



International Visitor Survey March 2016

Please Note: Results are under embargo until 10am on Wednesday 1st of June 2016

	Australia			South Australia			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share
Visits (000's)	6,499	7,074	↑ 8.9%	381	410	↑ 7.6%	5.8%
Nights (000's)	230,913	248,457	↑ 7.6%	8,615	9,752	↑ 13%	3.9%
Expenditure (\$m)	21,520	25,175	↑ 17%	690	954	↑ 38%	3.8%

State	International Visits to States (000's)							
	Visits				Nights			
	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share [^]	Year Ending Mar-15	Year Ending Mar-16	Change (%)	Market Share
NSW	3,273	3,565	↑ 8.9%	50%	78,623	86,898	↑ 11%	35%
VIC	2,231	2,513	↑ 13%	36%	53,096	58,908	↑ 11%	24%
QLD	2,196	2,418	↑ 10.1%	34%	48,512	51,828	↑ 6.8%	21%
SA	381	410	↑ 7.6%	5.8%	8,615	9,752	↑ 13%	3.9%
WA	833	875	↑ 5.0%	12%	28,897	28,186	↓ -2.5%	11%
TAS	198	216	↑ 9.1%	3.0%	3,403	3,316	↓ -2.6%	1.3%
NT	289	281	↓ -2.8%	4.0%	4,800	3,849	↓ -20%	1.5%
ACT	177	200	↑ 13%	2.8%	4,365	5,145	↑ 18%	2.1%
TOTAL	6,499	7,074	↑ 8.9%	100.0%	230,913	248,457	↑ 7.6%	100%

Region	International Visits to Regions (000's)			
	Visits		Nights	
	Year Ending Mar-16	Share of Visits [^]	Year Ending Mar-16	Share of Nights
Limestone Coast	46	11%	205	2.1%
Murraylands	7	1.7%	155	1.6%
Fleurieu Peninsula	23	5.6%	295	3.0%
Adelaide	371	91%	7,943	81%
Barossa	12	3.0%	193	2.0%
Riverland	8	1.8%	236	2.4%
Clare Valley	5	1.1%	28	0.3%
Adelaide Hills	6	1.6%	81	0.8%
Flinders Ranges & Outback	36	8.7%	181	1.9%
Eyre Peninsula	17	4.0%	176	1.8%
Yorke Peninsula	4	0.9%	108	1.1%
Kangaroo Island	44	11%	153	1.6%
Regional SA	141	34%	1,729	18%
Total	410	141%	9,752	100%

Source: *International visitors in Australia - March 2016*, 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.

