

INTERNATIONAL PERFORMANCE

Seal Bay, Kangaroo Island



International Performance to June 2017

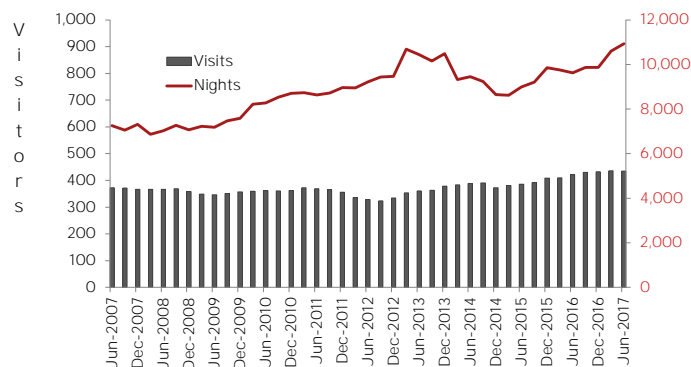
Released: September 6th 2017, Next release 6th December 2017

| | Australia | | | South Australia | | | |
|-------------------|--------------------|--------------------|------------|--------------------|--------------------|------------|--------------|
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Market Share |
| Visits (000s) | 7,246 | 7,878 | ↑ 8.7% | 422 | 435 | ↑ 3.1% | 5.5% |
| Nights (000s) | 247,912 | 265,989 | ↑ 7.3% | 9,627 | 10,935 | ↑ 14% | 4.1% |
| Expenditure (\$m) | 25,346 | 27,871 | ↑ 10% | 945 | 1,063 | ↑ 12% | 3.8% |

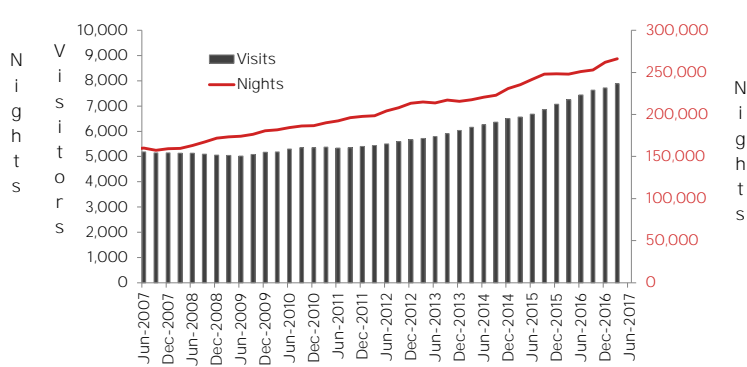
International visits to states (000s)

| State | Visits | | | | Nights | | | |
|--------------|--------------------|--------------------|---------------|---------------------------|--------------------|--------------------|----------------|---------------|
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Market Share [^] | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Market Share |
| NSW | 3,649 | 4,008 | ↑ 9.9% | 50.9% | 86,859 | 92,516 | ↑ 6.5% | 34.8% |
| VIC | 2,565 | 2,761 | ↑ 7.7% | 35.1% | 58,793 | 67,380 | ↑ 14.6% | 25.3% |
| QLD | 2,481 | 2,619 | ↑ 5.6% | 33.2% | 51,968 | 53,912 | ↑ 3.7% | 20.3% |
| SA | 422 | 435 | ↑ 3.1% | 5.5% | 9,627 | 10,935 | ↑ 13.6% | 4.1% |
| WA | 888 | 966 | ↑ 8.8% | 12.3% | 27,901 | 28,198 | ↑ 1.1% | 10.6% |
| TAS | 224 | 253 | ↑ 13.0% | 3.2% | 3,412 | 3,949 | ↑ 15.8% | 1.5% |
| NT | 280 | 302 | ↑ 8.2% | 3.8% | 3,800 | 3,912 | ↑ 2.9% | 1.5% |
| ACT | 203 | 221 | ↑ 9.1% | 2.8% | 4,982 | 4,584 | ↓ -8.0% | 1.7% |
| TOTAL | 7,246 | 7,878 | ↑ 8.7% | 100.0% | 247,912 | 265,989 | ↑ 7.3% | 100.0% |

