

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



International Performance to March 2021
Released: 30th June 2021, Next release September 2021

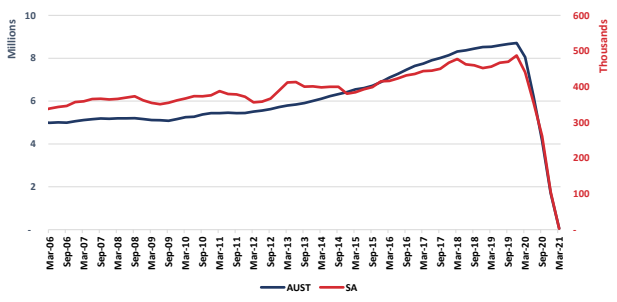
	Australia			South Australia			
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Market Share
Visits (000s)	8,051	60	-99%	441	3	-99%	4.8%
Nights (000s)	256,504	6,183	-98%	10,092	192	-98%	3.1%
Expenditure (\$m)	28,544	505	-98%	1,058	15	-99%	3.0%

• The latest data relates to the year end March 2021 and include a full year of data that is affected by COVID-19.

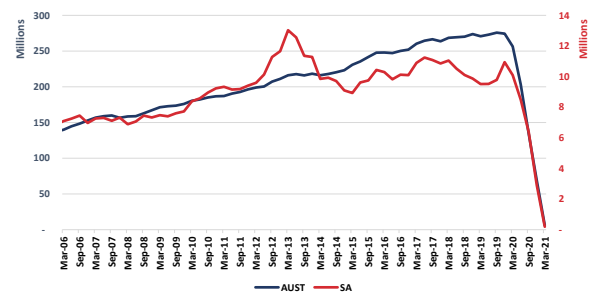
International Visits to States (000s)

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Market Share ^A	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Market Share	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Market Share
NSW	3,974	36	-99%	60%	88,693	2,860	-97%	46%	9,975	241	-98%	48%
VIC	2,830	11	-100%	19%	68,973	944	-99%	15%	8,130	80	-99%	16%
QLD	2,566	16	-99%	27%	51,598	1,100	-98%	18%	5,704	90	-98%	18%
SA	441	3	-99%	4.8%	10,092	192	-98%	3.1%	1,058	15	-99%	3.0%
WA	959	9	-99%	15%	24,329	628	-97%	10%	2,212	50	-98%	9.8%
TAS	254	1	-100%	1.5%	4,050	146	-96%	2.4%	523	9	-98%	1.8%
NT	282	2	-99%	2.7%	3,083	225	-93%	3.6%	435	14	-97%	2.8%
ACT	230	1	-100%	1.6%	5,150	88	-98%	1.4%	507	6	-99%	1.3%
TOTAL	8,051	60	-99%	100%	255,969	6,183	-98%	100%	28,544	505	-98%	100%

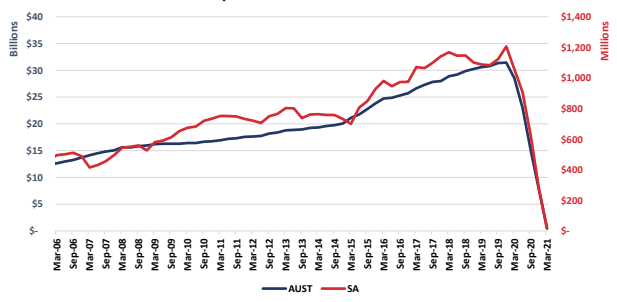
International Visits - Australia and South Australia



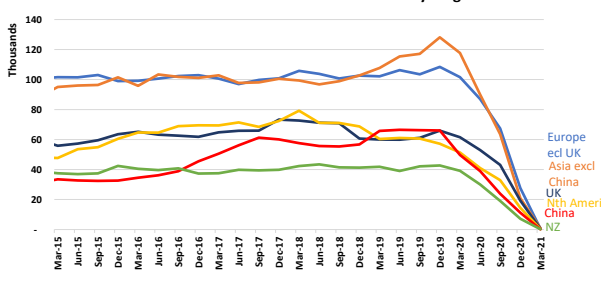
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



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Seal Bay, Kangaroo Island



Source: International visitors in Australia - Mar 21, Tourism Research Australia, Canberra.
Numbers may add to more than 100% as more than 1 state/region visited.

SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share	Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share		Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share		
United Kingdom	62	1	↓ -99%	9%	1,022	35	↓ -97%	5%	67	68	3	↓ -96%	5%	\$5,072	\$76
Germany	23	0	↓ -100%	8%	332	4	↓ -99%	4%	46	29	0	↓ -99%	4%	\$3,608	\$79
Scandinavia	11	0	↓ -99%	11%	243	4	↓ -98%	6%	57	19	0	↓ -98%	7%	\$4,955	\$86
France	14	0	↓ -99%	8%	308	6	↓ -98%	6%	79	29	0	↓ -99%	6%	\$5,620	\$71
Italy	13	0	↓ -100%	6%	212	2	↓ -99%	3%	46	16	0	↓ -99%	3%	\$3,461	\$75
Netherlands	10	0	↓ -99%	9%	101	3	↓ -97%	5%	56	10	0	↓ -98%	5%	\$3,797	\$67
Switzerland	9	0	↓ -100%	7%	94	1	↓ -99%	4%	58	11	0	↓ -99%	3%	\$3,731	\$64
Other Europe	21	0	↓ -99%	5%	405	12	↓ -97%	4%	62	20	1	↓ -96%	3%	\$4,554	\$74
Total Europe	163	1	↓ -99%	8%	2,717	66	↓ -98%	5%	63	201	5	↓ -98%	5%	\$4,741	\$75
Hong Kong	13	0	↓ -99%	6%	259	5	↓ -98%	3%	45	50	0	↓ -99%	3%	\$4,054	\$90
Singapore	14	0	↓ -99%	7%	286	7	↓ -98%	3%	38	79	1	↓ -99%	3%	\$4,362	\$116
Malaysia	13	0	↓ -99%	14%	361	3	↓ -99%	5%	37	49	0	↓ -99%	6%	\$3,340	\$91
Indonesia	np	0		3%	np	3		3%	78	np	0		2%	\$3,818	\$49
Taiwan	np	0		8%	np	np				np	np				
Thailand	np	0		9%	np	np				np	np				
Korea	np	0		3%	np	np				np	np				
China	50	0	↓ -100%	6%	1,870	13	↓ -99%	4%	89	315	1	↓ -100%	3%	\$8,330	\$94
India	26	0	↓ -99%	6%	965	10	↓ -99%	4%	63	54	1	↓ -99%	3%	\$4,569	\$73
Japan	np	0		12%	np	7		8%	68	np	1		9%	\$5,334	\$78
Other Asia	23	0	↓ -99%	5%	1,440	14	↓ -99%	4%	84	66	1	↓ -99%	4%	\$5,504	\$66
Total Asia	167	1	↓ -99%	7%	5,935	67	↓ -99%	4%	63	690	5	↓ -99%	4%	\$5,053	\$80
USA	40	0	↓ -99%	4%	440	21	↓ -95%	3%	78	51	2	↓ -97%	3%	\$5,905	\$75
Canada	11	0	↓ -100%	4%	144	4	↓ -97%	3%	89	19	0	↓ -99%	3%	\$5,802	\$66
Total Nth America	51	0	↓ -99%	4%	584	25	↓ -96%	3%	80	71	2	↓ -97%	3%	\$5,890	\$74
New Zealand	39	0	↓ -99%	2%	314	20	↓ -94%	2%	85	37	2	↓ -95%	2%	\$7,659	\$90
Other Countries	20	0	↓ -99%	3%	542	14	↓ -97%	1%	61	60	1	↓ -98%	1%	\$5,050	\$82
Total	441	3	↓ -99%	5%	10,092	192	↓ -98%	3%	66	1,058	15	↓ -99%	3%	\$5,242	\$79

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share	Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share		Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share		
Backpackers	53	0	↓ -100%	#DIV/0!	988	0	↓ -100%	#DIV/0!	#DIV/0!	69	0	↓ -100%	#DIV/0!	#DIV/0!	#DIV/0!
Working Holiday	25	0	↓ -100%	#DIV/0!	869	0	↓ -100%	#DIV/0!	#DIV/0!	43	0	↓ -100%	#DIV/0!	#DIV/0!	#DIV/0!

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share	Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share		Year Ending Mar-20	Year Ending Mar-21	Change (%)	SA Market Share		
Holiday	228	0	↓ -100%	4%	1,809	7	↓ -100%	4%	103	242	0	↓ -100%	3%	\$7,096	\$69
VFR	151	1	↓ -99%	5%	3,441	86	↓ -98%	3%	64	185	7	↓ -96%	3%	\$4,819	\$76
Business	52	1	↓ -99%	7%	437	30	↓ -93%	4%	55	67	3	↓ -96%	4%	\$4,564	\$82
Education	26	0	↓ -100%	5%	2,974	7	↓ -100%	3%	94	496	1	↓ -100%	2%	\$11,356	\$121
Employ & Other	22	1	↓ -96%	4%	1,432	61	↓ -96%	3%	73	67	5	↓ -93%	2%	\$5,636	\$78

Source: International visitors in Australia - Mar 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.

