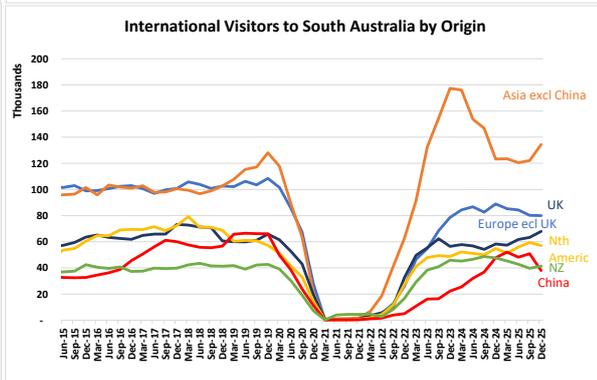
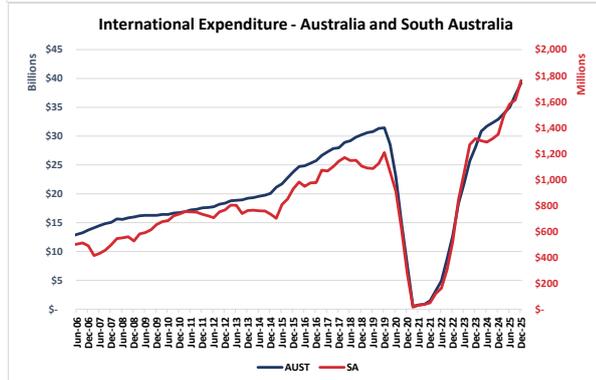
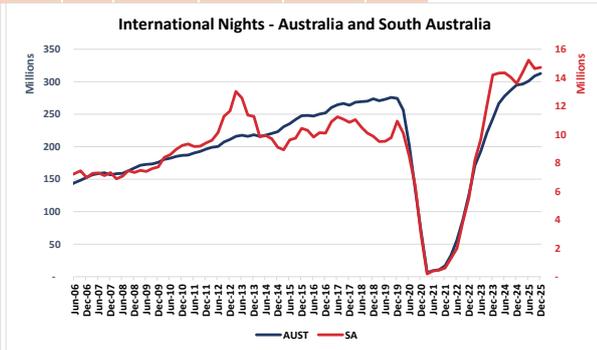




International Performance to December 2025
Released: 23rd March 2026, Next release 24th June 2026

	Australia			South Australia			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
Visits (000s)	7,634	8,272	↑ 8%	440	445	↑ 1%	5.4%
Nights (000s)	294,995	312,677	↑ 6%	13,592	14,721	↑ 8%	4.7%
Expenditure (\$m)	32,911	39,191	↑ 19%	1,348	1,761	↑ 31%	4.5%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share ^a	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
NSW	3,806	4,110	↑ 8%	50%	100,829	105,934	↑ 5%	34%	12,025	15,040	↑ 25%	38%
VIC	2,708	2,827	↑ 4%	34%	80,266	78,822	↓ -2%	25%	9,046	9,676	↑ 7%	25%
QLD	2,158	2,368	↑ 10%	29%	53,254	55,611	↑ 4%	18%	6,220	7,485	↑ 20%	19%
SA	440	445	↑ 1%	5.4%	13,592	14,721	↑ 8%	4.7%	1,348	1,761	↑ 31%	4.5%
WA	865	1,068	↑ 23%	12.9%	31,304	41,982	↑ 34%	13%	2,625	3,405	↑ 30%	8.7%
TAS	254	279	↑ 10%	3.4%	4,959	5,046	↑ 2%	1.6%	551	712	↑ 29%	1.8%
NT	221	255	↑ 15%	3.1%	4,608	4,420	↓ -4%	1.4%	468	527	↑ 12%	1.3%
ACT	215	199	↓ -8%	2.4%	5,431	5,614	↑ 3%	1.8%	627	587	↓ -6%	1.5%
TOTAL	7,634	8,272	↑ 8%	100%	294,995	312,677	↑ 6%	100%	32,911	39,191	↑ 19%	100%



