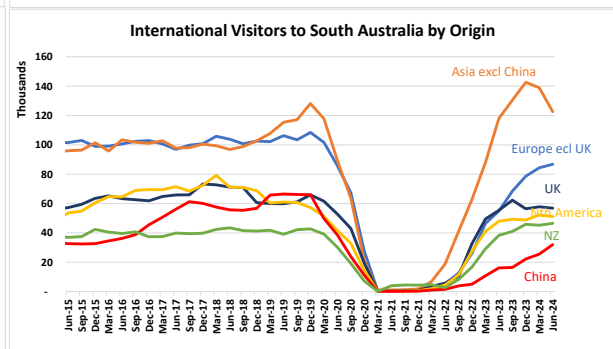
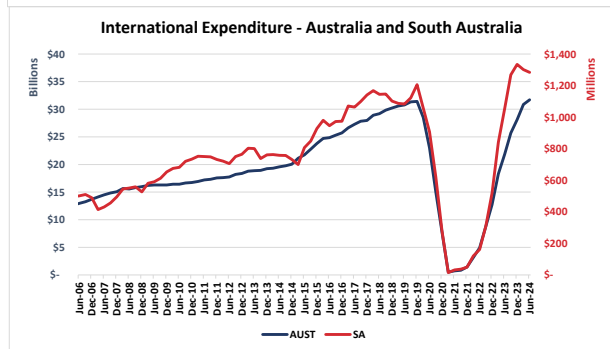
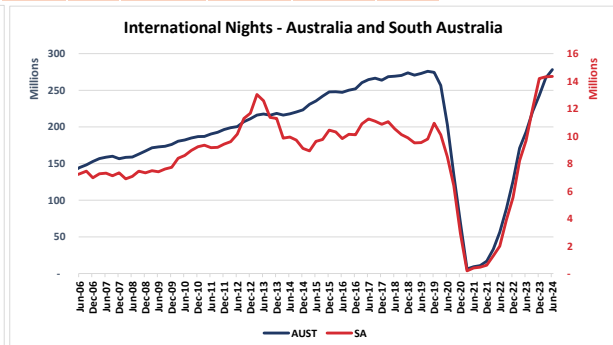
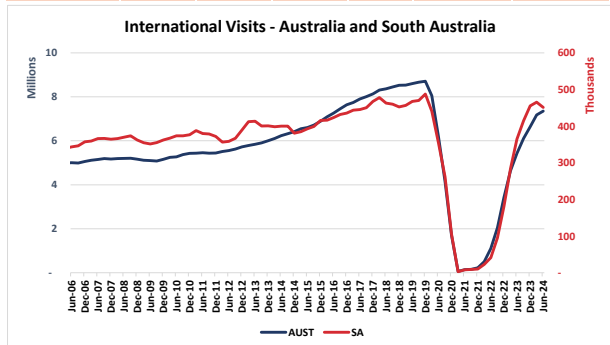




International Performance to June 2024
Released: 25th September 2024, Next release 18th December 2024

	Australia			South Australia			Market Share
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)	
Visits (000s)	5,427	7,353	↑ 35%	365	451	↑ 24%	6.1%
Nights (000s)	193,020	278,169	↑ 44%	9,675	14,342	↑ 48%	5.2%
Expenditure (\$m)	21,865	31,713	↑ 45%	1,054	1,284	↑ 22%	4.0%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share ^A	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share
NSW	2,729	3,702	↑ 36%	50%	67,737	99,058	↑ 46%	36%	8,621	12,230	↑ 42%	39%
VIC	1,633	2,489	↑ 52%	34%	40,953	66,719	↑ 63%	24%	4,775	8,147	↑ 71%	26%
QLD	1,563	2,124	↑ 36%	29%	40,148	52,023	↑ 30%	19%	4,364	6,157	↑ 41%	19%
SA	365	451	↑ 24%	6.1%	9,675	14,342	↑ 48%	5.2%	1,054	1,284	↑ 22%	4.0%
WA	686	819	↑ 19%	11.1%	24,235	31,135	↑ 28%	11%	2,026	2,387	↑ 18%	7.5%
TAS	163	256	↑ 57%	3.5%	2,431	4,884	↑ 101%	1.8%	286	505	↑ 77%	1.6%
NT	149	202	↑ 36%	2.8%	3,545	4,735	↑ 34%	1.7%	321	435	↑ 35%	1.4%
ACT	162	184	↑ 13%	2.5%	3,822	4,758	↑ 24%	1.7%	416	568	↑ 36%	1.8%
TOTAL	5,427	7,353	↑ 35%	100%	193,020	278,169	↑ 44%	100%	21,866	31,713	↑ 45%	100%



