

INTERNATIONAL PERFORMANCE



Seal Bay, Kangaroo Island

International Performance to September 2024

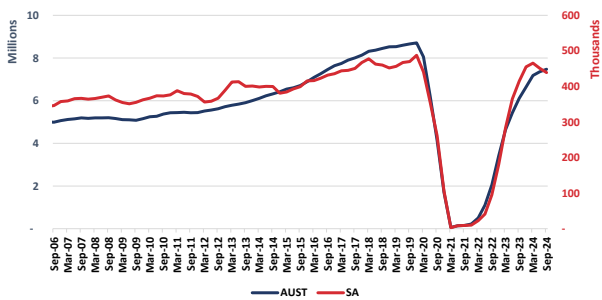
Released: 18th December 2024, Next release 26th March 2025

	Australia			South Australia			Market Share
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Year Ending Sept-23	Year Ending Sept-24	Change (%)	
Visits (000s)	6,111	7,476	↑ 22%	415	439	↑ 6%	5.9%
Nights (000s)	221,237	286,986	↑ 30%	12,020	14,035	↑ 17%	4.9%
Expenditure (\$m)	25,697	32,307	↑ 26%	1,269	1,281	↑ 1%	4.0%

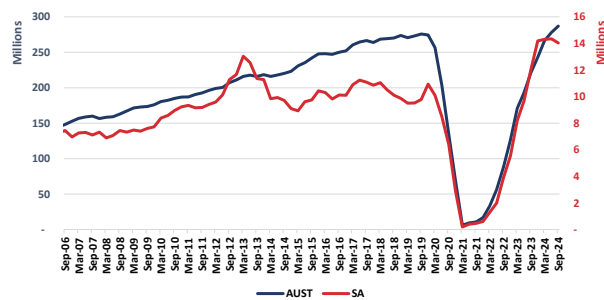
International Visits to States (000s)

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Market Share ^A	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Market Share	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Market Share
NSW	3,123	3,697	↑ 18%	49%	79,570	98,539	↑ 24%	34%	10,261	12,043	↑ 17%	37%
VIC	1,837	2,598	↑ 41%	35%	44,794	75,366	↑ 68%	26%	5,611	8,801	↑ 57%	27%
QLD	1,785	2,154	↑ 21%	29%	47,340	51,739	↑ 9%	18%	5,255	6,115	↑ 16%	19%
SA	415	439	↑ 6%	5.9%	12,020	14,035	↑ 17%	4.9%	1,269	1,281	↑ 1%	4.0%
WA	739	849	↑ 15%	11.4%	26,513	31,746	↑ 20%	11%	2,204	2,447	↑ 11%	7.6%
TAS	183	262	↑ 44%	3.5%	2,858	4,971	↑ 74%	1.7%	306	547	↑ 78%	1.7%
NT	175	210	↑ 20%	2.8%	3,731	4,787	↑ 28%	1.7%	373	447	↑ 20%	1.4%
ACT	169	198	↑ 17%	2.6%	3,886	5,236	↑ 35%	1.8%	416	625	↑ 50%	1.9%
TOTAL	6,111	7,476	↑ 22%	100%	221,237	286,986	↑ 30%	100%	25,697	32,307	↑ 26%	100%

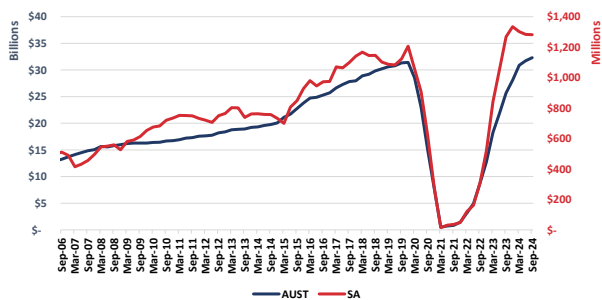
International Visits - Australia and South Australia



