

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



International Performance to March 2020
Released: 8th July 2020, Next release 8th October 2020

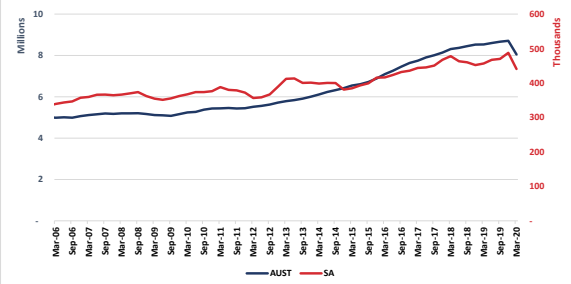
	Australia			South Australia					
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Dec-19	Mar-20 v Dec-19
Visits (000s)	8,534	8,051	-6%	457	441	-3%	5.5%	488	-10%
Nights (000s)	270,672	256,504	-5%	9,509	10,092	6%	3.9%	10,938	-8%
Expenditure (\$m)	30,601	28,544	-7%	1,088	1,058	-3%	3.7%	1,206	-12%

- The latest data relates to the year end March 2020 - this include 3 quarters of data that is unaffected by the bushfires and COVID-19.
- The fourth quarter results, January 2020 to March 2020 have been impacted negatively by the bushfires and COVID-19.

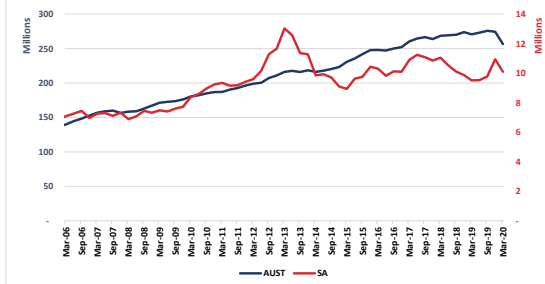
International Visits to States (000s)

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share*	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
NSW	4,346	3,974	-9%	49%	97,418	88,693	-9%	35%	11,195	9,975	-11%	35%
VIC	3,088	2,830	-8%	35%	71,690	68,973	-4%	27%	8,548	8,130	-5%	28%
QLD	2,738	2,566	-6%	32%	54,366	51,598	-5%	20%	5,999	5,704	-5%	20%
SA	457	441	-3%	5.5%	9,509	10,092	6%	3.9%	1,088	1,058	-3%	3.7%
WA	949	959	1%	12%	23,734	24,329	3%	9%	2,205	2,212	0%	7.8%
TAS	299	254	-15%	3.2%	4,435	4,050	-9%	1.6%	490	523	7%	1.8%
NT	297	282	-5%	3.5%	3,330	3,083	-7%	1.2%	473	435	-8%	1.5%
ACT	259	230	-11%	2.9%	5,693	5,150	-10%	2.0%	603	507	-16%	1.8%
TOTAL	8,534	8,051	-6%	100%	270,672	256,504	-5%	100%	30,601	28,544	-7%	100%

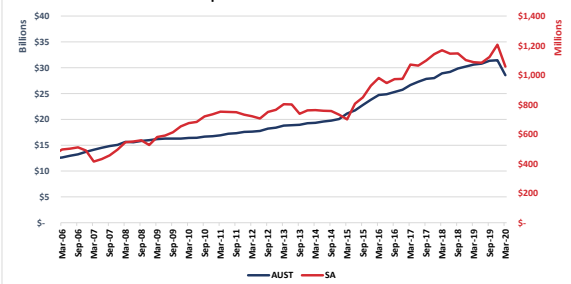
International Visits - Australia and South Australia



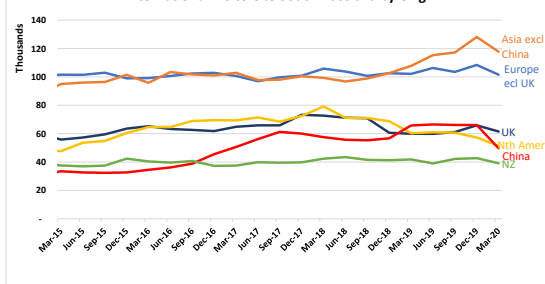
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



