

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island

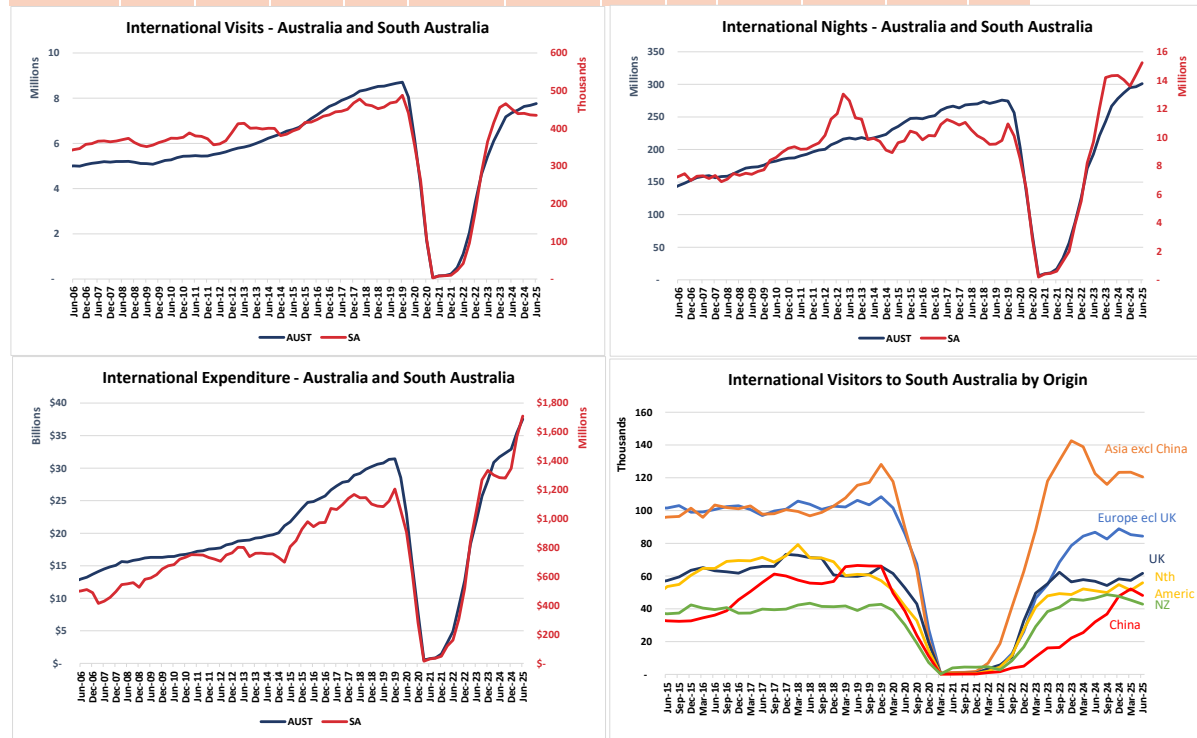
ADELAIDE
SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission

International Performance to June 2025
Released: 24th September 2025, Next release 18th December 2025

	Australia			South Australia		
	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Year Ending Jun-24	Year Ending Jun-25	Change (%)
Visits (000s)	7,353	7,765	↑ 6%	451	435	↓ -4%
Nights (000s)	278,169	301,100	↑ 8%	14,342	15,233	↑ 6%
Expenditure (\$m)	31,713	37,531	↑ 18%	1,287	1,710	↑ 33%