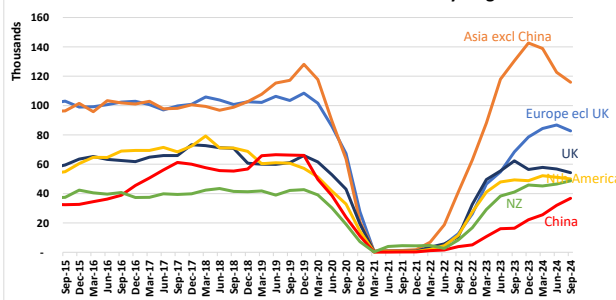
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



Source: International visitors in Australia - Sept-24, Tourism Research Australia, Canberra. Numbers may add to more than 100% as more than 1 state/region visited.



Seal Bay, Kangaroo Island

SOUTH AUSTRALIA															
Origin	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share	Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share		Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share		
United Kingdom	62	54	↓ -13%	9%	1,287	1,050	↓ -18%	5%	19	118	107	↓ -10%	5%	\$1,966	\$102
Germany	18	23	↑ 30%	15%	207	439	↑ 112%	7%	19	22	40	↑ 82%	6%	\$1,744	\$92
Scandinavia	6	11	↑ 82%	14%	126	151	↑ 20%	5%	14	14	16	↑ 17%	5%	\$1,521	\$109
France	10	9	↓ -10%	7%	274	258	↓ -6%	3%	30	51	22	↓ -56%	3%	\$2,587	\$86
Italy	5	4	↓ -22%	6%	98	136	↑ 38%	3%	37	9	16	↑ 90%	5%	\$4,474	\$119
Netherlands	4	8	↑ 87%	16%	41	71	↑ 74%	4%	9	6	7	↑ 13%	3%	\$888	\$101
Switzerland	np	7		17%	np	89		6%	13	np	17		8%	\$2,465	\$187
Other Europe	22	22	↔ 1%	9%	740	598	↓ -19%	4%	28	45	54	↑ 20%	5%	\$2,503	\$91
Total Europe	131	137	↑ 5%	10%	2,830	2,793	↓ -1%	5%	20	276	280	↑ 1%	5%	\$2,045	\$100
Hong Kong	17	9	↓ -45%	5%	933	385	↓ -59%	7%	41	147	44	↓ -70%	5%	\$4,704	\$114
Singapore	14	15	↑ 6%	4%	294	339	↑ 15%	6%	23	76	55	↓ -28%	5%	\$3,684	\$163
Malaysia	12	11	↓ -11%	6%	354	312	↓ -12%	6%	29	51	35	↓ -32%	5%	\$3,226	\$111
Indonesia	9	11	↑ 22%	6%	283	613	↑ 117%	6%	54	37	51	↑ 37%	5%	\$4,501	\$83
Taiwan	np	9		6%	np	np				np	np				
Thailand	7	7	↔ -5%	7%	299	np				np	np				
Korea	np	3		1%	np	np				np	np				
China	16	37	↑ 124%	5%	723	2,538	↑ 251%	6%	69	77	228	↑ 195%	3%	\$6,183	\$90
India	44	25	↓ -44%	6%	2,366	1,607	↓ -32%	6%	65	150	88	↓ -41%	6%	\$3,578	\$55
Japan	7	9	↑ 37%	3%	99	277	↑ 180%	2%	30	26	22	↓ -14%	2%	\$2,434	\$80
Philippines	14	9	↓ -36%	5%	823	309	↓ -62%	3%	35	31	15	↓ -53%	3%	\$1,677	\$47
Viet Nam	np	22		13%	np	922		14%	42	np	88		10%	\$3,983	\$95
Other Asia	15	18	↑ 19%	9%	493	601	↑ 22%	4%	34	58	44	↓ -24%	4%	\$2,517	\$74
Total Asia	171	184	↑ 7%	5%	7,289	8,949	↑ 23%	5%	49	762	756	↔ -1%	4%	\$4,120	\$85
USA	34	40	↑ 19%	6%	425	635	↑ 49%	6%	16	52	77	↑ 50%	4%	\$1,921	\$121
Canada	16	10	↓ -37%	6%	291	155	↓ -47%	3%	16	42	21	↓ -49%	4%	\$2,135	\$136
Total Nth Americ	49	50	↑ 1%	6%	715	790	↑ 10%	5%	16	93	98	↑ 5%	4%	\$1,963	\$124
New Zealand	41	49	↑ 19%	4%	365	385	↑ 6%	3%	8	64	75	↑ 19%	4%	\$1,550	\$196
Other Countries	23	20	↓ -12%	4%	822	1,118	↑ 36%	4%	56	74	71	↓ -3%	3%	\$3,565	\$64
Total	415	439	↑ 6%	6%	12,020	14,035	↑ 17%	5%	32	1,269	1,281	↑ 1%	4%	\$2,918	\$91

