

# INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island

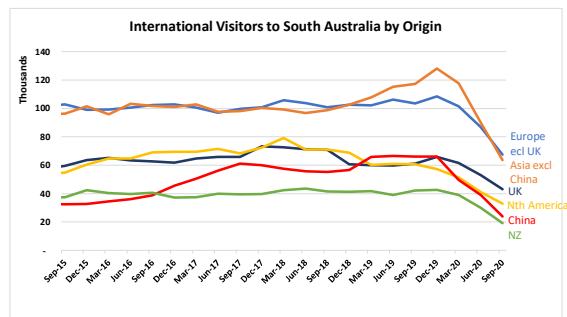
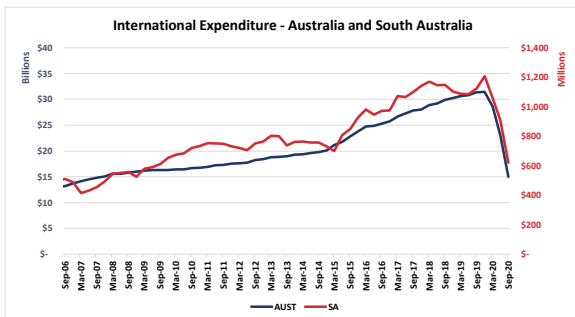
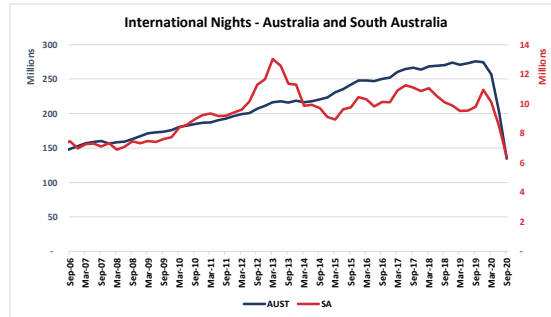
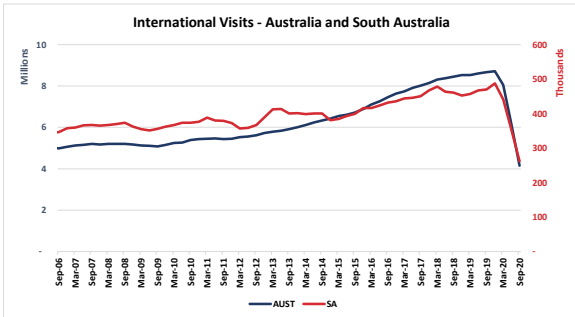


International Performance to September 2020  
Released: 20th January 2021, Next release April 2021

	Australia			South Australia					
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Dec-19	Mar-20 v Dec-19
Visits (000s)	8,662	4,142	-52%	470	262	-44%	6.3%	488	-46%
Nights (000s)	275,790	134,459	-51%	9,780	6,383	-35%	4.7%	10,938	-42%
Expenditure (\$m)	31,340	15,014	-52%	1,123	621	-45%	4.1%	1,206	-49%

The latest data relates to the year end September 2020 - this includes 3 quarters of data that is affected by the bushfires and COVID-19.

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share*	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Market Share
NSW	4,387	2,073	-53%	50%	97,784	46,147	-53%	34%	11,450	5,108	-55%	34%
VIC	3,131	1,501	-52%	36%	74,329	36,976	-50%	27%	8,798	4,424	-50%	29%
QLD	2,763	1,269	-54%	31%	55,216	25,481	-54%	19%	6,006	2,976	-50%	20%
<b>SA</b>	<b>470</b>	<b>262</b>	<b>-44%</b>	<b>6.3%</b>	<b>9,780</b>	<b>6,383</b>	<b>-35%</b>	<b>4.7%</b>	<b>1,123</b>	<b>621</b>	<b>-45%</b>	<b>4.1%</b>
WA	988	516	-48%	12%	24,493	12,740	-48%	9%	2,356	1,118	-53%	7.4%
TAS	293	160	-45%	3.9%	4,241	2,257	-47%	1.7%	536	314	-41%	2.1%
NT	310	141	-55%	3.4%	3,331	1,674	-50%	1.2%	470	213	-55%	1.4%
ACT	271	114	-58%	2.7%	6,117	2,461	-60%	1.8%	602	239	-60%	1.6%
<b>TOTAL</b>	<b>8,662</b>	<b>4,142</b>	<b>-52%</b>	<b>100%</b>	<b>275,790</b>	<b>134,459</b>	<b>-51%</b>	<b>100%</b>	<b>31,340</b>	<b>15,014</b>	<b>-52%</b>	<b>100%</b>