SOURCE: INTERNATIONAL VISITORS TO AUSTRALIA - JUNE-24, 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-23	Year Ending Jun-24	Change (%)	SA Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share		Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share			
United Kingdom	55	57	↑ 3%	10%	934	1,166	↑ 25%	6%	21	96	109	↑ 13%	5%	\$1,911	\$93	
Germany	15	24	↑ 53%	15%	196	300	↑ 53%	5%	13	21	34	↑ 63%	5%	\$1,404	\$113	
Scandinavia	5	11	↑ 122%	14%	75	210	↑ 181%	7%	19	10	20	↑ 102%	6%	\$1,808	\$97	
France	8	9	↑ 18%	8%	82	344	↑ 319%	4%	38	11	54	↑ 390%	9%	\$5,968	\$156	
Italy	4	3	↓ -9%	5%	98	68	↓ -30%	2%	20	9	6	↓ -28%	2%	\$1,840	\$91	
Netherlands	4	7	↑ 72%	14%	45	47	↑ 4%	2%	7	6	7	↑ 25%	3%	\$1,051	\$152	
Switzerland	4	6	↑ 59%	15%	52	63	↑ 22%	4%	10	11	16	↑ 52%	7%	\$2,632	\$259	
Other Europe	15	27	↑ 76%	11%	356	906	↑ 154%	7%	34	27	63	↑ 133%	6%	\$2,359	\$69	
Total Europe	110	144	↑ 30%	11%	1,838	3,104	↑ 69%	5%	22	190	309	↑ 62%	6%	\$2,153	\$100	
Hong Kong	11	13	↑ 11%	7%	912	306	↓ -66%	6%	24	143	37	↓ -74%	4%	\$2,897	\$120	
Singapore	10	15	↑ 47%	5%	214	382	↑ 79%	7%	25	45	80	↑ 78%	7%	\$5,220	\$210	
Malaysia	10	12	↑ 24%	7%	262	367	↑ 40%	6%	31	38	45	↑ 21%	7%	\$3,782	\$124	
Indonesia	9	9	↓ -6%	4%	279	306	↑ 9%	3%	35	26	39	↑ 50%	5%	\$4,505	\$127	
Taiwan	4	8	↑ 133%	6%	64	np				np	np					
Thailand	5	8	↑ 73%	9%	128	np				np	np					
Korea	3	3	↑ 3%	1%	94	np				np	np					
China	16	32	↑ 99%	4%	966	2,142	↑ 122%	5%	67	102	144	↑ 42%	2%	\$4,506	\$67	
India	38	31	↓ -19%	8%	1,695	2,074	↑ 22%	8%	68	117	113	↓ -4%	8%	\$3,673	\$54	
Japan	6	7	↑ 20%	2%	140	193	↑ 38%	2%	27	29	19	↓ -34%	1%	\$2,632	\$99	
Philippines	np	10		6%	np	608		6%	62	np	23		5%	\$2,356	\$38	
Viet Nam	np	21		13%	np	965		13%	45	np	93		11%	\$4,382	\$97	
Other Asia	22	16	↓ -26%	8%	687	574	↓ -17%	4%	36	70	39	↓ -44%	4%	\$2,441	\$68	
Total Asia	149	186	↑ 25%	5%	5,980	8,953	↑ 50%	6%	48	645	730	↑ 13%	4%	\$3,931	\$82	
USA	32	40	↑ 25%	6%	441	604	↑ 37%	5%	15	53	75	↑ 43%	4%	\$1,858	\$125	
Canada	16	11	↓ -32%	7%	291	157	↓ -46%	3%	15	41	25	↓ -39%	4%	\$2,350	\$158	
Total Nth Americ	48	51	↑ 6%	6%	732	761	↑ 4%	5%	15	93	100	↑ 7%	4%	\$1,960	\$132	
New Zealand	38	47	↑ 21%	4%	370	378	↑ 2%	3%	8	61	67	↑ 9%	3%	\$1,436	\$177	
Other Countries	20	24	↑ 22%	5%	755	1,147	↑ 52%	4%	48	64	78	↑ 22%	3%	\$3,246	\$68	
Total	365	451	↑ 24%	6%	9,675	14,342	↑ 48%	5%	32	1,054	1,284	↑ 22%	4%	\$2,848	\$90	