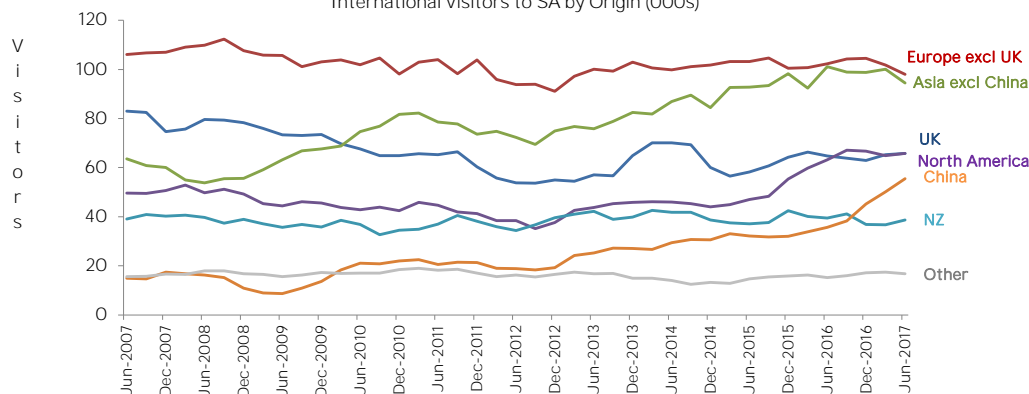
International Visits/Nights to SA (000s)



International Visits/Nights to Aust (000s)



International Visitors to SA by Origin (000s)



Source: International visitors in Australia - June 2017, Tourism Research Australia, Canberra.
 Visitation figures include 'in transit'. Expenditure figures include airfares and package expenditure.
 np = Not publishable due to low sample.
 * Numbers may add to more than 100% as more than 1 state/region visited.

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International Performance to June 2017

