

INTERNATIONAL PERFORMANCE

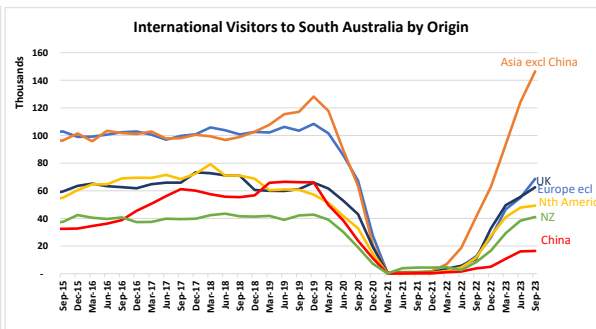
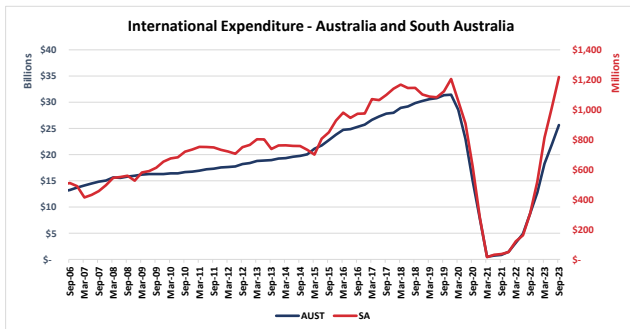
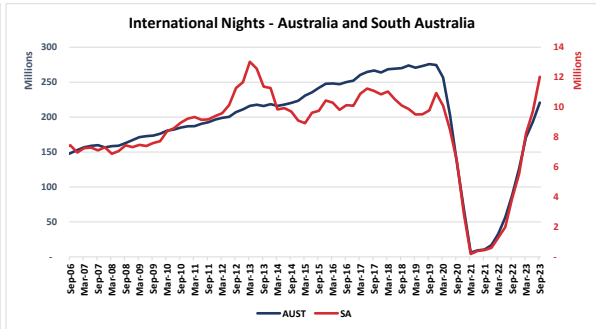
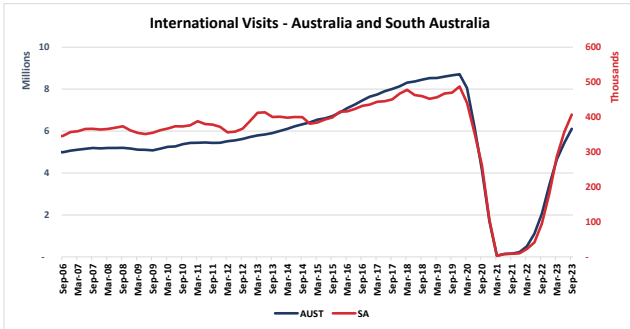
Seal Bay, Kangaroo Island



International Performance to September 2023
Released: 20 December 2023, Next release 27th March 2024

	Australia			South Australia			Market Share
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	Year Ending Jun-23	Year Ending Sep-23	Change (%)	
Visits (000s)	5,427	6,111	↑ 13%	357	407	↑ 14%	6.7%
Nights (000s)	193,315	220,774	↑ 14%	9,717	12,018	↑ 24%	5.4%
Expenditure (\$m)	21,856	25,656	↑ 17%	1,011	1,218	↑ 21%	4.7%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	Market Share ^A	Year Ending Jun-23	Year Ending Sep-23	Change (%)	Market Share	Year Ending Jun-23	Year Ending Sep-23	Change (%)	Market Share
NSW	2,730	3,114	↑ 14%	51%	67,849	78,805	↑ 16%	36%	8,638	10,227	↑ 18%	40%
VIC	1,645	1,856	↑ 13%	30%	40,884	44,797	↑ 10%	20%	4,778	5,648	↑ 18%	22%
QLD	1,563	1,785	↑ 14%	29%	40,250	47,472	↑ 18%	22%	4,340	5,235	↑ 21%	20%
SA	357	407	↑ 14%	6.7%	9,717	12,018	↑ 24%	5.4%	1,011	1,218	↑ 21%	4.7%
WA	688	740	↑ 8%	12.1%	24,120	26,343	↑ 9%	12%	2,036	2,200	↑ 8%	8.6%
TAS	166	185	↑ 12%	3.0%	2,611	3,042	↑ 16%	1.4%	297	315	↑ 6%	1.2%
NT	150	180	↑ 20%	3.0%	3,587	3,889	↑ 8%	1.8%	339	395	↑ 16%	1.5%
ACT	164	170	↑ 4%	2.8%	3,829	3,886	↑ 2%	1.8%	418	417	↓ 0%	1.6%
TOTAL	5,427	6,111	↑ 13%	100%	193,315	220,774	↑ 14%	100%	21,856	25,656	↑ 17%	100%



