

INTERNATIONAL PERFORMANCE

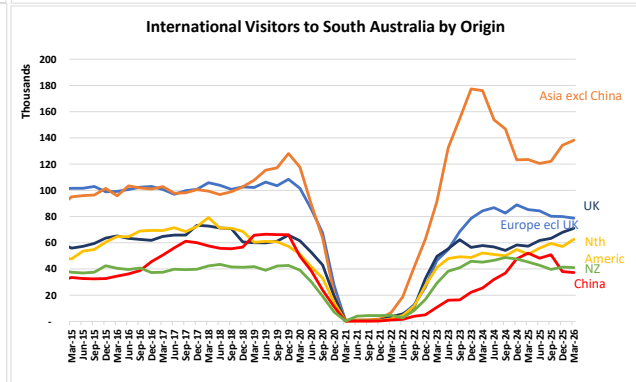
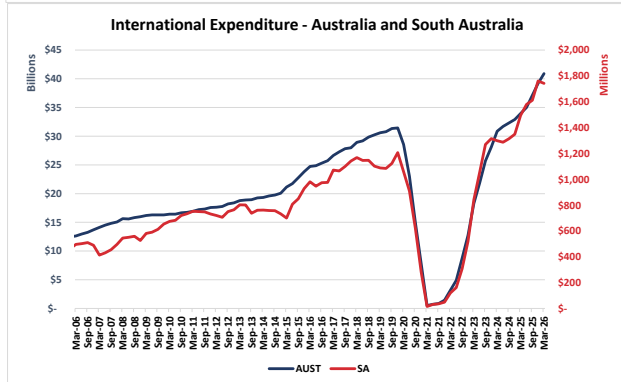
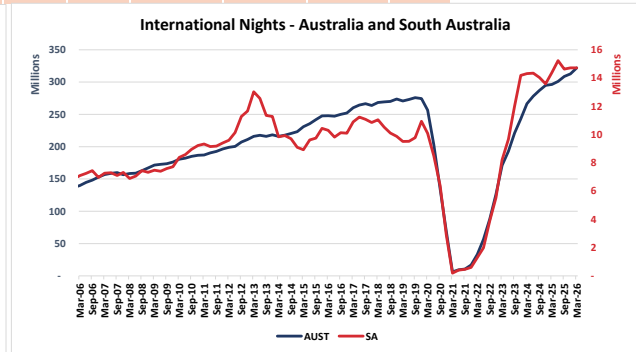
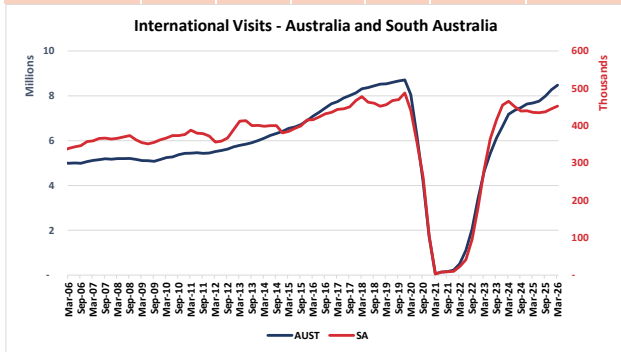
Seal Bay, Kangaroo Island



International Performance to March 2026
Released: 24th June 2026, Next release 24th September 2026

