

SOUTH AUSTRALIA - INTERNATIONAL VISITORS BY MARKET
12 months ended June 2006, 2007 & 2008

Origin	Visitors				Nights			
	12 mths to Jun 2006	12 mths to Jun 2007	12 mths to Jun 2008	Change 08/07 %	12 mths to Jun 2006	12 mths to Jun 2007	12 mths to Jun 2008	Change 08/07 %
United Kingdom	76,700	81,600	79,100	-3	1,116,000	1,080,000	1,095,000	1
Germany	31,600	34,500	34,400	0	373,000	379,000	457,000	21
Scandinavia	12,500	9,600	10,400	8	263,000	162,000	108,000	-33
France	11,600	12,100	11,800	-2	168,000	173,000	137,000	-21
Italy	13,700	11,100	10,100	-9	147,000	79,000	64,000	-19
Netherlands	9,800	8,700	9,800	13	95,000	92,000	121,000	32
Switzerland	10,100	9,600	9,800	2	65,000	122,000	74,000	-39
Other Europe	19,200	21,200	22,100	4	391,000	344,000	343,000	0
Total Europe	185,200	188,200	187,500	0	2,617,000	2,433,000	2,399,000	-1
Hong Kong	7,400	6,400	4,000	-38	333,000	211,000	122,000	-42
Singapore	7,900	10,600	7,800	-26	171,000	317,000	147,000	-54
Malaysia	8,900	9,600	8,600	-10	496,000	557,000	409,000	-27
Indonesia	1,800	2,600	2,300	-12	58,000	178,000	72,000	-60
Taiwan	2,000	2,300	2,000	-13	102,000	51,000	81,000	59
Thailand	1,700	2,000	2,100	5	44,000	54,000	34,000	-37
Korea	7,600	10,400	7,300	-30	334,000	489,000	316,000	-35
China	5,500	14,000	12,000	-14	330,000	473,000	494,000	4
India	2,700	3,300	3,700	12	231,000	134,000	187,000	40
Other Asia	3,400	5,800	4,700	-19	261,000	306,000	355,000	16
Total Asia	48,900	67,200	54,500	-19	2,359,000	2,770,000	2,218,000	-20
Japan	14,600	15,000	11,200	-25	442,000	369,000	285,000	-23
USA	35,400	35,700	34,000	-5	913,000	325,000	345,000	6
Canada	16,100	12,500	15,800	26	354,000	197,000	255,000	29
Total North America	51,500	48,300	49,800	3	1,267,000	522,000	600,000	15
New Zealand	30,800	39,500	39,200	-1	349,000	413,000	487,000	18
Other Countries	14,700	17,000	18,800	11	353,000	391,000	531,000	36
Total	345,700	375,200	361,100	-4	7,386,000	6,898,000	6,521,000	-5
Main Purpose of visit to Australia (incl backpackers)								
Holiday	194,200	218,600	208,400	-5	1,872,000	2,191,000	2,275,000	4
Visiting friends and relatives	66,000	65,700	67,700	3	1,528,000	1,242,000	1,141,000	-8
Business	43,200	44,300	43,000	-3	439,000	389,000	384,000	-1
Education	26,200	25,900	24,600	-5	2,799,000	2,079,000	2,115,000	2
Employment	9,900	10,300	8,300	-19	481,000	564,000	467,000	-17
Other	6,100	10,300	9,100	-12	267,000	433,000	139,000	-68
Total	345,700	375,200	361,100	-4	7,386,000	6,898,000	6,521,000	-5

Note: % changes calculated on rounded numbers. Source: TRA, International Visitor Survey – persons 15 years & over

International Marketing

Overview

- In the 12 months ended June 2008, South Australia attracted 361,100 international visitors, a decrease of 4% on the 12 months to June 2007. International visitors to Australia were virtually unchanged.
- Our 'market share' (the proportion of overseas visitors who visit SA) was down from 7.3% to 7.0%.
- International visitors spent 6,521,000 (6.5 million) nights in the State, down 5.5% from the figure for the 12 months ended June 2007. This compares with a 1% rise nationally.
- In the 12 months ended June 2008, SA's share of international nights was 4.1% (down from 4.3% for the 12 months ended June 2007).
- Overall international visitors to Australia were unchanged. WA up 4% and the ACT up 2% recorded a lift in international visitors, while visitor numbers to Victoria were little changed (up 0.4%) in the 12 months ended June 2008 compared with the 12 months ended June 2007. International visitor numbers to Tasmania and NSW were down 1%, Queensland down 3%, SA down 4% and the NT down 7.5%.
- Overall nights in Australia were up 1% on the previous year. Queensland up 9%, WA up 7% and ACT up 5%, while international nights in Victoria were little changed. International nights in NSW were down 3%, SA down 5%, Tasmania down 8% and NT down 13%.