Source: International visitors in Australia - Sep 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 Sep-19	Year Ending Sep-20	Change (%)	SA Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share		Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	61	43	↓ -30%	10%	791	810	↑ 2%	7%	19	66	52	↓ -22%	5%	\$1,196	\$64
Germany	25	17	↓ -30%	15%	306	206	↓ -33%	5%	12	33	22	↓ -33%	6%	\$1,279	\$106
Scandinavia	12	8	↓ -36%	12%	137	202	↑ 48%	10%	26	16	15	↓ -4%	8%	\$1,961	\$75
France	14	9	↓ -38%	12%	261	210	↓ -20%	6%	25	20	19	↓ -6%	8%	\$2,190	\$89
Italy	14	7	↓ -48%	20%	175	121	↓ -31%	7%	16	18	9	↓ -51%	7%	\$1,184	\$72
Netherlands	8	6	↓ -25%	18%	119	51	↓ -57%	4%	8	11	6	↓ -44%	6%	\$981	\$121
Switzerland	11	6	↓ -45%	21%	134	69	↓ -48%	8%	11	17	7	↓ -57%	7%	\$1,187	\$106
Other Europe	19	14	↓ -26%	9%	385	294	↓ -24%	6%	21	34	13	↓ -62%	3%	\$900	\$43
<b>Total Europe</b>	<b>165</b>	<b>110</b>	<b>↓ -33%</b>	<b>12%</b>	<b>2,308</b>	<b>1,964</b>	<b>↓ -15%</b>	<b>6%</b>	<b>18</b>	<b>215</b>	<b>142</b>	<b>↓ -34%</b>	<b>5%</b>	<b>\$1,288</b>	<b>\$72</b>
Hong Kong	18	8	↓ -58%	6%	362	150	↓ -59%	5%	20	51	27	↓ -47%	6%	\$3,609	\$183
Singapore	12	8	↓ -31%	5%	205	209	↑ 2%	8%	25	80	33	↓ -59%	7%	\$3,943	\$157
Malaysia	13	6	↓ -54%	5%	405	174	↓ -57%	5%	29	54	27	↓ -50%	6%	\$4,424	\$153
Indonesia	np	5		6%	np	145		4%	27	np	15		4%	\$2,722	\$101
Taiwan	np	2		2%	np	np				np	np				
Thailand	np	3		8%	np	np				np	np				
Korea	np	3		3%	np	np				np	np				
China	66	24	↓ -64%	5%	2,087	1,071	↓ -49%	5%	45	376	169	↓ -55%	4%	\$7,081	\$158
India	24	13	↓ -47%	7%	878	630	↓ -28%	6%	49	53	30	↓ -43%	4%	\$2,356	\$48
Japan	8	3	↓ -59%	2%	331	151	↓ -54%	3%	44	29	13	↓ -55%	2%	\$3,785	\$86
Other Asia	20	12	↓ -37%	6%	1,000	827	↓ -17%	7%	67	49	41	↓ -17%	4%	\$3,283	\$49
<b>Total Asia</b>	<b>183</b>	<b>87</b>	<b>↓ -52%</b>	<b>5%</b>	<b>5,783</b>	<b>3,592</b>	<b>↓ -38%</b>	<b>5%</b>	<b>41</b>	<b>732</b>	<b>379</b>	<b>↓ -48%</b>	<b>4%</b>	<b>\$4,330</b>	<b>\$105</b>
USA	48	25	↓ -48%	6%	482	267	↓ -45%	4%	11	63	28	↓ -55%	3%	\$1,118	\$106
Canada	12	8	↓ -38%	7%	213	97	↓ -54%	4%	13	25	12	↓ -52%	4%	\$1,581	\$123
<b>Total Nth America</b>	<b>61</b>	<b>33</b>	<b>↓ -46%</b>	<b>7%</b>	<b>696</b>	<b>364</b>	<b>↓ -48%</b>	<b>4%</b>	<b>11</b>	<b>88</b>	<b>40</b>	<b>↓ -54%</b>	<b>3%</b>	<b>\$1,225</b>	<b>\$111</b>
New Zealand	42	19	↓ -55%	3%	382	150	↓ -61%	2%	8	47	17	↓ -64%	2%	\$890	\$113
Other Countries	19	12	↓ -39%	4%	611	314	↓ -49%	3%	27	41	43	↑ 3%	4%	\$3,639	\$136
<b>Total</b>	<b>470</b>	<b>262</b>	<b>↓ -44%</b>	<b>6%</b>	<b>9,780</b>	<b>6,383</b>	<b>↓ -35%</b>	<b>5%</b>	<b>24</b>	<b>1,123</b>	<b>621</b>	<b>↓ -45%</b>	<b>4%</b>	<b>\$2,374</b>	<b>\$97</b>

