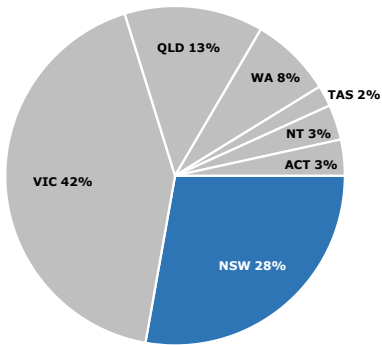


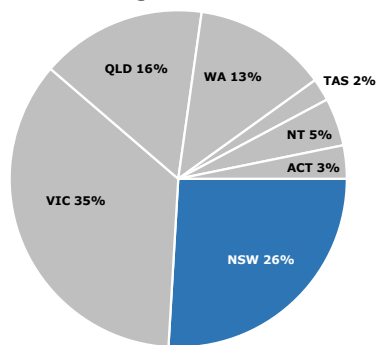


Origin	Holiday	VFR	Business	Other	Total
Visitors	192,000	179,000	170,000	35,000	565,000
Nights	1,083,000	883,000	476,000	145,000	2,588,000
Expenditure					\$ 482,000,000

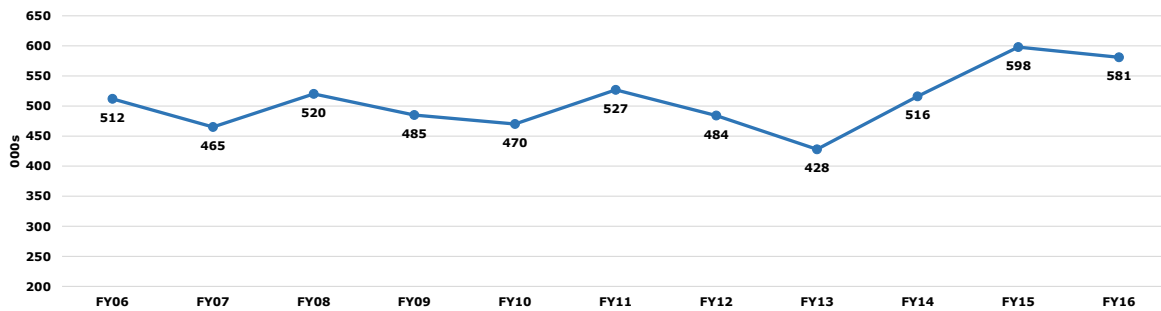
Domestic Visitor Breakdown



Domestic Nights Breakdown

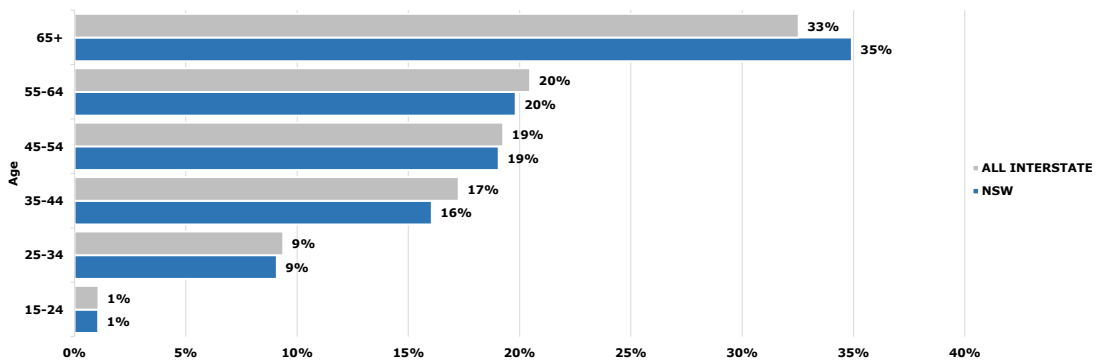


Visitor Time Series



- For the year end June 2006 South Australia received 512,000 visitors from New South Wales, this dropped to 428,000 in June 2013 and rose to a high of 598,000 in June 2015.
- Currently for the year end June 2016 there were 581,000 New South Wales visitors to South Australia.