Source: International visitors in Australia - Sept-23, 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	Avg Spend per Night
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share	Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share		Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share		
United Kingdom	56	63	↑ 12%	11%	924	1,277	↑ 38%	7%	20	95	117	↑ 23%	6%	\$1,864	\$91
Germany	15	18	↑ 15%	13%	196	207	↑ 5%	4%	12	21	22	↑ 5%	4%	\$1,239	\$106
Scandinavia	5	6	↑ 17%	8%	75	126	↑ 69%	6%	21	10	14	↑ 40%	5%	\$2,360	\$111
France	8	10	↑ 25%	10%	82	275	↑ 233%	5%	29	11	50	↑ 358%	10%	\$5,252	\$184
Italy	4	5	↑ 25%	8%	98	98	⇒ 1%	3%	21	9	8	↓ -3%	3%	\$1,819	\$86
Netherlands	4	4	↑ 10%	9%	45	41	↓ -9%	2%	9	6	6	↑ 11%	4%	\$1,455	\$154
Switzerland	4	5	↑ 20%	13%	52	56	↑ 8%	4%	12	11	11	↑ 2%	6%	\$2,333	\$198
Other Europe	15	22	↑ 42%	10%	357	741	↑ 108%	8%	34	27	45	↑ 66%	6%	\$2,096	\$61
Total Europe	111	131	↑ 19%	11%	1,829	2,820	↑ 54%	6%	22	189	274	↑ 45%	6%	\$2,090	\$97
Hong Kong	11	17	↑ 49%	12%	913	934	↑ 2%	21%	55	143	147	↑ 2%	19%	\$8,637	\$157
Singapore	10	14	↑ 35%	5%	212	293	↑ 38%	6%	21	44	75	↑ 70%	7%	\$5,294	\$256
Malaysia	10	12	↑ 25%	8%	262	355	↑ 35%	9%	29	37	51	↑ 36%	9%	\$4,205	\$143
Indonesia	6	6	⇒ 1%	4%	244	248	↑ 1%	4%	39	20	31	↑ 54%	4%	\$4,908	\$125
Taiwan	4	3	↓ -29%	3%	64	np			#VALUE!	np	np				
Thailand	5	7	↑ 47%	8%	128	299	↑ 133%	5%	43	np	np				
Korea	3	3	↑ 2%	2%	94	np			#VALUE!	np	np				
China	16	16	↑ 2%	4%	966	722	↓ -25%	3%	44	102	77	↓ -24%	1%	\$4,710	\$107
India	40	46	↑ 14%	13%	1,732	2,402	↑ 39%	12%	52	119	152	↑ 27%	11%	\$3,310	\$63
Japan	6	7	↑ 10%	3%	138	97	↓ -30%	1%	15	28	25	↓ -11%	3%	\$3,842	\$261
Other Asia	29	32	↑ 11%	7%	1,280	1,738	↑ 36%	7%	55	72	96	↑ 33%	5%	\$3,014	\$55
Total Asia	140	163	↑ 16%	6%	6,033	7,299	↑ 21%	6%	45	602	713	↑ 18%	5%	\$4,380	\$98
USA	32	34	↑ 4%	6%	439	422	↓ -4%	4%	13	53	52	↓ -2%	3%	\$1,527	\$122
Canada	16	16	⇒ 0%	11%	293	293	⇒ 0%	6%	19	41	42	↑ 3%	7%	\$2,694	\$143
Total Nth America	48	49	↑ 3%	7%	731	715	↓ -2%	5%	15	93	93	⇒ 0%	4%	\$1,895	\$131
New Zealand	38	41	↑ 7%	4%	364	358	↓ -2%	3%	9	61	63	↑ 3%	3%	\$1,543	\$177
Other Countries	20	23	↑ 15%	5%	759	826	↑ 9%	3%	36	64	74	↑ 16%	3%	\$3,267	\$90
Total	357	407	↑ 14%	7%	9,717	12,018	↑ 24%	5%	30	1,011	1,218	↑ 21%	5%	\$2,993	\$101

