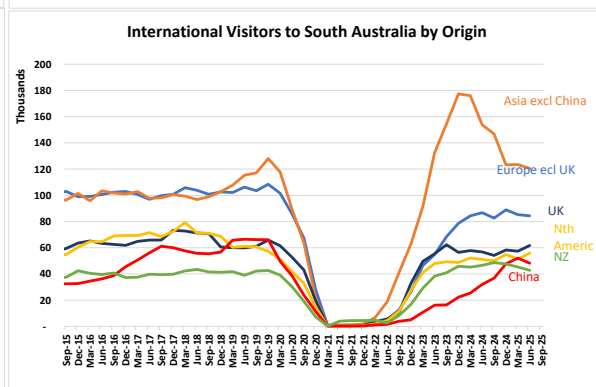
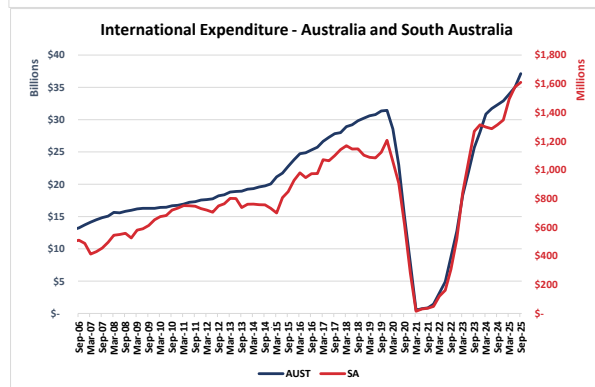
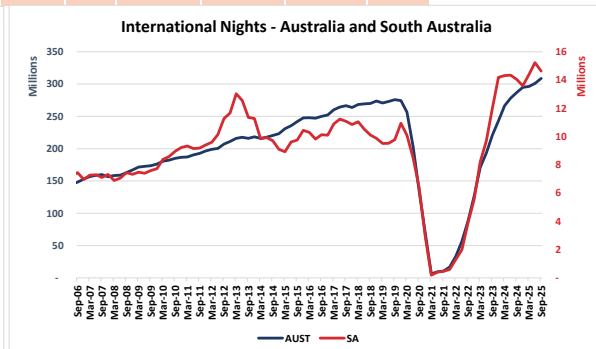
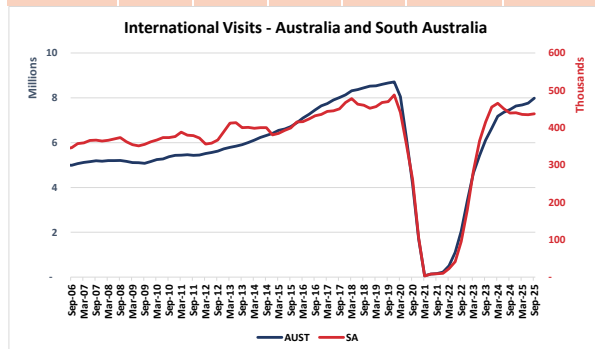




International Performance to September 2025
Released: 17th December 2025, Next release 24th March 2026

	Australia			South Australia			
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share
Visits (000s)	7,476	7,987	↑ 7%	439	437	⇒ 0%	5.5%
Nights (000s)	286,986	308,768	↑ 8%	14,035	14,639	↑ 4%	4.7%
Expenditure (\$m)	32,307	37,122	↑ 15%	1,314	1,610	↑ 23%	4.3%

