

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island

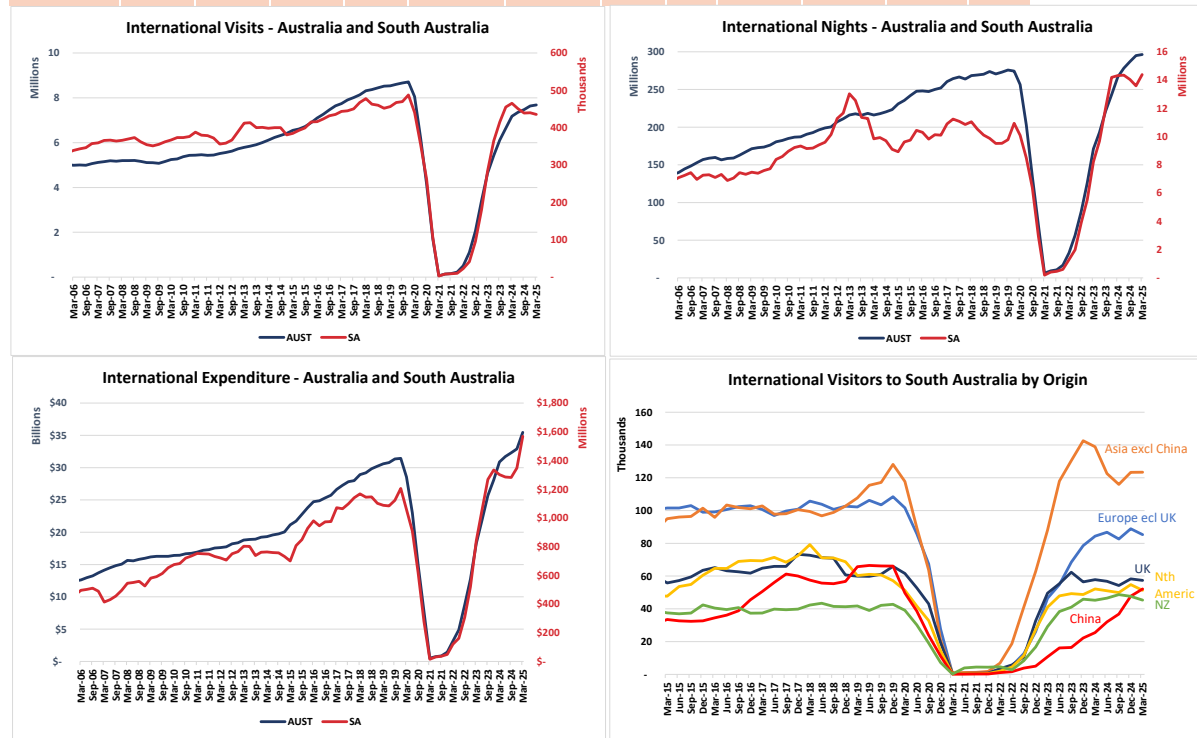
ADELAIDE
SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission

International Performance to March 2025
Released: 25th June 2025, Next release 24th September 2025

	Australia			South Australia			
	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Market Share
Visits (000s)	7,178	7,681	↑ 7%	465	436	↓ -6%	5.7%
Nights (000s)	266,671	296,387	↑ 11%	14,315	14,387	→ 1%	4.9%
Expenditure (\$m)	30,870	35,461	↑ 15%	1,298	1,568	↑ 21%	4.4%

International Visits to States (000s)												
State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Market Share^a	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Market Share	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Market Share
NSW	3,664	3,860	⬆️ 5%	50%	95,220	102,186	⬆️ 7%	34%	11,647	13,394	⬆️ 15%	38%
VIC	2,394	2,690	⬆️ 12%	35%	61,084	78,456	⬆️ 28%	26%	7,772	9,334	⬆️ 20%	26%
QLD	2,101	2,162	⬆️ 3%	28%	51,472	52,329	⬆️ 2%	18%	6,235	6,350	⬆️ 2%	18%
SA	465	436	⬆️ -6%	5.7%	14,315	14,387	➡️ 1%	4.9%	1,298	1,568	⬆️ 21%	4.4%
WA	804	906	⬆️ 13%	11.8%	30,453	34,764	⬆️ 14%	12%	2,476	3,158	⬆️ 28%	8.9%
TAS	236	250	⬆️ 6%	3.2%	4,267	4,316	⬆️ 1%	1.5%	445	613	⬆️ 38%	1.7%
NT	199	219	⬆️ 10%	2.9%	4,544	4,260	⬆️ -6%	1.4%	430	476	⬆️ 11%	1.3%
ACT	190	214	⬆️ 13%	2.8%	4,748	4,930	⬆️ 4%	1.7%	568	566	➡️ 0%	1.6%
TOTAL	7,178	7,681	⬆️ 7%	100%	266,671	296,387	⬆️ 11%	100%	30,870	35,461	⬆️ 15%	100%