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share	Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share		Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share		
Backpackers	33	31	↓ -3%	8%	586	941	↑ 61%	3%	30	47	60	↑ 27%	2%	\$1,908	\$64
Working Holiday	20	28	↑ 38%	8%	1,027	1,822	↑ 77%	3%	\$65	59	114	↑ 95%	3%	\$4,057	\$63

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share	Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share		Year Ending Sept-23	Year Ending Sept-24	Change (%)	SA Market Share		
Holiday	171	200	↑ 17%	6%	1,702	2,086	↑ 23%	3%	10	238	283	↑ 19%	3%	\$1,412	\$136
VFR	201	194	↓ -3%	8%	5,622	6,248	↑ 11%	8%	32	343	300	↓ -13%	6%	\$1,547	\$48
Business	43	38	↓ -13%	5%	308	327	↑ 6%	3%	9	91	66	↓ -27%	3%	\$1,738	\$201
Education	20	23	↑ 15%	5%	3,330	2,994	↓ -10%	4%	131	516	476	↓ -8%	4%	\$20,878	\$159
Employ & Other	23	32	↑ 41%	6%	1,057	2,380	↑ 125%	5%	74	81	157	↑ 93%	5%	\$4,872	\$66

Source: International visitors in Australia - Sept-24, 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.



AUSTRALIA												
Origin	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Year Ending Sept-23	Year Ending Sept-24	Change (%)		Year Ending Sept-23	Year Ending Sept-24	Change (%)		
United Kingdom	553	590	↑ 7%	19,244	20,981	↑ 9%	36	1,824	2,123	↑ 16%	\$3,600	\$101
Germany	135	153	↑ 14%	5,873	6,686	↑ 14%	44	565	659	↑ 17%	\$4,293	\$99
Scandinavia	73	80	↑ 9%	2,278	2,958	↑ 30%	37	271	311	↑ 15%	\$3,908	\$105
France	99	120	↑ 21%	5,604	9,127	↑ 63%	76	482	667	↑ 39%	\$5,580	\$73
Italy	56	62	↑ 11%	3,473	4,601	↑ 32%	74	263	324	↑ 23%	\$5,199	\$70
Netherlands	46	49	↑ 8%	1,938	1,964	↑ 1%	40	178	250	↑ 41%	\$5,092	\$127
Switzerland	35	40	↑ 14%	1,413	1,413	↔ 0%	35	187	208	↑ 12%	\$5,182	\$147
Other Europe	220	251	↑ 14%	9,269	13,404	↑ 45%	53	777	1,111	↑ 43%	\$4,424	\$83
Total Europe	1,217	1,345	↑ 11%	49,093	61,134	↑ 25%	45	4,547	5,654	↑ 24%	\$4,203	\$92
Hong Kong	142	199	↑ 40%	4,463	5,176	↑ 16%	26	756	861	↑ 14%	\$4,332	\$166
Singapore	312	351	↑ 13%	5,178	5,299	↑ 2%	15	1,098	1,140	↑ 4%	\$3,244	\$215
Malaysia	152	182	↑ 20%	4,136	5,540	↑ 34%	31	551	684	↑ 24%	\$3,768	\$124
Indonesia	169	197	↑ 17%	5,796	9,680	↑ 67%	49	698	925	↑ 33%	\$4,698	\$96