International Visits to States (000s)												
State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share^a	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share
NSW	3,697	4,008	⬆️ 8%	50%	98,539	104,156	⬆️ 6%	34%	11,935	14,003	⬆️ 17%	38%
VIC	2,598	2,804	⬆️ 8%	35%	75,366	81,331	⬆️ 8%	26%	8,787	9,530	⬆️ 8%	26%
QLD	2,154	2,265	⬆️ 5%	28%	51,739	54,279	⬆️ 5%	18%	6,181	7,003	⬆️ 13%	19%
SA	439	437	➡️ 0%	5.5%	14,035	14,639	⬆️ 4%	4.7%	1,314	1,610	⬆️ 23%	4.3%
WA	849	991	⬆️ 17%	12.4%	31,746	38,395	⬆️ 21%	12%	2,443	3,334	⬆️ 36%	9.0%
TAS	262	257	⬆️ -2%	3.2%	4,971	5,057	⬆️ 2%	1.6%	558	588	⬆️ 5%	1.6%
NT	210	242	⬆️ 15%	3.0%	4,787	4,201	⬆️ -12%	1.4%	467	455	⬆️ -3%	1.2%
ACT	198	208	⬆️ 5%	2.6%	5,236	5,987	⬆️ 14%	1.9%	622	599	⬆️ -4%	1.6%
TOTAL	7,476	7,987	⬆️ 7%	100%	286,986	308,768	⬆️ 8%	100%	32,307	37,122	⬆️ 15%	100%



Source: International visitors in Australia - Sep-25, 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 Sep-24	Year Ending Sep-25	Change (%)	SA Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share		Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share				
United Kingdom	54	63	⬆️ 17%	10%	1,050	1,555	⬆️ 48%	6%	25	106	136	⬆️ 27%	5%	\$2,139	\$87		
Germany	23	23	⬇️ -2%	14%	439	178	⬇️ -60%	3%	8	42	23	⬇️ -45%	4%	\$1,038	\$132		
Scandinavia	11	7	⬇️ -37%	8%	151	89	⬇️ -41%	3%	13	17	9	⬇️ -46%	3%	\$1,339	\$102		
France	9	10	⬆️ 18%	8%	258	331	⬆️ 29%	3%	33	23	28	⬆️ 24%	3%	\$2,754	\$84		
Italy	np	7		10%	np	200		4%	27	np	15		4%	\$2,015	\$74		
Netherlands	8	8	⬆️ 4%	17%	71	95	⬆️ 34%	6%	11	9	16	⬆️ 74%	8%	\$1,915	\$169		
Switzerland	np	6		14%	np	46		3%	8	np	21		9%	\$3,491	\$456		
Other Europe	22	19	⬇️ -13%	7%	598	408	⬇️ -32%	3%	22	53	46	⬇️ -12%	4%	\$2,441	\$113		
Total Europe	137	144	⬆️ 5%	10%	2,793	2,903	⬆️ 4%	4%	20	284	294	⬆️ 4%	4%	\$2,049	\$101		
Hong Kong	9	12	⬆️ 28%	5%	385	679	⬆️ 76%	12%	57	45	129	⬆️ 190%	13%	\$10,808	\$191		
Singapore	15	12	⬇️ -19%	3%	339	239	⬇️ -29%	4%	20	55	53	⬇️ -4%	5%	\$4,363	\$221		
Malaysia	11	9	⬇️ -20%	5%	312	269	⬇️ -14%	5%	31	34	44	⬆️ 30%	7%	\$5,151	\$164		
Indonesia	11	7	⬇️ -38%	3%	613	433	⬇️ -29%	5%	62	51	32	⬇️ -37%	3%	\$4,539	\$74		
Taiwan	np	2		1%	np	np				np	np						
Thailand	np	3		3%	np	np				np	np						
Korea	np	4		1%	np	np				np	np						
China	37	51	⬆️ 38%	5%	2,538	2,439	⬇️ -4%	5%	48	232	305	⬆️ 31%	3%	\$5,991	\$125		
India	25	24	⬇️ -3%	5%	1,607	1,563	⬇️ -3%	5%	66	87	143	⬆️ 64%	8%	\$6,009	\$91		
Japan	9	10	⬆️ 7%	3%	277	297	⬆️ 7%	2%	30	26	36	⬆️ 36%	2%	\$3,664	\$121		
Philippines	9	11	⬆️ 31%	7%	309	697	⬆️ 125%	7%	61	15	61	⬆️ 309%	10%	\$5,338	\$87		
Viet Nam	22	13	⬇️ -42%	8%	922	628	⬇️ -32%	8%	49	94	95	➡️ 1%	11%	\$7,445	\$151		
Other Asia	18	16	⬇️ -9%	8%	601	1,075	⬆️ 79%	6%	67	45	97	⬆️ 118%	8%	\$6,031	\$91		
Total Asia	184	173	⬇️ -6%	4%	8,949	8,937	⬇️ 0%	5%	52	778	1,037	⬆️ 33%	4%	\$5,994	\$116		
USA	40	46	⬆️ 14%	7%	635	611	⬇️ -4%	5%	13	81	73	⬇️ -10%	3%	\$1,594	\$120		
Canada	10	14	⬆️ 38%	9%	155	372	⬆️ 140%	8%	27	22	43	⬆️ 100%	7%	\$3,185	\$117		
Total Nth Americ	50	59	⬆️ 19%	7%	790	983	⬆️ 24%	6%	17	103	117	⬆️ 13%	4%	\$1,959	\$119		
New Zealand	49	40	⬇️ -18%	3%	385	539	⬆️ 40%	4%	14	73	68	⬇️ -7%	3%	\$1,701	\$125		
Other Countries	20	22	⬆️ 8%	4%	1,118	1,277	⬆️ 14%	5%	59	76	95	⬆️ 25%	4%	\$4,391	\$74		
Total	439	437	➡️ 0%	5%	14,035	14,639	⬆️ 4%	5%	33	1,314	1,610	⬆️ 23%	4%	\$3,682	\$110		

