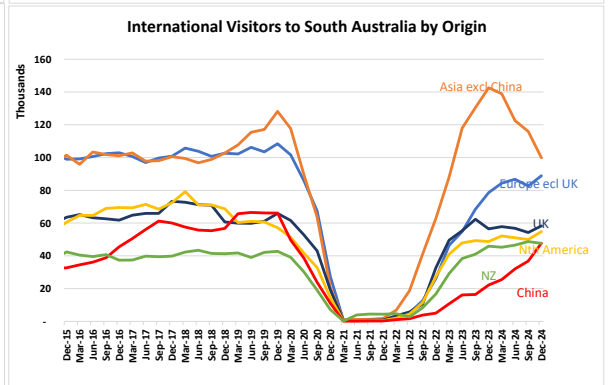
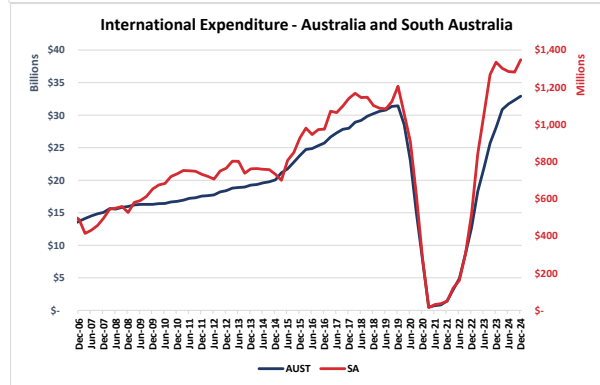
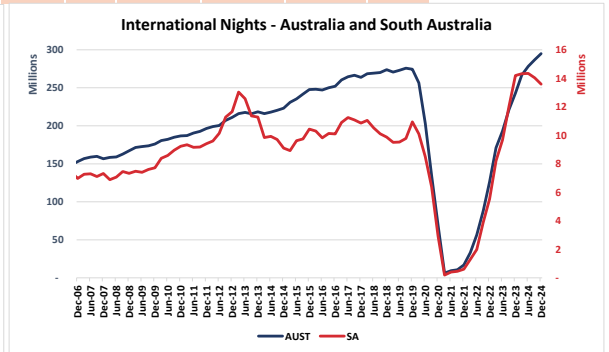
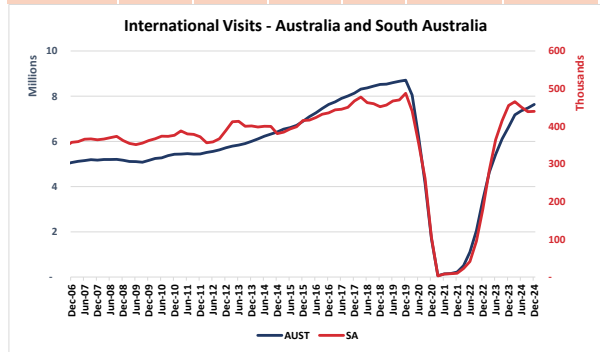




International Performance to December 2024
Released: 26th March 2025, Next release 25th June 2025

	Australia			South Australia			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share
Visits (000s)	6,640	7,634	↑ 15%	455	440	↓ -3%	5.8%
Nights (000s)	243,041	294,941	↑ 21%	14,193	13,592	↓ -4%	4.6%
Expenditure (\$m)	28,105	32,912	↑ 17%	1,314	1,348	↑ 3%	4.1%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share ^a	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share
NSW	3,425	3,806	↑ 11%	50%	87,685	100,774	↑ 15%	34%	10,866	12,026	↑ 11%	37%
VIC	2,051	2,708	↑ 32%	35%	50,523	80,266	↑ 59%	27%	6,398	9,046	↑ 41%	27%
QLD	1,976	2,158	↑ 9%	28%	49,784	53,254	↑ 7%	18%	5,861	6,221	↑ 6%	19%
SA	455	440	↓ -3%	5.8%	14,193	13,592	↓ -4%	4.6%	1,314	1,348	↑ 3%	4.1%
WA	787	865	↑ 10%	11.3%	28,553	31,304	↑ 10%	11%	2,336	2,625	↑ 12%	8.0%
TAS	204	254	↑ 25%	3.3%	3,196	4,959	↑ 55%	1.7%	373	551	↑ 48%	1.7%
NT	188	221	↑ 18%	2.9%	4,071	4,608	↑ 13%	1.6%	460	468	↑ 2%	1.4%
ACT	179	215	↑ 20%	2.8%	4,490	5,431	↑ 21%	1.8%	495	627	↑ 27%	1.9%
TOTAL	6,640	7,634	↑ 15%	100%	243,041	294,941	↑ 21%	100%	28,105	32,912	↑ 17%	100%



