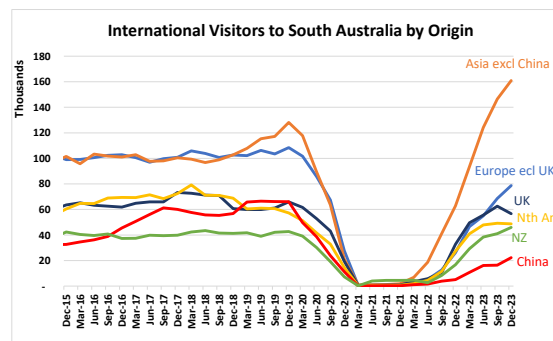
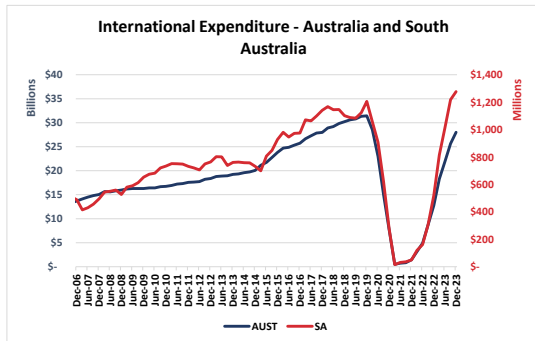
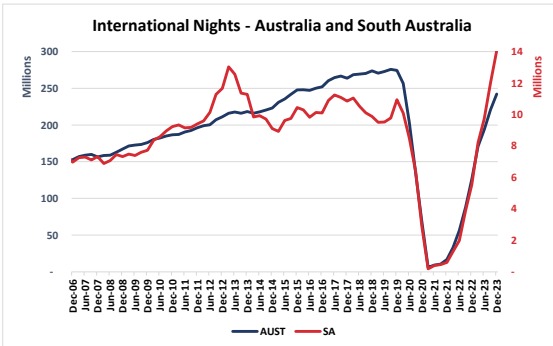
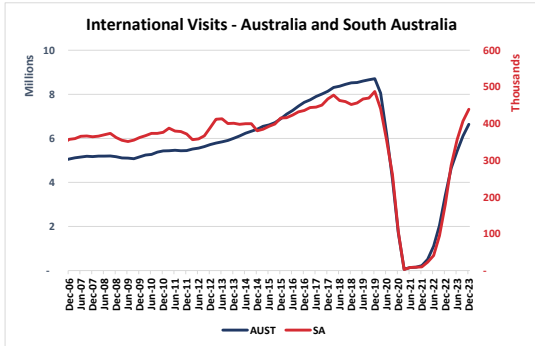




International Performance to December 2023
Released: 27th March 2024, Next release 26th June 2024

	Australia			South Australia			
	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Market Share
Visits (000s)	6,111	6,640	↑ 9%	407	439	↑ 8%	6.6%
Nights (000s)	220,774	242,262	↑ 10%	12,018	14,062	↑ 17%	5.8%
Expenditure (\$m)	25,656	27,996	↑ 9%	1,218	1,277	↑ 5%	4.6%

State	Visits (000s)				Nights (000s)				Expenditure (\$m)			
	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Market Share ^A	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Market Share	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Market Share
NSW	3,114	3,423	↑ 10%	52%	78,805	87,002	↑ 10%	36%	10,227	10,959	↑ 7%	39%
VIC	1,856	2,082	↑ 12%	31%	44,797	50,887	↑ 14%	21%	5,648	6,432	↑ 14%	23%
QLD	1,785	1,973	↑ 11%	30%	47,472	50,105	↑ 6%	21%	5,235	5,743	↑ 10%	21%
SA	407	439	↑ 8%	6.6%	12,018	14,062	↑ 17%	5.8%	1,218	1,277	↑ 5%	4.6%
WA	740	785	↑ 6%	11.8%	26,343	28,111	↑ 7%	12%	2,200	2,301	↑ 5%	8.2%
TAS	185	207	↑ 12%	3.1%	3,042	3,396	↑ 12%	1.4%	315	365	↑ 16%	1.3%
NT	180	191	↑ 6%	2.9%	3,889	3,837	↓ -1%	1.6%	395	451	↑ 14%	1.6%
ACT	170	179	↑ 5%	2.7%	3,886	4,324	↑ 11%	1.8%	417	468	↑ 12%	1.7%
TOTAL	6,111	6,640	↑ 9%	100%	220,774	242,262	↑ 10%	100%	25,656	27,996	↑ 9%	100%



