

# INTERNATIONAL PERFORMANCE

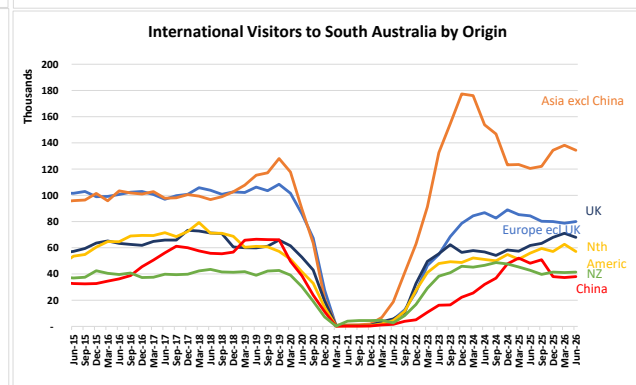
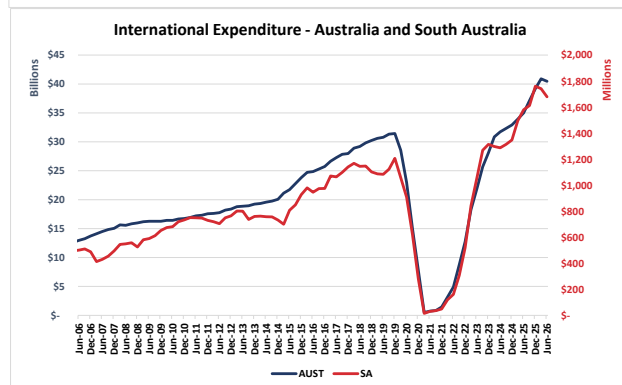
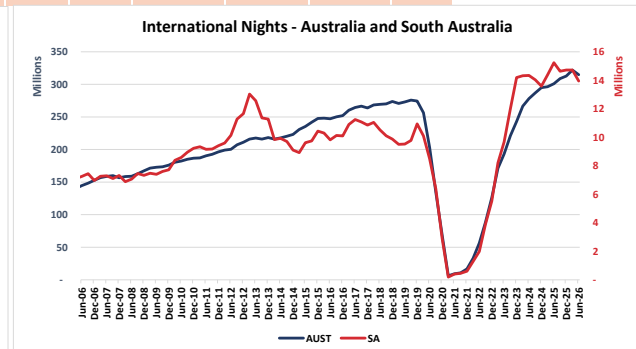
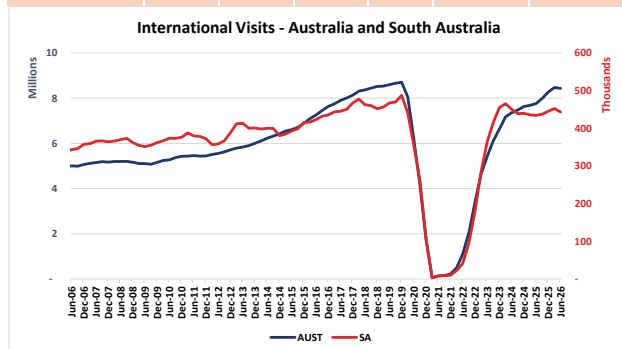
Seal Bay, Kangaroo Island



International Performance to June 2026  
Released: 30th September 2026, Next release 16th December 2026

|                   | Australia          |                    |            | South Australia    |                    |              |
|-------------------|--------------------|--------------------|------------|--------------------|--------------------|--------------|
|                   | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | Year Ending Jun-25 | Year Ending Jun-26 | Market Share |
| Visits (000s)     | 7,765              | 8,434              | ↑ 9%       | 435                | 443                | ↑ 2%         |
| Nights (000s)     | 301,100            | 314,855            | ↑ 5%       | 15,233             | 13,947             | ↓ -8%        |
| Expenditure (\$m) | 35,008             | 40,473             | ↑ 16%      | 1,579              | 1,680              | ↑ 6%         |

