



INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



International Performance to March 2024

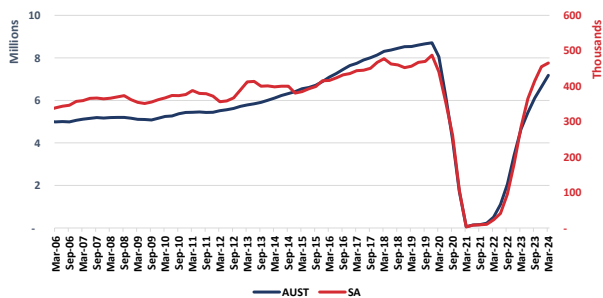
Released: 26th June 2024, Next release 25th September 2024

	Australia			South Australia			Market Share
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Year Ending Mar-23	Year Ending Mar-24	Change (%)	
Visits (000s)	4,643	7,178	↑ 55%	284	465	↑ 64%	6.5%
Nights (000s)	171,117	266,671	↑ 56%	8,211	14,315	↑ 74%	5.4%
Expenditure (\$m)	18,283	30,870	↑ 69%	841	1,302	↑ 55%	4.2%

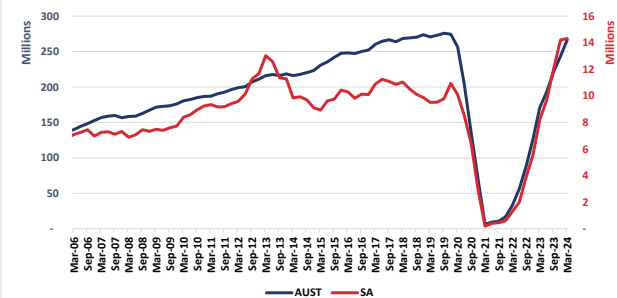
International Visits to States (000s)

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share^	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share
NSW	2,280	3,664	↑ 61%	51%	60,108	95,220	↑ 58%	36%	7,187	11,809	↑ 64%	38%
VIC	1,402	2,394	↑ 71%	33%	39,659	61,084	↑ 54%	23%	4,191	7,776	↑ 86%	25%
QLD	1,281	2,101	↑ 64%	29%	34,019	51,472	↑ 51%	19%	3,595	6,137	↑ 71%	20%
SA	284	465	↑ 64%	6.5%	8,211	14,315	↑ 74%	5.4%	841	1,302	↑ 55%	4.2%
WA	581	804	↑ 38%	11.2%	20,389	30,452	↑ 49%	11%	1,619	2,455	↑ 52%	8.0%
TAS	141	236	↑ 67%	3.3%	2,025	4,267	↑ 111%	1.6%	266	417	↑ 57%	1.4%
NT	120	199	↑ 66%	2.8%	3,205	4,544	↑ 42%	1.7%	269	393	↑ 46%	1.3%
ACT	128	190	↑ 48%	2.7%	3,160	4,748	↑ 50%	1.8%	315	581	↑ 85%	1.9%
TOTAL	4,643	7,178	↑ 55%	100%	171,117	266,671	↑ 56%	100%	18,284	30,870	↑ 69%	100%

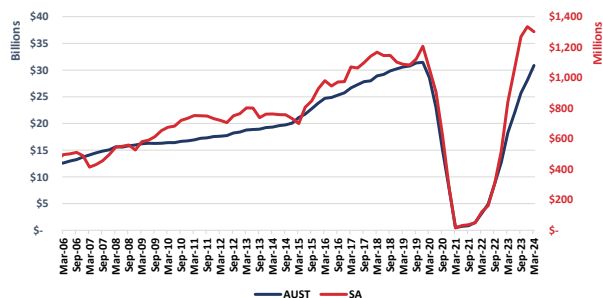
International Visits - Australia and South Australia