Markets

- Most of SA's major markets recorded falls visitors numbers for the 12 months ended June 2008 compared with the 12 months ended June 2007. Visitor numbers from Canada rose, numbers from NZ and Germany stabilised. While numbers from the UK were down for the year (-3%), the last two quarters have seen some recovery (see Table 1).
- Visitor nights to SA were up for Canada, Germany, NZ, USA and UK compared to the 12 months ended June 2007 but down for Japan and Other Europe.
- Visitors and visitor nights from Asia fell.

Expenditure

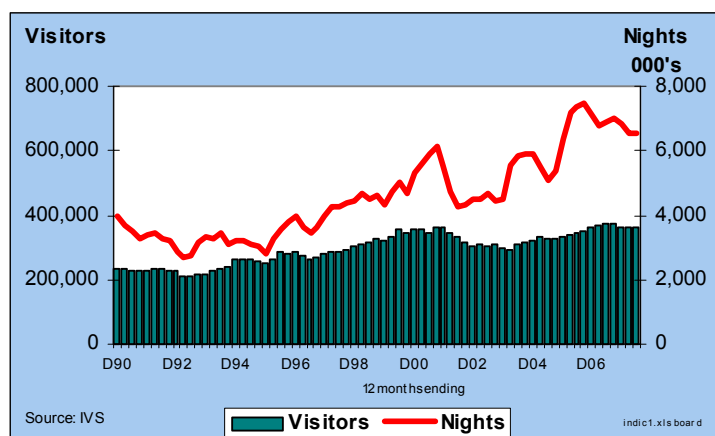
- International expenditure in South Australia in the 12 months ended June 2008 was \$520 million, an increase of 15% on the previous year. This compares with an 8% increase nationally.

Backpackers

- In 12 months ended June 2008, 16.2% (91,100) of backpackers to Australia (as defined by TRA) visited South Australia. The number of backpackers to SA was down 12% compared to the previous year. Backpackers to Australia were up 1.5%.
- Backpacker nights in South Australia were up 4% (down 1% nationally).

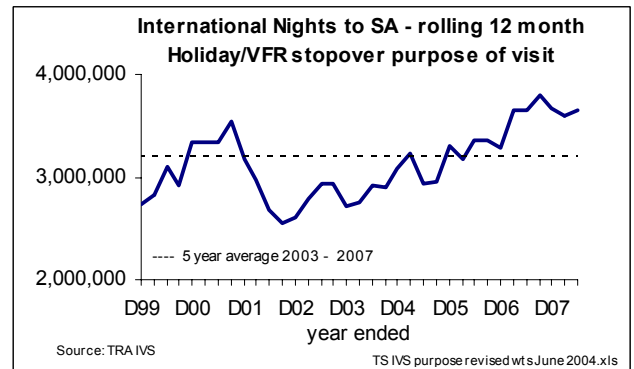
Total International Visitors & Nights

From calendar year 1990 to 12 months ended June 2008 (trend over 18 years)



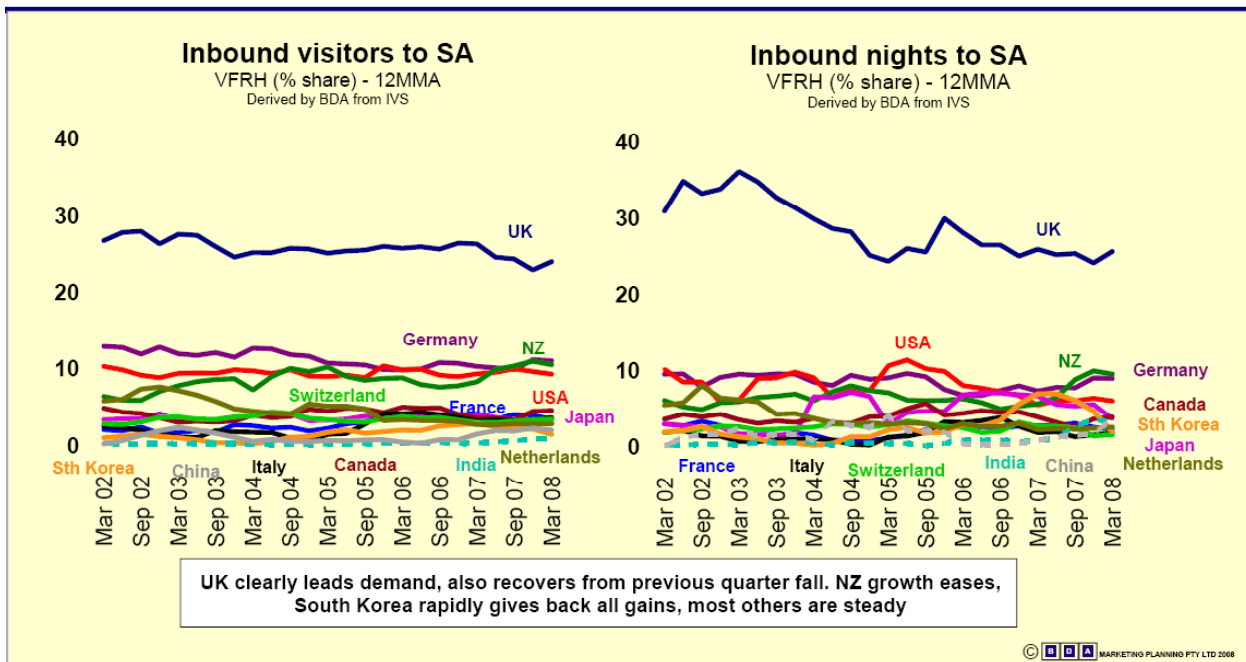
Holiday/VFR Visitors & Nights by Stopover Purpose of Visit