	Australia			South Australia			Market Share
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Year Ending Mar-25	Year Ending Mar-26	Change (%)	
Visits (000s)	7,681	8,473	↑ 10%	436	452	↑ 4%	5.3%
Nights (000s)	296,441	321,915	↑ 9%	14,387	14,717	↑ 2%	4.6%
Expenditure (\$m)	33,944	40,898	↑ 20%	1,495	1,742	↑ 16%	4.3%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Market Share ^A	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Market Share	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Market Share
NSW	3,860	4,165	↑ 8%	49%	102,241	107,820	↑ 5%	33%	12,888	15,225	↑ 18%	37%
VIC	2,690	2,904	↑ 8%	34%	78,456	83,259	↑ 6%	26%	9,017	10,528	↑ 17%	26%
QLD	2,162	2,436	↑ 13%	29%	52,329	60,380	↑ 15%	19%	6,032	8,155	↑ 35%	20%
SA	436	452	↑ 4%	5.3%	14,387	14,717	↑ 2%	4.6%	1,495	1,742	↑ 16%	4.3%
WA	906	1,090	↑ 20%	12.9%	34,764	39,727	↑ 14%	12%	2,947	3,290	↑ 12%	8.0%
TAS	250	275	↑ 10%	3.2%	4,316	5,090	↑ 18%	1.6%	557	759	↑ 36%	1.9%
NT	219	255	↑ 16%	3.0%	4,260	4,467	↑ 5%	1.4%	448	570	↑ 27%	1.4%
ACT	214	191	↓ -11%	2.3%	4,930	5,969	↑ 21%	1.9%	560	629	↑ 12%	1.5%
TOTAL	7,681	8,473	↑ 10%	100%	296,441	321,915	↑ 9%	100%	33,944	40,898	↑ 20%	100%



Source: International visitors in Australia - Mar-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	Avg Spend per Night
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share	Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share		Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share		
United Kingdom	57	71	↑ 24%	10%	1,409	1,453	↑ 3%	5%	20	121	161	↑ 33%	5%	\$2,262	\$111
Germany	24	21	↓ -16%	12%	357	318	↓ -11%	5%	15	32	35	↑ 7%	5%	\$1,680	\$109
Scandinavia	np	np			np	np				np	np				
France	12	13	↑ 9%	9%	291	451	↑ 55%	4%	34	26	36	↑ 38%	4%	\$2,720	\$79
Italy	np	np			np	np				np	np				
Netherlands	np	np			np	np				np	np				
Switzerland	np	np			np	np				np	np				
Other Europe	21	15	↓ -28%	5%	454	448	↓ -1%	4%	30	47	38	↓ -20%	3%	\$2,578	\$85
Total Europe	143	150	↑ 5%	9%	2,993	3,118	↑ 4%	4%	21	289	340	↑ 18%	5%	\$2,269	\$109
Hong Kong	8	13	↑ 49%	5%	531	622	↑ 17%	9%	49	98	98	⇒ 0%	8%	\$7,701	\$157
Singapore	14	13	↓ -6%	3%	241	315	↑ 31%	5%	24	36	78	↑ 117%	7%	\$5,979	\$247
Malaysia	10	10	↓ -4%	5%	332	309	↓ -7%	5%	32	36	48	↑ 33%	6%	\$4,951	\$157
Indonesia	10	9	↓ -12%	4%	696	550	↓ -21%	5%	59	48	53	↑ 10%	5%	\$5,680	\$96
Taiwan	np	np			np	np				np	np				
Thailand	np	np			np	np				np	np				
Korea	np	np			np	np				np	np				
China	52	37	↓ -29%	4%	2,134	2,552	↑ 20%	4%	69	306	390	↑ 28%	3%	\$10,474	\$153
India	19	23	↑ 22%	5%	1,525	1,615	↑ 6%	6%	70	118	138	↑ 16%	7%	\$5,971	\$85
Japan	10	np			243	np				25	np				
Philippines	11	12	↑ 16%	7%	515	792	↑ 54%	7%	64	36	53	↑ 48%	8%	\$4,271	\$67
Viet Nam	13	16	↑ 27%	11%	841	712	↓ -15%	10%	43	96	95	↓ -1%	10%	\$5,740	\$133
Other Asia	19	17	↓ -6%	8%	1,013	834	↓ -18%	5%	48	86	53	↓ -39%	4%	\$3,026	\$63
Total Asia	176	175	⇒ 0%	4%	8,713	9,479	↑ 9%	5%	54	939	1,118	↑ 19%	4%	\$6,374	\$118
USA	41	48	↑ 18%	7%	516	623	↑ 21%	5%	13	66	94	↑ 42%	4%	\$1,960	\$151
Canada	np	15		9%	np	255		5%	17	np	37		5%	\$2,534	\$147
Total Nth America	51	63	↑ 22%	7%	803	878	↑ 9%	5%	14	99	131	↑ 32%	4%	\$2,096	\$150
New Zealand	45	41	↓ -9%	3%	556	367	↓ -34%	2%	9	81	64	↓ -21%	3%	\$1,567	\$176
Other Countries	21	23	↑ 14%	4%	1,321	875	↓ -34%	3%	37	87	88	⇒ 0%	4%	\$3,736	\$100
Total	436	452	↑ 4%	5%	14,387	14,717	↑ 2%	5%	33	1,495	1,742	↑ 16%	4%	\$3,850	\$118

