

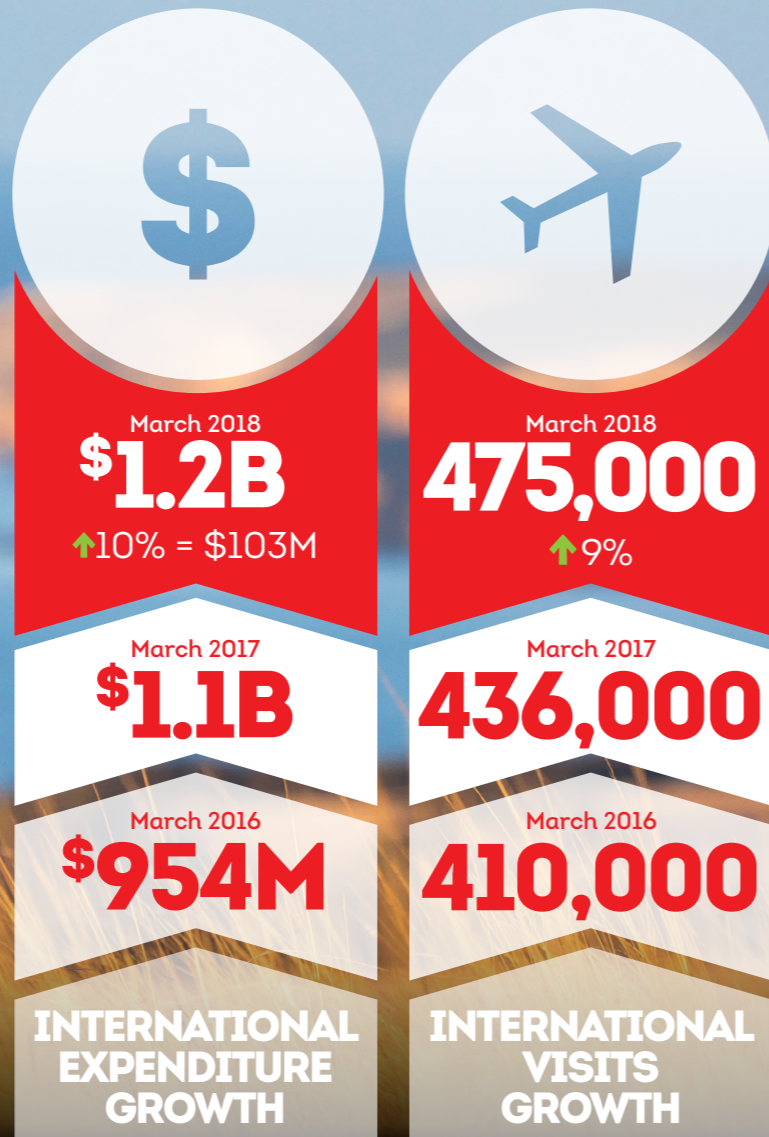
# SA'S VISITOR ECONOMY

WORTH A RECORD

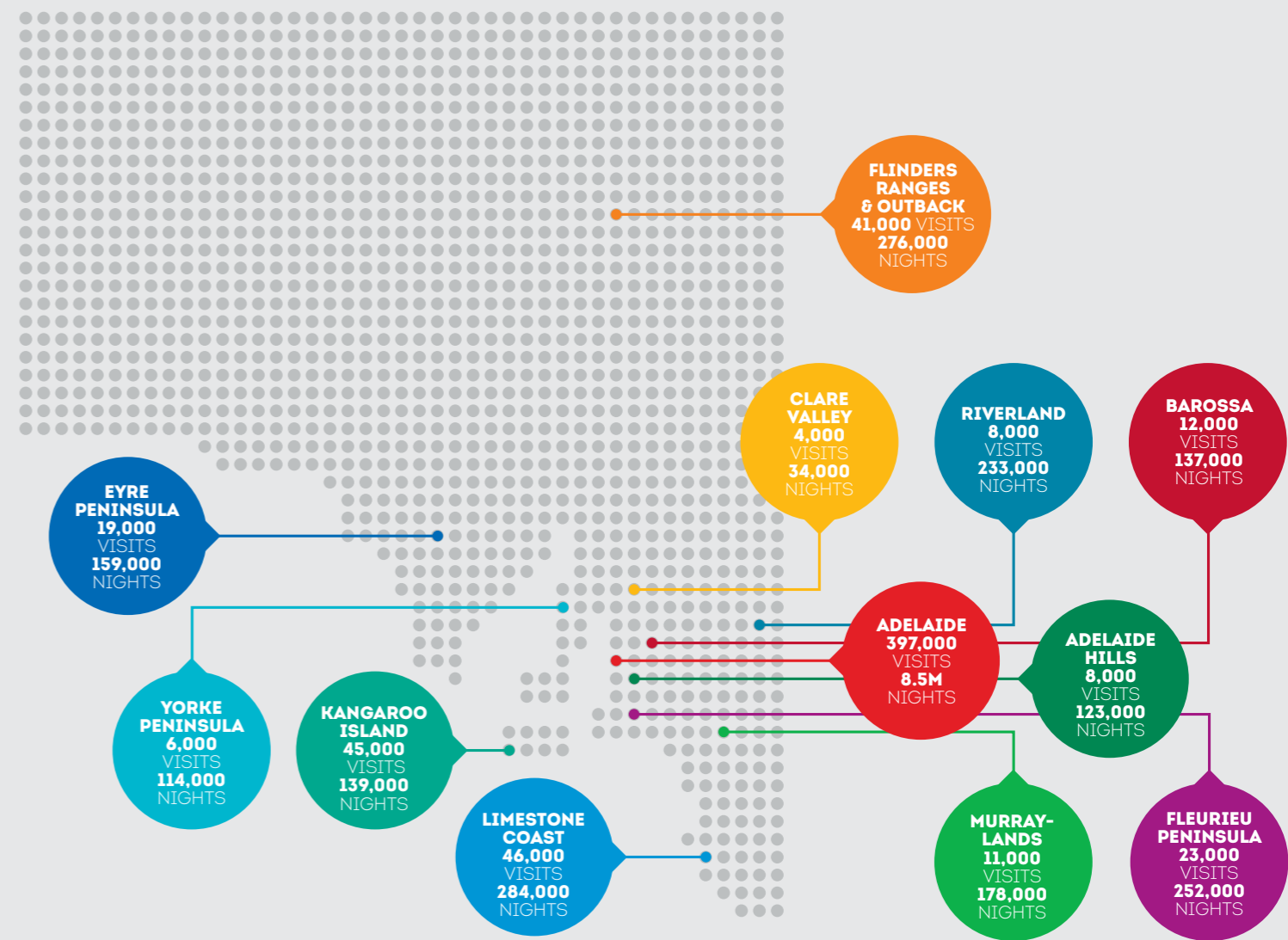
# \$6.7B



Middle River, Kangaroo Island



## INTERNATIONAL VISITS\*



Source: International Visitor Survey, Tourism Research Australia, SA Year End March 2018.  
\*Data presented is a three year annual average to March 2018.

## INTERNATIONAL VISITOR EXPENDITURE

WORTH A RECORD

# \$1.2B

Comparing March 2018 to March 2017.

## INTERNATIONAL VISITOR ORIGIN TOP 5 MARKETS

**USA**  
Visits ↑24% 64,000  
Total expenditure ↑6% \$87M

**GERMANY**  
Visits ↓9% 30,000  
Total expenditure ↑55% \$46M



**NEW ZEALAND**  
Visits ↑16% 43,000  
Total expenditure ↑9% \$54M

**UK**  
Visits ↑12% 73,000  
Total expenditure →1% \$93M

**CHINA**  
Visits ↑14% 57,000  
Total expenditure ↑32% \$415M



[WWW.TOURISM.SA.GOV.AU](http://WWW.TOURISM.SA.GOV.AU)