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share		Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share		
Backpackers	31	26	↓ -16%	7%	941	850	↓ -10%	3%	32	61	70	↑ 14%	3%	\$2,653	\$82
Working Holiday	28	26	↓ -8%	7%	1,822	1,868	↑ 3%	3%	72	112	115	↑ 2%	3%	\$4,406	\$61

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share		Year Ending Sep-24	Year Ending Sep-25	Change (%)	SA Market Share		
Holiday	200	189	↓ -6%	6%	2,086	2,407	↑ 15%	3%	13	293	327	↑ 12%	3%	\$1,727	\$136
VFR	194	186	↓ -4%	7%	6,248	5,136	↓ -18%	6%	28	298	323	↑ 9%	6%	\$1,739	\$63
Business	38	41	↑ 9%	6%	327	285	↓ -13%	3%	7	66	61	↓ -7%	3%	\$1,476	\$214
Education	23	25	↑ 10%	7%	2,994	3,544	↑ 18%	7%	142	501	650	↑ 30%	18%	\$25,996	\$183
Employ & Other	32	33	↑ 2%	4%	2,380	3,268	↑ 37%	4%	100	157	248	↑ 58%	2%	\$7,597	\$76

Source: International visitors in Australia - Sep-25, 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 Sep-24	Year Ending Sep-25	Change (%)	Year Ending Sep-24	Year Ending Sep-25	Change (%)		Year Ending Sep-24	Year Ending Sep-25	Change (%)			
United Kingdom	590	666	↑ 13%	20,981	26,131	↑ 25%	39	2,123	2,609	↑ 23%	\$3,920	\$100	
Germany	153	166	↑ 8%	6,686	5,650	↓ -15%	34	659	613	↓ -7%	\$3,687	\$108	
Scandinavia	80	83	↑ 5%	2,958	3,246	↑ 10%	39	311	341	↑ 10%	\$4,090	\$105	
France	120	133	↑ 11%	9,127	10,603	↑ 16%	80	667	847	↑ 27%	\$6,384	\$80	
Italy	62	70	↑ 12%	4,601	4,947	↑ 8%	71	324	402	↑ 24%	\$5,769	\$81	
Netherlands	49	50	↑ 2%	1,964	1,728	↓ -12%	34	250	204	↓ -19%	\$4,059	\$118	
Switzerland	40	42	↑ 5%	1,413	1,549	↑ 10%	37	208	243	↑ 17%	\$5,782	\$157	
Other Europe	251	279	↑ 11%	13,404	13,543	↑ 1%	49	1,111	1,294	↑ 16%	\$4,637	\$96	
Total Europe	1,345	1,489	↑ 11%	61,134	67,398	↑ 10%	45	5,654	6,552	↑ 16%	\$4,401	\$97	
Hong Kong	199	218	↑ 10%	5,176	5,766	↑ 11%	26	861	1,035	↑ 20%	\$4,749	\$179	
Singapore	351	378	↑ 8%	5,299	6,011	↑ 13%	16	1,140	1,123	↓ -2%	\$2,967	\$187	
Malaysia	182	187	↑ 3%	5,540	5,076	↓ -8%	27	684	654	↓ -4%	\$3,508	\$129	
Indonesia	197	210	↑ 6%	9,680	9,096	↓ -6%	43	925	973	↑ 5%	\$4,638	\$107	
Taiwan	148	164	↑ 10%	9,962	9,263	↓ -7%	57	882	932	↑ 6%	\$5,689	\$101	