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AUSTRALIA												
Origin	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Year Ending Mar-20	Year Ending Mar-21	Change (%)		Year Ending Mar-20	Year Ending Mar-21	Change (%)		
United Kingdom	637	6	↓ -99%	19,243	634	↓ -97%	107	1,638	51	↓ -97%	\$8,646	\$81
Germany	183	1	↓ -99%	7,511	91	↓ -99%	86	645	7	↓ -99%	\$6,946	\$80
Scandinavia	96	1	↓ -99%	3,603	68	↓ -98%	100	333	5	↓ -99%	\$7,292	\$73
France	130	1	↓ -99%	6,401	88	↓ -99%	102	461	6	↓ -99%	\$7,483	\$73
Italy	68	1	↓ -99%	3,847	61	↓ -98%	97	293	4	↓ -98%	\$7,027	\$72
Netherlands	59	1	↓ -99%	2,216	53	↓ -98%	95	194	4	↓ -98%	\$7,127	\$75
Switzerland	47	0	↓ -99%	1,400	32	↓ -98%	97	184	2	↓ -99%	\$7,302	\$75
Other Europe	255	4	↓ -98%	10,736	323	↓ -97%	84	931	25	↓ -97%	\$6,539	\$78
Total Europe	1,476	14	↓ -99%	54,958	1,350	↓ -98%	97	4,679	106	↓ -98%	\$7,629	\$78
Hong Kong	269	2	↓ -99%	5,605	165	↓ -97%	101	977	15	↓ -98%	\$9,195	\$91
Singapore	388	2	↓ -99%	5,449	235	↓ -96%	97	996	24	↓ -98%	\$9,761	\$100
Malaysia	319	1	↓ -100%	6,661	66	↓ -99%	100	885	5	↓ -99%	\$7,350	\$74
Indonesia	190	1	↓ -99%	6,050	115	↓ -98%	105	660	8	↓ -99%	\$7,247	\$69
Taiwan	162	0	↓ -100%	8,537	34	↓ -100%	120	680	2	↓ -100%	\$8,106	\$68
Thailand	90	0	↓ -99%	3,999	59	↓ -99%	120	403	4	↓ -99%	\$7,647	\$64
Korea	223	0	↓ -100%	10,134	51	↓ -99%	109	975	4	↓ -100%	\$8,300	\$76
China	1,081	3	↓ -100%	48,352	380	↓ -99%	148	8,468	40	↓ -100%	\$15,526	\$105
India	368	3	↓ -99%	21,280	284	↓ -99%	106	1,254	21	↓ -98%	\$7,777	\$73
Japan	425	1	↓ -100%	10,334	86	↓ -99%	104	1,175	6	↓ -99%	\$7,299	\$70
Other Asia	423	3	↓ -99%	22,650	342	↓ -98%	107	1,674	24	↓ -99%	\$7,461	\$70
Total Asia	3,938	16	↓ -100%	149,052	1,816	↓ -99%	111	18,145	152	↓ -99%	\$9,307	\$84
USA	714	7	↓ -99%	12,034	758	↓ -94%	106	1,831	60	↓ -97%	\$8,406	\$79
Canada	165	1	↓ -99%	4,626	133	↓ -97%	123	481	10	↓ -98%	\$9,400	\$77
Total Nth America	879	8	↓ -99%	16,660	890	↓ -95%	108	2,312	70	↓ -97%	\$8,537	\$79
New Zealand	1,242	13	↓ -99%	13,110	1,039	↓ -92%	78	1,582	99	↓ -94%	\$7,471	\$96
Other Countries	517	9	↓ -98%	22,725	1,087	↓ -95%	128	1,826	78	↓ -96%	\$9,130	\$72
Total	8,051	60	↓ -99%	256,504	6,183	↓ -98%	103	28,544	505	↓ -98%	\$8,385	\$82

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Year Ending Mar-20	Year Ending Mar-21	Change (%)		Year Ending Mar-20	Year Ending Mar-21	Change (%)		
Backpackers	555	0	↓ -100%	40,134	0	↓ -100%	#DIV/0!	3,007	0	↓ -100%	#DIV/0!	#DIV/0!
Working Holiday	298	0	↓ -100%	44,199	0	↓ -100%	#DIV/0!	2,483	0	↓ -100%	#DIV/0!	#DIV/0!

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Year Ending Mar-20	Year Ending Mar-21	Change (%)		Year Ending Mar-20	Year Ending Mar-21	Change (%)		
Holiday	3,641	2	↓ -100%	77,098	187	↓ -100%	99	9,390	15	↓ -100%	\$7,950	\$80
VFR	2,486	25	↓ -99%	68,381	2,541	↓ -96%	102	3,903	202	↓ -95%	\$8,118	\$80
Business	925	8	↓ -99%	10,425	739	↓ -93%	90	1,912	61	↓ -97%	\$7,447	\$82
Education	537	2	↓ -100%	69,630	294	↓ -100%	170	11,113	36	↓ -100%	\$20,760	\$122
Employ & Other	462	23	↓ -95%	30,970	2,422	↓ -92%	103	2,226	191	↓ -91%	\$8,120	\$79

Source: International visitors in Australia - Mar 21, Tourism Research Australia, Canberra.