



# INTERNATIONAL VISITOR SURVEY RESULTS

## SEPTEMBER 2018

### INTERNATIONAL VISITOR EXPENDITURE

# \$1.15 BILLION

#### INTERNATIONAL EXPENDITURE GROWTH



**\$1.15B**

SEPT 2018

↑ 4% ↑ 5% NAT AVG

**\$1.1B**

SEPT 2017

**\$971M**

SEPT 2016

#### INTERNATIONAL VISITS GROWTH



**461K**

SEPT 2018

↑ 4% ↑ 6% NAT AVG

**442K**

SEPT 2017

**430K**

SEPT 2016

#### INTERNATIONAL VISITOR ORIGIN - TOP 5 MARKETS



##### UK

**VISITS:** ↑ 8% 71,000  
**EXPENDITURE:** ↑ 14% = \$12M  
**TOTAL:** \$98M



##### USA

**VISITS:** ↑ 14% 58,000  
**EXPENDITURE:** 18% = \$12M  
**TOTAL:** \$85M



##### CHINA

**VISITS:** ↓ 9% 55,000  
**EXPENDITURE:** ↑ 15% = \$55M  
**TOTAL:** \$426M



##### NEW ZEALAND

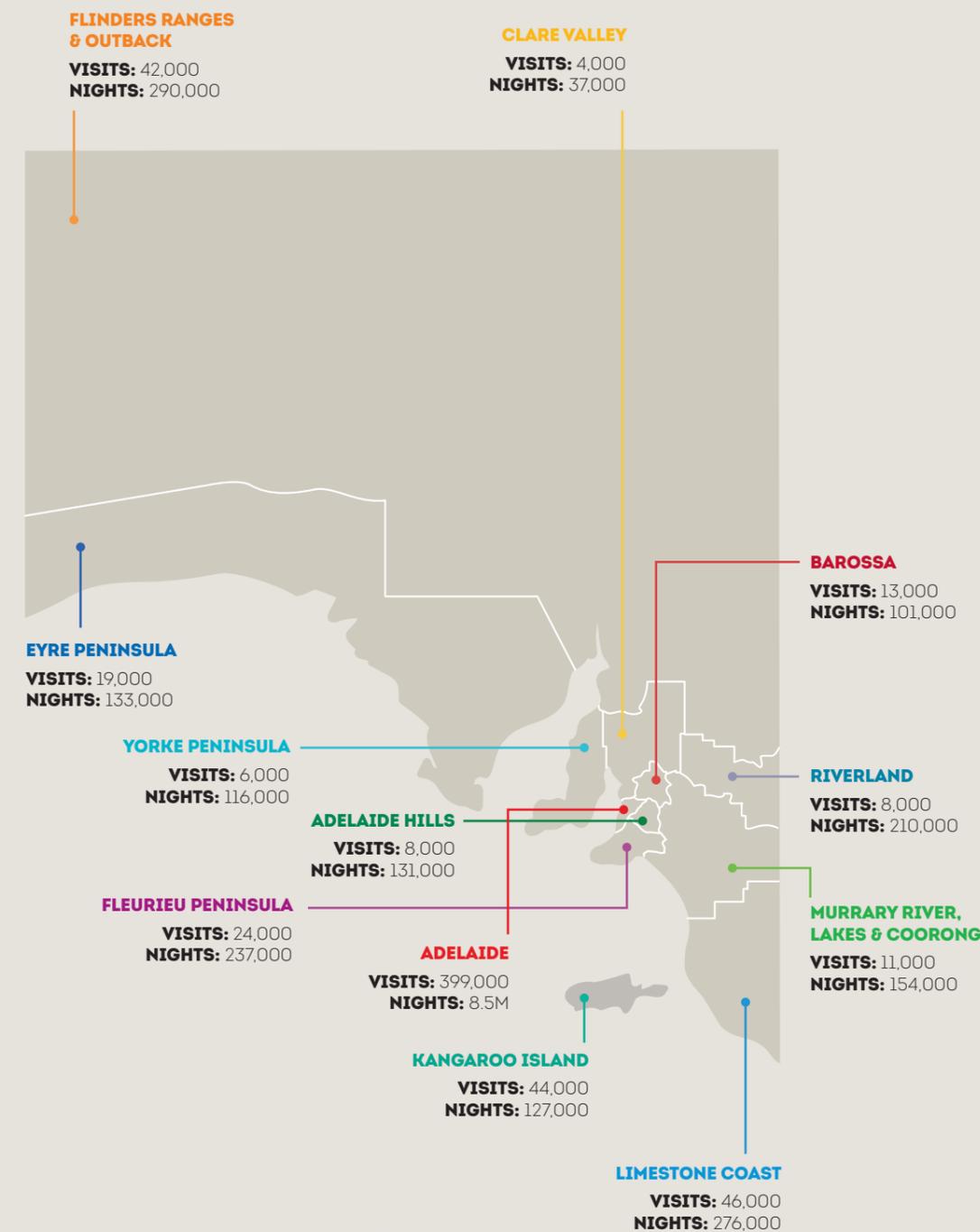
**VISITS:** ↑ 9% 42,000  
**EXPENDITURE:** ↑ 2% = \$1M  
**TOTAL:** \$55M



##### GERMANY

**VISITS:** ↓ 16% 27,000  
**EXPENDITURE:** ↑ 23% = \$8M  
**TOTAL:** \$39M

### INTERNATIONAL VISITS BY REGION\*



Source: International Visitor Survey, Tourism Research Australia, SA Year End September 2018. \*Data presented is a 3 year annual average to September 2018.

Comparing September 2018 to September 2017.