Taiwan	93	148	↑ 59%	4,508	9,962	↑ 121%	67	534	882	↑ 65%	\$5,943	\$89
Thailand	89	89	↔ 0%	5,855	4,805	↓ -18%	54	473	434	↓ -8%	\$4,891	\$90
Korea	210	337	↑ 60%	5,667	9,908	↑ 75%	29	948	1,457	↑ 54%	\$4,318	\$147
China	387	796	↑ 106%	25,631	44,955	↑ 75%	56	5,183	7,891	↑ 52%	\$9,907	\$176
India	365	405	↑ 11%	20,867	27,075	↑ 30%	67	1,416	1,472	↑ 4%	\$3,631	\$54
Japan	223	346	↑ 55%	8,065	11,857	↑ 47%	34	969	1,384	↑ 43%	\$3,997	\$117
Viet Nam	108	161	↑ 49%	5,416	10,247	↑ 89%	63	286	530	↑ 85%	\$3,281	\$52
Philippines	114	164	↑ 44%	5,755	6,728	↑ 17%	41	562	849	↑ 51%	\$5,179	\$126
Other Asia	243	202	↓ -17%	15,183	14,263	↓ -6%	71	1,007	1,192	↑ 18%	\$5,899	\$84
Total Asia	2,609	3,579	↑ 37%	116,519	165,495	↑ 42%	46	14,479	19,702	↑ 36%	\$5,505	\$119
USA	576	656	↑ 14%	10,166	11,360	↑ 12%	17	1,824	1,969	↑ 8%	\$3,000	\$173
Canada	138	154	↑ 12%	4,621	4,504	↓ -3%	29	565	586	↑ 4%	\$3,793	\$130
Total Nth Americ	714	811	↑ 14%	14,787	15,864	↑ 7%	20	2,389	2,555	↑ 7%	\$3,151	\$161
New Zealand	1,076	1,239	↑ 15%	13,453	14,336	↑ 7%	12	1,834	2,098	↑ 14%	\$1,693	\$146
Other Countries	495	502	↑ 1%	27,385	30,157	↑ 10%	60	2,447	2,298	↓ -6%	\$4,580	\$76
Total	6,111	7,476	↑ 22%	221,237	286,986	↑ 30%	38	25,697	32,307	↑ 26%	\$4,322	\$113

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Year Ending Sept-23	Year Ending Sept-24	Change (%)		Year Ending Sept-23	Year Ending Sept-24	Change (%)		
Backpackers	367	398	↑ 9%	26,280	32,196	↑ 23%	81	2,183	2,548	↑ 17%	\$6,395	\$79
Working Holiday	227	360	↑ 58%	30,401	59,744	↑ 97%	166	1,972	3,715	↑ 88%	\$10,328	\$62

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sept-23	Year Ending Sept-24	Change (%)	Year Ending Sept-23	Year Ending Sept-24	Change (%)		Year Ending Sept-23	Year Ending Sept-24	Change (%)		
Holiday	2,260	3,144	↑ 39%	52,116	79,469	↑ 52%	25	7,165	10,711	↑ 49%	\$3,407	\$135
VFR	2,331	2,540	↑ 9%	69,364	79,568	↑ 15%	31	4,377	4,815	↑ 10%	\$1,895	\$61
Business	687	780	↑ 13%	8,095	11,391	↑ 41%	15	1,965	2,184	↑ 11%	\$2,800	\$192
Education	409	477	↑ 17%	59,388	67,744	↑ 14%	142	9,927	11,436	↑ 15%	\$23,970	\$169
Employ & Other	423	535	↑ 26%	32,274	48,814	↑ 51%	91	2,262	3,162	↑ 40%	\$5,915	\$65

Source: International visitors in Australia - Sept-24, Tourism Research Australia, Canberra.