Released: September 6th 2017, Next release 6th December 2017

SOUTH AUSTRALIA

| Origin | Visitors (000s) | | | | Nights (000s) | | | | ALOS | Expenditure (\$m) | | | | Avg Spend per Visitor | Avg Spend per Night |
|--------------------------|--------------------|--------------------|----------------|-----------------|--------------------|--------------------|---------------|-----------------|-----------|--------------------|--------------------|----------------|-----------------|-----------------------|---------------------|
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | | |
| United Kingdom | 65 | 66 | ↑ 1.6% | 10% | 1,251 | 1,069 | ↓ -15% | 4.4% | 16 | 89 | 90 | ↑ 1.1% | 4.4% | \$1,368 | \$84 |
| Germany | 29 | 33 | ↑ 12% | 16% | 368 | 446 | ↑ 21% | 4.8% | 14 | 28 | 36 | ↑ 29% | 4.8% | \$1,095 | \$81 |
| Scandinavia | 10 | 10 | ↓ -1.6% | 10% | 194 | 122 | ↓ -37% | 2.9% | 12 | 16 | 10 | ↓ -38% | 2.5% | \$980 | \$82 |
| France | 15 | 10 | ↓ -31% | 8.6% | 177 | 239 | ↑ 35% | 3.8% | 24 | 13 | 17 | ↑ 31% | 3.8% | \$1,676 | \$71 |
| Italy | 13 | 10 | ↓ -25% | 13% | 249 | 167 | ↓ -33% | 3.6% | 18 | 22 | 9 | ↓ -59% | 2.5% | \$947 | \$54 |
| Netherlands | 5 | 8 | ↑ 57% | 16% | 73 | 96 | ↑ 31% | 3.8% | 12 | 6 | 10 | ↑ 67% | 4.8% | \$1,218 | \$104 |
| Switzerland | 9 | 9 | → -0.8% | 17% | 118 | 59 | ↓ -49% | 3.2% | 7 | 18 | 9 | ↓ -50% | 4.0% | \$1,002 | \$151 |
| Other Europe | 21 | 18 | ↓ -14% | 7.9% | 318 | 261 | ↓ -18% | 2.9% | 14 | 30 | 21 | ↓ -30% | 2.7% | \$1,163 | \$80 |
| Total Europe | 167 | 164 | ↓ -2.0% | 11% | 2,750 | 2,460 | ↓ -11% | 3.9% | 15 | 222 | 201 | ↓ -9.5% | 3.8% | \$1,227 | \$82 |
| Hong Kong | 12 | 11 | ↓ -4.5% | 4.8% | 510 | 399 | ↓ -22% | 5.4% | 35 | 59 | 51 | ↓ -14% | 5.2% | \$4,494 | \$128 |
| Singapore | 13 | 16 | ↑ 25% | 4.1% | 257 | 427 | ↑ 66% | 6.5% | 27 | 61 | 59 | ↓ -3.3% | 5.4% | \$3,720 | \$138 |
| Malaysia | 13 | 11 | ↓ -11% | 3.2% | 376 | 356 | ↓ -5.1% | 4.1% | 31 | 62 | 52 | ↓ -16% | 4.9% | \$4,564 | \$146 |
| Indonesia | 7 | 7 | ↓ -5.4% | 4.0% | 246 | 160 | ↓ -35% | 3.1% | 23 | 22 | 14 | ↓ -36% | 2.5% | \$2,012 | \$88 |
| Taiwan | np | 5 | np | np | np | 289 | np | np | np | np | 14 | np | 2.0% | np | np |
| Thailand | np | 4 | np | np | np | 212 | np | np | np | np | 10 | np | 2.6% | np | np |
| Korea | np | 5 | np | np | np | 224 | np | np | np | np | 15 | np | 1.4% | np | np |
| China | 36 | 56 | ↑ 56% | 4.8% | 1,497 | 2,687 | ↑ 79% | 5.2% | 48 | 202 | 352 | ↑ 74% | 4.6% | \$6,340 | \$131 |
| India | 13 | 12 | ↓ -3.3% | 4.7% | 507 | 701 | ↑ 38% | 4.8% | 58 | 23 | 39 | ↑ 70% | 3.9% | \$3,204 | \$56 |
| Japan | np | 8 | np | np | np | 208 | np | np | np | np | 14 | np | 1.3% | np | np |
| Other Asia | 18 | 15 | ↓ -13% | 4.9% | 642 | 783 | ↑ 22% | 4.6% | 51 | 31 | 70 | ↑ 126% | 5.5% | \$4,569 | \$89 |
| Total Asia | 137 | 150 | ↑ 10% | 4.0% | 4,966 | 6,444 | ↑ 30% | 4.3% | 43 | 541 | 690 | ↑ 28% | 4.1% | \$4,599 | \$107 |
| USA | 48 | 54 | ↑ 13% | 7.6% | 831 | 933 | ↑ 12% | 6.2% | 17 | 75 | 81 | ↑ 8.0% | 4.2% | \$1,503 | \$87 |
| Canada | 16 | 12 | ↓ -23% | 7.8% | 190 | 150 | ↓ -21% | 3.1% | 13 | 19 | 10 | ↓ -47% | 2.2% | \$840 | \$67 |
| Total Nth America | 63 | 66 | ↑ 4.1% | 7.7% | 1,021 | 1,083 | ↑ 6.0% | 5.4% | 16 | 94 | 90 | ↓ -4.3% | 3.8% | \$1,368 | \$83 |
| New Zealand | 40 | 39 | ↓ -2.0% | 3.1% | 406 | 493 | ↑ 21% | 3.4% | 13 | 53 | 53 | → 0.0% | 3.0% | \$1,369 | \$108 |
| Other Countries | 15 | 17 | ↑ 10% | 3.5% | 484 | 456 | ↓ -6.0% | 2.2% | 27 | 35 | 28 | ↓ -20.0% | 1.6% | \$1,670 | \$61 |
| Total | 422 | 435 | ↑ 3.1% | 5.5% | 9,627 | 10,935 | ↑ 14% | 4.1% | 25 | 945 | 1,063 | ↑ 12% | 3.8% | \$2,443 | \$97 |

| Backpackers | Visitors (000s) | | | | Nights (000s) | | | | ALOS | Expenditure (\$m) | | | | Avg Spend per Visitor | Avg Spend per Night |
|-----------------|--------------------|--------------------|------------|-----------------|--------------------|--------------------|------------|-----------------|------|--------------------|--------------------|------------|-----------------|-----------------------|---------------------|
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | | |
| Backpackers | 75 | 75 | → 0.7% | 12% | 1,269 | 1,610 | ↑ 27% | 3.4% | 21 | Not Available | | | | | |
| Working Holiday | 40 | 34 | ↓ -15% | 10% | 1,710 | 1,315 | ↓ -23% | 2.6% | 38 | Not Available | | | | | |

| 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-16 | Year Ending Jun-17 | Change (%) | SA Market Share | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | SA Market Share | | |
| Holiday | 234 | 249 | ↑ 6.6% | 6.3% | 2,309 | 2,343 | ↑ 1.5% | 2.7% | 9 | 265 | 241 | ↓ -9.0% | 2.5% | \$969 | \$103 |
| VFR | 131 | 129 | ↓ -1.7% | 6.5% | 3,005 | 3,069 | ↑ 2.1% | 5.4% | 24 | 188 | 184 | ↓ -2.5% | 4.6% | \$1,427 | \$60 |
| Business | 38 | 44 | ↑ 15% | 5.2% | 291 | 537 | ↑ 84% | 5.6% | 12 | 53 | 78 | ↑ 48% | 4.2% | \$1,799 | \$146 |
| Education | 24 | 24 | → -0.2% | 4.4% | 2,628 | 3,736 | ↑ 42% | 5.1% | 153 | 367 | 486 | ↑ 32% | 5.0% | \$19,941 | \$130 |
| Employment & Other | 23 | 24 | ↑ 4.1% | 4.1% | 1,393 | 1,250 | ↓ -10% | 3.1% | 51 | 71 | 73 | ↑ 3.3% | 3.1% | \$3,024 | \$59 |

Source: International visitors in Australia - June 2017, Tourism Research Australia, Canberra.