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share		Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	62	30	↓ -52%	10%	1,043	501	↓ -52%	3%	17	79	35	↓ -55%	2%	\$1,196	\$71
Working Holiday	27	14	↓ -50%	9%	1,042	542	↓ -48%	2%	40	52	28	↓ -47%	2%	\$2,044	\$51

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share	Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share		Year Ending Sep-19	Year Ending Sep-20	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	248	146	↓ -41%	8%	2,097	1,117	↓ -47%	3%	8	261	161	↓ -38%	3%	\$1,102	\$144
VFR	158	86	↓ -46%	6%	3,274	2,062	↓ -37%	6%	24	194	106	↓ -45%	5%	\$1,236	\$51
Business	55	25	↓ -54%	6%	448	281	↓ -37%	6%	11	92	27	↓ -70%	3%	\$1,093	\$98
Education	27	13	↓ -51%	5%	3,201	1,746	↓ -45%	5%	131	533	275	↓ -48%	5%	\$20,544	\$157
Employ & Other	20	16	↓ -19%	7%	760	1,177	↑ 55%	7%	73	44	52	↑ 19%	5%	\$3,226	\$44

Source: International Visitors in Australia - Sep 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 Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)		Year Ending Sep-19	Year Ending Sep-20	Change (%)		
United Kingdom	670	424	↓ -37%	20,788	11,731	↓ -44%	28	1,830	1,033	↓ -44%	\$2,438	\$88
Germany	197	114	↓ -42%	7,769	4,056	↓ -48%	35	694	377	↓ -46%	\$3,295	\$93
Scandinavia	105	66	↓ -38%	3,992	2,062	↓ -48%	31	418	202	↓ -52%	\$3,086	\$98
France	137	73	↓ -46%	6,707	3,442	↓ -49%	47	505	240	↓ -53%	\$3,269	\$70
Italy	74	37	↓ -49%	3,873	1,822	↓ -53%	49	312	131	↓ -58%	\$3,507	\$72
Netherlands	59	35	↓ -41%	2,269	1,269	↓ -44%	36	204	113	↓ -45%	\$3,211	\$89
Switzerland	53	30	↓ -43%	1,668	826	↓ -50%	28	243	105	↓ -57%	\$3,502	\$127
Other Europe	262	158	↓ -40%	11,717	5,341	↓ -54%	34	993	492	↓ -50%	\$3,103	\$92
<b>Total Europe</b>	<b>1,557</b>	<b>938</b>	<b>↓ -40%</b>	<b>58,783</b>	<b>30,550</b>	<b>↓ -48%</b>	<b>33</b>	<b>5,199</b>	<b>2,692</b>	<b>↓ -48%</b>	<b>\$2,870</b>	<b>\$88</b>
Hong Kong	284	130	↓ -54%	5,983	3,021	↓ -50%	23	990	473	↓ -52%	\$3,621	\$156
Singapore	417	173	↓ -59%	5,663	2,770	↓ -51%	16	1,100	451	↓ -59%	\$2,610	\$163
Malaysia	344	133	↓ -61%	7,292	3,359	↓ -54%	25	971	450	↓ -54%	\$3,374	\$134
Indonesia	195	83	↓ -57%	5,636	3,330	↓ -41%	40	648	353	↓ -46%	\$4,232	\$106
Taiwan	179	75	↓ -58%	9,851	4,143	↓ -58%	55	732	342	↓ -53%	\$4,558	\$83
