

DOMESTIC PERFORMANCE



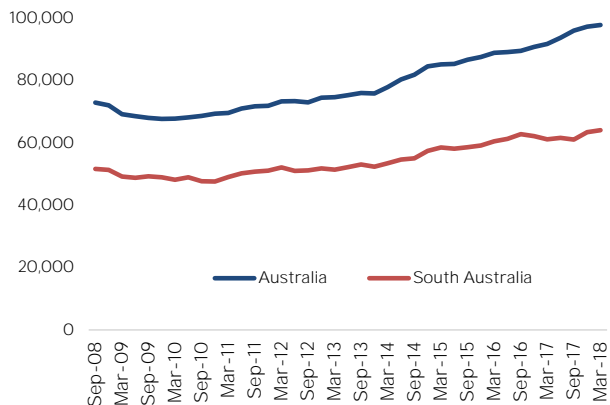
Razorback Lookout, Flinders Ranges & Outback

National Visitor Survey South Australia All Purpose March 2018

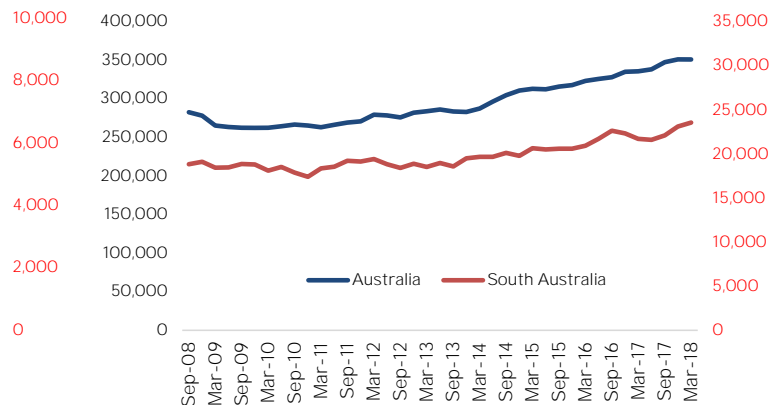
Released: June 20th 2018, Next release September 19th 2018

	Australia			South Australia			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
Overnight Trips (000s)	91,683	97,784	↑ 7%	6,109	6,405	↑ 5%	6.6%
Visitor Nights (000s)	335,481	350,642	↑ 5%	21,687	23,544	↑ 9%	6.7%
Day Trips (000s)	186,964	195,380	↑ 5%	13,401	13,763	↑ 3%	7.0%
Domestic Exp. (\$m)	81,331	85,879	↑ 6%	5,251	5,495	↑ 5%	6.4%

Domestic Overnight Visits - Australia and SA



Domestic Visitor Nights - Australia and SA



Overnight Trips (000s)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
NSW	29,412	32,283	↑ 10%	33%	9,691	10,890	↑ 12%	34%	19,721	21,393	↑ 8%	32%
VIC	22,542	24,040	↑ 7%	25%	7,148	7,541	↑ 5%	24%	15,394	16,499	↑ 7%	24%
QLD	21,234	21,777	↑ 3%	22%	6,381	6,474	↑ 1%	20%	14,852	15,303	↑ 3%	23%
SA	6,109	6,405	↑ 5%	6.6%	2,338	2,362	↑ 1%	7.4%	3,771	4,044	↑ 7%	6.0%
WA	9,489	9,842	↑ 4%	10%	1,357	1,422	↑ 5%	4.5%	8,131	8,420	↑ 4%	12%
TAS	2,519	2,774	↑ 10%	2.8%	1,225	1,270	↑ 4%	4.0%	1,294	1,504	↑ 16%	2.2%
NT	1,476	1,462	⇒ -1%	1.5%	812	874	↑ 8%	2.7%	664	588	↓ -11%	0.9%
ACT	2,501	2,693	↑ 8%	2.8%	2,496	2,690	↑ 8%	8.4%	np	np	np	np
TOTAL	91,683	97,784	↑ 7%	100%	29,806	31,859	↑ 7%	100%	63,833	67,754	↑ 6%	100%