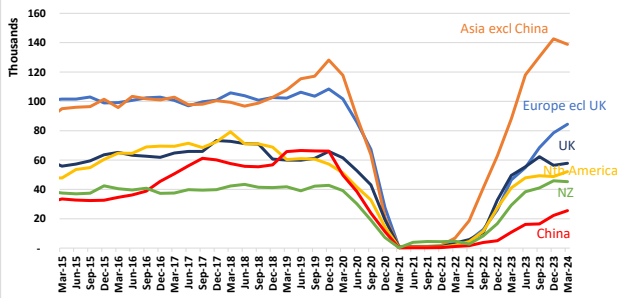
International Nights - Australia and South Australia



International Expenditure - Australia and South Australia



International Visitors to South Australia by Origin



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	Avg Spend per Night
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share		Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share		
United Kingdom	50	58	↑ 17%	10%	863	1,110	↑ 29%	6%	19	90	103	↑ 14%	5%	\$1,784	\$93
Germany	14	22	↑ 61%	15%	178	289	↑ 63%	5%	13	19	30	↑ 61%	5%	\$1,332	\$103
Scandinavia	4	11	↑ 165%	14%	66	178	↑ 169%	7%	16	9	20	↑ 118%	6%	\$1,799	\$112
France	5	9	↑ 65%	8%	65	332	↑ 408%	4%	39	8	53	↑ 530%	9%	\$6,216	\$161
Italy	4	3	↓ -19%	5%	94	45	↓ -52%	1%	15	9	4	↓ -53%	2%	\$1,331	\$89
Netherlands	3	7	↑ 100%	14%	43	52	↑ 23%	2%	8	6	7	↑ 26%	3%	\$1,047	\$138
Switzerland	3	6	↑ 104%	16%	51	52	↑ 2%	3%	8	11	15	↑ 37%	6%	\$2,325	\$288
Other Europe	13	26	↑ 102%	10%	302	905	↑ 200%	7%	35	22	62	↑ 179%	7%	\$2,411	\$69
Total Europe	96	142	↑ 48%	11%	1,663	2,965	↑ 78%	5%	21	174	295	↑ 69%	6%	\$2,075	\$99
Hong Kong	6	16	↑ 157%	9%	773	410	↓ -47%	8%	25	124	48	↓ -61%	5%	\$2,960	\$117
Singapore	9	16	↑ 67%	5%	200	398	↑ 99%	8%	25	37	86	↑ 132%	8%	\$5,466	\$217
Malaysia	8	12	↑ 52%	7%	236	371	↑ 57%	7%	31	31	49	↑ 60%	7%	\$4,077	\$133
Indonesia	3	13	↑ 289%	7%	116	387	↑ 235%	5%	30	10	49	↑ 411%	6%	\$3,733	\$125
Taiwan	3	8	↑ 147%	6%	67	np				np	np				
Thailand	5	6	↑ 41%	7%	137	np				np	np				
Korea	3	3	↓ -2%	1%	97	np				np	np				
China	11	26	↑ 137%	4%	727	2,158	↑ 197%	6%	85	63	145	↑ 131%	2%	\$5,678	\$67
India	27	43	↑ 61%	11%	1,476	2,369	↑ 61%	10%	55	78	146	↑ 87%	10%	\$3,402	\$61
Japan	5	7	↑ 28%	2%	116	203	↑ 76%	2%	30	20	26	↑ 27%	2%	\$3,822	\$127
Philippines	np	15		9%	np	765		8%	52	np	32		6%	\$2,164	\$42
Viet Nam	np	22		14%	np	718		10%	32	np	75		9%	\$3,341	\$105
Other Asia	18	15	↓ -18%	8%	730	458	↓ -37%	3%	30	68	38	↓ -44%	4%	\$2,506	\$82
Total Asia	102	202	↑ 98%	6%	4,970	9,111	↑ 83%	6%	45	486	775	↑ 60%	4%	\$3,844	\$85
USA	27	41	↑ 55%	6%	384	573	↑ 49%	5%	14	51	60	↑ 19%	3%	\$1,459	\$105
Canada	14	11	↓ -25%	7%	261	168	↓ -36%	4%	16	38	24	↓ -36%	4%	\$2,234	\$143
Total Nth Americ	41	52	↑ 27%	6%	645	742	↑ 15%	5%	14	88	84	↓ -5%	3%	\$1,619	\$114
New Zealand	29	45	↑ 55%	4%	279	394	↑ 41%	3%	9	48	66	↑ 38%	3%	\$1,456	\$167
Other Countries	16	24	↑ 53%	5%	654	1,104	↑ 69%	3%	46	45	82	↑ 81%	3%	\$3,367	\$74
Total	284	465	↑ 64%	6%	8,211	14,315	↑ 74%	5%	31	841	1,302	↑ 55%	4%	\$2,797	\$91