| State        | Visits (000s)      |                    |             |                           | Nights (000s)      |                    |              |              | Expenditure (\$m)  |                    |              |              |
|--------------|--------------------|--------------------|-------------|---------------------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------|--------------|
|              | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)  | Market Share <sup>A</sup> | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   | Market Share | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   | Market Share |
| NSW          | 3,902              | 4,130              | ↑ 6%        | 49%                       | 101,842            | 106,575            | ↑ 5%         | 34%          | 13,150             | 15,056             | ↑ 14%        | 37%          |
| VIC          | 2,776              | 2,838              | ↑ 2%        | 34%                       | 81,054             | 79,689             | ↓ -2%        | 25%          | 9,298              | 10,502             | ↑ 13%        | 26%          |
| QLD          | 2,183              | 2,414              | ↑ 11%       | 29%                       | 52,075             | 62,199             | ↑ 19%        | 20%          | 6,334              | 8,130              | ↑ 28%        | 20%          |
| <b>SA</b>    | <b>435</b>         | <b>443</b>         | <b>↑ 2%</b> | <b>5.3%</b>               | <b>15,233</b>      | <b>13,947</b>      | <b>↓ -8%</b> | <b>4.4%</b>  | <b>1,579</b>       | <b>1,680</b>       | <b>↑ 6%</b>  | <b>4.1%</b>  |
| WA           | 941                | 1,075              | ↑ 14%       | 12.7%                     | 35,819             | 38,060             | ↑ 6%         | 12%          | 3,048              | 3,210              | ↑ 5%         | 7.9%         |
| TAS          | 252                | 262                | ↑ 4%        | 3.1%                      | 4,428              | 4,504              | ↑ 2%         | 1.4%         | 574                | 717                | ↑ 25%        | 1.8%         |
| NT           | 227                | 248                | ↑ 9%        | 2.9%                      | 4,099              | 4,714              | ↑ 15%        | 1.5%         | 434                | 577                | ↑ 33%        | 1.4%         |
| ACT          | 217                | 179                | ↓ -18%      | 2.1%                      | 5,765              | 4,765              | ↓ -17%       | 1.5%         | 589                | 601                | ↑ 2%         | 1.5%         |
| <b>TOTAL</b> | <b>7,765</b>       | <b>8,434</b>       | <b>↑ 9%</b> | <b>100%</b>               | <b>301,100</b>     | <b>314,855</b>     | <b>↑ 5%</b>  | <b>100%</b>  | <b>35,008</b>      | <b>40,473</b>      | <b>↑ 16%</b> | <b>100%</b>  |



Source: International visitors in Australia - Jun-26, Tourism Research Australia, Canberra.  
Numbers may add to more than 100% as more than 1 state/region visited.

# INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



| SOUTH AUSTRALIA   |                    |                    |            |                 |                    |                    |            |                 |      |                    |                    |            |                 |                                              |      |     |          |       |
|-------------------|--------------------|--------------------|------------|-----------------|--------------------|--------------------|------------|-----------------|------|--------------------|--------------------|------------|-----------------|----------------------------------------------|------|-----|----------|-------|
| Origin            | Visitors (000s)    |                    |            |                 | Nights (000s)      |                    |            |                 | ALOS | Expenditure (\$m)  |                    |            |                 | Avg Spend per Visitor<br>Avg Spend per Night |      |     |          |       |
|                   | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share |      | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share |                                              |      |     |          |       |
| United Kingdom    | 62                 | 68                 | ⬆️         | 9%              | 9%                 | 1,490              | 1,332      | ⬇️              | -11% | 5%                 | 20                 | 125        | 150             | ⬆️                                           | 20%  | 5%  | \$2,220  | \$113 |
| Germany           | 24                 | 21                 | ⬇️         | -13%            | 12%                | 352                | 322        | ⬇️              | -9%  | 6%                 | 16                 | 31         | 31              | ⬆️                                           | 2%   | 5%  | \$1,509  | \$97  |
| Scandinavia       | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| France            | 11                 | 12                 | ⬆️         | 12%             | 8%                 | 326                | 472        | ⬆️              | 45%  | 4%                 | 38                 | 28         | 36              | ⬆️                                           | 28%  | 4%  | \$2,893  | \$76  |
| Italy             | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| Netherlands       | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| Switzerland       | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| Other Europe      | 20                 | 16                 | ⬇️         | -23%            | 5%                 | 499                | 505        | ⬆️              | 1%   | 4%                 | 32                 | 55         | 37              | ⬇️                                           | -33% | 3%  | \$2,339  | \$73  |
| Total Europe      | 146                | 147                | ⬆️         | 1%              | 9%                 | 3,132              | 3,158      | ⬆️              | 1%   | 5%                 | 21                 | 303        | 334             | ⬆️                                           | 10%  | 5%  | \$2,271  | \$106 |
| Hong Kong         | 10                 | 12                 | ⬆️         | 25%             | 5%                 | 554                | 591        | ⬆️              | 7%   | 9%                 | 50                 | 102        | 94              | ⬇️                                           | -8%  | 8%  | \$7,861  | \$159 |
| Singapore         | 14                 | 13                 | ⬇️         | -9%             | 3%                 | 242                | 307        | ⬆️              | 27%  | 5%                 | 24                 | 43         | 73              | ⬆️                                           | 69%  | 6%  | \$5,823  | \$238 |
| Malaysia          | 10                 | 11                 | ⬆️         | 12%             | 6%                 | 314                | 367        | ⬆️              | 17%  | 6%                 | 34                 | 43         | 52              | ⬆️                                           | 21%  | 6%  | \$4,768  | \$142 |
| Indonesia         | 9                  | 9                  | ⬇️         | -3%             | 4%                 | 688                | 503        | ⬇️              | -27% | 5%                 | 55                 | 45         | 51              | ⬆️                                           | 15%  | 5%  | \$5,606  | \$102 |
| Taiwan            | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| Thailand          | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| Korea             | np                 | np                 |            |                 |                    | np                 | np         |                 |      |                    |                    | np         | np              |                                              |      |     |          |       |
| China             | 48                 | 32                 | ⬇️         | -33%            | 3%                 | 2,597              | 2,071      | ⬇️              | -20% | 4%                 | 64                 | 336        | 358             | ⬆️                                           | 7%   | 3%  | \$11,012 | \$173 |
| India             | 23                 | 20                 | ⬇️         | -13%            | 5%                 | 1,686              | 1,436      | ⬇️              | -15% | 5%                 | 73                 | 132        | 130             | ⬇️                                           | -2%  | 7%  | \$6,560  | \$90  |
| Japan             | 11                 | np                 |            |                 |                    | 355                | np         |                 |      |                    |                    | 37         | np              |                                              |      |     |          |       |
| Philippines       | 13                 | 11                 | ⬇️         | -19%            | 6%                 | 700                | 712        | ⬆️              | 2%   | 7%                 | 65                 | 61         | 33              | ⬇️                                           | -46% | 5%  | \$3,003  | \$46  |
| Viet Nam          | 9                  | 20                 | ⬆️         | 119%            | 13%                | 607                | 712        | ⬆️              | 17%  | 11%                | 36                 | 78         | 99              | ⬆️                                           | 27%  | 11% | \$5,091  | \$140 |
| Other Asia        | 15                 | 19                 | ⬆️         | 27%             | 8%                 | 978                | 1,050      | ⬆️              | 7%   | 7%                 | 56                 | 95         | 55              | ⬇️                                           | -42% | 4%  | \$2,904  | \$52  |
| Total Asia        | 169                | 171                | ⬆️         | 1%              | 4%                 | 9,392              | 8,684      | ⬇️              | -8%  | 5%                 | 51                 | 1,016      | 1,054           | ⬆️                                           | 4%   | 4%  | \$6,174  | \$121 |
| USA               | 44                 | 49                 | ⬆️         | 13%             | 7%                 | 541                | 736        | ⬆️              | 36%  | 6%                 | 15                 | 66         | 109             | ⬆️                                           | 65%  | 4%  | \$2,224  | \$149 |
| Canada            | 12                 | 14                 | ⬆️         | 13%             | 8%                 | 308                | 232        | ⬇️              | -25% | 5%                 | 17                 | 34         | 37              | ⬆️                                           | 11%  | 5%  | \$2,691  | \$161 |
| Total Nth America | 56                 | 63                 | ⬆️         | 13%             | 7%                 | 849                | 968        | ⬆️              | 14%  | 6%                 | 15                 | 100        | 147             | ⬆️                                           | 47%  | 5%  | \$2,327  | \$152 |
| New Zealand       | 43                 | 39                 | ⬇️         | -8%             | 3%                 | 554                | 338        | ⬇️              | -39% | 2%                 | 9                  | 77         | 64              | ⬇️                                           | -17% | 3%  | \$1,616  | \$189 |
| Other Countries   | 21                 | 23                 | ⬆️         | 9%              | 4%                 | 1,306              | 800        | ⬇️              | -39% | 3%                 | 35                 | 83         | 81              | ⬇️                                           | -3%  | 3%  | \$3,499  | \$101 |
| Total             | 435                | 443                | ⬆️         | 2%              | 5%                 | 15,233             | 13,947     | ⬇️              | -8%  | 4%                 | 31                 | 1,579      | 1,680           | ⬆️                                           | 6%   | 4%  | \$3,787  | \$120 |

