

INTERNATIONAL PERFORMANCE

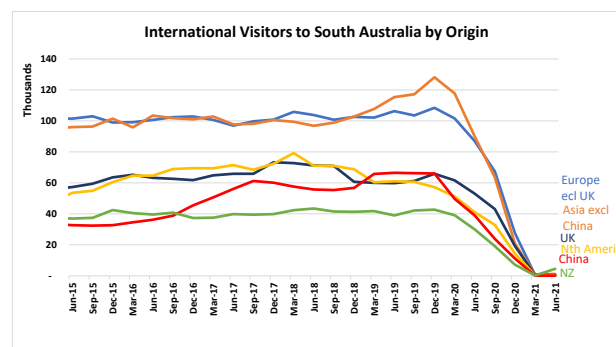
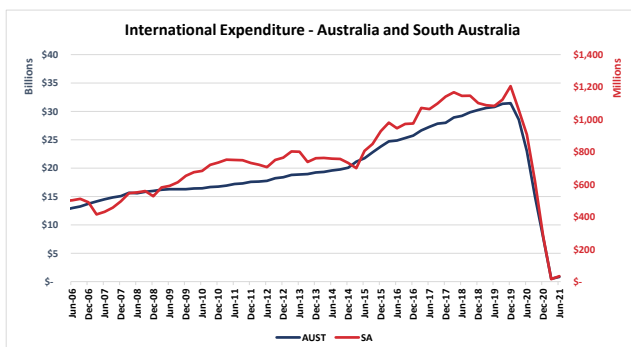
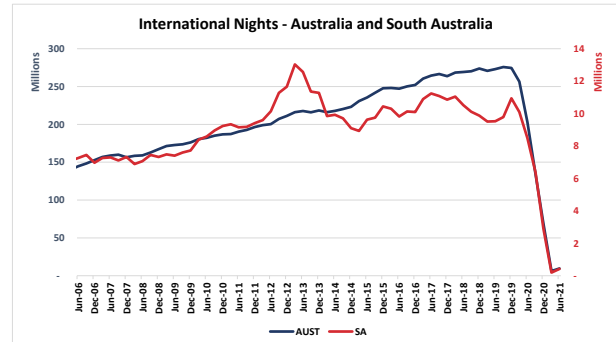
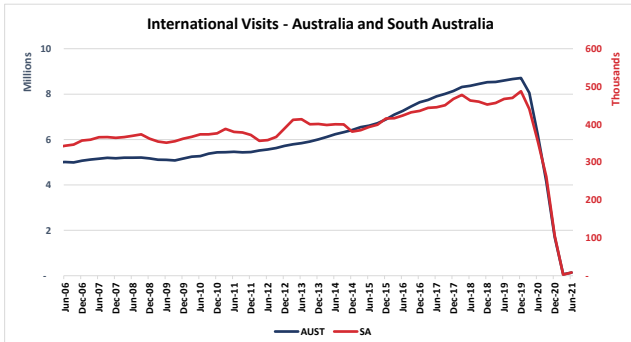
Seal Bay, Kangaroo Island



International Performance to June 2021
Released: 29th September 2021, Next release January 2022

	Australia			South Australia		
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)
Visits (000s)	6,196	138	-98%	355	9	-98%
Nights (000s)	203,007	9,558	-95%	8,487	419	-95%
Expenditure (\$m)	22,995	819	-96%	907	34	-96%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share ^A	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
NSW	3,051	75	-98%	54%	69,747	4,320	-94%	45%	7,972	374	-95%	46%
VIC	2,196	23	-99%	17%	55,253	1,327	-98%	14%	6,695	111	-98%	14%
QLD	1,976	49	-97%	36%	40,420	2,082	-95%	22%	4,555	192	-96%	23%
SA	355	9	-98%	6.3%	8,487	419	-95%	4.4%	907	34	-96%	4.1%
WA	747	15	-98%	11%	19,171	881	-95%	9%	1,762	70	-96%	8.6%
TAS	200	4	-98%	2.8%	2,963	187	-94%	2.0%	395	14	-96%	1.7%
NT	233	2	-99%	1.4%	2,566	231	-91%	2.4%	338	15	-96%	1.8%
ACT	175	2	-99%	1.5%	3,958	109	-97%	1.1%	370	8	-98%	1.0%
TOTAL	6,196	138	-98%	100%	202,566	9,558	-95%	100%	22,995	819	-96%	100%



