

INTERNATIONAL PERFORMANCE

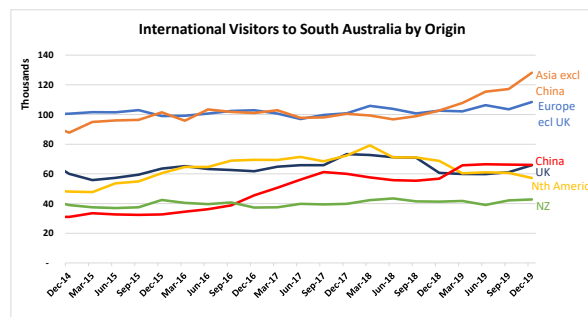
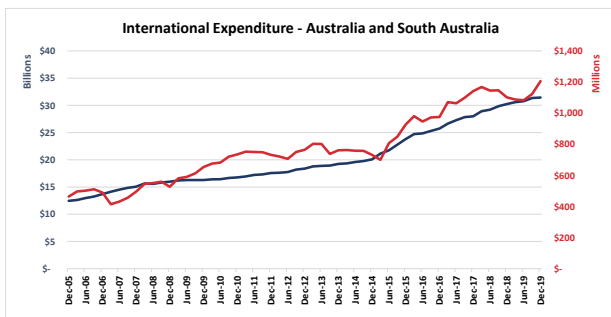
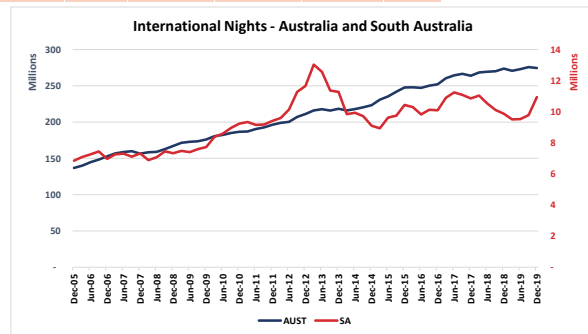
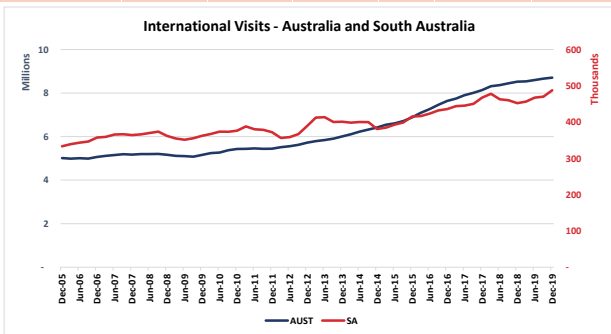


Seal Bay, Kangaroo Island

International Performance to December 2019
Released: 8th April 2020, Next release 8th July 2020

	Australia			South Australia			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
Visits (000s)	8,524	8,709	↑ 2%	452	488	↑ 8%	5.6%
Nights (000s)	273,793	274,477	⇒ 0%	9,874	10,938	↑ 11%	4.0%
Expenditure (\$m)	30,234	31,438	↑ 4%	1,101	1,206	↑ 9%	3.8%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share ^A	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
NSW	4,370	4,384	⇒ 0%	50%	96,204	96,576	⇒ 0%	35%	10,729	11,381	↑ 6%	36%
VIC	3,039	3,138	↑ 3%	36%	72,872	73,064	⇒ 0%	27%	8,467	8,826	↑ 4%	28%
QLD	2,763	2,783	⇒ 1%	32%	55,052	54,926	⇒ 0%	20%	5,994	6,083	↑ 1%	19%
SA	452	488	↑ 8%	5.6%	9,874	10,938	↑ 11%	4.0%	1,101	1,206	↑ 9%	3.8%
WA	964	996	↑ 3%	11%	24,928	25,189	↑ 1%	9%	2,234	2,385	↑ 7%	7.6%
TAS	309	283	↓ -8%	3.2%	4,911	4,247	↓ -14%	1.5%	549	555	↑ 1%	1.8%
NT	298	299	⇒ 0%	3.4%	3,589	3,163	↓ -12%	1.2%	472	437	↓ -8%	1.4%
ACT	252	270	↑ 7%	3.1%	5,838	5,860	⇒ 0%	2.1%	686	565	↓ -18%	1.8%
TOTAL	8,524	8,709	↑ 2%	100%	273,793	274,477	⇒ 0%	100%	30,234	31,438	↑ 4%	100%





Source: International visitors in Australia - Dec 2019, Tourism Research Australia, Canberra.
Numbers may add to more than 100% as more than 1 state/region visited.