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share		Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share		
Backpackers	34	28	↓ -17%	7%	511	671	↑ 31%	2%	24	46	49	↑ 6%	2%	\$1,704	\$72
Working Holiday	14	26	↑ 88%	8%	466	1,679	↑ 260%	3%	\$66	28	97	↑ 241%	3%	\$3,788	\$58

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-23	Year Ending Jun-24	Change (%)	SA Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share		Year Ending Jun-23	Year Ending Jun-24	Change (%)	SA Market Share		
Holiday	144	203	↑ 40%	7%	1,108	2,177	↑ 96%	3%	11	206	282	↑ 37%	3%	\$1,393	\$130
VFR	181	202	↑ 12%	8%	4,330	7,045	↑ 63%	9%	35	252	349	↑ 38%	7%	\$1,723	\$49
Business	40	40	⇒ 0%	5%	358	313	↓ -13%	3%	8	93	69	↓ -26%	3%	\$1,721	\$220
Education	17	22	↑ 31%	5%	2,968	2,872	↓ -3%	4%	132	439	456	↑ 4%	4%	\$20,980	\$159
Employ & Other	22	29	↑ 33%	5%	911	1,935	↑ 112%	4%	67	64	129	↑ 102%	4%	\$4,459	\$67

Source: International visitors in Australia - June-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 Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)		Year Ending Jun-23	Year Ending Jun-24	Change (%)		
United Kingdom	537	581	↑ 8%	17,861	21,176	↑ 19%	36	1,691	2,115	↑ 25%	\$3,641	\$100
Germany	127	152	↑ 20%	5,543	6,382	↑ 15%	42	515	657	↑ 28%	\$4,306	\$103
Scandinavia	70	79	↑ 14%	1,934	2,868	↑ 48%	36	229	327	↑ 42%	\$4,129	\$114
France	90	118	↑ 32%	4,714	8,380	↑ 78%	71	392	629	↑ 61%	\$5,329	\$75
Italy	52	62	↑ 20%	3,061	3,934	↑ 29%	63	243	255	↑ 5%	\$4,107	\$65
Netherlands	43	49	↑ 14%	1,821	2,080	↑ 14%	42	164	247	↑ 50%	\$5,023	\$119
Switzerland	32	41	↑ 28%	1,278	1,468	↑ 15%	36	157	230	↑ 46%	\$5,627	\$157
Other Europe	204	251	↑ 23%	7,953	12,911	↑ 62%	51	710	1,028	↑ 45%	\$4,098	\$80
Total Europe	1,154	1,333	↑ 16%	44,166	59,199	↑ 34%	44	4,101	5,487	↑ 34%	\$4,115	\$93
Hong Kong	109	194	↑ 77%	3,616	5,239	↑ 45%	27	577	921	↑ 60%	\$4,759	\$176
Singapore	309	340	↑ 10%	4,921	5,131	↑ 4%	15	1,038	1,125	↑ 8%	\$3,310	\$219
Malaysia	133	177	↑ 32%	3,544	5,765	↑ 63%	33	481	697	↑ 45%	\$3,942	\$121
Indonesia	149	194	↑ 30%	5,142	8,816	↑ 71%	46	643	855	↑ 33%	\$4,415	\$97