Source: International visitors in Australia - Dec-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 Dec-23	Year Ending Dec-24	Change (%)	SA Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share		Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share		
United Kingdom	56	58	↑ 3%	10%	1,172	1,143	↓ -3%	5%	20	107	116	↑ 8%	5%	\$1,984	\$101
Germany	20	30	↑ 50%	19%	214	456	↑ 113%	7%	15	21	44	↑ 110%	7%	\$1,481	\$97
Scandinavia	8	9	↑ 7%	11%	147	161	↑ 9%	5%	18	19	12	↓ -38%	4%	\$1,298	\$72
France	11	10	↓ -6%	8%	331	238	↓ -28%	3%	24	54	20	↓ -62%	3%	\$2,050	\$85
Italy	np	6		9%	np	189		4%	33	np	17		5%	\$3,080	\$92
Netherlands	6	9	↑ 55%	19%	52	89	↑ 71%	5%	10	10	10	↑ 5%	5%	\$1,093	\$112
Switzerland	np	7		17%	np	79		6%	11	np	24		12%	\$3,405	\$302
Other Europe	23	18	↓ -21%	7%	764	515	↓ -32%	4%	28	48	52	↑ 7%	4%	\$2,809	\$100
Total Europe	135	147	↑ 9%	11%	2,830	2,870	↑ 1%	5%	19	280	295	↑ 5%	5%	\$2,002	\$103
Hong Kong	17	7	↓ -60%	3%	973	404	↓ -58%	8%	59	153	47	↓ -69%	5%	\$6,991	\$118
Singapore	15	13	↓ -9%	4%	378	172	↓ -54%	3%	13	66	31	↓ -53%	3%	\$2,353	\$182
Malaysia	13	11	↓ -16%	6%	392	305	↓ -22%	6%	28	52	39	↓ -26%	6%	\$3,610	\$127
Indonesia	12	10	↓ -17%	5%	320	682	↑ 113%	7%	67	41	49	↑ 18%	5%	\$4,833	\$72
Taiwan	np	4		3%	np	np				np	np				
Thailand	np	6		6%	np	np				np	np				
Korea	np	2		1%	np	np				np	np				
China	22	48	↑ 115%	6%	2,023	2,170	↑ 7%	5%	45	100	243	↑ 144%	3%	\$5,097	\$112
India	46	21	↓ -54%	5%	2,488	1,354	↓ -46%	5%	64	143	87	↓ -39%	5%	\$4,114	\$64
Japan	6	10	↑ 76%	3%	97	329	↑ 240%	3%	32	29	30	→ 1%	2%	\$2,917	\$90
Philippines	16	9	↓ -46%	5%	907	360	↓ -60%	3%	42	35	22	↓ -37%	4%	\$2,552	\$61
Viet Nam	19	15	↓ -21%	9%	567	834	↑ 47%	13%	56	59	93	↑ 58%	11%	\$6,292	\$112
Other Asia	16	15	↓ -6%	8%	488	690	↑ 41%	5%	45	51	49	↓ -3%	4%	\$3,187	\$72
Total Asia	200	171	↓ -14%	5%	9,147	8,347	↓ -9%	5%	49	791	783	↓ -1%	4%	\$4,575	\$94
USA	35	44	↑ 28%	7%	499	578	↑ 16%	5%	13	52	77	↑ 48%	4%	\$1,742	\$134
Canada	14	10	↓ -25%	7%	229	197	↓ -14%	4%	19	43	28	↓ -34%	5%	\$2,721	\$144
Total Nth Americ	49	55	↑ 12%	7%	728	775	↑ 6%	5%	14	95	106	↑ 11%	4%	\$1,928	\$136
New Zealand	46	48	↑ 4%	4%	354	554	↑ 56%	4%	12	64	82	↑ 29%	4%	\$1,724	\$148
Other Countries	26	19	↓ -26%	4%	1,134	1,046	↓ -8%	4%	54	84	83	↓ -1%	4%	\$4,305	\$79
Total	455	440	↓ -3%	6%	14,193	13,592	↓ -4%	5%	31	1,314	1,348	↑ 3%	4%	\$3,064	\$99

