

INTERNATIONAL PERFORMANCE

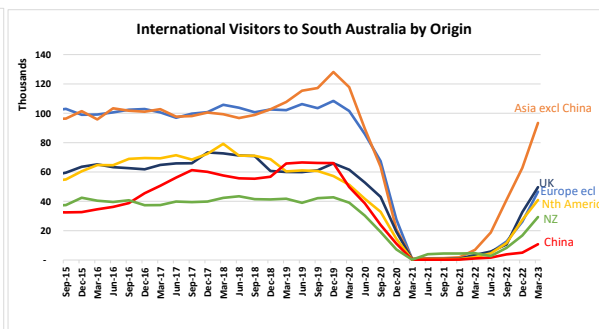
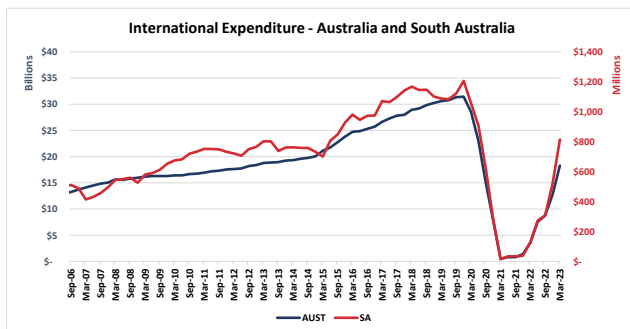
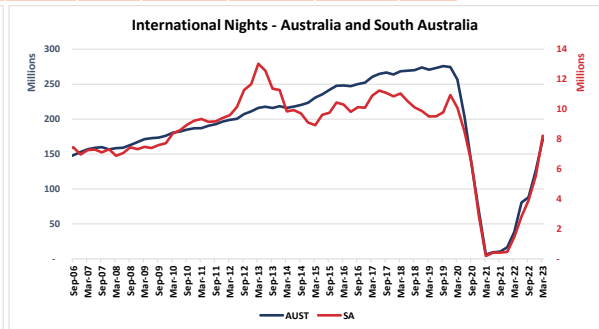
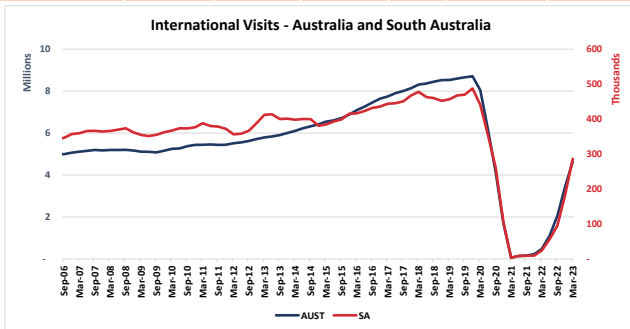
Seal Bay, Kangaroo Island



International Performance to March 2023
Released: 28 June 2023, Next release 27th September 2023

	Australia			South Australia			Market Share
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	Year Ending Dec-19	Year Ending Mar-23	Change (%)	
Visits (000s)	8,709	4,643	↓-47%	488	286	↓-41%	6.2%
Nights (000s)	274,477	170,971	↓-38%	10,938	8,217	↓-25%	4.8%
Expenditure (\$m)	31,438	18,287	↓-42%	1,206	814	↓-32%	4.5%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	Market Share ^A	Year Ending Dec-19	Year Ending Mar-23	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-23	Change (%)	Market Share
NSW	4,384	2,272	↓-48%	49%	96,576	59,888	↓-38%	35%	11,382	7,202	↓-37%	39%
VIC	3,138	1,407	↓-55%	30%	73,064	39,581	↓-46%	23%	8,826	4,180	↓-53%	23%
QLD	2,783	1,279	↓-54%	28%	54,926	33,787	↓-38%	20%	6,083	3,567	↓-41%	20%
SA	488	286	↓-41%	6.2%	10,938	8,217	↓-25%	4.8%	1,206	814	↓-32%	4.5%
WA	996	586	↓-41%	12.6%	25,189	20,420	↓-19%	12%	2,385	1,638	↓-31%	9.0%
TAS	283	142	↓-50%	3.1%	4,247	2,210	↓-48%	1.3%	555	276	↓-50%	1.5%
NT	299	122	↓-59%	2.6%	3,163	3,361	↑6%	2.0%	437	290	↓-34%	1.6%
ACT	270	130	↓-52%	2.8%	5,860	3,161	↓-46%	1.8%	565	318	↓-44%	1.7%
TOTAL	8,709	4,643	↓-47%	100%	274,477	170,971	↓-38%	100%	31,438	18,287	↓-42%	100%



Source: International visitors in Australia - Mar-23, Tourism Research Australia, Canberra. Numbers may add to more than 100% as more than 1 state/region visited.