Visitation figures include 'in transit'. Expenditure figures include airfares and package expenditure.

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

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International Performance to June 2017

Released: September 6th 2017, Next release 6th December 2017

| AUSTRALIA | | | | | | | | | | | | | |
|--------------------------|--------------------|--------------------|---------------|--------------------|--------------------|----------------|-----------|--------------------|--------------------|---------------|-----------------------|---------------------|--|
| Origin | Visitors (000s) | | | Nights (000s) | | | ALOS | Expenditure (\$m) | | | Avg Spend per Visitor | Avg Spend per Night | |
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | | | |
| United Kingdom | 665 | 682 | ↑ 2.6% | 25,033 | 24,372 | ↓ -2.6% | 36 | 2,158 | 2,065 | ↓ -4.3% | \$3,027 | \$85 | |
| Germany | 188 | 202 | ↑ 7.7% | 9,519 | 9,347 | ↓ -1.8% | 46 | 718 | 747 | ↑ 4.0% | \$3,691 | \$80 | |
| Scandinavia | 99 | 103 | ↑ 4.0% | 4,308 | 4,212 | ↓ -2.2% | 41 | 390 | 405 | ↑ 3.8% | \$3,918 | \$96 | |
| France | 115 | 119 | ↑ 3.4% | 6,657 | 6,288 | ↓ -5.5% | 53 | 434 | 444 | ↑ 2.3% | \$3,745 | \$71 | |
| Italy | 71 | 74 | ↑ 4.0% | 4,663 | 4,610 | ↓ -1.1% | 63 | 324 | 353 | ↑ 9.0% | \$4,802 | \$77 | |
| Netherlands | 46 | 52 | ↑ 14% | 1,916 | 2,566 | ↑ 34% | 49 | 157 | 207 | ↑ 32% | \$3,987 | \$81 | |
| Switzerland | 51 | 52 | ↑ 1.9% | 1,750 | 1,857 | ↑ 6.1% | 36 | 223 | 226 | ↑ 1.3% | \$4,331 | \$122 | |
| Other Europe | 213 | 229 | ↑ 7.7% | 9,206 | 9,137 | → -0.8% | 40 | 777 | 789 | ↑ 1.5% | \$3,441 | \$86 | |
| Total Europe | 1,447 | 1,513 | ↑ 4.6% | 63,052 | 62,389 | ↓ -1.1% | 41 | 5,179 | 5,236 | ↑ 1.1% | \$3,460 | \$84 | |
| Hong Kong | 217 | 238 | ↑ 10% | 7,577 | 7,330 | ↓ -3.3% | 31 | 870 | 985 | ↑ 13% | \$4,141 | \$134 | |
| Singapore | 373 | 385 | ↑ 3.1% | 6,287 | 6,533 | ↑ 3.9% | 17 | 1,089 | 1,092 | → 0.3% | \$2,839 | \$167 | |
| Malaysia | 321 | 359 | ↑ 12% | 7,598 | 8,650 | ↑ 14% | 24 | 918 | 1,057 | ↑ 15% | \$2,942 | \$122 | |
| Indonesia | 141 | 173 | ↑ 23% | 4,660 | 5,076 | ↑ 8.9% | 29 | 543 | 562 | ↑ 3.5% | \$3,253 | \$111 | |
| Taiwan | 140 | 158 | ↑ 14% | 9,251 | 10,570 | ↑ 14% | 67 | 620 | 713 | ↑ 15% | \$4,500 | \$67 | |
| Thailand | 79 | 88 | ↑ 11% | 3,769 | 5,074 | ↑ 35% | 58 | 301 | 387 | ↑ 29% | \$4,420 | \$76 | |
| Korea | 239 | 269 | ↑ 12% | 12,777 | 11,823 | ↓ -7.5% | 44 | 1,071 | 1,073 | → 0.2% | \$3,992 | \$91 | |
| China | 1,060 | 1,161 | ↑ 10% | 41,637 | 51,463 | ↑ 24% | 44 | 6,533 | 7,584 | ↑ 16% | \$6,535 | \$147 | |
| India | 227 | 261 | ↑ 15% | 14,094 | 14,716 | ↑ 4.4% | 56 | 755 | 1,011 | ↑ 34% | \$3,879 | \$69 | |
| Japan | 347 | 391 | ↑ 13% | 9,058 | 9,969 | ↑ 10% | 25 | 918 | 1,055 | ↑ 15% | \$2,697 | \$106 | |
| Other Asia | 252 | 310 | ↑ 23% | 15,028 | 16,947 | ↑ 13% | 55 | 930 | 1,271 | ↑ 37% | \$4,097 | \$75 | |
| Total Asia | 3,395 | 3,792 | ↑ 12% | 131,735 | 148,151 | ↑ 12% | 39 | 14,549 | 16,788 | ↑ 15% | \$4,427 | \$113 | |
| USA | 619 | 706 | ↑ 14% | 14,140 | 15,142 | ↑ 7.1% | 21 | 1,801 | 1,913 | ↑ 6.2% | \$2,710 | \$126 | |
| Canada | 135 | 153 | ↑ 13% | 5,001 | 4,905 | ↓ -1.9% | 32 | 505 | 447 | ↓ -11% | \$2,927 | \$91 | |
| Total Nth America | 754 | 859 | ↑ 14% | 19,141 | 20,047 | ↑ 4.7% | 23 | 2,306 | 2,360 | ↑ 2.3% | \$2,748 | \$118 | |
| New Zealand | 1,203 | 1,229 | ↑ 2.2% | 15,253 | 14,396 | ↓ -5.6% | 12 | 1,761 | 1,742 | ↓ -1% | \$1,417 | \$121 | |
| Other Countries | 448 | 485 | ↑ 8.1% | 18,731 | 21,005 | ↑ 12% | 43 | 1,551 | 1,746 | ↑ 13% | \$3,602 | \$83 | |
| Total | 7,246 | 7,878 | ↑ 8.7% | 247,912 | 265,989 | ↑ 7.3% | 34 | 25,346 | 27,871 | ↑ 10% | \$3,538 | \$105 | |