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share		Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share		
Backpackers	35	30	↓ -15%	8%	701	850	↑ 21%	3%	29	52	53	↑ 1%	2%	\$1,775	\$62
Working Holiday	23	26	↑ 13%	7%	1,215	1,795	↑ 48%	3%	68	68	108	↑ 60%	3%	\$4,114	\$60

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share		Year Ending Dec-23	Year Ending Dec-24	Change (%)	SA Market Share		
Holiday	197	206	↑ 4%	6%	1,912	2,139	↑ 12%	3%	10	272	300	↑ 10%	3%	\$1,458	\$140
VFR	219	190	↓ -13%	7%	7,133	5,362	↓ -25%	7%	28	333	293	↓ -12%	2%	\$1,546	\$55
Business	41	36	↓ -13%	5%	289	286	↓ -1%	3%	8	78	49	↓ -37%	2%	\$1,365	\$172
Education	21	24	↑ 14%	5%	3,339	3,161	↓ -5%	5%	134	532	517	↓ -3%	4%	\$21,958	\$163
Employ & Other	25	33	↑ 34%	6%	1,519	2,645	↑ 74%	5%	79	99	189	↑ 90%	6%	\$5,659	\$71

Source: International visitors in Australia - Dec-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 Dec-23	Year Ending Dec-24	Change (%)	Year Ending Dec-23	Year Ending Dec-24	Change (%)		Year Ending Dec-23	Year Ending Dec-24	Change (%)			
United Kingdom	561	605	↑ 8%	19,668	21,858	↑ 11%	36	1,903	2,195	↑ 15%	\$3,630	\$100	
Germany	144	159	↑ 11%	6,128	6,214	↑ 1%	39	627	612	↓ -2%	\$3,843	\$99	
Scandinavia	76	82	↑ 8%	2,600	3,346	↑ 29%	41	307	312	↑ 2%	\$3,792	\$93	
France	108	122	↑ 13%	6,740	9,324	↑ 38%	77	538	680	↑ 26%	\$5,585	\$73	
Italy	60	63	↑ 6%	3,352	4,994	↑ 49%	79	258	348	↑ 35%	\$5,487	\$70	
Netherlands	49	48	→ -1%	2,120	1,711	↓ -19%	35	238	194	↓ -18%	\$4,015	\$113	
Switzerland	39	41	↑ 5%	1,502	1,366	↓ -9%	34	220	199	↓ -9%	\$4,906	\$146	
Other Europe	237	257	↑ 8%	11,238	13,898	↑ 24%	54	896	1,160	↑ 30%	\$4,520	\$83	
Total Europe	1,274	1,377	↑ 8%	53,348	62,711	↑ 18%	46	4,987	5,702	↑ 14%	\$4,140	\$91	
Hong Kong	169	199	↑ 18%	4,904	5,249	↑ 7%	26	853	873	↑ 2%	\$4,394	\$166	
Singapore	316	361	↑ 14%	5,363	5,446	↑ 2%	15	1,177	1,088	↓ -8%	\$3,018	\$200	
Malaysia	161	184	↑ 14%	4,773	5,292	↑ 11%	29	588	685	↑ 16%	\$3,730	\$129	
Indonesia	181	202	↑ 11%	6,731	10,340	↑ 54%	51	783	998	↑ 27%	\$4,945	\$97	
Taiwan	112	149	↑ 33%	5,885	9,850	↑ 67%	66	562	903	↑ 61%	\$6,048	\$92	