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Seal Bay, Kangaroo Island



Government of South Australia
South Australian Tourism Commission

SOUTH AUSTRALIA																
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share		Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share			
United Kingdom	61	66	↑ 9%	10%	867	970	↑ 12%	5%	15	83	72	↓ -13%	4%	\$1,091	\$74	
Germany	28	26	↓ -6%	13%	553	340	↓ -39%	4%	13	37	38	↑ 2%	6%	\$1,462	\$112	
Scandinavia	9	14	↑ 49%	13%	180	261	↑ 45%	7%	19	16	23	↑ 41%	6%	\$1,656	\$88	
France	12	15	↑ 26%	11%	256	309	↑ 20%	5%	20	17	28	↑ 64%	6%	\$1,803	\$90	
Italy	17	12	↓ -31%	16%	177	157	↓ -11%	4%	14	22	14	↓ -36%	5%	\$1,199	\$88	
Netherlands	8	11	↑ 40%	18%	89	140	↑ 58%	6%	13	8	15	↑ 100%	7%	\$1,372	\$107	
Switzerland	11	11	↓ -1%	21%	113	117	↑ 4%	8%	11	14	16	↑ 15%	7%	\$1,480	\$136	
Other Europe	18	20	↑ 10%	7%	329	295	↓ -10%	3%	15	26	26	↓ -2%	3%	\$1,325	\$88	
Total Europe	163	174	↑ 7%	11%	2,565	2,589	⇒ 1%	4%	15	223	232	↑ 4%	5%	\$1,330	\$90	
Hong Kong	15	16	↑ 7%	6%	395	373	↓ -6%	6%	23	54	58	↑ 7%	6%	\$3,528	\$155	
Singapore	13	14	↑ 11%	3%	147	327	↑ 123%	6%	23	32	97	↑ 200%	9%	\$6,879	\$297	
Malaysia	14	15	↑ 7%	4%	393	409	↑ 4%	6%	28	48	59	↑ 23%	6%	\$3,969	\$143	
Indonesia	6	8	↑ 45%	4%	111	152	↑ 37%	3%	19	12	16	↑ 29%	2%	\$1,909	\$102	
Taiwan	np	5		3%	np	np				np	np					
Thailand	np	7		8%	np	np				np	np					
Korea	np	5		2%	np	np				np	np					
China	57	66	↑ 16%	5%	2,817	2,275	↓ -19%	4%	34	436	384	↓ -12%	4%	\$5,807	\$169	
India	13	29	↑ 124%	8%	459	1,027	↑ 124%	5%	36	29	58	↑ 103%	5%	\$2,037	\$57	
Japan	9	8	↓ -14%	2%	231	272	↑ 18%	3%	35	18	29	↑ 58%	2%	\$3,619	\$105	
Other Asia	20	21	↑ 9%	5%	757	1,392	↑ 84%	6%	65	46	56	↑ 24%	4%	\$2,626	\$40	
Total Asia	159	194	↑ 22%	4%	5,640	6,698	↑ 19%	4%	34	697	797	↑ 14%	4%	\$4,102	\$119	
USA	55	45	↓ -18%	6%	719	456	↓ -37%	4%	10	74	56	↓ -25%	3%	\$1,242	\$123	
Canada	14	12	↓ -12%	7%	176	175	⇒ -1%	4%	14	22	18	↓ -20%	3%	\$1,449	\$101	
Total Nth America	69	57	↓ -17%	6%	895	631	↓ -30%	4%	11	96	74	↓ -24%	3%	\$1,286	\$117	
New Zealand	41	43	↑ 4%	3%	346	360	↑ 4%	3%	8	53	45	↓ -16%	3%	\$1,054	\$125	
Other Countries	19	19	↓ -2%	4%	428	660	↑ 54%	3%	35	31	58	↑ 87%	3%	\$3,056	\$89	
Total	452	488	↑ 8%	6%	9,874	10,938	↑ 11%	4%	22	1,101	1,206	↑ 9%	4%	\$2,472	\$110	

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share		Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share		
Backpackers	65	60	↓ -9%	10%	1,401	1,055	↓ -25%	3%	18	105	81	↓ -23%	3%	\$1,357	\$77
Working Holiday	28	27	↓ -3%	9%	1,145	940	↓ -18%	2%	35	60	47	↓ -22%	2%	\$1,733	\$50

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-18	Year Ending Dec-19	Change (%)	SA Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share		Year Ending Dec-18	Year Ending Dec-19	Change (%)	SA Market Share		
Holiday	244	258	↑ 6%	6%	2,176	2,003	↓ -8%	2%	8	252	277	↑ 10%	3%	\$1,072	\$138
VFR	147	166	↑ 13%	6%	2,851	3,560	↑ 25%	5%	22	185	211	↑ 14%	5%	\$1,272	\$59
Business	49	55	↑ 13%	5%	489	454	↓ -7%	4%	8	94	79	↓ -15%	4%	\$1,442	\$175

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Government of South Australia
South Australian Tourism Commission

Education	25	31	↑	23%	5%	3,543	3,548	→	0%	5%	116	508	570	↑	12%	5%	\$18,669	\$161
Employ & Other	20	23	↑	15%	5%	814	1,373	↑	69%	4%	59	62	69	↑	11%	3%	\$2,946	\$50