Source: International visitors in Australia - Mar-25, 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-24	Year Ending Mar-25	Change (%)	SA Market Share	Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share		Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share		
United Kingdom	58	57	↘ -1%	9%	1,110	1,409	↗ 27%	6%	25	104	134	↗ 29%	5%	\$2,330	\$95
Germany	22	24	↗ 9%	15%	289	357	↗ 23%	6%	15	32	36	↗ 13%	5%	\$1,457	\$100
Scandinavia	11	7	↘ -39%	8%	178	123	↘ -31%	4%	18	21	13	↘ -36%	4%	\$1,969	\$108
France	9	12	↗ 40%	10%	332	291	↘ -13%	3%	24	53	27	↘ -48%	4%	\$2,271	\$94
Italy	np	6		9%	np	185		4%	32	np	18		5%	\$3,125	\$97
Netherlands	7	8	↗ 22%	17%	52	86	↗ 65%	5%	10	9	17	↗ 85%	8%	\$1,976	\$193
Switzerland	np	7		18%	np	88		6%	12	np	23		10%	\$3,068	\$256
Other Europe	26	21	↘ -20%	8%	905	454	↘ -50%	3%	22	61	54	↘ -12%	4%	\$2,623	\$119
Total Europe	142	143	↔ 0%	10%	2,965	2,993	↔ 1%	5%	21	298	321	↗ 8%	5%	\$2,250	\$107
Hong Kong	16	8	↘ -48%	4%	410	531	↗ 29%	11%	63	48	100	↗ 108%	11%	\$11,829	\$189
Singapore	16	14	↘ -12%	4%	398	241	↘ -40%	4%	17	65	38	↘ -41%	3%	\$2,778	\$160
Malaysia	12	10	↘ -16%	5%	371	332	↘ -11%	7%	33	49	40	↘ -19%	6%	\$3,919	\$120
Indonesia	13	10	↘ -19%	5%	387	696	↗ 80%	7%	66	48	48	↔ 0%	5%	\$4,595	\$69
Taiwan	np	3		2%	np	np				np	np				
Thailand	np	4		4%	np	np				np	np				
Korea	np	2		1%	np	np				np	np				
China	26	52	↗ 104%	6%	2,158	2,134	↘ -1%	4%	41	147	309	↗ 111%	3%	\$5,932	\$145
India	43	19	↘ -56%	4%	2,369	1,525	↘ -36%	5%	80	145	124	↘ -14%	7%	\$6,542	\$81
Japan	7	10	↗ 52%	3%	203	243	↗ 20%	2%	24	26	25	↘ -6%	2%	\$2,409	\$102
Philippines	15	11	↘ -27%	7%	765	515	↘ -33%	5%	48	32	36	↗ 11%	6%	\$3,342	\$69
Viet Nam	22	13	↘ -42%	8%	718	841	↗ 17%	11%	65	77	96	↗ 24%	12%	\$7,394	\$114
Other Asia	15	19	↗ 24%	9%	458	1,013	↗ 121%	6%	54	38	87	↗ 130%	7%	\$4,637	\$85
Total Asia	202	176	↘ -13%	5%	9,111	8,713	↘ -4%	5%	50	766	957	↗ 25%	4%	\$5,452	\$110
USA	41	41	↘ -2%	6%	573	516	↘ -10%	4%	13	64	72	↗ 14%	3%	\$1,780	\$140
Canada	11	11	↔ -1%	7%	168	288	↗ 71%	6%	27	25	37	↗ 46%	6%	\$3,460	\$129
Total Nth Americ	52	51	↘ -2%	6%	742	803	↗ 8%	5%	16	89	109	↗ 23%	4%	\$2,130	\$136
New Zealand	45	45	↔ 0%	4%	394	556	↗ 41%	4%	12	64	90	↗ 42%	4%	\$1,993	\$163
Other Countries	24	21	↘ -15%	4%	1,104	1,321	↗ 20%	5%	64	81	90	↗ 12%	4%	\$4,380	\$68
Total	465	436	↘ -6%	6%	14,315	14,387	↔ 1%	5%	33	1,298	1,568	↗ 21%	4%	\$3,601	\$109