Source: International visitors in Australia - Dec-23, 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 -23	Year Ending Dec-23	Change (%)	SA Market Share	Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share		Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share		
United Kingdom	63	57	↓ -9%	10%	1,277	1,162	↓ -9%	6%	21	117	104	↓ -11%	5%	\$1,837	\$90
Germany	18	20	↑ 13%	14%	207	214	↑ 3%	3%	11	22	23	↑ 4%	4%	\$1,138	\$106
Scandinavia	6	8	↑ 40%	11%	126	148	↑ 17%	6%	18	14	19	↑ 34%	6%	\$2,262	\$128
France	10	11	↑ 11%	10%	275	331	↑ 20%	5%	31	50	55	↑ 8%	10%	\$5,141	\$165
Italy	5	5	↓ -2%	8%	98	99	→ 1%	3%	22	8	8	↓ -11%	3%	\$1,653	\$76
Netherlands	4	6	↑ 37%	12%	41	52	↑ 27%	2%	9	6	8	↑ 24%	3%	\$1,322	\$150
Switzerland	np	6		15%	np	52		3%	9	np	14		6%	\$2,366	\$270
Other Europe	22	23	↑ 8%	10%	741	765	↑ 3%	7%	33	45	48	↑ 7%	5%	\$2,069	\$63
Total Europe	131	135	↑ 3%	11%	2,820	2,822	→ 0%	5%	21	274	278	↑ 1%	6%	\$2,054	\$99
Hong Kong	17	17	↑ 1%	10%	934	974	↑ 4%	20%	57	147	152	↑ 4%	18%	\$8,874	\$156
Singapore	14	15	↑ 4%	5%	293	376	↑ 29%	7%	26	75	86	↑ 14%	7%	\$5,841	\$227
Malaysia	12	13	↑ 6%	8%	355	393	↑ 11%	8%	31	51	52	↑ 3%	9%	\$4,100	\$133
Indonesia	6	9	↑ 46%	5%	248	285	↑ 15%	4%	31	31	36	↑ 15%	4%	\$3,864	\$125
Taiwan	np	7		6%	np	np				np	np				
Thailand	7	8	↑ 13%	9%	299	np				np	np				
Korea	np	4		1%	np	np				np	np				
China	16	22	↑ 35%	4%	722	2,023	↑ 180%	6%	91	77	99	↑ 27%	2%	\$4,432	\$49
India	46	48	↑ 4%	13%	2,402	2,526	↑ 5%	12%	53	152	149	↓ -2%	10%	\$3,120	\$59
Japan	7	6	↓ -14%	2%	97	95	↓ -2%	1%	17	25	28	↑ 11%	2%	\$4,933	\$296
Other Asia	32	36	↑ 12%	7%	1,738	1,841	↑ 6%	7%	52	96	96	→ 0%	5%	\$2,693	\$52
Total Asia	163	183	↑ 12%	6%	7,299	9,026	↑ 24%	7%	49	713	759	↑ 6%	5%	\$4,146	\$84
USA	34	35	↑ 3%	6%	422	497	↑ 18%	5%	14	52	51	↓ -2%	3%	\$1,455	\$102
Canada	16	14	↓ -10%	10%	293	231	↓ -21%	5%	17	42	42	→ 0%	7%	\$2,987	\$181
Total Nth Americ	49	49	↓ -1%	6%	715	727	↑ 2%	5%	15	93	92	↓ -1%	4%	\$1,894	\$127
New Zealand	41	46	↑ 12%	4%	358	347	↓ -3%	2%	8	63	65	↑ 2%	3%	\$1,407	\$186
Other Countries	23	26	↑ 15%	5%	826	1,138	↑ 38%	4%	44	74	83	↑ 11%	3%	\$3,171	\$73
Total	407	439	↑ 8%	7%	12,018	14,062	↑ 17%	6%	32	1,218	1,277	↑ 5%	5%	\$2,907	\$91