Source: International visitors in Australia - Dec 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 Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)		Year Ending Dec-18	Year Ending Dec-19	Change (%)		
United Kingdom	688	672	↓ -2%	21,694	20,438	↓ -6%	30	1,885	1,781	↓ -6%	\$2,653	\$87
Germany	198	198	→ 0%	8,543	7,869	↓ -8%	40	708	692	↓ -2%	\$3,502	\$88
Scandinavia	108	103	↓ -5%	4,041	3,845	↓ -5%	37	433	375	↓ -13%	\$3,638	\$98
France	135	136	→ 1%	6,650	6,551	↓ -1%	48	515	491	↓ -5%	\$3,612	\$75
Italy	75	73	↓ -3%	3,829	3,876	↑ 1%	53	311	308	→ -1%	\$4,247	\$79
Netherlands	56	61	↑ 9%	2,193	2,376	↑ 8%	39	219	219	→ 0%	\$3,572	\$92
Switzerland	54	50	↓ -7%	1,693	1,545	↓ -9%	31	231	218	↓ -6%	\$4,315	\$141
Other Europe	253	263	↑ 4%	10,531	11,409	↑ 8%	43	877	1,003	↑ 14%	\$3,813	\$88
Total Europe	1,568	1,556	→ -1%	59,174	57,909	↓ -2%	37	5,180	5,088	↓ -2%	\$3,271	\$88
Hong Kong	280	285	↑ 2%	6,716	6,162	↓ -8%	22	970	1,023	↑ 5%	\$3,590	\$166
Singapore	392	417	↑ 6%	5,829	5,779	→ -1%	14	1,089	1,099	→ 1%	\$2,638	\$190
Malaysia	357	343	↓ -4%	8,387	7,400	↓ -12%	22	1,058	965	↓ -9%	\$2,814	\$130
Indonesia	186	197	↑ 6%	5,675	6,065	↑ 7%	31	613	683	↑ 11%	\$3,460	\$113
Taiwan	186	178	↓ -4%	9,859	9,242	↓ -6%	52	749	706	↓ -6%	\$3,966	\$76
Thailand	93	95	↑ 2%	4,130	4,377	↑ 6%	46	353	403	↑ 14%	\$4,261	\$92
Korea	264	254	↓ -4%	10,294	10,467	↑ 2%	41	1,084	1,069	↓ -1%	\$4,204	\$102
China	1,322	1,328	→ 0%	58,781	57,705	↓ -2%	43	9,551	10,338	↑ 8%	\$7,783	\$179
India	336	377	↑ 12%	20,458	21,649	↑ 6%	57	1,194	1,264	↑ 6%	\$3,354	\$58
Japan	434	458	↑ 6%	10,894	10,498	↓ -4%	23	1,172	1,239	↑ 6%	\$2,706	\$118
Other Asia	390	435	↑ 11%	20,363	22,621	↑ 11%	52	1,401	1,576	↑ 12%	\$3,623	\$70
Total Asia	4,239	4,366	↑ 3%	161,386	161,964	→ 0%	37	19,234	20,363	↑ 6%	\$4,664	\$126
USA	744	767	↑ 3%	13,380	12,861	↓ -4%	17	1,880	1,931	↑ 3%	\$2,518	\$150
Canada	172	178	↑ 4%	4,563	4,945	↑ 8%	28	504	524	↑ 4%	\$2,940	\$106
Total Nth America	916	945	↑ 3%	17,942	17,806	→ -1%	19	2,384	2,455	↑ 3%	\$2,598	\$138
New Zealand	1,259	1,299	↑ 3%	13,108	12,953	↓ -1%	10	1,643	1,630	→ -1%	\$1,255	\$126
Other Countries	542	542	→ 0%	22,183	23,845	↑ 7%	44	1,794	1,902	↑ 6%	\$3,506	\$80
Total	8,524	8,709	↑ 2%	273,793	274,477	→ 0%	32	30,234	31,438	↑ 4%	\$3,610	\$115

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)		Year Ending Dec-18	Year Ending Dec-19	Change (%)		
Backpackers	605	607	→ 0%	40,779	41,712	↑ 2%	69	3,152	3,232	↑ 3%	\$5,328	\$77
Working Holiday	302	308	↑ 2%	45,803	45,930	→ 0%	149	2,588	2,637	↑ 2%	\$8,550	\$57

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)		Year Ending Dec-18	Year Ending Dec-19	Change (%)		
Holiday	3,900	4,008	↑ 3%	79,734	82,313	↑ 3%	21	9,834	10,404	↑ 6%	\$2,596	\$126
VFR	2,563	2,612	↑ 2%	73,132	71,152	↓ -3%	27	4,171	4,130	→ -1%	\$1,581	\$58
Business	996	1,013	↑ 2%	11,206	11,211	→ 0%	11	2,325	2,149	↓ -8%	\$2,121	\$192
Education	577	594	↑ 3%	78,491	76,778	↓ -2%	129	11,540	12,360	↑ 7%	\$20,806	\$161
Employ & Other	487	481	↓ -1%	31,229	33,022	↑ 6%	69	2,364	2,395	↑ 1%	\$4,978	\$73



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