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share	Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share		Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share		
Backpackers	34	33	↓ -5%	9%	514	589	↑ 15%	2%	18	45	47	↑ 3%	2%	\$1,438	\$80
Working Holiday	14	20	↑ 50%	9%	460	1,020	↑ 122%	3%	\$50	28	58	↑ 108%	3%	\$2,842	\$57

Stop-Over Reason for visit to SA	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share	Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share		Year Ending Jun-23	Year Ending Sep-23	Change (%)	SA Market Share		
Holiday	140	168	↑ 20%	7%	1,062	1,691	↑ 59%	3%	10	189	220	↑ 16%	3%	\$1,310	\$130
VFR	178	197	↑ 11%	9%	4,516	5,790	↑ 28%	8%	29	247	340	↑ 37%	8%	\$1,723	\$59
Business	40	43	↑ 7%	6%	358	305	↓ -15%	4%	7	92	89	↓ -4%	5%	\$2,084	\$292
Education	16	18	↑ 17%	5%	2,808	3,066	↑ 9%	5%	168	416	484	↑ 16%	5%	\$26,446	\$158
Employ & Other	22	24	↑ 6%	5%	973	1,166	↑ 20%	4%	49	65	85	↑ 31%	4%	\$3,601	\$73

Source: International Visitors in Australia - Sept-23, 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 Jun-23	Year Ending Sep-23	Change (%)	Year Ending Jun-23	Year Ending Sep-23	Change (%)		Year Ending Jun-23	Year Ending Sep-23	Change (%)		
United Kingdom	537	553	↑ 3%	17,881	19,263	↑ 8%	35	1,699	1,833	↑ 8%	\$3,311	\$95
Germany	127	135	↑ 6%	5,542	5,873	↑ 6%	44	515	565	↑ 10%	\$4,193	\$96
Scandinavia	70	73	↑ 5%	1,934	2,277	↑ 18%	31	229	271	↑ 18%	\$3,712	\$119
France	90	99	↑ 10%	4,722	5,612	↑ 19%	57	392	482	↑ 23%	\$4,877	\$86
Italy	52	56	↑ 9%	3,061	3,473	↑ 13%	62	243	263	↑ 8%	\$4,669	\$76
Netherlands	43	46	↑ 6%	1,821	1,938	↑ 6%	42	164	178	↑ 8%	\$3,900	\$92
Switzerland	32	35	↑ 10%	1,278	1,414	↑ 11%	40	157	187	↑ 19%	\$5,300	\$132
Other Europe	204	220	↑ 8%	7,953	9,268	↑ 17%	42	710	777	↑ 9%	\$3,533	\$84
Total Europe	1,154	1,217	↑ 6%	44,192	49,119	↑ 11%	40	4,111	4,556	↑ 11%	\$3,743	\$93
Hong Kong	109	142	↑ 31%	3,617	4,464	↑ 23%	31	577	756	↑ 31%	\$5,305	\$169
Singapore	309	312	↑ 1%	4,929	5,186	↑ 5%	17	1,040	1,099	↑ 6%	\$3,524	\$212
Malaysia	133	152	↑ 14%	3,545	4,137	↑ 17%	27	479	550	↑ 15%	\$3,621	\$133