Backpackers	Visitors (000s)				Nights (000s)				ALOS	Expenditure (\$m)				Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share	Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share		Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share		
Backpackers	33	34	↑ 4%	9%	589	701	↑ 19%	2%	21	47	51	↑ 9%	2%	\$1,498	\$73
Working Holiday	20	23	↑ 14%	8%	1,020	1,207	↑ 18%	3%	52	58	67	↑ 16%	3%	\$2,889	\$56

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 -23	Year Ending Dec-23	Change (%)	SA Market Share	Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share		Year Ending Sep -23	Year Ending Dec-23	Change (%)	SA Market Share		
Holiday	168	193	↑ 15%	7%	1,691	1,907	↑ 13%	3%	10	220	250	↑ 14%	3%	\$1,293	\$131
VFR	197	208	↑ 5%	9%	5,790	7,186	↑ 24%	10%	35	340	348	↑ 2%	8%	\$1,675	\$48
Business	43	41	↓ -4%	6%	305	287	↓ -6%	3%	7	89	77	↓ -13%	4%	\$1,890	\$269
Education	18	19	↑ 4%	5%	3,066	3,058	→ 0%	5%	161	484	492	↑ 2%	5%	\$26,003	\$161
Employ & Other	24	26	↑ 9%	5%	1,166	1,625	↑ 39%	4%	63	85	109	↑ 28%	4%	\$4,244	\$67