Thailand	90	90	→ 0%	5,774	5,149	↓ -11%	57	465	457	↓ -2%	\$5,092	\$89	
Korea	263	342	↑ 30%	6,555	11,038	↑ 68%	32	1,096	1,571	↑ 43%	\$4,590	\$142	
China	507	829	↑ 63%	31,312	45,058	↑ 44%	54	5,825	8,065	↑ 38%	\$9,729	\$179	
India	375	421	↑ 12%	21,552	28,827	↑ 34%	68	1,433	1,660	↑ 16%	\$3,944	\$58	
Japan	272	362	↑ 33%	9,173	12,931	↑ 41%	36	1,172	1,435	↑ 22%	\$3,966	\$111	
Viet Nam	148	164	↑ 11%	7,885	10,857	↑ 38%	66	378	601	↑ 59%	\$3,661	\$55	
Philippines	155	160	↑ 4%	7,260	6,525	↓ -10%	41	714	833	↑ 17%	\$5,192	\$128	
Other Asia	192	204	↑ 6%	13,644	14,477	↑ 6%	71	916	1,198	↑ 31%	\$5,884	\$83	
Total Asia	2,941	3,666	↑ 25%	130,811	171,038	↑ 31%	47	15,961	20,368	↑ 28%	\$5,555	\$119	
USA	617	669	↑ 8%	10,549	12,063	↑ 14%	18	1,964	1,993	↑ 1%	\$2,979	\$165	
Canada	147	154	↑ 5%	4,783	4,506	↓ -6%	29	597	555	↓ -7%	\$3,594	\$123	
Total Nth Americ	764	823	↑ 8%	15,332	16,569	↑ 8%	20	2,561	2,547	→ -1%	\$3,095	\$154	
New Zealand	1,147	1,260	↑ 10%	14,099	14,804	↑ 5%	12	2,004	2,064	↑ 3%	\$1,639	\$139	
Other Countries	514	508	↓ -1%	29,452	29,818	↑ 1%	59	2,591	2,230	↓ -14%	\$4,393	\$75	
Total	6,640	7,634	↑ 15%	243,041	294,941	↑ 21%	39	28,105	32,912	↑ 17%	\$4,311	\$112	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Year Ending Dec-23	Year Ending Dec-24	Change (%)		Year Ending Dec-23	Year Ending Dec-24	Change (%)		
Backpackers	394	392	→ 0%	29,473	31,869	↑ 8%	81	2,406	2,508	↑ 4%	\$6,391	\$79
Working Holiday	281	366	↑ 30%	40,179	61,054	↑ 52%	167	2,516	3,872	↑ 54%	\$10,586	\$63

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Year Ending Dec-23	Year Ending Dec-24	Change (%)		Year Ending Dec-23	Year Ending Dec-24	Change (%)		
Holiday	2,582	3,239	↑ 25%	60,803	83,391	↑ 37%	26	8,350	10,958	↑ 31%	\$3,383	\$131
VFR	2,441	2,600	↑ 7%	74,702	82,029	↑ 10%	32	4,618	5,006	↑ 8%	\$1,926	\$61
Business	726	779	↑ 7%	8,870	10,372	↑ 17%	13	2,115	2,047	↓ -3%	\$2,628	\$197
Education	422	486	↑ 15%	62,240	68,418	↑ 10%	141	10,461	11,557	↑ 10%	\$23,769	\$169
Employ & Other	469	529	↑ 13%	36,425	50,730	↑ 39%	96	2,560	3,343	↑ 31%	\$6,315	\$66

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