| Backpackers     | Visitors (000s)    |                    |            |                 | Nights (000s)      |                    |            |                 | ALOS | Expenditure (\$m)  |                    |            |                 | Avg Spend per Visitor<br>Avg Spend per Night |      |
|-----------------|--------------------|--------------------|------------|-----------------|--------------------|--------------------|------------|-----------------|------|--------------------|--------------------|------------|-----------------|----------------------------------------------|------|
|                 | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share |      | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share |                                              |      |
| Backpackers     | 29                 | 30                 | ↑ 1%       | 8%              | 991                | 923                | ↓ -7%      | 4%              | 31   | 68                 | 86                 | ↑ 27%      | 4%              | \$2,908                                      | \$93 |
| Working Holiday | 29                 | 30                 | ↑ 4%       | 7%              | 2,048              | 1,853              | ↓ -10%     | 3%              | 62   | 123                | 132                | ↑ 7%       | 3%              | \$4,383                                      | \$71 |

| Stop-Over Reason for visit to SA | Visitors (000s)    |                    |            |                 | Nights (000s)      |                    |            |                 | ALOS | Expenditure (\$m)  |                    |            |                 | Avg Spend per Visitor<br>Avg Spend per Night |       |
|----------------------------------|--------------------|--------------------|------------|-----------------|--------------------|--------------------|------------|-----------------|------|--------------------|--------------------|------------|-----------------|----------------------------------------------|-------|
|                                  | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share |      | Year Ending Jun-25 | Year Ending Jun-26 | Change (%) | SA Market Share |                                              |       |
| Holiday                          | 197                | 191                | ↓ -3%      | 5%              | 2,455              | 2,677              | ↑ 9%       | 3%              | 14   | 319                | 354                | ↑ 11%      | 3%              | \$1,849                                      | \$132 |
| VFR                              | 181                | 185                | ↑ 2%       | 7%              | 5,355              | 4,432              | ↓ -17%     | 5%              | 24   | 337                | 313                | ↓ -7%      | 6%              | \$1,691                                      | \$71  |
| Business                         | 37                 | 46                 | ↑ 23%      | 6%              | 236                | 371                | ↑ 57%      | 4%              | 8    | 48                 | 93                 | ↑ 93%      | 5%              | \$2,032                                      | \$251 |
| Education                        | 25                 | 25                 | ↓ -3%      | 4%              | 3,550              | 3,592              | ↑ 1%       | 5%              | 146  | 614                | 702                | ↑ 14%      | 5%              | \$28,552                                     | \$195 |
| Employ & Other                   | 35                 | 30                 | ↓ -14%     | 5%              | 3,638              | 2,877              | ↓ -21%     | 5%              | 96   | 262                | 218                | ↓ -17%     | 5%              | \$7,263                                      | \$76  |

Source: International visitors in Australia - Jun-26, 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.

# INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



| AUSTRALIA                      |                    |                    |              |  |                    |                    |             |  |           |                    |                    |              |  |
|--------------------------------|--------------------|--------------------|--------------|--|--------------------|--------------------|-------------|--|-----------|--------------------|--------------------|--------------|--|
| Origin                         | Visitors (000s)    |                    |              |  | Nights (000s)      |                    |             |  | ALOS      | Expenditure (\$m)  |                    |              |  |
|                                | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   |  | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)  |  |           | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   |  |
| United Kingdom                 | 633                | 715                | ↑ 13%        |  | 23,729             | 27,023             | ↑ 14%       |  | 38        | 2,326              | 2,954              | ↑ 27%        |  |
| Germany                        | 162                | 170                | ↑ 4%         |  | 5,911              | 5,790              | ↓ -2%       |  | 34        | 619                | 682                | ↑ 10%        |  |
| Scandinavia                    | 82                 | 90                 | ↑ 9%         |  | 3,226              | 3,300              | ↑ 2%        |  | 37        | 311                | 413                | ↑ 33%        |  |
| France                         | 125                | 146                | ↑ 16%        |  | 9,292              | 12,290             | ↑ 32%       |  | 84        | 770                | 991                | ↑ 29%        |  |
| Italy                          | 66                 | 77                 | ↑ 16%        |  | 5,026              | 5,083              | ↑ 1%        |  | 66        | 400                | 404                | ↑ 1%         |  |
| Netherlands                    | 49                 | 53                 | ↑ 7%         |  | 1,650              | 1,507              | ↓ -9%       |  | 29        | 197                | 212                | ↑ 8%         |  |
| Switzerland                    | 41                 | 45                 | ↑ 9%         |  | 1,606              | 1,324              | ↓ -18%      |  | 30        | 236                | 229                | ↓ -3%        |  |
| Other Europe                   | 268                | 292                | ↑ 9%         |  | 13,543             | 12,485             | ↓ -8%       |  | 43        | 1,269              | 1,324              | ↑ 4%         |  |
| <b>Total Europe</b>            | <b>1,427</b>       | <b>1,585</b>       | <b>↑ 11%</b> |  | <b>63,984</b>      | <b>68,801</b>      | <b>↑ 8%</b> |  | <b>43</b> | <b>6,127</b>       | <b>7,209</b>       | <b>↑ 18%</b> |  |
| Hong Kong                      | 203                | 231                | ↑ 14%        |  | 5,369              | 6,725              | ↑ 25%       |  | 29        | 920                | 1,230              | ↑ 34%        |  |
| Singapore                      | 363                | 392                | ↑ 8%         |  | 5,838              | 5,976              | ↑ 2%        |  | 15        | 1,108              | 1,165              | ↑ 5%         |  |
| Malaysia                       | 180                | 196                | ↑ 9%         |  | 4,716              | 6,094              | ↑ 29%       |  | 31        | 638                | 845                | ↑ 32%        |  |
| Indonesia                      | 204                | 221                | ↑ 8%         |  | 9,642              | 9,869              | ↑ 2%        |  | 45        | 1,003              | 1,071              | ↑ 7%         |  |
| Taiwan                         | 154                | 187                | ↑ 22%        |  | 8,884              | 9,938              | ↑ 12%       |  | 53        | 856                | 1,059              | ↑ 24%        |  |
| Thailand                       | 88                 | 90                 | ↑ 2%         |  | 5,783              | 4,969              | ↓ -14%      |  | 55        | 412                | 478                | ↑ 16%        |  |
| Korea                          | 341                | 371                | ↑ 9%         |  | 10,459             | 10,238             | ↓ -2%       |  | 28        | 1,436              | 1,518              | ↑ 6%         |  |
| China                          | 892                | 1,055              | ↑ 18%        |  | 50,520             | 57,796             | ↑ 14%       |  | 55        | 9,574              | 11,749             | ↑ 23%        |  |
| India                          | 429                | 415                | ↓ -3%        |  | 29,488             | 27,344             | ↓ -7%       |  | 66        | 1,835              | 1,802              | ↓ -2%        |  |