Source: International visitors in Australia - Dec-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 Sep -23	Year Ending Dec-23	Change (%)	Year Ending Sep -23	Year Ending Dec-23	Change (%)		Year Ending Sep -23	Year Ending Dec-23	Change (%)		
United Kingdom	553	561	↑ 1%	19,263	19,692	↑ 2%	35	1,833	1,912	↑ 4%	\$3,406	\$97
Germany	135	144	↑ 7%	5,873	6,128	↑ 4%	43	565	627	↑ 11%	\$4,368	\$102
Scandinavia	73	76	↑ 5%	2,277	2,600	↑ 14%	34	271	307	↑ 14%	\$4,021	\$118
France	99	108	↑ 9%	5,612	6,749	↑ 20%	62	482	539	↑ 12%	\$4,985	\$80
Italy	56	60	↑ 6%	3,473	3,351	↓ -4%	56	263	258	↓ -2%	\$4,297	\$77
Netherlands	46	49	↑ 7%	1,938	2,119	↑ 9%	43	178	238	↑ 34%	\$4,876	\$112
Switzerland	35	39	↑ 10%	1,414	1,502	↑ 6%	39	187	220	↑ 18%	\$5,647	\$146
Other Europe	220	237	↑ 8%	9,268	11,237	↑ 21%	47	777	896	↑ 15%	\$3,784	\$80
Total Europe	1,217	1,274	↑ 5%	49,119	53,377	↑ 9%	42	4,556	4,997	↑ 10%	\$3,922	\$94
Hong Kong	142	169	↑ 18%	4,464	4,905	↑ 10%	29	756	853	↑ 13%	\$5,057	\$174
Singapore	312	316	↑ 1%	5,186	5,371	↑ 4%	17	1,099	1,178	↑ 7%	\$3,729	\$219
Malaysia	152	161	↑ 6%	4,137	4,774	↑ 15%	30	550	587	↑ 7%	\$3,644	\$123
Indonesia	169	181	↑ 7%	5,912	6,847	↑ 16%	38	740	825	↑ 11%	\$4,545	\$120
Taiwan	93	112	↑ 20%	4,508	5,890	↑ 31%	52	534	562	↑ 5%	\$5,003	\$95
Thailand	89	90	↑ 1%	5,857	5,777	↓ -1%	64	473	465	↓ -2%	\$5,168	\$81
Korea	210	263	↑ 25%	5,678	6,566	↑ 16%	25	950	1,098	↑ 16%	\$4,177	\$167
China	387	507	↑ 31%	25,650	31,332	↑ 22%	62	5,169	5,811	↑ 12%	\$11,451	\$185
India	365	375	↑ 3%	20,856	21,542	↑ 3%	58	1,409	1,425	↑ 1%	\$3,805	\$66
Japan	223	272	↑ 22%	8,077	9,186	↑ 14%	34	969	1,172	↑ 21%	\$4,310	\$128
Other Asia	465	495	↑ 6%	25,693	27,803	↑ 8%	56	1,782	1,869	↑ 5%	\$3,776	\$67
Total Asia	2,609	2,941	↑ 13%	116,020	129,991	↑ 12%	44	14,430	15,845	↑ 10%	\$5,387	\$122
USA	576	617	↑ 7%	10,181	10,565	↑ 4%	17	1,825	1,965	↑ 8%	\$3,186	\$186
Canada	138	147	↑ 6%	4,623	4,785	↑ 4%	33	563	596	↑ 6%	\$4,054	\$124
Total Nth Americ	714	764	↑ 7%	14,803	15,350	↑ 4%	20	2,388	2,560	↑ 7%	\$3,353	\$167
New Zealand	1,076	1,147	↑ 7%	13,450	14,096	↑ 5%	12	1,835	2,005	↑ 9%	\$1,748	\$142
Other Countries	495	514	↑ 4%	27,382	29,448	↑ 8%	57	2,447	2,590	↑ 6%	\$5,043	\$88
Total	6,111	6,640	↑ 9%	220,774	242,262	↑ 10%	36	25,656	27,996	↑ 9%	\$4,217	\$116

Backpackers	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Year Ending Sep -23	Year Ending Dec-23	Change (%)		Year Ending Sep -23	Year Ending Dec-23	Change (%)		
Backpackers	363	389	↑ 7%	25,676	28,744	↑ 12%	74	2,164	2,379	↑ 10%	\$6,121	\$83
Working Holiday	225	280	↑ 24%	30,021	39,891	↑ 33%	143	1,964	2,515	↑ 28%	\$8,987	\$63

Main Purpose of visit to Aust.	Visitors (000s)			Nights (000s)			ALOS	Expenditure (\$m)			Avg Spend per Visitor	Avg Spend per Night
	Year Ending Sep -23	Year Ending Dec-23	Change (%)	Year Ending Sep -23	Year Ending Dec-23	Change (%)		Year Ending Sep -23	Year Ending Dec-23	Change (%)		
Holiday	2,269	2,594	↑ 14%	51,623	60,240	↑ 17%	23	7,153	8,336	↑ 17%	\$3,214	\$138
VFR	2,322	2,430	↑ 5%	69,527	74,810	↑ 8%	31	4,341	4,578	↑ 5%	\$1,884	\$61
Business	681	716	↑ 5%	7,854	8,612	↑ 10%	12	1,959	2,102	↑ 7%	\$2,935	\$244
Education	406	418	↑ 3%	59,432	62,121	↑ 5%	149	9,913	10,395	↑ 5%	\$24,857	\$167
Employ & Other	433	482	↑ 11%	32,337	36,479	↑ 13%	76	2,290	2,585	↑ 13%	\$5,367	\$71

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