| Backpackers | Visitors (000s) | | | Nights (000s) | | | ALOS | Expenditure (\$m) | | | Avg Spend per Visitor | Avg Spend per Night |
|-----------------|--------------------|--------------------|------------|--------------------|--------------------|------------|------|--------------------|--------------------|------------|-----------------------|---------------------|
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | | |
| Backpackers | 612 | 645 | ↑ 5.5% | 43,831 | 46,924 | ↑ 7.1% | 73 | Not Available | | | | |
| Working Holiday | 321 | 333 | ↑ 3.8% | 50,785 | 50,346 | → -0.9% | 151 | Not Available | | | | |

| Main Purpose of visit to Aust. | Visitors (000s) | | | Nights (000s) | | | ALOS | Expenditure (\$m) | | | Avg Spend per Visitor | Avg Spend per Night |
|--------------------------------|--------------------|--------------------|------------|--------------------|--------------------|------------|------|--------------------|--------------------|------------|-----------------------|---------------------|
| | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | | Year Ending Jun-16 | Year Ending Jun-17 | Change (%) | | |
| Holiday | 3,536 | 3,927 | ↑ 11.1% | 81,625 | 85,805 | ↑ 5.1% | 22 | 9,269 | 9,841 | ↑ 6.2% | \$2,506 | \$115 |
| VFR | 1,869 | 1,973 | ↑ 5.6% | 54,771 | 56,660 | ↑ 3.4% | 29 | 3,856 | 4,020 | ↑ 4.3% | \$2,037 | \$71 |
| Business | 797 | 835 | ↑ 4.7% | 9,603 | 9,615 | → 0.1% | 12 | 1,776 | 1,888 | ↑ 6.3% | \$2,262 | \$196 |
| Education | 475 | 550 | ↑ 15.7% | 62,540 | 73,220 | ↑ 17.1% | 133 | 8,149 | 9,788 | ↑ 20% | \$17,803 | \$134 |
| Employment & Other | 570 | 594 | ↑ 4.2% | 39,373 | 40,689 | ↑ 3.3% | 69 | 2,296 | 2,335 | ↑ 1.7% | \$3,932 | \$57 |

Source: International visitors in Australia - June 2017, Tourism Research Australia, Canberra.

Visitation figures include 'In Transit'. Expenditure figures include airfares and package expenditure.