Nights (000s)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
NSW	96,459	101,363	↑ 5%	29%	39,728	40,945	↑ 3%	27%	56,731	60,418	↑ 6%	30%
VIC	65,405	68,340	↑ 4%	19%	28,049	28,074	⇒ 0%	19%	37,356	40,266	↑ 8%	20%
QLD	83,176	86,977	↑ 5%	25%	36,299	36,656	⇒ 1%	24%	46,877	50,321	↑ 7%	25%
SA	21,687	23,544	↑ 9%	6.7%	10,948	11,198	↑ 2%	7.5%	10,739	12,346	↑ 15%	6.2%
WA	43,080	42,523	↓ -1%	12%	12,568	10,501	↓ -16%	7.0%	30,512	32,023	↑ 5%	16%
TAS	10,847	11,319	↑ 4%	3.2%	7,750	7,642	↓ -1%	5.1%	3,097	3,677	↑ 19%	1.8%
NT	8,458	9,477	↑ 12%	2.7%	6,713	7,936	↑ 18%	5.3%	1,745	1,540	↓ -12%	0.8%
ACT	6,368	7,100	↑ 11%	2.0%	6,299	7,096	↑ 13%	4.7%	np	np	np	np
TOTAL	335,481	350,642	↑ 5%	100%	148,355	150,048	↑ 1%	100%	187,126	200,594	↑ 7%	100%

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National Visitor Survey South Australia All Purpose March 2018

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Expenditure (\$m)

State	Total Domestic				Overnight				Day Trip			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
NSW	22,475	25,512	↑ 14%	30%	16,721	19,213	↑ 15%	30%	5,754	6,299	↑ 9%	30%
VIC	17,435	18,813	↑ 8%	22%	12,678	13,625	↑ 7%	21%	4,758	5,188	↑ 9%	25%
QLD	19,623	20,727	↑ 6%	24%	15,278	16,165	↑ 6%	25%	4,345	4,562	↑ 5%	22%
SA	5,251	5,495	↑ 5%	6.4%	3,891	3,901	→ 0%	6.0%	1,360	1,595	↑ 17%	7.7%
WA	9,631	8,663	↓ -10%	10%	7,349	6,694	↓ -9%	10%	2,282	1,970	↓ -14%	9%
TAS	2,943	2,913	↓ -1%	3.4%	2,309	2,282	↓ -1%	3.5%	634	632	→ 0%	3.0%
NT	2,141	1,929	↓ -10%	2.2%	1,949	1,732	↓ -11%	2.7%	193	197	↑ 2%	0.9%
ACT	1,831	1,826	→ 0%	2.1%	1,572	1,504	↓ -4%	2.3%	259	322	↑ 24%	1.5%
TOTAL	81,331	85,879	↑ 6%	100%	61,747	65,115	↑ 5%	100%	19,583	20,765	↑ 6%	100%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Year Ending Mar-17	Year Ending Mar-18	Change (%)
Holiday	37,091	39,516	↑ 7%	145,501	153,048	↑ 5%	26,618	27,994	↑ 5%
VFR	31,513	33,013	↑ 5%	104,196	107,652	↑ 3%	9,675	10,343	↑ 7%
Business	19,175	21,298	↑ 11%	64,533	69,493	↑ 8%	10,701	11,238	↑ 5%
Other	6,518	6,573	→ 1%	21,251	20,450	↓ -4%	2,624	2,734	↑ 4%

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
Holiday	2,547	2,603	↑ 2%	6.6%	9,712	10,077	↑ 4%	6.6%	1,532	1,573	↑ 3%	5.6%
VFR	1,917	2,089	↑ 9%	6.3%	6,388	7,630	↑ 19%	7.1%	635	672	↑ 6%	6.5%
Business	1,208	1,277	↑ 6%	6.0%	3,958	4,082	↑ 3%	5.9%	670	622	↓ -7%	5.5%
Other	549	524	↓ -5%	8.0%	1,628	1,755	↑ 8%	8.6%	221	200	↓ -9%	7.3%

Origin to South Australia (000s)

Origin	Overnight Trips				Nights			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Composition	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Composition
Interstate	2,338	2,362	↑ 1%	37%	10,948	11,198	↑ 2%	48%
Intrastate	3,771	4,044	↑ 7%	63%	10,739	12,346	↑ 15%	52%
TOTAL	6,109	6,405	↑ 5%	100%	21,687	23,544	↑ 9%	100%

All data is from the National Visitor Survey, March 2018, Tourism Research Australia, Canberra
Expenditure figures includes airfares and package expenditure.