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
United Kingdom	66	50	↓ -25%	10%	970	852	↓ -12%	5%	17	72	89	↑ 23%	6%	\$1,789	\$104
Germany	26	14	↓ -47%	12%	340	178	↓ -48%	3%	13	38	18	↓ -52%	4%	\$1,325	\$104
Scandinavia	14	4	↓ -70%	6%	261	66	↓ -75%	4%	16	23	9	↓ -60%	5%	\$2,179	\$138
France	15	5	↓ -66%	7%	309	65	↓ -79%	2%	13	28	8	↓ -70%	2%	\$1,624	\$129
Italy	12	4	↓ -68%	8%	157	94	↓ -40%	4%	25	14	9	↓ -38%	4%	\$2,297	\$91
Netherlands	11	3	↓ -68%	9%	140	43	↓ -70%	3%	12	15	6	↓ -62%	4%	\$1,662	\$135
Switzerland	11	3	↓ -71%	11%	117	51	↓ -56%	5%	16	16	11	↓ -32%	8%	\$3,433	\$212
Other Europe	20	13	↓ -34%	7%	295	302	↑ 3%	4%	23	26	22	↓ -14%	4%	\$1,743	\$74
Total Europe	174	96	↓ -45%	9%	2,589	1,652	↓ -36%	4%	17	232	172	↓ -26%	5%	\$1,793	\$104
Hong Kong	16	6	↓ -62%	8%	373	775	↑ 107%	26%	123	58	124	↑ 114%	27%	\$19,708	\$161
Singapore	14	9	↓ -33%	3%	327	200	↓ -39%	4%	21	97	37	↓ -62%	4%	\$3,935	\$186
Malaysia	15	8	↓ -46%	8%	409	237	↓ -42%	8%	30	59	31	↓ -47%	8%	\$3,879	\$131
Indonesia	np	3		3%	np	110		3%	37	np	9		2%	\$3,095	\$85
Taiwan	np	3		7%	np	67		↑ 2%	22	np	np				
Thailand	np	5		7%	np	136		↑ 4%	30	np	np				
Korea	np	3		3%	np	97		↑ 2%	31	np	np				
China	66	11	↓ -84%	7%	2,275	727	↓ -68%	5%	68	384	63	↓ -84%	2%	\$5,842	\$87
India	29	27	↓ -6%	8%	1,027	1,490	↑ 45%	7%	55	58	78	↑ 35%	6%	\$2,917	\$53
Japan	8	5	↓ -33%	4%	272	116	↓ -57%	2%	22	29	20	↓ -29%	3%	\$3,842	\$175
Other Asia	21	24	↑ 11%	7%	1,392	1,029	↓ -26%	5%	43	56	63	↑ 12%	4%	\$2,644	\$61
Total Asia	194	104	↓ -46%	6%	6,698	4,983	↓ -26%	6%	48	797	460	↓ -42%	5%	\$4,417	\$92
USA	45	27	↓ -41%	6%	456	382	↓ -16%	5%	14	56	51	↓ -9%	4%	\$1,905	\$133
Canada	12	14	↑ 17%	12%	175	262	↑ 50%	7%	18	18	38	↑ 113%	9%	\$2,642	\$143
Total Nth America	57	41	↓ -28%	7%	631	643	↑ 2%	5%	16	74	88	↑ 20%	5%	\$2,161	\$138
New Zealand	43	29	↓ -32%	4%	360	279	↓ -22%	3%	10	45	48	↑ 6%	4%	\$1,630	\$171
Other Countries	19	16	↓ -17%	4%	660	659	⇒ 0%	3%	42	58	45	↓ -23%	3%	\$2,856	\$69
Total	488	286	↓ -41%	6%	10,938	8,217	↓ -25%	5%	29	1,206	814	↓ -32%	4%	\$2,842	\$99

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Backpackers	60	28	↓ -53%	11%	1,055	353	↓ -67%	2%	13	81	35	↓ -57%	2%	\$1,239	\$98
Working Holiday	27	7	↓ -74%	6%	940	243	↓ -74%	2%	\$34	47	16	↓ -65%	2%	\$2,291	\$67

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)					
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share	Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share		Year Ending Dec-19	Year Ending Mar-23	Change (%)	SA Market Share	Avg Spend per Visitor	Avg Spend per Night
Holiday	258	115	↓ -56%	8%	2,003	870	↓ -57%	3%	8	277	163	↓ -41%	4%	\$1,419	\$187
VFR	166	142	↓ -15%	7%	3,560	3,894	↑ 9%	6%	28	211	202	↓ -4%	5%	\$1,424	\$52
Business	55	32	↓ -43%	6%	454	315	↓ -31%	4%	10	79	69	↓ -13%	5%	\$2,182	\$220
Education	31	12	↓ -60%	4%	3,548	2,261	↓ -36%	5%	187	570	322	↓ -43%	5%	\$26,653	\$143
Employ & Other	23	20	↓ -15%	6%	1,373	877	↓ -36%	4%	44	69	58	↓ -15%	4%	\$2,943	\$66