Thailand	89	89	↑ 0%	4,805	5,997	↑ 25%	67	434	438	→ 1%	\$4,927	\$73	
Korea	337	339	→ 0%	9,908	9,659	↓ -3%	29	1,457	1,443	→ -1%	\$4,258	\$149	
China	796	928	↑ 17%	44,955	52,384	↑ 17%	56	7,891	10,483	↑ 33%	\$11,295	\$200	
India	405	432	↑ 7%	27,075	29,815	↑ 10%	69	1,472	1,893	↑ 29%	\$4,380	\$63	
Japan	346	371	↑ 7%	11,857	14,572	↑ 23%	39	1,384	1,556	↑ 12%	\$4,198	\$107	
Viet Nam	161	172	↑ 7%	10,247	10,524	↑ 3%	61	530	608	↑ 15%	\$3,529	\$58	
Philippines	164	153	↓ -7%	6,728	7,732	↑ 15%	50	849	867	↑ 2%	\$5,659	\$112	
Other Asia	202	215	↑ 6%	14,263	16,717	↑ 17%	78	1,192	1,250	↑ 5%	\$5,822	\$75	
Total Asia	3,579	3,855	↑ 8%	165,495	182,612	↑ 10%	47	19,702	23,255	↑ 18%	\$6,032	\$127	
USA	656	682	↑ 4%	11,360	12,155	↑ 7%	18	1,969	2,258	↑ 15%	\$3,309	\$186	
Canada	154	157	↑ 2%	4,504	4,879	↑ 8%	31	586	611	↑ 4%	\$3,894	\$125	
Total Nth Americ	811	839	↑ 4%	15,864	17,034	↑ 7%	20	2,555	2,870	↑ 12%	\$3,419	\$168	
New Zealand	1,239	1,275	↑ 3%	14,336	14,854	↑ 4%	12	2,098	2,223	↑ 6%	\$1,743	\$150	
Other Countries	502	529	↑ 5%	30,157	26,871	↓ -11%	51	2,298	2,222	↓ -3%	\$4,204	\$83	
Total	7,476	7,987	↑ 7%	286,986	308,768	↑ 8%	39	32,307	37,122	↑ 15%	\$4,648	\$120	
Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Year Ending Sep-24	Year Ending Sep-25	Change (%)		Year Ending Sep-24	Year Ending Sep-25	Change (%)			
Backpackers	398	364	↓ -9%	32,196	28,207	↓ -12%	78	2,548	2,508	↓ -2%	\$6,895	\$89	
Working Holiday	360	393	↑ 9%	59,744	63,120	↑ 6%	161	3,715	4,266	↑ 15%	\$10,864	\$68	
Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Year Ending Sep-24	Year Ending Sep-25	Change (%)		Year Ending Sep-24	Year Ending Sep-25	Change (%)			
Holiday	3,144	3,410	↑ 8%	79,469	84,978	↑ 7%	25	10,711	12,032	↑ 12%	\$3,529	\$142	
VFR	2,540	2,717	↑ 7%	79,568	88,321	↑ 11%	33	4,815	5,299	↑ 10%	\$1,950	\$60	
Business	780	748	↓ -4%	11,391	8,817	↓ -23%	12	2,184	1,892	↓ -13%	\$2,528	\$215	
Education	306	335	↑ 10%	43,932	49,812	↑ 13%	149	2,739	3,524	↑ 29%	\$10,528	\$71	
Employ & Other	706	778	↑ 10%	72,626	76,840	↑ 6%	99	11,859	14,375	↑ 21%	\$18,483	\$187	

Source: International visitors in Australia - Sep-25, Tourism Research Australia, Canberra.