$3,899	\$57	
Japan	458	74	↓ -84%	10,498	2,872	↓ -73%	39	1,239	301	↓ -76%	\$4,071	\$105	
Other Asia	435	268	↓ -38%	22,621	16,410	↓ -27%	61	1,576	1,191	↓ -24%	\$4,453	\$73	
<b>Total Asia</b>	<b>4,366</b>	<b>1,329</b>	<b>↓ -70%</b>	<b>161,964</b>	<b>65,726</b>	<b>↓ -59%</b>	<b>49</b>	<b>20,363</b>	<b>6,715</b>	<b>↓ -67%</b>	<b>\$5,051</b>	<b>\$102</b>	
USA	767	300	↓ -61%	12,861	6,164	↓ -52%	21	1,931	886	↓ -54%	\$2,950	\$144	
Canada	178	81	↓ -55%	4,945	2,383	↓ -52%	29	524	290	↓ -45%	\$3,581	\$122	
<b>Total Nth America</b>	<b>945</b>	<b>381</b>	<b>↓ -60%</b>	<b>17,806</b>	<b>8,547</b>	<b>↓ -52%</b>	<b>22</b>	<b>2,455</b>	<b>1,176</b>	<b>↓ -52%</b>	<b>\$3,084</b>	<b>\$138</b>	
New Zealand	1,299	632	↓ -51%	12,953	7,950	↓ -39%	13	1,630	1,019	↓ -38%	\$1,612	\$128	
Other Countries	542	298	↓ -45%	23,845	15,314	↓ -36%	51	1,902	1,290	↓ -32%	\$4,323	\$84	
<b>Total</b>	<b>8,709</b>	<b>3,415</b>	<b>↓ -61%</b>	<b>274,477</b>	<b>126,098</b>	<b>↓ -54%</b>	<b>37</b>	<b>31,438</b>	<b>12,742</b>	<b>↓ -59%</b>	<b>\$3,731</b>	<b>\$101</b>	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)		Year Ending Dec-19	Year Ending Dec-22	Change (%)		
Backpackers	607	163	↓ -73%	41,712	9,340	↓ -78%	57	3,232	898	↓ -72%	\$5,503	\$96
Working Holiday	308	52	↓ -83%	45,930	5,673	↓ -88%	\$110	2,637	378	↓ -86%	\$7,329	\$67

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-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)		Year Ending Dec-19	Year Ending Dec-22	Change (%)		
Holiday	4,008	941	↓ -77%	82,313	20,259	↓ -75%	22	10,404	2,793	↓ -73%	\$2,967	\$138
VFR	2,612	1,610	↓ -38%	71,152	52,372	↓ -26%	33	4,130	3,138	↓ -24%	\$1,949	\$60
Business	1,013	409	↓ -60%	11,211	6,224	↓ -44%	15	2,149	1,142	↓ -47%	\$2,795	\$183
Education	594	204	↓ -66%	76,778	27,660	↓ -64%	136	12,360	4,339	↓ -65%	\$21,311	\$157
Employ & Other	481	252	↓ -48%	33,022	19,583	↓ -41%	78	2,395	1,330	↓ -44%	\$5,284	\$68

Source: International visitors in Australia - Dec -22, Tourism Research Australia, Canberra.