International Visits to States (000s)												
State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Market Share^a	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Market Share	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Market Share
NSW	3,702	3,902	⬆️ 5%	50%	99,058	101,842	⬆️ 3%	34%	12,099	13,928	⬆️ 15%	37%
VIC	2,489	2,776	⬆️ 12%	36%	66,719	81,054	⬆️ 21%	27%	8,128	9,782	⬆️ 20%	26%
QLD	2,124	2,183	⬆️ 3%	28%	52,023	52,075	➡️ 0%	17%	6,250	6,914	⬆️ 11%	18%
SA	451	435	⬆️ -4%	5.6%	14,342	15,233	⬆️ 6%	5.1%	1,287	1,710	⬆️ 33%	4.6%
WA	819	941	⬆️ 15%	12.1%	31,135	35,819	⬆️ 15%	12%	2,410	3,461	⬆️ 44%	9.2%
TAS	256	252	⬆️ -1%	3.3%	4,884	4,428	⬆️ -9%	1.5%	528	649	⬆️ 23%	1.7%
NT	202	227	⬆️ 12%	2.9%	4,735	4,099	⬆️ -13%	1.4%	460	487	⬆️ 6%	1.3%
ACT	184	217	⬆️ 18%	2.8%	4,758	5,765	⬆️ 21%	1.9%	552	599	⬆️ 9%	1.6%
TOTAL	7,353	7,765	⬆️ 6%	100%	278,169	301,100	⬆️ 8%	100%	31,713	37,531	⬆️ 18%	100%



Source: International visitors in Australia - Jun-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 Jun-24	Year Ending Jun-25	Change (%)	SA Market Share	Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share		Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share		
United Kingdom	57	62	↑ 9%	10%	1,166	1,490	↑ 28%	6%	24	109	141	↑ 30%	5%	\$2,289	\$95
Germany	24	24	↑ 2%	15%	300	352	↑ 17%	6%	15	36	34	↓ -4%	5%	\$1,435	\$98
Scandinavia	11	7	↓ -40%	8%	210	86	↓ -59%	3%	13	21	12	↓ -40%	4%	\$1,848	\$145
France	9	11	↑ 22%	9%	344	326	↓ -5%	4%	30	53	29	↓ -45%	4%	\$2,686	\$90
Italy	np	7		10%	np	191		4%	29	np	17		4%	\$2,613	\$92
Netherlands	7	8	↑ 25%	17%	47	109	↑ 134%	7%	13	9	20	↑ 128%	9%	\$2,369	\$182
Switzerland	np	7		18%	np	79		5%	11	np	24		9%	\$3,348	\$308
Other Europe	27	20	↓ -24%	8%	906	499	↓ -45%	4%	25	61	64	↑ 4%	5%	\$3,127	\$128
Total Europe	144	146	↑ 2%	10%	3,104	3,132	↑ 1%	5%	21	311	343	↑ 10%	5%	\$2,347	\$110
Hong Kong	13	10	↓ -25%	5%	306	554	↑ 81%	10%	58	37	104	↑ 181%	11%	\$10,895	\$188
Singapore	15	14	↓ -10%	4%	382	242	↓ -37%	4%	18	59	47	↓ -20%	4%	\$3,434	\$196
Malaysia	12	10	↓ -18%	5%	367	314	↓ -14%	7%	32	45	48	↑ 8%	7%	\$4,932	\$154
Indonesia	9	9	↑ 9%	5%	306	688	↑ 125%	7%	73	39	46	↑ 18%	4%	\$4,869	\$67
Taiwan	np	2		1%	np	np				np	np				
Thailand	np	3		3%	np	np				np	np				
Korea	np	2		1%	np	np				np	np				
China	32	48	↑ 50%	5%	2,142	2,597	↑ 21%	5%	54	149	358	↑ 140%	4%	\$7,417	\$138
India	31	23	↓ -26%	5%	2,074	1,686	↓ -19%	6%	74	112	139	↑ 24%	7%	\$6,078	\$82
Japan	7	11	↑ 46%	3%	193	355	↑ 83%	3%	33	19	38	↑ 95%	3%	\$3,525	\$106
Philippines	10	13	↑ 37%	8%	608	700	↑ 15%	7%	52	24	66	↑ 182%	11%	\$4,935	\$95
Viet Nam	21	9	↓ -58%	6%	965	607	↓ -37%	8%	68	97	79	↓ -19%	9%	\$8,858	\$130
Other Asia	16	15	↓ -8%	7%	574	978	↑ 70%	6%	66	39	95	↑ 141%	7%	\$6,416	\$97
Total Asia	186	169	↓ -9%	5%	8,953	9,392	↑ 5%	5%	56	726	1,066	↑ 47%	5%	\$6,318	\$114
USA	40	44	↑ 8%	7%	604	541	↓ -10%	5%	12	78	81	↑ 3%	3%	\$1,848	\$149
Canada	11	12	↑ 16%	8%	157	308	↑ 97%	6%	25	26	37	↑ 44%	5%	\$3,010	\$120
Total Nth Americ	51	56	↑ 10%	7%	761	849	↑ 12%	5%	15	104	118	↑ 13%	4%	\$2,103	\$138
New Zealand	47	43	↓ -8%	3%	378	554	↑ 47%	4%	13	65	93	↑ 42%	4%	\$2,161	\$167
Other Countries	24	21	↓ -12%	4%	1,147	1,306	↑ 14%	5%	62	81	91	↑ 12%	4%	\$4,310	\$69
Total	451	435	↓ -4%	6%	14,342	15,233	↑ 6%	5%	35	1,287	1,710	↑ 33%	5%	\$3,934	\$112