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share	Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share		Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share		
Backpackers	32	27	↘ -14%	7%	761	841	↗ 10%	3%	31	55	54	↘ -2%	2%	\$1,987	\$64
Working Holiday	26	25	↘ -3%	7%	1,599	1,710	↗ 7%	3%	69	88	106	↗ 20%	3%	\$4,249	\$62

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-24	Year Ending Mar-25	Change (%)	SA Market Share	Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share		Year Ending Mar-24	Year Ending Mar-25	Change (%)	SA Market Share		
Holiday	204	195	↘ -4%	6%	2,187	2,193	↔ 0%	3%	11	287	336	↗ 17%	3%	\$1,728	\$153
VFR	214	189	↘ -11%	7%	6,977	5,334	↘ -24%	6%	28	332	323	↘ -3%	6%	\$1,710	\$61
Business	42	36	↘ -15%	5%	302	261	↘ -14%	3%	7	82	49	↘ -40%	3%	\$1,388	\$190
Education	22	26	↗ 14%	8%	3,107	3,510	↗ 13%	7%	137	483	637	↗ 32%	20%	\$24,834	\$182
Employ & Other	26	33	↗ 26%	5%	1,743	3,089	↗ 77%	4%	93	113	222	↗ 96%	2%	\$6,670	\$72

Source: International visitors in Australia - Mar-25, 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 Mar-24	Year Ending Mar-25	Change (%)	Year Ending Mar-24	Year Ending Mar-25	Change (%)		Year Ending Mar-24	Year Ending Mar-25	Change (%)			
United Kingdom	578	613	⬆️ 6%	20,026	22,262	⬆️ 11%	36	2,028	2,447	⬆️ 21%	\$3,990	\$110	
Germany	151	160	⬆️ 6%	6,239	5,788	⬇️ -7%	36	647	662	⬆️ 2%	\$4,128	\$114	
Scandinavia	79	81	⬆️ 3%	2,739	3,409	⬆️ 24%	42	324	343	⬆️ 6%	\$4,232	\$101	
France	114	124	⬆️ 9%	7,778	9,347	⬆️ 20%	75	575	779	⬆️ 36%	\$6,280	\$83	
Italy	62	65	⬆️ 5%	3,790	4,760	⬆️ 26%	73	264	382	⬆️ 45%	\$5,846	\$80	
Netherlands	50	49	⬇️ -2%	2,278	1,582	⬇️ -31%	32	251	207	⬇️ -18%	\$4,229	\$131	
Switzerland	40	41	⬆️ 2%	1,498	1,530	⬆️ 2%	37	234	230	⬇️ -2%	\$5,589	\$150	
Other Europe	249	261	⬆️ 5%	12,083	13,785	⬆️ 14%	53	959	1,315	⬆️ 37%	\$5,030	\$95	
Total Europe	1,324	1,396	⬆️ 5%	56,430	62,463	⬆️ 11%	45	5,282	6,365	⬆️ 21%	\$4,561	\$102	
Hong Kong	189	193	⬆️ 2%	5,425	4,913	⬇️ -9%	25	897	880	⬇️ -2%	\$4,562	\$179	
Singapore	325	361	⬆️ 11%	5,091	5,752	⬆️ 13%	16	1,120	1,133	⬆️ 1%	\$3,142	\$197	
Malaysia	169	185	⬆️ 9%	5,574	4,801	⬇️ -14%	26	674	639	⬇️ -5%	\$3,462	\$133	
Indonesia	190	211	⬆️ 11%	8,040	10,257	⬆️ 28%	49	843	1,054	⬆️ 25%	\$4,994	\$103	
Taiwan	128	152	⬆️ 19%	7,315	9,396	⬆️ 28%	62	683	921	⬆️ 35%	\$6,060	\$98	
