

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



International Performance to June 2020

Released: 2nd October 2020, Next release 8th January 2020

	Australia			South Australia					
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Dec-19	Mar 20 v Dec 19
Visits (000s)	8,601	6,196	↓-28%	467	355	↓-24%	5.7%	488	↓-27%
Nights (000s)	273,023	203,007	↓-26%	9,523	8,487	↓-11%	4.2%	10,938	↓-22%
Expenditure (\$m)	30,779	22,994	↓-25%	1,083	907	↓-16%	3.9%	1,206	↓-25%

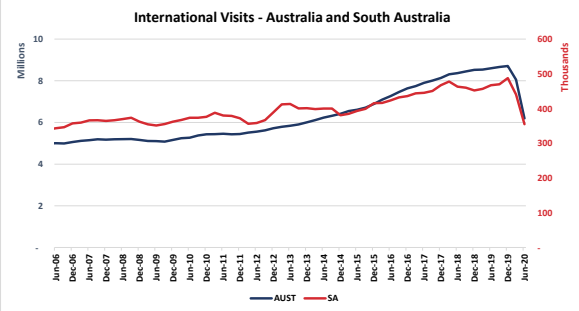
• The latest data relates to the year end June 2020 - this includes 6 month of data that is affected by the bushfires and COVID-19.

• January 2020 to June 2020 have been impacted negatively by the bushfires and COVID-19.

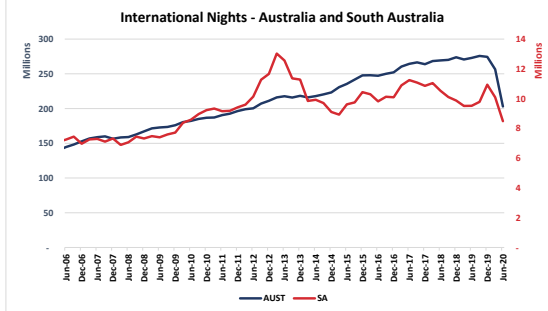
International Visits to States (000s)

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share ^A	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share
NSW	4,376	3,051	↓-30%	49%	98,142	69,747	↓-29%	34%	11,297	7,972	↓-29%	35%
VIC	3,101	2,196	↓-29%	35%	72,935	55,253	↓-24%	27%	8,581	6,695	↓-22%	29%
QLD	2,757	1,976	↓-28%	32%	54,575	40,420	↓-26%	20%	5,998	4,555	↓-24%	20%
SA	467	355	↓-24%	5.7%	9,523	8,487	↓-11%	4.2%	1,083	907	↓-16%	3.9%
WA	973	747	↓-23%	12%	23,819	19,171	↓-20%	9%	2,233	1,762	↓-21%	7.7%
TAS	300	200	↓-33%	3.2%	4,513	2,963	↓-34%	1.5%	528	395	↓-25%	1.7%
NT	294	233	↓-21%	3.8%	3,222	2,566	↓-20%	1.3%	454	338	↓-26%	1.5%
ACT	266	175	↓-34%	2.8%	5,795	3,958	↓-32%	1.9%	605	370	↓-39%	1.6%
TOTAL	8,601	6,196	↓-28%	100%	273,023	203,007	↓-26%	100%	30,779	22,994	↓-25%	100%

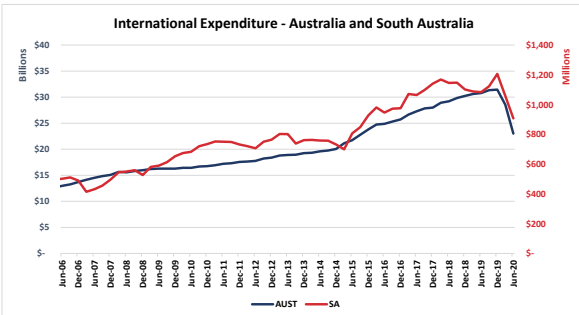
International Visits - Australia and South Australia