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share	Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share		Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share		
Backpackers	28	29	↑ 3%	8%	671	991	↑ 48%	3%	34	49	71	↑ 46%	3%	\$2,417	\$71
Working Holiday	26	29	↑ 13%	8%	1,679	2,048	↑ 22%	3%	71	98	127	↑ 30%	3%	\$4,400	\$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 Jun-24	Year Ending Jun-25	Change (%)	SA Market Share	Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share		Year Ending Jun-24	Year Ending Jun-25	Change (%)	SA Market Share		
Holiday	203	197	↓ -3%	6%	2,177	2,455	↑ 13%	3%	12	286	375	↑ 31%	3%	\$1,904	\$153
VFR	202	181	↓ -10%	7%	7,045	5,355	↓ -24%	6%	30	326	393	↑ 20%	7%	\$2,170	\$78
Business	40	37	↓ -7%	5%	313	236	↓ -25%	3%	6	69	53	↓ -22%	3%	\$1,438	\$227
Education	22	25	↑ 17%	8%	2,872	3,550	↑ 24%	7%	140	478	615	↑ 29%	18%	\$24,208	\$173
Employ & Other	29	35	↑ 21%	5%	1,935	3,638	↑ 88%	5%	104	128	274	↑ 113%	2%	\$7,822	\$75

