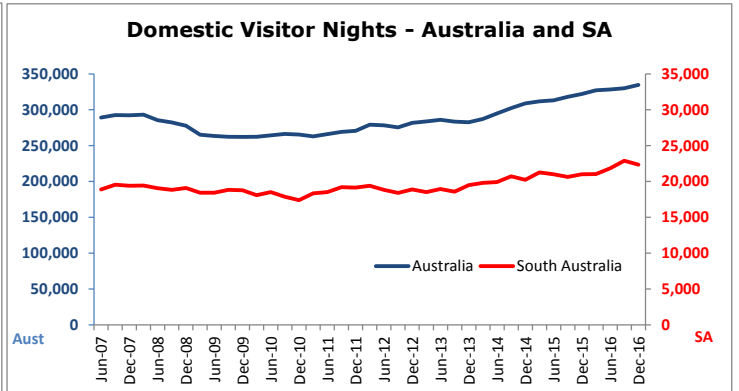
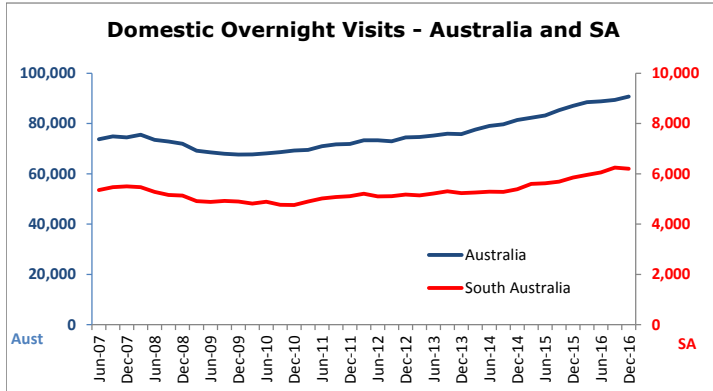


Released: March 29th 2017, Next release 7th June 2017

	Australia			South Australia			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share
Overnight Trips (000s)	87,054	90,742	↑ 4.2%	5,850	6,204	↑ 6.1%	6.8%
Visitor Nights (000s)	321,968	334,764	↑ 4.0%	21,020	22,352	↑ 6.3%	6.7%
Day Trips (000s)	179,591	189,583	↑ 5.6%	11,914	13,343	↑ 12%	7.0%
Domestic Exp. (\$m)	76,901	80,737	↑ 5.0%	4,699	5,377	↑ 14%	6.7%



State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share
NSW	28,098	29,297	↑ 4.3%	32%	9,443	9,878	↑ 4.6%	33%	18,655	19,420	↑ 4.1%	31%
VIC	21,615	21,899	↑ 1.3%	24%	7,101	6,908	↓ 2.7%	23%	14,514	14,991	↑ 3.3%	24%
QLD	20,120	20,798	↑ 3.4%	23%	5,778	6,254	↑ 8.2%	21%	14,342	14,544	↑ 1.4%	23%
<b>SA</b>	<b>5,850</b>	<b>6,204</b>	<b>↑ 6.1%</b>	<b>6.8%</b>	<b>2,189</b>	<b>2,338</b>	<b>↑ 6.8%</b>	<b>7.9%</b>	<b>3,660</b>	<b>3,866</b>	<b>↑ 5.6%</b>	<b>6.1%</b>
WA	8,467	9,680	↑ 14%	11%	1,371	1,438	↑ 4.9%	4.9%	7,096	8,242	↑ 16%	13%
TAS	2,607	2,422	↓ -7.1%	2.7%	1,252	1,155	↓ -7.7%	3.9%	1,354	1,266	↓ -6.5%	2.0%
NT	1,291	1,520	↑ 18%	1.7%	741	851	↑ 15%	2.9%	551	669	↑ 21%	1.1%
ACT	2,207	2,490	↑ 13%	2.7%	2,203	2,490	↑ 13%	8.4%	np	np	np	np
<b>TOTAL</b>	<b>87,054</b>	<b>90,742</b>	<b>↑ 4.2%</b>	<b>100%</b>	<b>28,414</b>	<b>29,608</b>	<b>↑ 4.2%</b>	<b>100%</b>	<b>60,177</b>	<b>62,997</b>	<b>↑ 4.7%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share
NSW	91,072	95,718	↑ 5.1%	29%	36,532	39,757	↑ 8.8%	27%	54,540	55,961	↑ 2.6%	30%
VIC	63,410	64,446	↑ 1.6%	19%	27,430	27,702	↑ 1.0%	19%	35,980	36,744	↑ 2.1%	20%
QLD	79,358	83,064	↑ 4.7%	25%	33,418	36,202	↑ 8.3%	25%	45,940	46,862	↑ 2.0%	25%
<b>SA</b>	<b>21,020</b>	<b>22,352</b>	<b>↑ 6.3%</b>	<b>6.7%</b>	<b>10,079</b>	<b>10,951</b>	<b>↑ 8.7%</b>	<b>7.4%</b>	<b>10,941</b>	<b>11,401</b>	<b>↑ 4.2%</b>	<b>6.1%</b>
WA	41,600	43,675	↑ 5.0%	13%	12,362	12,479	↑ 0.9%	8.5%	29,238	31,196	↑ 6.7%	17%
TAS	10,902	10,379	↓ -4.8%	3.1%	7,436	7,200	↓ -3.2%	4.9%	3,465	3,179	↓ -8.3%	1.7%
NT	8,346	8,816	↑ 5.6%	2.6%	6,611	6,816	↑ 3.1%	4.6%	1,736	2,001	↑ 15%	1.1%
ACT	6,260	6,308	↑ 0.8%	1.9%	6,256	6,308	↑ 0.8%	4.3%	np	np	np	np
<b>TOTAL</b>	<b>321,968</b>	<b>334,764</b>	<b>↑ 4.0%</b>	<b>100%</b>	<b>140,124</b>	<b>147,420</b>	<b>↑ 5.2%</b>	<b>100%</b>	<b>181,845</b>	<b>187,345</b>	<b>↑ 3.0%</b>	<b>100%</b>

