

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

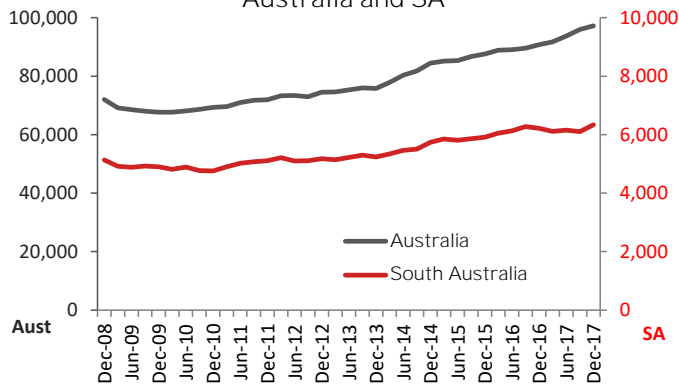


National Visitor Survey South Australia All Purpose December 2017

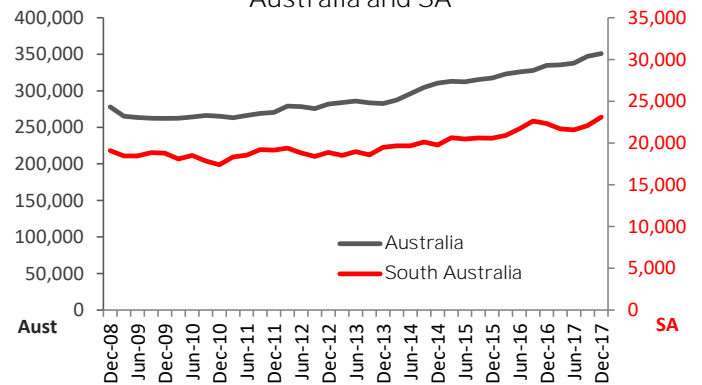
Released: March 28th 2018, Next release June 20th 2018

	Australia			South Australia			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
Overnight Trips (000s)	90,742	97,203	↑ 7%	6,211	6,337	↑ 2%	6.5%
Visitor Nights (000s)	334,798	350,911	↑ 5%	22,327	23,101	↑ 3%	6.6%
Day Trips (000s)	189,583	191,920	↑ 1%	13,306	13,908	↑ 5%	7.2%
Domestic Exp. (\$m)	80,745	85,166	↑ 5%	5,364	5,452	↑ 2%	6.4%

Domestic Overnight Visits - Australia and SA



Domestic Visitor Nights - Australia and SA



Overnight Trips (000s)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
NSW	29,188	31,575	↑ 8%	32%	9,863	10,593	↑ 7%	33%	19,325	20,981	↑ 9%	31%
VIC	21,927	24,458	↑ 12%	25%	6,928	7,643	↑ 10%	24%	14,999	16,814	↑ 12%	25%
QLD	20,765	21,781	↑ 5%	22%	6,231	6,606	↑ 6%	21%	14,534	15,176	↑ 4%	23%
SA	6,211	6,337	↑ 2%	6.5%	2,337	2,339	→ 0%	7.3%	3,874	3,998	↑ 3%	5.9%
WA	9,750	9,604	↓ -1%	10%	1,444	1,369	↓ -5%	4.3%	8,306	8,235	→ -1%	12%
TAS	2,449	2,708	↑ 11%	2.8%	1,153	1,277	↑ 11%	4.0%	1,296	1,431	↑ 10%	2.1%
NT	1,519	1,568	↑ 3%	1.6%	849	909	↑ 7%	2.9%	670	659	↓ -2%	1.0%
ACT	2,489	2,754	↑ 11%	2.8%	2,489	2,747	↑ 10%	8.6%	np	np	np	np
TOTAL	90,742	97,203	↑ 7%	100%	29,587	31,871	↑ 8%	100%	63,005	67,301	↑ 7%	100%