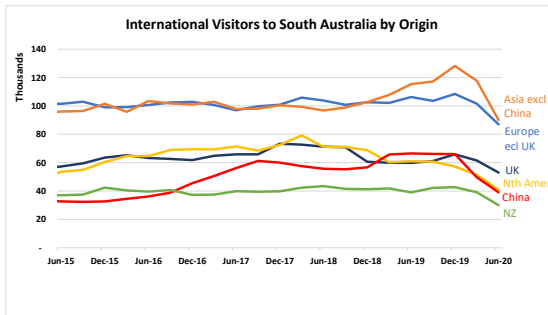
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



Source: International visitors in Australia - June 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 Jun-19	Year Ending Jun-20	Change (%)	SA Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	SA Market Share		Year Ending Jun-19	Year Ending Jun-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	60	53	↓ -12%	10%	833	896	↑ 8%	6%	17	78	60	↓ -23%	2%	\$1,132	\$67
Germany	26	20	↓ -23%	13%	281	290	↑ 3%	5%	15	34	26	↓ -24%	3%	\$1,300	\$90
Scandinavia	10	10	↔ 0%	12%	133	236	↑ 77%	8%	24	15	18	↑ 20%	4%	\$1,800	\$76
France	15	11	↓ -27%	10%	279	263	↓ -6%	5%	24	20	24	↑ 20%	4%	\$2,182	\$91
Italy	17	11	↓ -35%	19%	207	165	↓ -20%	5%	15	24	13	↓ -46%	3%	\$1,182	\$79
Netherlands	8	8	↔ 0%	16%	102	80	↓ -22%	4%	10	10	9	↓ -10%	3%	\$1,125	\$113
Switzerland	11	8	↓ -27%	20%	131	80	↓ -39%	7%	10	17	8	↓ -53%	3%	\$1,000	\$100
Other Europe	19	19	↔ 0%	9%	332	380	↑ 14%	4%	20	32	18	↓ -44%	1%	\$947	\$47
Total Europe	166	140	↓ -16%	11%	2,298	2,390	↑ 4%	5%	17	230	176	↓ -23%	3%	\$1,257	\$74
Hong Kong	18	11	↓ -39%	5%	372	229	↓ -38%	5%	21	50	44	↓ -12%	4%	\$4,000	\$192
Singapore	13	11	↓ -15%	4%	228	244	↑ 7%	6%	22	54	69	↑ 28%	7%	\$6,273	\$283
Malaysia	14	9	↓ -36%	4%	353	297	↓ -16%	6%	33	46	41	↓ -11%	4%	\$4,556	\$138
Indonesia	6	6	↔ 0%	5%	105	146	↑ 39%	3%	24	11	15	↑ 36%	2%	\$2,500	\$103
Taiwan	5	4	↓ -20%	3%	np	np				np	np				
Thailand	6	4	↓ -33%	6%	np	np				np	np				
Korea	6	3	↓ -50%	2%	np	np				np	np				
China	66	39	↓ -41%	5%	2,171	1,626	↓ -25%	4%	42	378	274	↓ -28%	3%	\$7,026	\$169
India	19	21	↑ 11%	8%	729	883	↑ 21%	5%	42	43	48	↑ 12%	3%	\$2,286	\$54
Japan	9	4	↓ -56%	1%	347	158	↓ -54%	2%	40	31	13	↓ -58%	1%	\$3,250	\$82
Other Asia	20	17	↓ -15%	5%	910	1,062	↑ 17%	6%	62	45	56	↑ 24%	3%	\$3,294	\$53
Total Asia	182	129	↓ -29%	4%	5,593	4,980	↓ -11%	4%	39	687	594	↓ -14%	3%	\$4,605	\$119
USA	49	32	↓ -35%	6%	493	329	↓ -33%	4%	10	62	51	↓ -18%	2%	\$1,608	\$156
Canada	12	9	↓ -25%	7%	191	127	↓ -34%	4%	14	21	19	↓ -11%	3%	\$2,118	\$150
Total Nth America	61	41	↓ -33%	6%	694	584	↓ -16%	5%	14	84	71	↓ -16%	2%	\$1,720	\$121
New Zealand	39	30	↓ -23%	3%	371	212	↓ -43%	2%	7	52	37	↓ -29%	2%	\$1,226	\$173
Other Countries	19	16	↓ -16%	4%	576	452	↓ -22%	3%	28	36	60	↑ 65%	3%	\$3,748	\$133
Total	467	355	↓ -24%	6%	9,523	8,487	↓ -11%	4%	24	1,083	907	↓ -16%	3%	\$2,555	\$107