Source: International visitors in Australia - Dec-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 Dec-24	Year Ending Dec-25	Change (%)	SA Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share		Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share		
United Kingdom	58	68	↑ 17%	9%	1,143	1,717	↑ 50%	6%	25	116	154	↑ 33%	5%	\$2,265	\$90
Germany	30	17	↓ -42%	10%	456	258	↓ -44%	4%	15	44	27	↓ -39%	4%	\$1,562	\$105
Scandinavia	np	8		9%	np	69		2%	9	np	13		4%	\$1,754	\$193
France	10	12	↑ 21%	9%	238	416	↑ 75%	4%	34	20	31	↑ 52%	3%	\$2,561	\$74
Italy	np	7		9%	np	153		3%	23	np	16		4%	\$2,461	\$105
Netherlands	np	5		10%	np	58		3%	12	np	10		5%	\$2,044	\$177
Switzerland	np	10		23%	np	134		9%	13	np	24		9%	\$2,404	\$182
Other Europe	18	21	↑ 16%	7%	515	566	↑ 10%	4%	27	52	51	↓ -1%	4%	\$2,399	\$90
Total Europe	147	148	↑ 1%	9%	2,870	3,370	↑ 17%	5%	23	295	327	↑ 11%	5%	\$2,210	\$97
Hong Kong	7	13	↑ 97%	6%	404	682	↑ 69%	10%	51	47	123	↑ 158%	11%	\$9,163	\$180
Singapore	13	16	↑ 17%	4%	172	417	↑ 143%	7%	27	31	84	↑ 169%	8%	\$5,399	\$202
Malaysia	11	8	↓ -21%	4%	305	297	↓ -3%	6%	35	39	48	↑ 24%	7%	\$5,683	\$162
Indonesia	10	9	↓ -13%	4%	682	496	↓ -27%	5%	56	49	44	↓ -11%	4%	\$4,949	\$88
Taiwan	np	3		2%	np	np				np	np				
Thailand	np	3		3%	np	np				np	np				
Korea	np	6		2%	np	np				np	np				
China	48	38	↓ -21%	4%	2,170	2,083	↓ -4%	4%	55	243	375	↑ 54%	3%	\$9,883	\$180
India	21	24	↑ 15%	6%	1,354	1,657	↑ 22%	6%	68	87	155	↑ 79%	8%	\$6,395	\$94
Japan	10	10	↓ -5%	3%	329	339	↑ 3%	2%	35	30	36	↑ 20%	2%	\$3,691	\$105
Philippines	9	13	↑ 52%	7%	360	627	↑ 74%	6%	48	22	57	↑ 157%	9%	\$4,322	\$90
Viet Nam	15	14	↓ -3%	9%	834	680	↓ -18%	9%	47	93	97	↑ 4%	11%	\$6,760	\$143
Other Asia	15	15	↓ -6%	7%	690	931	↑ 35%	6%	64	49	89	↑ 81%	7%	\$6,155	\$96
Total Asia	171	172	↑ 1%	4%	8,347	8,818	↑ 6%	5%	51	783	1,149	↑ 47%	5%	\$6,667	\$130
USA	44	44	↓ -2%	6%	578	573	↓ -1%	5%	13	77	82	↑ 6%	3%	\$1,881	\$143
Canada	10	14	↑ 29%	8%	197	355	↑ 80%	7%	26	28	36	↑ 28%	5%	\$2,695	\$103
Total Nth Americ	55	57	↑ 4%	7%	775	927	↑ 20%	5%	16	106	119	↑ 12%	4%	\$2,073	\$128
New Zealand	48	41	↓ -13%	3%	554	375	↓ -32%	2%	9	82	62	↓ -25%	3%	\$1,490	\$165
Other Countries	19	27	↑ 38%	5%	1,046	1,231	↑ 18%	5%	46	83	105	↑ 27%	5%	\$3,944	\$85
Total	440	445	↑ 1%	5%	13,592	14,721	↑ 8%	5%	33	1,348	1,761	↑ 31%	4%	\$3,954	\$120

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share		Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share		
Backpackers	30	28	↓ -6%	7%	850	1,044	↑ 23%	4%	37	53	92	↑ 75%	4%	\$3,292	\$88
Working Holiday	26	31	↑ 19%	8%	1,795	2,246	↑ 25%	3%	72	108	145	↑ 34%	3%	\$4,630	\$65

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-24	Year Ending Dec-25	Change (%)	SA Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share		Year Ending Dec-24	Year Ending Dec-25	Change (%)	SA Market Share		
Holiday	206	189	↓ -8%	5%	2,139	2,849	↑ 33%	3%	15	300	359	↑ 20%	3%	\$1,903	\$126
VFR	190	189	↔ 0%	7%	5,362	4,704	↓ -12%	5%	25	293	377	↑ 28%	7%	\$1,990	\$80
Business	36	45	↑ 26%	6%	286	331	↑ 16%	4%	7	49	80	↑ 63%	4%	\$1,766	\$243
Education	24	26	↑ 10%	7%	3,161	3,687	↑ 17%	7%	143	517	705	↑ 36%	19%	\$27,336	\$191
Employ & Other	33	29	↓ -14%	4%	2,645	3,150	↑ 19%	4%	110	189	240	↑ 27%	2%	\$8,347	\$76