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share		Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share		
Backpackers	28	32	↑ 12%	8%	353	761	↑ 116%	2%	24	35	57	↑ 62%	2%	\$1,800	\$75
Working Holiday	7	26	↑ 262%	8%	245	1,599	↑ 552%	3%	\$62	16	88	↑ 433%	3%	\$3,413	\$55

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share		Year Ending Mar-23	Year Ending Mar-24	Change (%)	SA Market Share		
Holiday	117	204	↑ 75%	7%	903	2,187	↑ 142%	3%	11	173	283	↑ 63%	3%	\$1,389	\$129
VFR	138	214	↑ 55%	8%	3,740	6,977	↑ 87%	9%	33	197	352	↑ 79%	7%	\$1,648	\$50
Business	32	42	↑ 32%	6%	314	302	↓ -4%	3%	7	69	82	↑ 19%	4%	\$1,971	\$272
Education	13	22	↑ 74%	5%	2,419	3,107	↑ 28%	5%	138	344	470	↑ 36%	4%	\$20,929	\$151
Employ & Other	19	26	↑ 38%	5%	835	1,743	↑ 109%	4%	66	57	115	↑ 101%	4%	\$4,353	\$66

Source: International visitors in Australia - Mar-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.



INTERNATIONAL PERFORMANCE



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AUSTRALIA												
Origin	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Year Ending Mar-23	Year Ending Mar-24	Change (%)		Year Ending Mar-23	Year Ending Mar-24	Change (%)		
United Kingdom	512	578	↑ 13%	16,910	20,026	↑ 18%	35	1,542	2,028	↑ 32%	\$3,510	\$101
Germany	117	151	↑ 29%	5,112	6,239	↑ 22%	41	452	647	↑ 43%	\$4,275	\$104
Scandinavia	65	79	↑ 22%	1,738	2,739	↑ 58%	35	193	324	↑ 68%	\$4,109	\$118
France	78	114	↑ 46%	3,973	7,778	↑ 96%	68	338	575	↑ 70%	\$5,037	\$74
Italy	46	62	↑ 37%	2,620	3,790	↑ 45%	61	198	264	↑ 33%	\$4,229	\$70
Netherlands	40	50	↑ 26%	1,483	2,278	↑ 54%	46	144	251	↑ 74%	\$5,041	\$110
Switzerland	29	40	↑ 38%	1,127	1,498	↑ 33%	37	132	234	↑ 77%	\$5,805	\$156
Other Europe	187	249	↑ 33%	7,299	12,082	↑ 66%	49	633	959	↑ 52%	\$3,850	\$79
Total Europe	1,074	1,324	↑ 23%	40,263	56,429	↑ 40%	43	3,632	5,282	↑ 45%	\$3,990	\$94
Hong Kong	79	189	↑ 138%	2,922	5,425	↑ 86%	29	456	897	↑ 97%	\$4,755	\$165
Singapore	291	325	↑ 12%	4,766	5,091	↑ 7%	16	939	1,120	↑ 19%	\$3,445	\$220
Malaysia	105	169	↑ 60%	3,074	5,574	↑ 81%	33	401	674	↑ 68%	\$3,995	\$121
Indonesia	110	190	↑ 73%	3,823	8,040	↑ 110%	42	491	843	↑ 72%	\$4,443	\$105