Source: International visitors in Australia - June 21, 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 Jun-20	Year Ending Jun-21	Change (%)	SA Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share		Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share		
United Kingdom	53	1	↓ -99%	9%	896	38	↓ -96%	5%	60	60	3	↓ -95%	5%	\$4,656	\$78
Germany	20	0	↓ -99%	9%	290	5	↓ -98%	4%	44	26	0	↓ -99%	4%	\$3,545	\$81
Scandinavia	10	0	↓ -99%	13%	236	5	↓ -98%	6%	51	18	0	↓ -97%	7%	\$4,363	\$85
France	11	0	↓ -99%	8%	263	8	↓ -97%	6%	82	24	1	↓ -98%	6%	\$5,653	\$69
Italy	11	0	↓ -99%	7%	165	3	↓ -98%	4%	51	13	0	↓ -98%	4%	\$3,806	\$75
Netherlands	8	0	↓ -99%	10%	80	4	↓ -96%	5%	50	9	0	↓ -97%	5%	\$3,441	\$68
Switzerland	np	0		8%	np	2		4%	54	np	0		4%	\$3,842	\$72
Other Europe	19	0	↓ -99%	6%	380	16	↓ -96%	4%	61	18	1	↓ -93%	4%	\$4,548	\$74
Total Europe	139	1	↓ -99%	8%	2,389	80	↓ -97%	5%	59	175	6	↓ -97%	5%	\$4,475	\$76
Hong Kong	11	0	↓ -99%	6%	229	6	↓ -97%	3%	47	44	1	↓ -99%	3%	\$4,463	\$94
Singapore	11	0	↓ -98%	8%	244	10	↓ -96%	3%	39	69	1	↓ -98%	4%	\$4,315	\$112
Malaysia	9	0	↓ -99%	14%	297	5	↓ -98%	6%	41	41	0	↓ -99%	6%	\$3,369	\$82
Indonesia	np	0		4%	np	2		2%	46	np	0		1%	\$2,898	\$63
Taiwan	np	0		10%	np	np				np	np				
Thailand	np	0		9%	np	2		↑ 3%	↑ 3553%	np	np				
Korea	np	0		3%	np	np				np	np				
China	39	0	↓ -100%	6%	1,626	15	↓ -99%	3%	80	274	1	↓ -99%	3%	\$7,725	\$97
India	21	0	↓ -99%	7%	883	12	↓ -99%	4%	63	48	1	↓ -98%	4%	\$4,557	\$72
Japan	np	0		8%	np	7		5%	67	np	1		6%	\$5,355	\$80
Other Asia	17	0	↓ -99%	5%	1,062	16	↓ -98%	4%	72	56	1	↓ -98%	3%	\$4,782	\$67
Total Asia	128	1	↓ -99%	6%	4,979	79	↓ -98%	4%	59	594	7	↓ -99%	3%	\$4,843	\$82
USA	32	0	↓ -99%	4%	329	26	↓ -92%	3%	74	42	2	↓ -95%	3%	\$5,599	\$76
Canada	9	0	↓ -99%	5%	127	5	↓ -96%	3%	77	17	0	↓ -98%	3%	\$5,100	\$66
Total Nth America	42	0	↓ -99%	4%	455	31	↓ -93%	3%	74	60	2	↓ -96%	3%	\$5,524	\$74
New Zealand	30	4	↓ -85%	6%	212	83	↓ -61%	3%	19	27	10	↓ -64%	4%	\$2,185	\$118
Other Countries	16	1	↓ -93%	8%	452	146	↓ -68%	7%	135	52	9	↓ -83%	6%	\$8,418	\$62
Total	355	9	↓ -98%	6%	8,487	419	↓ -95%	4%	48	907	34	↓ -96%	4%	\$3,891	\$81

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share		Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share		
Backpackers	42	-		#VALUE!	847	-		#VALUE!	#VALUE!	59	-		#####	#VALUE!	#VALUE!
Working Holiday	21	-		#VALUE!	805	-		#VALUE!	#VALUE!	40	-		#####	#VALUE!	#VALUE!

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share		Year Ending Jun-20	Year Ending Jun-21	Change (%)	SA Market Share		
Holiday	189	0	↓ -100%	2%	1,530	10	↓ -99%	2%	43	210	1	↓ -100%	2%	\$3,897	\$90
VFR	117	5	↓ -96%	7%	2,624	131	↓ -95%	4%	27	153	13	↓ -91%	4%	\$2,768	\$101
Business	38	2	↓ -96%	9%	364	67	↓ -82%	6%	40	49	5	↓ -90%	5%	\$3,016	\$76
Education	22	0	↓ -99%	5%	2,583	11	↓ -100%	3%	92	430	1	↓ -100%	3%	\$10,862	\$118
Employ & Other	20	2	↓ -91%	6%	1,385	200	↓ -86%	5%	108	65	13	↓ -80%	5%	\$7,123	\$66