| Japan                          | 361                | 408                | ↑ 13%        |  | 13,236             | 13,074             | ↓ -1%       |  | 32        | 1,432              | 1,575              | ↑ 10%        |  |
| Viet Nam                       | 167                | 186                | ↑ 12%        |  | 10,271             | 10,716             | ↑ 4%        |  | 57        | 583                | 650                | ↑ 11%        |  |
| Philippines                    | 153                | 151                | ↓ -2%        |  | 7,782              | 6,768              | ↓ -13%      |  | 45        | 810                | 869                | ↑ 7%         |  |
| Other Asia                     | 206                | 225                | ↑ 9%         |  | 16,880             | 15,812             | ↓ -6%       |  | 70        | 1,267              | 1,416              | ↑ 12%        |  |
| <b>Total Asia</b>              | <b>3,742</b>       | <b>4,127</b>       | <b>↑ 10%</b> |  | <b>178,867</b>     | <b>185,318</b>     | <b>↑ 4%</b> |  | <b>45</b> | <b>21,875</b>      | <b>25,425</b>      | <b>↑ 16%</b> |  |
| USA                            | 669                | 709                | ↑ 6%         |  | 11,557             | 12,359             | ↑ 7%        |  | 17        | 2,116              | 2,466              | ↑ 17%        |  |
| Canada                         | 156                | 166                | ↑ 6%         |  | 4,829              | 5,035              | ↑ 4%        |  | 30        | 612                | 690                | ↑ 13%        |  |
| <b>Total Nth America</b>       | <b>826</b>         | <b>875</b>         | <b>↑ 6%</b>  |  | <b>16,386</b>      | <b>17,394</b>      | <b>↑ 6%</b> |  | <b>20</b> | <b>2,728</b>       | <b>3,156</b>       | <b>↑ 16%</b> |  |
| New Zealand                    | 1,258              | 1,295              | ↑ 3%         |  | 14,632             | 15,777             | ↑ 8%        |  | 12        | 2,146              | 2,334              | ↑ 9%         |  |
| Other Countries                | 512                | 552                | ↑ 8%         |  | 27,232             | 27,565             | ↑ 1%        |  | 50        | 2,131              | 2,349              | ↑ 10%        |  |
| <b>Total</b>                   | <b>7,765</b>       | <b>8,434</b>       | <b>↑ 9%</b>  |  | <b>301,100</b>     | <b>314,855</b>     | <b>↑ 5%</b> |  | <b>37</b> | <b>35,008</b>      | <b>40,473</b>      | <b>↑ 16%</b> |  |
| Backpackers                    | Visitors (000s)    |                    |              |  | Nights (000s)      |                    |             |  | ALOS      | Expenditure (\$m)  |                    |              |  |
|                                | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   |  | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)  |  |           | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   |  |
| Backpackers                    | 356                | 377                | ↑ 6%         |  | 28,384             | 25,290             | ↓ -11%      |  | 67        | 2,418              | 2,453              | ↑ 1%         |  |
| Working Holiday                | 377                | 404                | ↑ 7%         |  | 60,700             | 61,448             | ↑ 1%        |  | 152       | 4,057              | 4,359              | ↑ 7%         |  |
| Main Purpose of visit to Aust. | Visitors (000s)    |                    |              |  | Nights (000s)      |                    |             |  | ALOS      | Expenditure (\$m)  |                    |              |  |
|                                | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   |  | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)  |  |           | Year Ending Jun-25 | Year Ending Jun-26 | Change (%)   |  |
| Holiday                        | 3,284              | 3,722              | ↑ 13%        |  | 83,922             | 87,035             | ↑ 4%        |  | 23        | 11,379             | 13,448             | ↑ 18%        |  |
| VFR                            | 2,664              | 2,762              | ↑ 4%         |  | 87,855             | 82,492             | ↓ -6%       |  | 30        | 5,235              | 5,174              | ↓ -1%        |  |
| Business                       | 745                | 767                | ↑ 3%         |  | 8,806              | 9,358              | ↑ 6%        |  | 12        | 1,801              | 2,040              | ↑ 13%        |  |
| Education                      | 514                | 550                | ↑ 7%         |  | 67,196             | 77,804             | ↑ 16%       |  | 141       | 12,728             | 15,068             | ↑ 18%        |  |
| Employ & Other                 | 558                | 633                | ↑ 13%        |  | 53,322             | 58,166             | ↑ 9%        |  | 92        | 3,865              | 4,744              | ↑ 23%        |  |

Source: International visitors in Australia - Jun-26, Tourism Research Australia, Canberra.