Thailand	93	39	↓ -58%	4,367	1,879	↓ -57%	48	377	199	↓ -47%	\$5,046	\$106
Korea	250	117	↓ -53%	10,230	5,180	↓ -49%	44	1,064	507	↓ -52%	\$4,343	\$98
China	1,331	487	↓ -63%	58,395	23,249	↓ -60%	48	10,228	4,096	↓ -60%	\$8,407	\$176
India	364	184	↓ -49%	22,253	11,391	↓ -49%	62	1,266	722	↓ -43%	\$3,922	\$63
Japan	455	215	↓ -53%	10,892	5,476	↓ -50%	26	1,239	614	↓ -50%	\$2,859	\$112
Other Asia	424	209	↓ -51%	22,225	12,132	↓ -45%	58	1,565	960	↓ -39%	\$4,605	\$79
<b>Total Asia</b>	<b>4,337</b>	<b>1,845</b>	<b>↓ -57%</b>	<b>162,788</b>	<b>75,931</b>	<b>↓ -53%</b>	<b>41</b>	<b>20,179</b>	<b>9,166</b>	<b>↓ -55%</b>	<b>\$4,967</b>	<b>\$121</b>
USA	771	400	↓ -48%	13,168	6,666	↓ -49%	17	1,984	1,086	↓ -45%	\$2,716	\$163
Canada	181	103	↓ -43%	4,912	2,596	↓ -47%	25	534	288	↓ -46%	\$2,799	\$111
<b>Total Nth America</b>	<b>952</b>	<b>503</b>	<b>↓ -47%</b>	<b>18,079</b>	<b>9,262</b>	<b>↓ -49%</b>	<b>18</b>	<b>2,519</b>	<b>1,374</b>	<b>↓ -45%</b>	<b>\$2,733</b>	<b>\$148</b>
New Zealand	1,276	582	↓ -54%	12,977	6,613	↓ -49%	11	1,614	754	↓ -53%	\$1,297	\$114
Other Countries	540	274	↓ -49%	23,163	12,103	↓ -48%	44	1,829	1,028	↓ -44%	\$3,746	\$85
<b>Total</b>	<b>8,662</b>	<b>4,142</b>	<b>↓ -52%</b>	<b>275,790</b>	<b>134,459</b>	<b>↓ -51%</b>	<b>32</b>	<b>31,340</b>	<b>15,014</b>	<b>↓ -52%</b>	<b>\$3,625</b>	<b>\$112</b>

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)		Year Ending Sep-19	Year Ending Sep-20	Change (%)		
Backpackers	607	295	↓ -51%	41,785	19,506	↓ -53%	66	3,246	1,479	↓ -54%	\$5,007	\$76
Working Holiday	304	156	↓ -48%	46,689	21,915	↓ -53%	140	2,701	1,208	↓ -55%	\$7,726	\$55

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-19	Year Ending Sep-20	Change (%)	Year Ending Sep-19	Year Ending Sep-20	Change (%)		Year Ending Sep-19	Year Ending Sep-20	Change (%)		
Holiday	3,995	1,870	↓ -53%	82,449	39,696	↓ -52%	21	10,336	4,914	↓ -52%	\$2,628	\$124
VFR	2,585	1,334	↓ -48%	72,153	36,505	↓ -49%	27	4,099	2,242	↓ -45%	\$1,681	\$61
Business	1,002	426	↓ -57%	11,084	5,054	↓ -54%	12	2,189	860	↓ -61%	\$2,017	\$170
Education	589	266	↓ -55%	76,282	37,070	↓ -51%	140	12,205	5,838	↓ -52%	\$21,980	\$157
Employ & Other	492	247	↓ -50%	33,822	16,135	↓ -52%	65	2,511	1,161	↓ -54%	\$4,704	\$72

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