Nights (000s)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
NSW	95,183	100,104	↑ 5%	29%	39,580	40,507	↑ 2%	27%	55,603	59,597	↑ 7%	30%
VIC	64,497	70,423	↑ 9%	20%	27,767	28,346	↑ 2%	19%	36,730	42,077	↑ 15%	21%
QLD	82,925	86,528	↑ 4%	25%	36,076	37,479	↑ 4%	25%	46,849	49,049	↑ 5%	25%
SA	22,327	23,101	↑ 3%	6.6%	10,923	11,315	↑ 4%	7.4%	11,403	11,787	↑ 3%	5.9%
WA	44,304	42,232	↓ -5%	12%	12,657	11,284	↓ -11%	7.4%	31,646	30,948	↓ -2%	16%
TAS	10,460	11,457	↑ 10%	3.3%	7,160	7,911	↑ 10%	5.2%	3,300	3,547	↑ 7%	1.8%
NT	8,797	10,017	↑ 14%	2.9%	6,804	8,383	↑ 23%	5.5%	1,993	1,633	↓ -18%	0.8%
ACT	6,306	7,050	↑ 12%	2.0%	6,306	6,978	↑ 11%	4.6%	np	np	np	np
TOTAL	334,798	350,911	↑ 5%	100%	147,274	152,202	↑ 3%	100%	187,525	198,709	↑ 6%	100%

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Expenditure (\$m)

State	Total Domestic				Overnight				Day Trip			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
NSW	22,720	24,764	↑ 9%	29%	16,701	18,644	↑ 12%	29%	6,019	6,120	↑ 2%	30%
VIC	16,874	18,763	↑ 11%	22%	12,217	13,648	↑ 12%	21%	4,656	5,115	↑ 10%	25%
QLD	19,527	20,348	↑ 4%	24%	15,098	15,802	↑ 5%	24%	4,429	4,546	↑ 3%	22%
SA	5,364	5,452	↑ 2%	6.4%	3,986	3,862	↓ -3%	6.0%	1,378	1,591	↑ 15%	7.7%
WA	9,588	9,041	↓ -6%	11%	7,435	6,902	↓ -7%	11%	2,153	2,140	→ -1%	10%
TAS	2,702	2,907	↑ 8%	3.4%	2,048	2,295	↑ 12%	3.6%	655	613	↓ -6%	3.0%
NT	2,231	2,007	↓ -10%	2.4%	2,044	1,792	↓ -12%	2.8%	186	216	↑ 16%	1.0%
ACT	1,740	1,883	↑ 8%	2.2%	1,453	1,573	↑ 8%	2.4%	287	310	↑ 8%	1.5%
TOTAL	80,745	85,166	↑ 5%	100%	60,981	64,517	↑ 6%	100%	19,763	20,650	↑ 4%	100%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Year Ending Dec-16	Year Ending Dec-17	Change (%)
Holiday	37,093	39,326	↑ 6%	145,089	150,390	↑ 4%	26,221	27,897	↑ 6%
VFR	31,220	32,797	↑ 5%	101,905	106,894	↑ 5%	9,548	10,238	↑ 7%
Business	18,709	20,975	↑ 12%	65,246	67,286	↑ 3%	10,849	10,815	→ 0%
Other	6,161	6,856	↑ 11%	22,558	26,341	↑ 17%	2,457	2,901	↑ 18%

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
Holiday	2,515	2,584	↑ 3%	6.6%	9,544	9,735	↑ 2%	6.5%	1,515	1,528	→ 1%	5.5%
VFR	1,939	2,022	↑ 4%	6.2%	6,426	6,998	↑ 9%	6.5%	640	658	↑ 3%	6.4%
Business	1,304	1,267	↓ -3%	6.0%	4,360	4,167	↓ -4%	6.2%	741	639	↓ -14%	5.9%
Other	554	572	↑ 3%	8.3%	1,996	2,201	↑ 10%	8.4%	241	225	↓ -7%	7.8%

Origin to South Australia (000s)

Origin	Overnight Trips				Nights			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Composition	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Composition
Interstate	2,337	2,339	→ 0%	37%	10,923	11,315	↑ 4%	49%
Intrastate	3,874	3,998	↑ 3%	63%	11,403	11,787	↑ 3%	51%
TOTAL	6,211	6,337	↑ 2%	100%	22,327	23,101	↑ 3%	100%

All data is from National Visitor Survey, December 2017, Tourism Research Australia, Canberra
Expenditure figures includes airfares and package expenditure.