Taiwan	47	128	↑ 171%	2,783	7,315	↑ 163%	57	323	683	↑ 112%	\$5,334	\$93
Thailand	64	90	↑ 40%	3,704	5,472	↑ 48%	61	344	441	↑ 28%	\$4,913	\$81
Korea	118	301	↑ 154%	3,963	7,669	↑ 94%	25	610	1,266	↑ 108%	\$4,203	\$165
China	151	681	↑ 350%	14,408	38,993	↑ 171%	57	2,737	7,201	↑ 163%	\$10,577	\$185
India	341	390	↑ 14%	22,653	23,782	↑ 5%	61	1,351	1,464	↑ 8%	\$3,758	\$62
Japan	126	314	↑ 148%	4,929	10,853	↑ 120%	35	592	1,307	↑ 121%	\$4,164	\$120
Viet Nam	31	156	↑ 396%	1,415	9,175	↑ 548%	59	60	507	↑ 746%	\$3,249	\$55
Philippines	31	166	↑ 441%	1,979	7,433	↑ 276%	45	212	829	↑ 290%	\$5,001	\$112
Other Asia	283	200	↓ -29%	17,706	13,168	↓ -26%	66	1,241	1,006	↓ -19%	\$5,036	\$76
Total Asia	1,779	3,297	↑ 85%	88,124	147,990	↑ 68%	45	9,758	18,238	↑ 87%	\$5,532	\$123
USA	452	663	↑ 47%	8,306	11,302	↑ 36%	17	1,315	2,085	↑ 58%	\$3,145	\$184
Canada	118	155	↑ 31%	3,876	4,347	↑ 12%	28	439	567	↑ 29%	\$3,672	\$131
Total Nth Americ	570	817	↑ 43%	12,182	15,649	↑ 28%	19	1,755	2,652	↑ 51%	\$3,244	\$169
New Zealand	827	1,216	↑ 47%	10,351	14,369	↑ 39%	12	1,343	2,073	↑ 54%	\$1,705	\$144
Other Countries	393	524	↑ 33%	20,197	32,232	↑ 60%	61	1,795	2,625	↑ 46%	\$5,005	\$81
Total	4,643	7,178	↑ 55%	171,117	266,671	↑ 56%	37	18,283	30,870	↑ 69%	\$4,300	\$116

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Year Ending Mar-23	Year Ending Mar-24	Change (%)		Year Ending Mar-23	Year Ending Mar-24	Change (%)		
Backpackers	261	412	↑ 58%	16,422	31,657	↑ 93%	77	1,527	2,518	↑ 65%	\$6,112	\$80
Working Holiday	120	310	↑ 157%	14,616	47,714	↑ 226%	154	961	2,967	↑ 209%	\$9,568	\$62

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Year Ending Mar-23	Year Ending Mar-24	Change (%)		Year Ending Mar-23	Year Ending Mar-24	Change (%)		
Holiday	1,471	2,922	↑ 99%	32,686	68,579	↑ 110%	23	4,537	9,698	↑ 114%	\$3,319	\$141
VFR	1,998	2,535	↑ 27%	63,656	76,701	↑ 20%	30	3,784	4,768	↑ 26%	\$1,881	\$62
Business	535	742	↑ 39%	7,076	9,558	↑ 35%	13	1,478	2,141	↑ 45%	\$2,885	\$224
Education	302	463	↑ 53%	43,243	67,196	↑ 55%	145	6,839	11,300	↑ 65%	\$24,432	\$168
Employ & Other	338	517	↑ 53%	24,456	44,637	↑ 83%	86	1,645	2,963	↑ 80%	\$5,730	\$66

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