Taiwan	68	139	↑ 105%	3,752	8,809	↑ 135%	63	441	782	↑ 77%	\$5,621	\$89
Thailand	81	89	↑ 10%	5,034	4,924	↓ -2%	55	418	442	↑ 6%	\$4,955	\$90
Korea	156	322	↑ 106%	4,534	8,497	↑ 87%	26	757	1,391	↑ 84%	\$4,323	\$164
China	235	746	↑ 217%	18,030	41,939	↑ 133%	56	3,503	7,613	↑ 117%	\$10,210	\$182
India	363	395	↑ 9%	20,848	25,397	↑ 22%	64	1,447	1,420	↓ -2%	\$3,597	\$56
Japan	162	329	↑ 102%	6,002	11,543	↑ 92%	35	743	1,338	↑ 80%	\$4,071	\$116
Viet Nam	70	159	↑ 125%	3,392	10,073	↑ 197%	64	187	503	↑ 169%	\$3,170	\$50
Philippines	71	165	↑ 132%	3,213	7,461	↑ 132%	45	370	837	↑ 126%	\$5,061	\$112
Other Asia	278	200	↓ -28%	16,762	13,485	↓ -20%	67	1,180	1,085	↓ -8%	\$5,422	\$80
Total Asia	2,186	3,447	↑ 58%	98,790	157,079	↑ 59%	46	11,785	19,007	↑ 61%	\$5,514	\$121
USA	522	670	↑ 28%	9,770	11,481	↑ 18%	17	1,653	2,054	↑ 24%	\$3,066	\$179
Canada	131	155	↑ 18%	4,232	4,502	↑ 6%	29	516	568	↑ 10%	\$3,672	\$126
Total Nth Americ	653	825	↑ 26%	14,002	15,984	↑ 14%	19	2,168	2,622	↑ 21%	\$3,179	\$164
New Zealand	978	1,235	↑ 26%	12,300	14,255	↑ 16%	12	1,660	2,073	↑ 25%	\$1,678	\$145
Other Countries	457	513	↑ 12%	23,762	31,652	↑ 33%	62	2,151	2,524	↑ 17%	\$4,923	\$80
Total	5,427	7,353	↑ 35%	193,020	278,169	↑ 44%	38	21,865	31,713	↑ 45%	\$4,313	\$114

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)		Year Ending Jun-23	Year Ending Jun-24	Change (%)		
Backpackers	324	405	↑ 25%	21,274	32,179	↑ 51%	79	1,939	2,521	↑ 30%	\$6,225	\$78
Working Holiday	181	334	↑ 84%	22,463	54,516	↑ 143%	163	1,499	3,347	↑ 123%	\$10,007	\$61

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)		Year Ending Jun-23	Year Ending Jun-24	Change (%)		
Holiday	1,870	3,056	↑ 63%	41,898	73,599	↑ 76%	24	5,876	10,205	↑ 74%	\$3,339	\$139
VFR	2,204	2,519	↑ 14%	65,784	78,513	↑ 19%	31	4,192	4,799	↑ 14%	\$1,905	\$61
Business	624	777	↑ 24%	7,536	11,059	↑ 47%	14	1,725	2,252	↑ 31%	\$2,900	\$204
Education	348	468	↑ 35%	50,071	67,609	↑ 35%	144	8,176	11,425	↑ 40%	\$24,403	\$169
Employ & Other	381	533	↑ 40%	27,731	47,389	↑ 71%	89	1,897	3,031	↑ 60%	\$5,689	\$64

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