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share	Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share		Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share		
Backpackers	27	30	↑ 9%	8%	841	969	↑ 15%	4%	33	53	93	↑ 78%	4%	\$3,142	\$96
Working Holiday	25	35	↑ 41%	9%	1,710	2,182	↑ 28%	3%	62	106	147	↑ 39%	3%	\$4,167	\$67

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-25	Year Ending Mar-26	Change (%)	SA Market Share	Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share		Year Ending Mar-25	Year Ending Mar-26	Change (%)	SA Market Share		
Holiday	195	199	↑ 2%	5%	2,193	2,832	↑ 29%	3%	14	300	372	↑ 24%	3%	\$1,865	\$131
VFR	189	190	⇒ 0%	7%	5,334	4,739	↓ -11%	5%	25	300	360	↑ 20%	7%	\$1,898	\$76
Business	36	43	↑ 21%	6%	261	358	↑ 37%	4%	8	45	84	↑ 84%	4%	\$1,940	\$234
Education	26	25	↓ -4%	4%	3,510	3,694	↑ 5%	5%	150	637	688	↑ 8%	5%	\$27,835	\$186
Employ & Other	33	30	↓ -9%	5%	3,089	3,094	⇒ 0%	5%	102	212	238	↑ 12%	5%	\$7,851	\$77