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

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SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share		Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	60	62	↑ 3%	10%	850	1,022	↑ 20%	5%	17	78	68	↓ -13%	4%	\$1,111	\$67
Germany	25	23	↓ -8%	13%	300	332	↑ 11%	4%	14	35	29	↓ -15%	5%	\$1,252	\$88
Scandinavia	10	11	↑ 8%	12%	172	243	↑ 41%	7%	22	17	19	↑ 11%	6%	\$1,656	\$77
France	13	14	↑ 7%	11%	264	308	↑ 17%	5%	22	18	29	↑ 60%	6%	\$2,056	\$93
Italy	16	13	↓ -23%	19%	186	212	↑ 14%	6%	17	22	16	↓ -30%	5%	\$1,246	\$74
Netherlands	8	10	↑ 27%	16%	95	101	↑ 6%	5%	11	10	10	↓ -3%	5%	\$1,017	\$96
Switzerland	11	9	↓ -12%	20%	123	94	↓ -23%	7%	10	16	11	↓ -30%	6%	\$1,174	\$118
Other Europe	19	21	↑ 15%	8%	360	405	↑ 12%	4%	19	33	20	↓ -41%	2%	\$913	\$48
Total Europe	162	163	⇒ 1%	11%	2,350	2,717	↑ 16%	5%	17	229	201	↓ -12%	4%	\$1,232	\$74
Hong Kong	19	13	↓ -30%	5%	402	259	↓ -36%	5%	20	51	50	↓ -4%	5%	\$3,805	\$192
Singapore	14	14	⇒ -1%	4%	211	286	↑ 35%	5%	21	48	79	↑ 66%	8%	\$5,836	\$277
Malaysia	13	13	↑ 2%	4%	353	361	↑ 2%	5%	27	49	49	⇒ -1%	6%	\$3,647	\$135
Indonesia	6	8	↑ 38%	4%	109	157	↑ 44%	3%	20	12	16	↑ 36%	2%	\$2,065	\$102
Taiwan	np	4		3%	np	np				np	np				
Thailand	np	6		7%	np	np				np	np				
Korea	np	4		2%	np	np				np	np				
China	66	50	↓ -24%	5%	2,345	1,870	↓ -20%	4%	38	391	315	↓ -19%	4%	\$6,335	\$168
India	16	26	↑ 66%	7%	690	965	↑ 40%	5%	37	39	54	↑ 40%	4%	\$2,065	\$56
Japan	8	6	↓ -24%	1%	301	208	↓ -31%	2%	33	25	19	↓ -21%	2%	\$3,047	\$93
Other Asia	17	23	↑ 31%	5%	731	1,440	↑ 97%	6%	64	44	66	↑ 52%	4%	\$2,932	\$46
Total Asia	174	167	↓ -3%	4%	5,563	5,935	↑ 7%	4%	35	686	690	⇒ 0%	4%	\$4,118	\$116
USA	49	40	↓ -17%	6%	491	440	↓ -10%	4%	11	62	51	↓ -18%	3%	\$1,280	\$117
Canada	12	11	↓ -5%	7%	203	144	↓ -29%	3%	13	21	19	↓ -11%	4%	\$1,714	\$132
Total Nth America	60	51	↓ -15%	6%	694	584	↓ -16%	4%	11	84	71	↓ -16%	3%	\$1,374	\$121
New Zealand	42	39	↓ -6%	3%	380	314	↓ -17%	2%	8	52	37	↓ -29%	2%	\$940	\$117
Other Countries	19	20	↑ 4%	4%	523	542	↑ 4%	2%	28	36	60	↑ 65%	3%	\$3,066	\$111
Total	457	441	↓ -3%	5%	9,509	10,092	↑ 6%	4%	23	1,088	1,058	↓ -3%	4%	\$2,401	\$105

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share		Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	65	53	↓ -18%	10%	1,161	988	↓ -15%	2%	19	85	69	↓ -19%	2%	\$1,296	\$70
Working Holiday	29	25	↓ -13%	8%	1,238	869	↓ -30%	2%	35	61	43	↓ -29%	2%	\$1,722	\$50

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share		Year Ending Mar-19	Year Ending Mar-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	251	228	↓ -9%	6%	2,255	1,809	↓ -20%	2%	8	266	242	↓ -9%	3%	\$1,063	\$134
VFR	149	151	↑ 1%	6%	2,981	3,441	↑ 15%	5%	23	187	185	↓ -1%	5%	\$1,225	\$54
Business	47	52	↑ 10%	6%	414	437	↑ 6%	4%	8	84	67	↓ -20%	4%	\$1,301	\$153
Education	25	26	↑ 4%	5%	3,091	2,974	↓ -4%	4%	114	496	496	⇒ 0%	4%	\$19,105	\$167
Employ & Other	22	22	↑ 3%	5%	768	1,432	↑ 86%	5%	64	55	67	↑ 23%	3%	\$3,034	\$47