From calendar year 1999 to 12 months ended June 2008 (trend over 9 years)



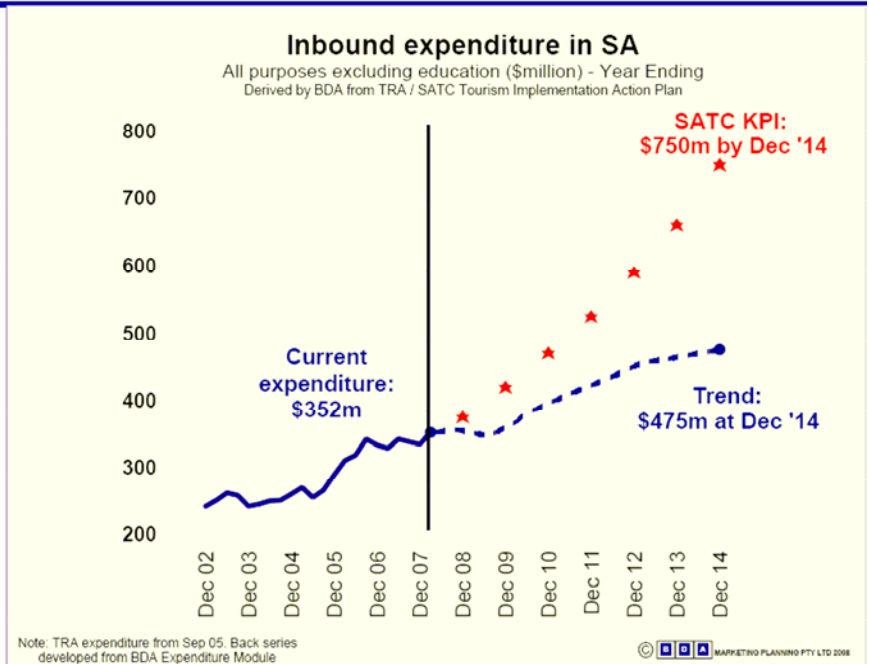
- Holiday/vfr (leisure) visitors fell 3% in the 12 months ended June 2008 over the 12 months ended June 2007 and holiday/vfr nights fell 0.5%.
- After six consecutive quarters of increases, holiday/vfr purpose visitor numbers to SA fell in the December quarter 2007, were little changed in the March quarter 2008 and fell 1% in the June quarter 2008 on the equivalent quarters in the previous year.
- Holiday/vfr nights at 3.6 million lifted slightly after falling from the all time high recorded in the 12 months ended September 2007.
- Spending by leisure (holiday/vfr) visitors to SA was \$269 million in 12 months ended June 2008 a decrease of 1% on the previous year.

SA inbound origins



Inbound expenditure KPI

- **\$750m by 2014**
 - SA will require significant competitive gains..
 - ..to meet KPI by 2014
 - Trend outlook is \$475m at 2014 = \$275m gap
 - Competitive gains required to bridge this gap



Market growth opportunity

- **'Trend' outlook**
 - Projected growth if Aus & SA hold share..
 - ..of outbound opportunity from each market
 - China strongest with 79% cumulative growth to 2014
 - Strong outlook but has grown ~250% into Aus in last 7 years
 - India and Sth Korea the other major growth mkts
 - NZ, Switzerland & Canada the best of the rest..
 - ..though most softer in short term with global economy..
 - ..next cycle from 2010 / 2011