Thailand	90	89	👉 -1%	5,472	5,257	⬇️ -4%	59	441	442	👉 0%	\$4,956	\$84	
Korea	301	349	⬆️ 16%	7,669	10,547	⬆️ 38%	30	1,266	1,573	⬆️ 24%	\$4,514	\$149	
China	681	860	⬆️ 26%	38,993	47,544	⬆️ 22%	55	7,201	9,195	⬆️ 28%	\$10,694	\$193	
India	390	427	⬆️ 10%	23,782	28,870	⬆️ 21%	68	1,464	1,806	⬆️ 23%	\$4,228	\$63	
Japan	314	363	⬆️ 16%	10,853	13,113	⬆️ 21%	36	1,307	1,456	⬆️ 11%	\$4,010	\$111	
Viet Nam	156	162	⬆️ 4%	9,175	10,754	⬆️ 17%	66	507	553	⬆️ 9%	\$3,419	\$51	
Philippines	166	159	⬇️ -4%	7,433	7,578	⬆️ 2%	48	829	830	👉 0%	\$5,226	\$110	
Other Asia	200	205	⬆️ 3%	13,168	16,219	⬆️ 23%	79	1,006	1,281	⬆️ 27%	\$6,249	\$79	
Total Asia	3,297	3,714	⬆️ 13%	147,990	175,000	⬆️ 18%	47	18,238	21,763	⬆️ 19%	\$5,859	\$124	
USA	663	672	⬆️ 1%	11,302	11,813	⬆️ 5%	18	2,085	2,308	⬆️ 11%	\$3,436	\$195	
Canada	155	155	👉 0%	4,347	4,764	⬆️ 10%	31	567	626	⬆️ 10%	\$4,035	\$131	
Total Nth Americ	817	827	⬆️ 1%	15,649	16,577	⬆️ 6%	20	2,652	2,934	⬆️ 11%	\$3,548	\$177	
New Zealand	1,216	1,237	⬆️ 2%	14,369	14,638	⬆️ 2%	12	2,073	2,232	⬆️ 8%	\$1,804	\$152	
Other Countries	524	507	⬇️ -3%	32,232	27,708	⬇️ -14%	55	2,625	2,168	⬇️ -17%	\$4,277	\$78	
Total	7,178	7,681	⬆️ 7%	266,671	296,387	⬆️ 11%	39	30,870	35,461	⬆️ 15%	\$4,617	\$120	
Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Year Ending Mar-24	Year Ending Mar-25	Change (%)		Year Ending Mar-24	Year Ending Mar-25	Change (%)			
Backpackers	412	369	⬇️ -11%	31,657	29,094	⬇️ -8%	79	2,518	2,415	⬇️ -4%	\$6,551	\$83	
Working Holiday	310	368	⬆️ 19%	47,714	60,254	⬆️ 26%	164	2,967	3,929	⬆️ 32%	\$10,680	\$65	
Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Mar-24	Year Ending Mar-25	Change (%)	Year Ending Mar-24	Year Ending Mar-25	Change (%)		Year Ending Mar-24	Year Ending Mar-25	Change (%)			
Holiday	2,922	3,255	⬆️ 11%	68,579	84,037	⬆️ 23%	26	9,698	11,995	⬆️ 24%	\$3,685	\$143	
VFR	2,535	2,606	⬆️ 3%	76,701	83,585	⬆️ 9%	32	4,768	5,342	⬆️ 12%	\$2,050	\$64	
Business	742	772	⬆️ 4%	9,558	9,876	⬆️ 3%	13	2,141	1,976	⬇️ -8%	\$2,559	\$200	
Education	282	317	⬆️ 12%	38,220	47,193	⬆️ 23%	149	2,408	3,205	⬆️ 33%	\$10,124	\$68	
Employ & Other	697	731	⬆️ 5%	73,613	71,695	⬇️ -3%	98	11,855	12,943	⬆️ 9%	\$17,706	\$181	

Source: International visitors in Australia - Mar-25, Tourism Research Australia, Canberra.