

INTERNATIONAL PERFORMANCE

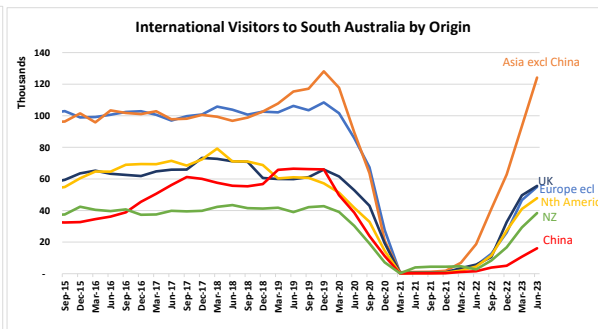
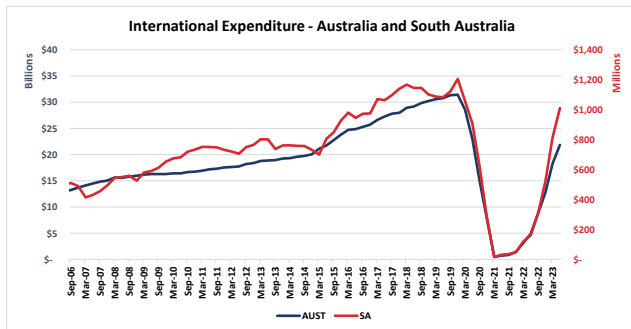
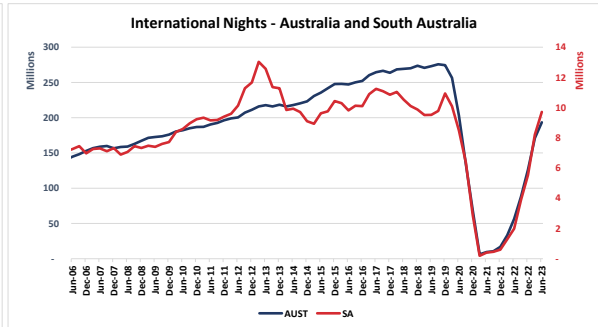
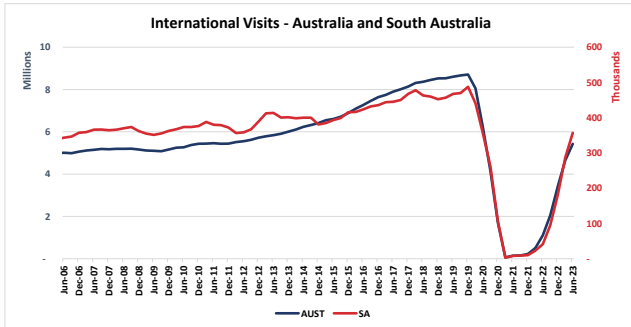
Seal Bay, Kangaroo Island



International Performance to June 2023
Released: 27 June 2023, Next release 20th December 2023

	Australia			South Australia			Market Share
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)	
Visits (000s)	4,643	5,427	↑ 17%	286	357	↑ 25%	6.6%
Nights (000s)	170,971	193,315	↑ 13%	8,217	9,717	↑ 18%	5.0%
Expenditure (\$m)	18,287	21,856	↑ 20%	814	1,011	↑ 24%	4.6%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share ^A	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Market Share
NSW	2,272	2,730	↑ 20%	50%	59,888	67,849	↑ 13%	35%	7,202	8,638	↑ 20%	40%
VIC	1,407	1,645	↑ 17%	30%	39,581	40,884	↑ 3%	21%	4,180	4,778	↑ 14%	22%
QLD	1,279	1,563	↑ 22%	29%	33,787	40,250	↑ 19%	21%	3,567	4,340	↑ 22%	20%
SA	286	357	↑ 25%	6.6%	8,217	9,717	↑ 18%	5.0%	814	1,011	↑ 24%	4.6%
WA	586	688	↑ 18%	12.7%	20,420	24,120	↑ 18%	12%	1,638	2,036	↑ 24%	9.3%
TAS	142	166	↑ 17%	3.0%	2,210	2,611	↑ 18%	1.4%	276	297	↑ 8%	1.4%
NT	122	150	↑ 23%	2.8%	3,361	3,587	↑ 7%	1.9%	290	339	↑ 17%	1.6%
ACT	130	164	↑ 26%	3.0%	3,161	3,829	↑ 21%	2.0%	318	418	↑ 31%	1.9%
TOTAL	4,643	5,427	↑ 17%	100%	170,971	193,315	↑ 13%	100%	18,287	21,856	↑ 20%	100%