Indonesia	149	169	↑ 14%	5,258	5,912	↑ 12%	35	684	740	↑ 8%	\$4,382	\$125
Taiwan	68	93	↑ 38%	3,753	4,508	↑ 20%	48	441	534	↑ 21%	\$5,712	\$118
Thailand	81	89	↑ 9%	5,036	5,857	↑ 16%	66	418	473	↑ 13%	\$5,320	\$81
Korea	156	210	↑ 34%	4,544	5,678	↑ 25%	27	759	950	↑ 25%	\$4,520	\$167
China	235	387	↑ 65%	18,049	25,650	↑ 42%	66	3,489	5,169	↑ 48%	\$13,348	\$202
India	363	365	→ 1%	20,838	20,856	→ 0%	57	1,440	1,409	↓ -2%	\$3,858	\$68
Japan	162	223	↑ 38%	6,014	8,077	↑ 34%	36	744	969	↑ 30%	\$4,338	\$120
Other Asia	420	465	↑ 11%	23,465	25,693	↑ 9%	55	1,696	1,782	↑ 5%	\$3,828	\$69
Total Asia	2,186	2,609	↑ 19%	99,049	116,020	↑ 17%	44	11,767	14,430	↑ 23%	\$5,531	\$124
USA	522	576	↑ 10%	9,785	10,181	↑ 4%	18	1,653	1,825	↑ 10%	\$3,167	\$179
Canada	131	138	↑ 5%	4,234	4,623	↑ 9%	33	514	563	↑ 10%	\$4,079	\$122
Total Nth America	653	714	↑ 9%	14,019	14,803	↑ 6%	21	2,167	2,388	↑ 10%	\$3,344	\$161
New Zealand	978	1,076	↑ 10%	12,297	13,450	↑ 9%	13	1,660	1,835	↑ 11%	\$1,706	\$136
Other Countries	457	495	↑ 8%	23,758	27,382	↑ 15%	55	2,150	2,447	↑ 14%	\$4,943	\$89
Total	5,427	6,111	↑ 13%	193,315	220,774	↑ 14%	36	21,856	25,656	↑ 17%	\$4,198	\$116

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	Year Ending Jun-23	Year Ending Sep-23	Change (%)		Year Ending Jun-23	Year Ending Sep-23	Change (%)		
Backpackers	323	363	↑ 12%	21,229	25,676	↑ 21%	71	1,934	2,164	↑ 12%	\$5,953	\$84
Working Holiday	181	225	↑ 24%	22,564	30,021	↑ 33%	133	1,503	1,964	↑ 31%	\$8,712	\$65

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Jun-23	Year Ending Sep-23	Change (%)	Year Ending Jun-23	Year Ending Sep-23	Change (%)		Year Ending Jun-23	Year Ending Sep-23	Change (%)		
Holiday	1,880	2,269	↑ 21%	41,977	51,623	↑ 23%	23	5,866	7,153	↑ 22%	\$3,152	\$139
VFR	2,193	2,322	↑ 6%	65,804	69,527	↑ 6%	30	4,160	4,341	↑ 4%	\$1,869	\$62
Business	621	681	↑ 10%	7,486	7,854	↑ 5%	12	1,742	1,959	↑ 12%	\$2,877	\$249
Education	346	406	↑ 17%	50,232	59,432	↑ 18%	146	8,171	9,913	↑ 21%	\$24,427	\$167
Employ & Other	387	433	↑ 12%	27,816	32,337	↑ 16%	75	1,916	2,290	↑ 20%	\$5,294	\$71

Source: International visitors in Australia - Sept-23, Tourism Research Australia, Canberra.