Source: International visitors in Australia - Dec-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 Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)		Year Ending Dec-24	Year Ending Dec-25	Change (%)		
United Kingdom	605	721	↑ 19%	21,858	28,128	↑ 29%	39	2,195	2,870	↑ 31%	\$3,981	\$102
Germany	159	169	↑ 6%	6,214	5,741	↓ -8%	34	612	685	↑ 12%	\$4,045	\$119
Scandinavia	82	86	↑ 5%	3,346	3,066	↓ -8%	35	312	375	↑ 20%	\$4,344	\$122
France	122	139	↑ 14%	9,324	11,342	↑ 22%	82	680	925	↑ 36%	\$6,671	\$82
Italy	63	74	↑ 17%	4,994	5,007	→ 0%	67	348	401	↑ 15%	\$5,408	\$80
Netherlands	48	52	↑ 8%	1,711	1,703	→ 0%	33	194	215	↑ 11%	\$4,134	\$126
Switzerland	41	44	↑ 7%	1,366	1,552	↑ 14%	36	199	262	↑ 31%	\$6,003	\$169
Other Europe	257	292	↑ 14%	13,898	13,051	↓ -6%	45	1,159	1,410	↑ 22%	\$4,824	\$108
Total Europe	1,377	1,577	↑ 15%	62,711	69,591	↑ 11%	44	5,701	7,143	↑ 25%	\$4,528	\$103
Hong Kong	199	228	↑ 15%	5,249	6,736	↑ 28%	30	873	1,128	↑ 29%	\$4,943	\$167
Singapore	361	386	↑ 7%	5,446	5,949	↑ 9%	15	1,088	1,122	↑ 3%	\$2,910	\$189
Malaysia	184	194	↑ 5%	5,292	5,274	↓ 0%	27	685	705	↑ 3%	\$3,641	\$134
Indonesia	202	218	↑ 8%	10,340	9,531	↓ -8%	44	998	976	↓ -2%	\$4,480	\$102
Taiwan	149	175	↑ 17%	9,850	9,515	↓ -3%	54	903	978	↑ 8%	\$5,589	\$103
Thailand	90	91	↑ 2%	5,149	6,064	↑ 18%	66	457	460	↑ 1%	\$5,041	\$76
Korea	342	363	↑ 6%	11,038	9,377	↓ -15%	26	1,571	1,445	↓ -8%	\$3,985	\$154
China	829	974	↑ 18%	45,058	53,414	↑ 19%	55	8,065	11,246	↑ 39%	\$11,542	\$211
India	421	429	↑ 2%	28,827	28,355	↓ -2%	66	1,660	1,835	↑ 11%	\$4,275	\$65
Japan	362	385	↑ 6%	12,931	14,562	↑ 13%	38	1,435	1,617	↑ 13%	\$4,197	\$111
Viet Nam	164	179	↑ 9%	10,857	10,901	↑ 0%	61	601	608	↑ 1%	\$3,388	\$56
Philippines	160	154	↓ -4%	6,525	7,961	↑ 22%	52	833	906	↑ 9%	\$5,891	\$114
Other Asia	204	217	↑ 7%	14,532	15,965	↑ 10%	74	1,198	1,282	↑ 7%	\$5,905	\$80
Total Asia	3,666	3,993	↑ 9%	171,092	183,605	↑ 7%	46	20,368	24,308	↑ 19%	\$6,087	\$132
USA	669	697	↑ 4%	12,063	12,104	→ 0%	17	1,993	2,396	↑ 20%	\$3,438	\$198
Canada	154	161	↑ 4%	4,506	5,101	↑ 13%	32	555	665	↑ 20%	\$4,134	\$130
Total Nth Americ	823	858	↑ 4%	16,569	17,205	↑ 4%	20	2,547	3,061	↑ 20%	\$3,569	\$178
New Zealand	1,260	1,303	↑ 3%	14,804	15,402	↑ 4%	12	2,064	2,410	↑ 17%	\$1,850	\$156
Other Countries	508	541	↑ 7%	29,818	26,875	↓ -10%	50	2,230	2,270	↑ 2%	\$4,193	\$84
Total	7,634	8,272	↑ 8%	294,995	312,677	↑ 6%	38	32,911	39,191	↑ 19%	\$4,738	\$125

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)		Year Ending Dec-24	Year Ending Dec-25	Change (%)		
Backpackers	392	380	↓ -3%	31,869	27,486	↓ -14%	72	2,507	2,627	↑ 5%	\$6,918	\$96
Working Holiday	366	405	↑ 11%	61,054	65,198	↑ 7%	161	3,872	4,472	↑ 16%	\$11,036	\$69

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)		Year Ending Dec-24	Year Ending Dec-25	Change (%)		
Holiday	3,239	3,583	↑ 11%	83,391	87,275	↑ 5%	24	10,957	12,922	↑ 18%	\$3,607	\$148
VFR	2,600	2,780	↑ 7%	82,084	87,612	↑ 7%	32	5,006	5,445	↑ 9%	\$1,959	\$62
Business	779	758	↓ -3%	10,372	9,009	↓ -13%	12	2,047	1,936	↓ -5%	\$2,553	\$215
Education	309	349	↑ 13%	46,934	49,545	↑ 6%	142	3,009	3,681	↑ 22%	\$10,543	\$74
Employ & Other	707	802	↑ 13%	72,214	79,235	↑ 10%	99	11,892	15,207	↑ 28%	\$18,963	\$192

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