Source: International visitors in Australia - Mar-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)			Avg Spend per Visitor	Avg Spend per Night	
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Year Ending Mar-25	Year Ending Mar-26	Change (%)		Year Ending Mar-25	Year Ending Mar-26	Change (%)			
United Kingdom	613	731	↑ 19%	22,262	28,154	↑ 26%	39	2,223	3,008	↑ 35%	\$4,116	\$107	
Germany	160	172	↑ 7%	5,788	6,066	↑ 5%	35	603	695	↑ 15%	\$4,043	\$115	
Scandinavia	81	91	↑ 12%	3,409	3,224	↓ -5%	36	327	387	↑ 18%	\$4,260	\$120	
France	124	144	↑ 16%	9,347	11,653	↑ 25%	81	752	958	↑ 27%	\$6,662	\$82	
Italy	65	76	↑ 17%	4,760	5,266	↑ 11%	69	365	416	↑ 14%	\$5,444	\$79	
Netherlands	49	52	↑ 7%	1,582	1,661	↑ 5%	32	186	221	↑ 19%	\$4,221	\$133	
Switzerland	41	45	↑ 9%	1,530	1,388	↓ -9%	31	216	238	↑ 10%	\$5,316	\$171	
Other Europe	261	298	↑ 14%	13,785	12,570	↓ -9%	42	1,218	1,362	↑ 12%	\$4,565	\$108	
Total Europe	1,396	1,609	↑ 15%	62,463	69,983	↑ 12%	43	5,891	7,285	↑ 24%	\$4,527	\$104	
Hong Kong	193	235	↑ 22%	4,913	6,837	↑ 39%	29	852	1,250	↑ 47%	\$5,318	\$183	
Singapore	361	391	↑ 8%	5,752	5,924	↑ 3%	15	1,081	1,158	↑ 7%	\$2,965	\$195	
Malaysia	185	195	↑ 6%	4,801	5,981	↑ 25%	31	618	827	↑ 34%	\$4,241	\$138	
Indonesia	211	225	↑ 7%	10,257	10,284	→ 0%	46	1,011	1,092	↑ 8%	\$4,845	\$106	
Taiwan	152	185	↑ 22%	9,396	10,145	↑ 8%	55	902	1,033	↑ 15%	\$5,584	\$102	
Thailand	89	93	↑ 4%	5,257	5,816	↑ 11%	63	433	487	↑ 12%	\$5,253	\$84	
Korea	349	370	↑ 6%	10,547	10,364	↓ -2%	28	1,497	1,528	↑ 2%	\$4,129	\$147	
China	860	1,045	↑ 22%	47,544	59,535	↑ 25%	57	9,052	11,802	↑ 30%	\$11,295	\$198	
India	427	428	→ 0%	28,870	28,670	↓ -1%	67	1,762	1,874	↑ 6%	\$4,382	\$65	
Japan	363	398	↑ 10%	13,113	13,367	↑ 2%	34	1,415	1,580	↑ 12%	\$3,972	\$118	
Viet Nam	162	186	↑ 15%	10,754	11,259	↑ 5%	60	545	685	↑ 26%	\$3,673	\$61	
Philippines	159	153	↓ -4%	7,578	7,222	↓ -5%	47	803	921	↑ 15%	\$6,013	\$128	
Other Asia	205	223	↑ 9%	16,273	16,084	↓ -1%	72	1,265	1,392	↑ 10%	\$6,249	\$87	
Total Asia	3,714	4,126	↑ 11%	175,055	191,488	↑ 9%	46	21,237	25,629	↑ 21%	\$6,211	\$134	
USA	672	703	↑ 5%	11,813	12,180	↑ 3%	17	2,061	2,464	↑ 20%	\$3,506	\$202	
Canada	155	166	↑ 7%	4,764	4,959	↑ 4%	30	584	715	↑ 22%	\$4,314	\$144	
Total Nth America	827	869	↑ 5%	16,577	17,139	↑ 3%	20	2,645	3,179	↑ 20%	\$3,660	\$185	
New Zealand	1,237	1,316	↑ 6%	14,638	16,018	↑ 9%	12	2,069	2,424	↑ 17%	\$1,842	\$151	
Other Countries	507	552	↑ 9%	27,708	27,288	↓ -2%	49	2,101	2,380	↑ 13%	\$4,309	\$87	
Total	7,681	8,473	↑ 10%	296,441	321,915	↑ 9%	38	33,944	40,898	↑ 20%	\$4,827	\$127	

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Year Ending Mar-25	Year Ending Mar-26	Change (%)		Year Ending Mar-25	Year Ending Mar-26	Change (%)		
Backpackers	369	377	↑ 2%	29,094	26,067	↓ -10%	69	2,393	2,531	↑ 6%	\$6,711	\$97
Working Holiday	368	415	↑ 13%	60,254	64,054	↑ 6%	154	3,896	4,504	↑ 16%	\$10,853	\$70

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-25	Year Ending Mar-26	Change (%)	Year Ending Mar-25	Year Ending Mar-26	Change (%)		Year Ending Mar-25	Year Ending Mar-26	Change (%)		
Holiday	3,255	3,704	↑ 14%	84,037	88,515	↑ 5%	24	11,033	13,484	↑ 22%	\$3,640	\$152
VFR	2,606	2,815	↑ 8%	83,640	87,035	↑ 4%	31	4,959	5,464	↑ 10%	\$1,941	\$63
Business	772	776	↑ 1%	9,876	9,741	↓ -1%	13	1,961	2,028	↑ 3%	\$2,614	\$208
Education	509	554	↑ 9%	68,116	78,112	↑ 15%	141	12,433	15,252	↑ 23%	\$27,549	\$195
Employ & Other	539	624	↑ 16%	50,772	58,513	↑ 15%	94	3,557	4,669	↑ 31%	\$7,479	\$80

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