Source: International visitors in Australia - Jun-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 Mar-23	Year Ending Jun-23	Change (%)	SA Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share		Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share			
United Kingdom	50	56	↑ 12%	10%	852	924	↑ 8%	5%	17	89	95	↑ 7%	6%	\$1,707	\$103	
Germany	14	15	↑ 11%	12%	178	196	↑ 10%	4%	13	18	21	↑ 13%	4%	\$1,349	\$106	
Scandinavia	4	5	↑ 21%	7%	66	75	↑ 13%	4%	15	9	10	↑ 10%	4%	\$1,983	\$134	
France	5	8	↑ 48%	9%	65	82	↑ 26%	2%	11	8	11	↑ 31%	3%	\$1,437	\$134	
Italy	4	4	⇒ -1%	7%	94	98	↑ 4%	3%	26	9	9	↑ 1%	4%	\$2,339	\$89	
Netherlands	3	4	↑ 13%	9%	43	45	↑ 5%	2%	11	6	6	↓ -2%	3%	\$1,444	\$126	
Switzerland	3	4	↑ 24%	12%	51	52	↑ 1%	4%	13	11	11	⇒ -1%	7%	\$2,748	\$209	
Other Europe	13	15	↑ 18%	7%	302	357	↑ 18%	4%	23	22	27	↑ 21%	4%	\$1,792	\$76	
Total Europe	96	111	↑ 15%	10%	1,652	1,829	↑ 11%	4%	17	172	189	↑ 10%	5%	\$1,712	\$103	
Hong Kong	6	11	↑ 81%	10%	775	913	↑ 18%	25%	80	124	143	↑ 15%	25%	\$12,555	\$157	
Singapore	9	10	↑ 11%	3%	200	212	↑ 6%	4%	20	37	44	↑ 18%	4%	\$4,190	\$207	
Malaysia	8	10	↑ 20%	7%	237	262	↑ 11%	7%	27	31	37	↑ 20%	8%	\$3,869	\$142	
Indonesia	3	6	↑ 109%	4%	110	244	↑ 123%	5%	39	9	20	↑ 116%	3%	\$3,197	\$82	
Taiwan	3	4	↑ 16%	5%	67	64	↓ -4%	2%	18	np	np					
Thailand	5	5	↑ 4%	6%	136	128	↓ -6%	3%	27	np	np					
Korea	3	3	↑ 7%	2%	97	94	↓ -3%	2%	28	np	np					
China	11	16	↑ 50%	7%	727	966	↑ 33%	5%	60	63	102	↑ 62%	3%	\$6,332	\$106	
India	27	40	↑ 49%	11%	1,490	1,732	↑ 16%	8%	43	78	119	↑ 52%	8%	\$2,963	\$69	
Japan	5	6	↑ 14%	4%	116	138	↑ 20%	2%	23	20	28	↑ 40%	4%	\$4,724	\$206	
Other Asia	24	29	↑ 20%	7%	1,029	1,280	↑ 24%	5%	45	63	72	↑ 14%	4%	\$2,508	\$56	
Total Asia	104	140	↑ 35%	6%	4,983	6,033	↑ 21%	6%	43	460	602	↑ 31%	5%	\$4,295	\$100	
USA	27	32	↑ 21%	6%	382	439	↑ 15%	4%	14	51	53	↑ 3%	3%	\$1,625	\$120	
Canada	14	16	↑ 9%	12%	262	293	↑ 12%	7%	19	38	41	↑ 8%	8%	\$2,626	\$139	
Total Nth America	41	48	↑ 17%	7%	643	731	↑ 14%	5%	15	88	93	↑ 5%	4%	\$1,949	\$128	
New Zealand	29	38	↑ 31%	4%	279	364	↑ 30%	3%	9	48	61	↑ 29%	4%	\$1,598	\$169	
Other Countries	16	20	↑ 24%	4%	659	759	↑ 15%	3%	39	45	64	↑ 42%	3%	\$3,259	\$84	
Total	286	357	↑ 25%	7%	8,217	9,717	↑ 18%	5%	27	814	1,011	↑ 24%	5%	\$2,832	\$104	

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share		Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share		
Backpackers	28	34	↑ 22%	11%	353	514	↑ 45%	2%	15	35	45	↑ 30%	2%	\$1,320	\$88
Working Holiday	7	14	↑ 91%	7%	243	460	↑ 89%	2%	\$34	16	28	↑ 71%	2%	\$2,045	\$60

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 Jun-23	Change (%)	SA Market Share	Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share		Year Ending Mar-23	Year Ending Jun-23	Change (%)	SA Market Share		
Holiday	115	140	↑ 22%	7%	870	1,062	↑ 22%	3%	8	163	189	↑ 16%	3%	\$1,353	\$178
VFR	142	178	↑ 26%	8%	3,894	4,516	↑ 16%	7%	25	202	247	↑ 23%	6%	\$1,392	\$55
Business	32	40	↑ 26%	6%	315	358	↑ 14%	5%	9	69	92	↑ 34%	5%	\$2,311	\$258
Education	12	16	↑ 30%	5%	2,261	2,808	↑ 24%	6%	179	322	416	↑ 29%	5%	\$26,558	\$148
Employ & Other	20	22	↑ 13%	6%	877	973	↑ 11%	3%	44	58	65	↑ 12%	3%	\$2,921	\$67

Source: International Visitors in Australia - Jun-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.