Source: International visitors in Australia - Mar 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 Mar-19	Year Ending Mar-20	Change (%)	Year Ending Mar-19	Year Ending Mar-20	Change (%)		Year Ending Mar-19	Year Ending Mar-20	Change (%)		
United Kingdom	673	637	↓ -5%	21,385	19,243	↓ -10%	30	1,874	1,638	↓ -13%	\$2,570	\$85
Germany	199	183	↓ -8%	7,804	7,511	↓ -4%	41	681	645	↓ -5%	\$3,518	\$86
Scandinavia	106	96	↓ -9%	3,915	3,603	↓ -8%	37	420	333	↓ -21%	\$3,448	\$92
France	137	130	↓ -5%	6,797	6,401	↓ -6%	49	531	461	↓ -13%	\$3,552	\$72
Italy	75	68	↓ -9%	3,707	3,847	↑ 4%	56	302	293	↓ -3%	\$4,306	\$76
Netherlands	57	59	↑ 2%	2,279	2,216	↓ -3%	38	226	194	↓ -14%	\$3,294	\$87
Switzerland	54	47	↓ -12%	1,683	1,400	↓ -17%	30	240	184	↓ -23%	\$3,916	\$132
Other Europe	257	255	→ -1%	10,898	10,736	↓ -1%	42	922	931	→ 1%	\$3,651	\$87
Total Europe	1,558	1,476	↓ -5%	58,468	54,958	↓ -6%	37	5,195	4,679	↓ -10%	\$3,170	\$85
Hong Kong	272	269	→ -1%	6,282	5,605	↓ -11%	21	911	977	↑ 7%	\$3,634	\$174
Singapore	393	388	↓ -1%	5,826	5,449	↓ -6%	14	1,085	996	↓ -8%	\$2,570	\$183
Malaysia	350	319	↓ -9%	7,755	6,661	↓ -14%	21	1,012	885	↓ -13%	\$2,776	\$133
Indonesia	187	190	↑ 2%	5,472	6,050	↑ 11%	32	625	660	↑ 5%	\$3,472	\$109
Taiwan	185	162	↓ -12%	10,422	8,537	↓ -18%	53	765	680	↓ -11%	\$4,185	\$80
Thailand	92	90	↓ -3%	4,110	3,999	↓ -3%	45	352	403	↑ 14%	\$4,496	\$101
Korea	263	223	↓ -15%	9,670	10,134	↑ 5%	45	1,051	975	↓ -7%	\$4,378	\$96
China	1,329	1,081	↓ -19%	56,983	48,352	↓ -15%	45	9,840	8,468	↓ -14%	\$7,832	\$175
India	343	368	↑ 7%	20,926	21,280	↑ 2%	58	1,212	1,254	↑ 3%	\$3,405	\$59
Japan	438	425	↓ -3%	10,667	10,334	↓ -3%	24	1,184	1,175	→ -1%	\$2,762	\$114
Other Asia	397	423	↑ 7%	20,530	22,650	↑ 10%	53	1,455	1,674	↑ 15%	\$3,953	\$74
Total Asia	4,248	3,938	↓ -7%	158,643	149,052	↓ -6%	38	19,492	18,145	↓ -7%	\$4,608	\$122
USA	750	714	↓ -5%	13,074	12,034	↓ -8%	17	1,959	1,831	↓ -7%	\$2,565	\$152
Canada	176	165	↓ -6%	4,825	4,626	↓ -4%	28	516	481	↓ -7%	\$2,914	\$104
Total Nth America	926	879	↓ -5%	17,899	16,660	↓ -7%	19	2,475	2,312	↓ -7%	\$2,631	\$139
New Zealand	1,262	1,242	↓ -2%	12,900	13,110	↑ 2%	11	1,620	1,582	↓ -2%	\$1,275	\$121
Other Countries	540	517	↓ -4%	22,762	22,725	→ 0%	44	1,819	1,826	→ 0%	\$3,534	\$80
Total	8,534	8,051	↓ -6%	270,672	256,504	↓ -5%	32	30,601	28,544	↓ -7%	\$3,545	\$111

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Year Ending Mar-19	Year Ending Mar-20	Change (%)		Year Ending Mar-19	Year Ending Mar-20	Change (%)		
Backpackers	610	555	↓ -9%	39,984	40,134	→ 0%	72	3,090	3,007	↓ -3%	\$5,420	\$75
Working Holiday	306	298	↓ -3%	46,033	44,199	↓ -4%	148	2,624	2,483	↓ -5%	\$8,327	\$56

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Year Ending Mar-19	Year Ending Mar-20	Change (%)		Year Ending Mar-19	Year Ending Mar-20	Change (%)		
Holiday	3,917	3,641	↓ -7%	80,572	77,098	↓ -4%	21	10,057	9,390	↓ -7%	\$2,579	\$122
VFR	2,531	2,486	↓ -2%	71,121	68,381	↓ -4%	28	4,156	3,903	↓ -6%	\$1,570	\$57
Business	1,008	925	↓ -8%	11,297	10,425	↓ -8%	11	2,301	1,912	↓ -17%	\$2,067	\$183
Education	586	537	↓ -8%	75,463	69,630	↓ -8%	130	11,668	11,113	↓ -5%	\$20,676	\$160
Employ & Other	492	462	↓ -6%	32,220	30,970	↓ -4%	67	2,420	2,226	↓ -8%	\$4,819	\$72

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