State	Total Domestic				Overnight				Day Trip			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Market Share
NSW	22,158	22,747	↑ 2.7%	28%	16,109	16,719	↑ 3.8%	27%	6,048	6,028	↓ -0.3%	30%
VIC	16,563	16,841	↑ 1.7%	21%	12,068	12,189	↑ 1.0%	20%	4,495	4,651	↑ 3.5%	24%
QLD	18,710	19,506	↑ 4.3%	24%	14,490	15,071	↑ 4.0%	25%	4,221	4,435	↑ 5.1%	22%
<b>SA</b>	<b>4,699</b>	<b>5,377</b>	<b>↑ 14%</b>	<b>6.7%</b>	<b>3,491</b>	<b>3,974</b>	<b>↑ 14%</b>	<b>6.5%</b>	<b>1,209</b>	<b>1,403</b>	<b>↑ 16%</b>	<b>7.1%</b>
WA	8,683	9,511	↑ 9.5%	12%	6,704	7,374	↑ 10%	12%	1,979	2,137	↑ 8.0%	11%
TAS	2,698	2,694	↓ -0.1%	3.3%	2,157	2,051	↓ -4.9%	3.4%	540	643	↑ 19.0%	3.3%
NT	1,693	2,316	↑ 37%	2.9%	1,542	2,129	↑ 38%	3.5%	151	186	↑ 23%	0.9%
ACT	1,697	1,740	↑ 2.6%	2.2%	1,336	1,454	↑ 8.8%	2.4%	361	287	↓ -21%	1.4%
<b>TOTAL</b>	<b>76,901</b>	<b>80,737</b>	<b>↑ 5.0%</b>	<b>100%</b>	<b>57,897</b>	<b>60,967</b>	<b>↑ 5.3%</b>	<b>100%</b>	<b>19,004</b>	<b>19,770</b>	<b>↑ 4.0%</b>	<b>100%</b>

### Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition
Holiday	34,899	37,108	↑ 6.3%	41%	133,341	145,285	↑ 9.0%	43%	24,068	26,233	↑ 9.0%	53%
VFR	30,353	31,270	↑ 3.0%	34%	100,457	102,080	↑ 1.6%	30%	9,277	9,558	↑ 3.0%	19%
Business	18,403	18,669	↑ 1.4%	21%	67,575	64,889	↓ 4.0%	19%	10,331	10,816	↑ 4.7%	22%
Other	5,279	6,140	↑ 16%	6.8%	20,595	22,510	↑ 9.3%	6.7%	2,386	2,442	↑ 2.3%	5.0%

### Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition
Holiday	2,474	2,506	↑ 1.3%	40%	9,080	9,474	↑ 4.3%	42%	1,326	1,501	↑ 13%	48%
VFR	1,877	1,947	↑ 3.7%	31%	6,446	6,538	↑ 1.4%	29%	582	643	↑ 10.5%	21%
Business	1,172	1,299	↑ 11%	21%	4,103	4,346	↑ 5.9%	19%	665	737	↑ 11%	24%
Other	421	553	↑ 31%	8.9%	1,390	1,994	↑ 43%	8.9%	161	240	↑ 49%	7.7%

### Origin to South Australia (000s)

Origin	Overnight Trips				Nights			
	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition	Year Ending Dec-15	Year Ending Dec-16	Change (%)	Composition
Interstate	2,189	2,338	↑ 6.8%	38%	10,079	10,951	↑ 8.7%	49%
Intrastate	3,660	3,866	↑ 5.6%	62%	10,941	11,401	↑ 4.2%	51%
<b>TOTAL</b>	<b>5,850</b>	<b>6,204</b>	<b>↑ 6.1%</b>	<b>100%</b>	<b>21,020</b>	<b>22,352</b>	<b>↑ 6.3%</b>	<b>100.0%</b>