Source: International visitors in Australia - June 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 Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)		Year Ending Jun-19	Year Ending Jun-20	Change (%)			
United Kingdom	674	530	↓ -21%	21,649	15,370	↓ -29%	29	3,389	2,617	↓ -23%	\$4,938	\$170	
Germany	199	154	↓ -23%	7,760	6,332	↓ -18%	41	1,154	941	↓ -18%	\$6,110	\$149	
Scandinavia	107	82	↓ -23%	3,921	3,025	↓ -23%	37	672	481	↓ -28%	\$5,866	\$159	
France	137	106	↓ -23%	6,692	5,231	↓ -22%	49	814	621	↓ -24%	\$5,858	\$119	
Italy	75	57	↓ -24%	3,775	3,059	↓ -19%	54	510	385	↓ -25%	\$6,754	\$126	
Netherlands	59	49	↓ -17%	2,276	1,908	↓ -16%	39	360	289	↓ -20%	\$5,898	\$151	
Switzerland	54	40	↓ -26%	1,731	1,159	↓ -33%	29	407	298	↓ -27%	\$7,450	\$257	
Other Europe	262	212	↓ -19%	11,143	8,608	↓ -23%	41	1,486	1,241	↓ -16%	\$5,854	\$144	
Total Europe	1,567	1,230	↓ -22%	58,947	44,692	↓ -24%	36	8,792	6,873	↓ -22%	\$5,588	\$154	
Hong Kong	280	204	↓ -27%	6,095	4,431	↓ -27%	22	1,358	1,000	↓ -26%	\$4,902	\$226	
Singapore	407	277	↓ -32%	5,693	4,237	↓ -26%	15	1,547	1,039	↓ -33%	\$3,751	\$245	
Malaysia	346	231	↓ -33%	7,303	5,358	↓ -27%	23	1,282	915	↓ -29%	\$3,961	\$171	
Indonesia	191	132	↓ -31%	5,507	4,818	↓ -13%	37	823	654	↓ -21%	\$4,955	\$136	
Taiwan	180	122	↓ -32%	10,128	6,361	↓ -37%	52	1,001	697	↓ -30%	\$5,713	\$110	
Thailand	91	64	↓ -30%	4,430	2,809	↓ -37%	44	477	358	↓ -25%	\$5,594	\$127	
Korea	256	172	↓ -33%	9,751	7,969	↓ -18%	46	1,458	1,040	↓ -29%	\$6,047	\$131	
China	1,323	821	↓ -38%	56,918	39,670	↓ -30%	48	11,918	8,410	↓ -29%	\$10,244	\$212	
India	350	271	↓ -23%	22,003	16,226	↓ -26%	60	1,764	1,380	↓ -22%	\$5,092	\$85	
Japan	445	345	↓ -22%	11,048	8,198	↓ -26%	24	2,047	1,577	↓ -23%	\$4,571	\$192	
Other Asia	410	318	↓ -22%	21,239	17,727	↓ -17%	56	1,960	1,789	↓ -9%	\$5,626	\$101	
Total Asia	4,279	2,957	↓ -31%	160,115	117,804	↓ -26%	40	25,635	18,859	↓ -26%	\$6,378	\$160	
USA	764	548	↓ -28%	13,106	9,058	↓ -31%	17	3,988	2,913	↓ -27%	\$5,316	\$322	
Canada	179	133	↓ -26%	4,957	3,581	↓ -28%	27	878	668	↓ -24%	\$5,023	\$187	
Total Nth America	943	681	↓ -28%	18,063	12,639	↓ -30%	19	4,866	3,581	↓ -26%	\$5,258	\$283	
New Zealand	1,272	929	↓ -27%	12,819	10,243	↓ -20%	11	2,581	1,914	↓ -26%	\$2,060	\$187	
Other Countries	541	401	↓ -26%	23,079	17,630	↓ -24%	44	2,710	2,104	↓ -22%	\$5,247	\$119	
Total	8,602	6,198	↓ -28%	273,023	203,008	↓ -26%	33	44,584	33,331	↓ -25%	\$5,378	\$164	