Source: International visitors in Australia - Jun-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 Jun-24	Year Ending Jun-25	Change (%)	Year Ending Jun-24	Year Ending Jun-25	Change (%)		Year Ending Jun-24	Year Ending Jun-25	Change (%)		
United Kingdom	581	633	⬆️ 9%	21,176	23,729	⬆️ 12%	37	2,115	2,619	⬆️ 24%	\$4,136	\$110
Germany	152	162	⬆️ 6%	6,382	5,911	⬇️ -7%	36	657	701	⬆️ 7%	\$4,317	\$119
Scandinavia	79	82	⬆️ 4%	2,868	3,226	⬆️ 12%	39	327	337	⬆️ 3%	\$4,110	\$104
France	118	125	⬆️ 6%	8,380	9,292	⬆️ 11%	74	629	809	⬆️ 29%	\$6,471	\$87
Italy	62	66	⬆️ 6%	3,934	5,026	⬆️ 28%	76	255	423	⬆️ 66%	\$6,404	\$84
Netherlands	49	49	➡️ 0%	2,080	1,650	⬇️ -21%	34	247	227	⬇️ -8%	\$4,618	\$138
Switzerland	41	41	⬆️ 0%	1,468	1,606	⬆️ 9%	39	230	261	⬆️ 13%	\$6,345	\$162
Other Europe	251	268	⬆️ 7%	12,911	13,543	⬆️ 5%	51	1,028	1,410	⬆️ 37%	\$5,258	\$104
Total Europe	1,333	1,427	⬆️ 7%	59,199	63,984	⬆️ 8%	45	5,487	6,786	⬆️ 24%	\$4,756	\$106
Hong Kong	194	203	⬆️ 5%	5,239	5,369	⬆️ 2%	26	921	986	⬆️ 7%	\$4,862	\$184
Singapore	340	363	⬆️ 7%	5,131	5,838	⬆️ 14%	16	1,125	1,287	⬆️ 14%	\$3,544	\$221
Malaysia	177	180	⬆️ 2%	5,765	4,716	⬇️ -18%	26	697	684	⬇️ -2%	\$3,795	\$145
Indonesia	194	204	⬆️ 5%	8,816	9,642	⬆️ 9%	47	855	1,070	⬆️ 25%	\$5,241	\$111
Taiwan	139	154	⬆️ 10%	8,809	8,884	⬆️ 1%	58	782	879	⬆️ 12%	\$5,725	\$99
Thailand	89	88	⬇️ -1%	4,924	5,783	⬆️ 17%	65	442	429	⬇️ -3%	\$4,853	\$74
Korea	322	341	⬆️ 6%	8,497	10,459	⬆️ 23%	31	1,391	1,538	⬆️ 11%	\$4,505	\$147
China	746	892	⬆️ 20%	41,939	50,520	⬆️ 20%	57	7,613	9,802	⬆️ 29%	\$10,992	\$194
India	395	429	⬆️ 9%	25,397	29,488	⬆️ 16%	69	1,420	1,926	⬆️ 36%	\$4,485	\$65
Japan	329	361	⬆️ 10%	11,543	13,236	⬆️ 15%	37	1,338	1,496	⬆️ 12%	\$4,143	\$113
Viet Nam	159	167	⬆️ 5%	10,073	10,271	⬆️ 2%	61	503	604	⬆️ 20%	\$3,615	\$59
Philippines	165	153	⬇️ -7%	7,461	7,782	⬆️ 4%	51	837	838	➡️ 0%	\$5,464	\$108
Other Asia	200	206	⬆️ 3%	13,485	16,880	⬆️ 25%	82	1,085	1,306	⬆️ 20%	\$6,353	\$77
Total Asia	3,447	3,742	⬆️ 9%	157,079	178,867	⬆️ 14%	48	19,007	22,846	⬆️ 20%	\$6,105	\$128
USA	670	669	➡️ 0%	11,481	11,557	⬆️ 1%	17	2,054	2,462	⬆️ 20%	\$3,678	\$213
Canada	155	156	⬆️ 1%	4,502	4,829	⬆️ 7%	31	568	679	⬆️ 20%	\$4,343	\$141
Total Nth Americ	825	826	➡️ 0%	15,984	16,386	⬆️ 3%	20	2,622	3,141	⬆️ 20%	\$3,804	\$192
New Zealand	1,235	1,258	⬆️ 2%	14,255	14,632	⬆️ 3%	12	2,073	2,487	⬆️ 20%	\$1,977	\$170
Other Countries	513	512	⬇️ 0%	31,652	27,232	⬇️ -14%	53	2,524	2,270	⬇️ -10%	\$4,436	\$83
Total	7,353	7,765	⬆️ 6%	278,169	301,100	⬆️ 8%	39	31,713	37,531	⬆️ 18%	\$4,834	\$125
Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Year Ending Jun-24	Year Ending Jun-25	Change (%)		Year Ending Jun-24	Year Ending Jun-25	Change (%)		
Backpackers	405	356	⬇️ -12%	32,179	28,384	⬇️ -12%	80	2,521	2,458	⬇️ -3%	\$6,914	\$87
Working Holiday	334	377	⬆️ 13%	54,516	60,700	⬆️ 11%	161	3,347	4,115	⬆️ 23%	\$10,924	\$68
Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Year Ending Jun-24	Year Ending Jun-25	Change (%)		Year Ending Jun-24	Year Ending Jun-25	Change (%)		
Holiday	3,056	3,284	⬆️ 7%	73,599	83,922	⬆️ 14%	26	10,205	12,980	⬆️ 27%	\$3,952	\$155
VFR	2,519	2,664	⬆️ 6%	78,513	87,855	⬆️ 12%	33	4,799	5,895	⬆️ 23%	\$2,213	\$67
Business	777	745	⬇️ -4%	11,059	8,806	⬇️ -20%	12	2,252	1,835	⬇️ -19%	\$2,463	\$208
Education	296	323	⬆️ 9%	41,738	47,759	⬆️ 14%	148	2,529	3,442	⬆️ 36%	\$10,649	\$72
Employ & Other	705	748	⬆️ 6%	73,260	72,759	⬇️ -1%	97	11,927	13,378	⬆️ 12%	\$17,883	\$184

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