Source: International visitors in Australia - June 21, 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 Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)		Year Ending Jun-20	Year Ending Jun-21	Change (%)			
United Kingdom	530	7	↓ -99%	15,370	764	↓ -95%	106	1,314	62	↓ -95%	\$8,645	\$82	
Germany	154	1	↓ -99%	6,332	122	↓ -98%	99	539	9	↓ -98%	\$7,613	\$77	
Scandinavia	82	1	↓ -99%	3,025	88	↓ -97%	104	279	6	↓ -98%	\$7,396	\$71	
France	106	1	↓ -99%	5,231	125	↓ -98%	104	371	9	↓ -98%	\$7,640	\$73	
Italy	57	1	↓ -98%	3,059	89	↓ -97%	102	238	6	↓ -97%	\$7,373	\$72	
Netherlands	49	1	↓ -99%	1,908	68	↓ -96%	94	164	5	↓ -97%	\$7,001	\$75	
Switzerland	40	0	↓ -99%	1,159	38	↓ -97%	97	148	3	↓ -98%	\$7,592	\$78	
Other Europe	212	5	↓ -98%	8,608	405	↓ -95%	89	766	31	↓ -96%	\$6,844	\$77	
Total Europe	1,229	17	↓ -99%	44,692	1,699	↓ -96%	100	3,819	133	↓ -97%	\$7,798	\$78	
Hong Kong	204	2	↓ -99%	4,431	203	↓ -95%	101	738	18	↓ -98%	\$9,082	\$90	
Singapore	277	3	↓ -99%	4,237	302	↓ -93%	92	751	31	↓ -96%	\$9,274	\$101	
Malaysia	231	1	↓ -100%	5,358	88	↓ -98%	101	695	6	↓ -99%	\$7,402	\$73	
Indonesia	132	1	↓ -99%	4,818	132	↓ -97%	105	513	9	↓ -98%	\$7,428	\$71	
Taiwan	122	0	↓ -100%	6,361	38	↓ -99%	133	521	2	↓ -100%	\$8,692	\$65	
Thailand	64	1	↓ -99%	2,809	69	↓ -98%	120	288	4	↓ -98%	\$7,801	\$65	
Korea	172	1	↓ -100%	7,969	70	↓ -99%	110	760	5	↓ -99%	\$8,171	\$74	
China	821	3	↓ -100%	39,670	461	↓ -99%	144	7,065	48	↓ -99%	\$15,025	\$105	
India	271	3	↓ -99%	16,226	308	↓ -98%	105	1,005	23	↓ -98%	\$7,875	\$75	
Japan	345	1	↓ -100%	8,198	127	↓ -98%	97	937	9	↓ -99%	\$6,915	\$72	
Other Asia	318	4	↓ -99%	17,727	440	↓ -98%	101	1,414	31	↓ -98%	\$7,237	\$71	
Total Asia	2,956	21	↓ -99%	117,803	2,239	↓ -98%	108	14,688	189	↓ -99%	\$9,098	\$84	
USA	548	9	↓ -98%	9,058	885	↓ -90%	99	1,428	72	↓ -95%	\$8,082	\$82	
Canada	133	1	↓ -99%	3,581	157	↓ -96%	115	384	12	↓ -97%	\$8,889	\$77	
Total Nth America	681	10	↓ -98%	12,639	1,042	↓ -92%	101	1,812	85	↓ -95%	\$8,188	\$81	
New Zealand	929	77	↓ -92%	10,243	2,482	↓ -76%	32	1,212	272	↓ -78%	\$3,523	\$110	
Other Countries	401	13	↓ -97%	17,630	2,096	↓ -88%	160	1,465	141	↓ -90%	\$10,784	\$67	
Total	6,196	138	↓ -98%	203,007	9,558	↓ -95%	69	22,995	819	↓ -96%	\$5,916	\$86	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)		Year Ending Jun-20	Year Ending Jun-21	Change (%)		
Backpackers	439	-	#VALUE!	31,746	-	#VALUE!	#VALUE!	2,371	-	#VALUE!	#VALUE!	#VALUE!
Working Holiday	236	-	#VALUE!	34,599	-	#VALUE!	#VALUE!	1,921	-	#VALUE!	#VALUE!	#VALUE!

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)		Year Ending Jun-20	Year Ending Jun-21	Change (%)		
Holiday	2,792	12	↓ -100%	60,086	453	↓ -99%	38	7,312	49	↓ -99%	\$4,074	\$109
VFR	1,909	73	↓ -96%	51,525	3,733	↓ -93%	51	3,074	341	↓ -89%	\$4,667	\$91
Business	691	19	↓ -97%	7,885	1,148	↓ -85%	59	1,406	104	↓ -93%	\$5,366	\$91
Education	446	2	↓ -99%	59,126	361	↓ -99%	156	9,452	44	↓ -100%	\$19,079	\$122
Employ & Other	359	32	↓ -91%	24,385	3,862	↓ -84%	122	1,751	281	↓ -84%	\$8,878	\$73