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-23	Year Ending Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)		Year Ending Mar-23	Year Ending Jun-23	Change (%)		
United Kingdom	512	537	↑ 5%	16,932	17,881	↑ 6%	33	1,551	1,699	↑ 10%	\$3,165	\$95
Germany	117	127	↑ 9%	5,112	5,542	↑ 8%	44	452	515	↑ 14%	\$4,042	\$93
Scandinavia	65	70	↑ 8%	1,737	1,934	↑ 11%	28	193	229	↑ 19%	\$3,292	\$119
France	78	90	↑ 14%	3,973	4,722	↑ 19%	53	338	392	↑ 16%	\$4,384	\$83
Italy	46	52	↑ 13%	2,619	3,061	↑ 17%	59	198	243	↑ 23%	\$4,719	\$80
Netherlands	40	43	↑ 9%	1,483	1,821	↑ 23%	42	144	164	↑ 14%	\$3,819	\$90
Switzerland	29	32	↑ 9%	1,128	1,278	↑ 13%	40	132	157	↑ 19%	\$4,908	\$123
Other Europe	187	204	↑ 9%	7,299	7,953	↑ 9%	39	633	710	↑ 12%	\$3,487	\$89
Total Europe	1,074	1,154	↑ 7%	40,283	44,192	↑ 10%	38	3,642	4,111	↑ 13%	\$3,563	\$93
Hong Kong	79	109	↑ 38%	2,923	3,617	↑ 24%	33	456	577	↑ 26%	\$5,286	\$159
Singapore	291	309	↑ 6%	4,774	4,929	↑ 3%	16	940	1,040	↑ 11%	\$3,370	\$211
Malaysia	105	133	↑ 27%	3,078	3,545	↑ 15%	27	401	479	↑ 20%	\$3,590	\$135
Indonesia	110	149	↑ 35%	3,927	5,258	↑ 34%	35	524	684	↑ 31%	\$4,600	\$130
Taiwan	47	68	↑ 43%	2,783	3,753	↑ 35%	55	323	441	↑ 37%	\$6,513	\$118
Thailand	64	81	↑ 27%	3,706	5,036	↑ 36%	62	344	418	↑ 22%	\$5,150	\$83
Korea	118	156	↑ 32%	3,974	4,544	↑ 14%	29	612	759	↑ 24%	\$4,857	\$167
China	151	235	↑ 55%	14,428	18,049	↑ 25%	77	2,723	3,489	↑ 28%	\$14,825	\$193
India	341	363	↑ 6%	22,602	20,838	↓ -8%	57	1,342	1,440	↑ 7%	\$3,968	\$69
Japan	126	162	↑ 28%	4,931	6,014	↑ 22%	37	593	744	↑ 25%	\$4,580	\$124
Other Asia	345	420	↑ 22%	20,854	23,465	↑ 13%	56	1,499	1,696	↑ 13%	\$4,038	\$72
Total Asia	1,779	2,186	↑ 23%	87,981	99,049	↑ 13%	45	9,758	11,767	↑ 21%	\$5,384	\$119
USA	452	522	↑ 15%	8,321	9,785	↑ 18%	19	1,316	1,653	↑ 26%	\$3,168	\$169
Canada	118	131	↑ 11%	3,875	4,234	↑ 9%	32	438	514	↑ 17%	\$3,923	\$121
Total Nth America	570	653	↑ 15%	12,196	14,019	↑ 15%	21	1,754	2,167	↑ 24%	\$3,319	\$155
New Zealand	827	978	↑ 18%	10,330	12,297	↑ 19%	13	1,341	1,660	↑ 24%	\$1,698	\$135
Other Countries	393	457	↑ 16%	20,180	23,758	↑ 18%	52	1,792	2,150	↑ 20%	\$4,706	\$91
Total	4,643	5,427	↑ 17%	170,971	193,315	↑ 13%	36	18,287	21,856	↑ 20%	\$4,027	\$113

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Mar-23	Year Ending Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)		Year Ending Mar-23	Year Ending Jun-23	Change (%)		
Backpackers	261	323	↑ 24%	16,429	21,229	↑ 29%	66	1,525	1,934	↑ 27%	\$5,986	\$91
Working Holiday	120	181	↑ 51%	14,651	22,564	↑ 54%	125	963	1,503	↑ 56%	\$8,296	\$67

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 Jun-23	Change (%)	Year Ending Mar-23	Year Ending Jun-23	Change (%)		Year Ending Mar-23	Year Ending Jun-23	Change (%)		
Holiday	1,475	1,880	↑ 27%	32,654	41,977	↑ 29%	22	4,541	5,866	↑ 29%	\$3,121	\$140
VFR	1,996	2,193	↑ 10%	63,419	65,804	↑ 4%	30	3,794	4,160	↑ 10%	\$1,897	\$63
Business	531	621	↑ 17%	7,055	7,486	↑ 6%	12	1,486	1,742	↑ 17%	\$2,804	\$233
Education	301	346	↑ 15%	43,366	50,232	↑ 16%	145	6,820	8,171	↑ 20%	\$23,630	\$163
Employ & Other	341	387	↑ 13%	24,477	27,816	↑ 14%	72	1,645	1,916	↑ 16%	\$4,954	\$69

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