Source: International Visitors in Australia - Mar-23, 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-19	Year Ending Mar-23	Change (%)	Year Ending Dec-19	Year Ending Mar-23	Change (%)		Year Ending Dec-19	Year Ending Mar-23	Change (%)		
United Kingdom	672	512	↓ -24%	20,438	16,932	↓ -17%	33	1,781	1,551	↓ -13%	\$3,030	\$92
Germany	198	117	↓ -41%	7,869	5,112	↓ -35%	44	692	452	↓ -35%	\$3,859	\$89
Scandinavia	103	65	↓ -37%	3,845	1,737	↓ -55%	27	375	193	↓ -49%	\$2,979	\$111
France	136	78	↓ -42%	6,551	3,973	↓ -39%	51	491	338	↓ -31%	\$4,325	\$85
Italy	73	46	↓ -37%	3,876	2,619	↓ -32%	57	308	198	↓ -36%	\$4,327	\$76
Netherlands	61	40	↓ -35%	2,376	1,483	↓ -38%	37	219	144	↓ -34%	\$3,629	\$97
Switzerland	50	29	↓ -42%	1,545	1,128	↓ -27%	39	218	132	↓ -39%	\$4,518	\$117
Other Europe	263	187	↓ -29%	11,409	7,298	↓ -36%	39	1,003	633	↓ -37%	\$3,382	\$87
Total Europe	1,556	1,074	↓ -31%	57,909	40,282	↓ -30%	38	5,088	3,642	↓ -28%	\$3,391	\$90
Hong Kong	285	79	↓ -72%	6,162	2,923	↓ -53%	37	1,023	456	↓ -55%	\$5,752	\$156
Singapore	417	291	↓ -30%	5,779	4,774	↓ -17%	16	1,099	940	↓ -14%	\$3,230	\$197
Malaysia	343	105	↓ -69%	7,400	3,078	↓ -58%	29	965	401	↓ -58%	\$3,811	\$130
Indonesia	197	110	↓ -44%	6,065	3,927	↓ -35%	36	683	524	↓ -23%	\$4,766	\$133
Taiwan	178	47	↓ -73%	9,242	2,783	↓ -70%	59	706	323	↓ -54%	\$6,818	\$116
Thailand	95	64	↓ -32%	4,377	3,706	↓ -15%	58	403	344	↓ -15%	\$5,370	\$93
Korea	254	118	↓ -53%	10,467	3,974	↓ -62%	34	1,069	612	↓ -43%	\$5,165	\$154
China	1,328	151	↓ -89%	57,705	14,428	↓ -75%	95	10,338	2,723	↓ -74%	\$17,982	\$189
India	377	341	↓ -10%	21,649	22,602	↑ 4%	66	1,264	1,342	↑ 6%	\$3,939	\$59
Japan	458	126	↓ -72%	10,498	4,931	↓ -53%	39	1,239	593	↓ -52%	\$4,689	\$120
Other Asia	435	345	↓ -21%	22,621	20,854	↓ -8%	60	1,576	1,499	↓ -5%	\$4,343	\$72
Total Asia	4,366	1,779	↓ -59%	161,964	87,981	↓ -46%	49	20,363	9,758	↓ -52%	\$5,484	\$111
USA	767	452	↓ -41%	12,861	8,321	↓ -35%	18	1,931	1,316	↓ -32%	\$2,911	\$158
Canada	178	118	↓ -34%	4,945	3,875	↓ -22%	33	524	438	↓ -16%	\$3,717	\$113
Total Nth America	945	570	↓ -40%	17,806	12,196	↓ -32%	21	2,455	1,754	↓ -29%	\$3,078	\$144
New Zealand	1,299	827	↓ -36%	12,953	10,330	↓ -20%	12	1,630	1,341	↓ -18%	\$1,621	\$130
Other Countries	542	393	↓ -28%	23,845	20,181	↓ -15%	51	1,902	1,793	↓ -6%	\$4,561	\$89
Total	8,709	4,643	↓ -47%	274,477	170,971	↓ -38%	37	31,438	18,287	↓ -42%	\$3,938	\$107

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	Year Ending Dec-19	Year Ending Mar-23	Change (%)		Year Ending Dec-19	Year Ending Mar-23	Change (%)		
Backpackers	607	261	↓ -57%	41,712	16,429	↓ -61%	63	3,232	1,525	↓ -53%	\$5,847	\$93
Working Holiday	308	120	↓ -61%	45,930	14,651	↓ -68%	122	2,637	963	↓ -63%	\$7,998	\$66

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-19	Year Ending Mar-23	Change (%)	Year Ending Dec-19	Year Ending Mar-23	Change (%)		Year Ending Dec-19	Year Ending Mar-23	Change (%)		
Holiday	4,008	1,475	↓ -63%	82,313	32,654	↓ -60%	22	10,404	4,541	↓ -56%	\$3,080	\$139
VFR	2,612	1,996	↓ -24%	71,152	63,419	↓ -11%	32	4,130	3,794	↓ -8%	\$1,901	\$60
Business	1,013	531	↓ -48%	11,211	7,055	↓ -37%	13	2,149	1,486	↓ -31%	\$2,797	\$211
Education	594	301	↓ -49%	76,778	43,366	↓ -44%	144	12,360	6,820	↓ -45%	\$22,696	\$157
Employ & Other	481	341	↓ -29%	33,022	24,477	↓ -26%	72	2,395	1,645	↓ -31%	\$4,818	\$67

Source: International visitors in Australia - Mar-23, Tourism Research Australia, Canberra.