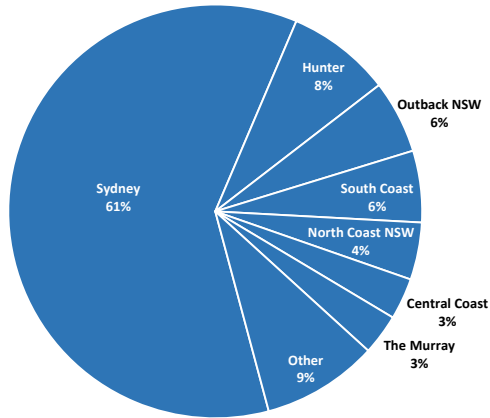
Visitor Age



- 35 per cent of visitors from New South Wales to South Australia are in the 65+ age group.
- This is higher than the total domestic average for this age group at 33 per cent.
- Of the total visitors from New South Wales 20 per cent came from the 55-64 age group and 19 per cent from the 45-54 age group.

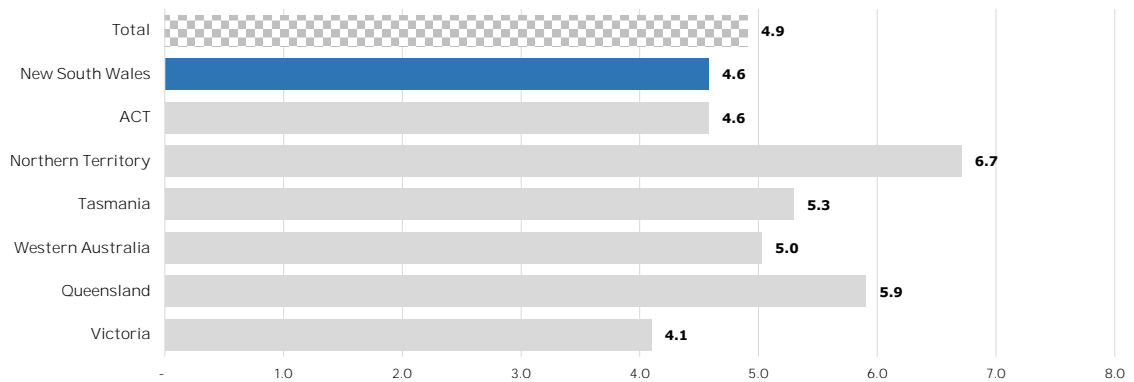


Visitor Origin



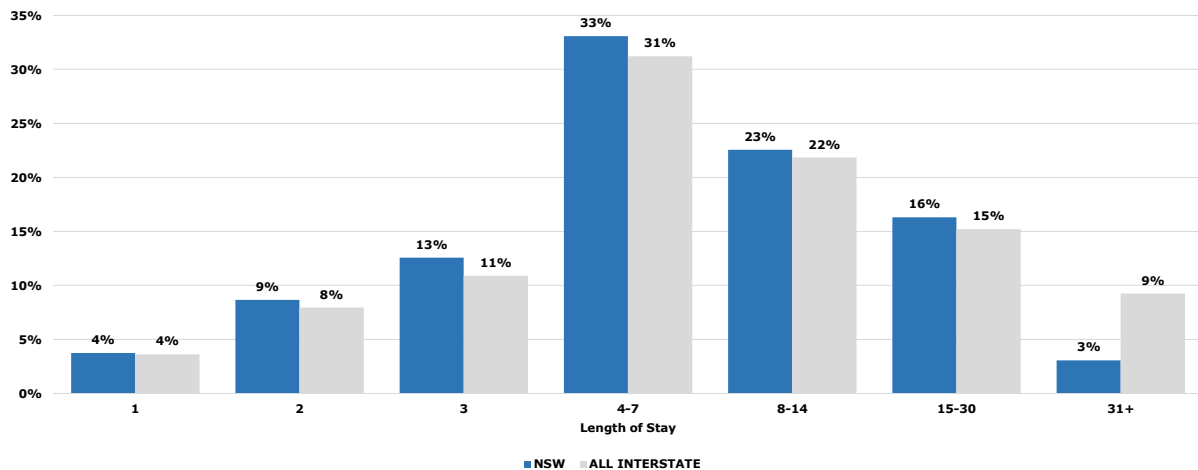
- 61 per cent of visitors to South Australia come from Sydney.
- Regional New South Wales contribute 39 per cent of visitors.
- This is led by the Hunter and Outback New South Wales where 8 per cent and 6 per cent of visitors originate.

Average Length of Stay



- Visitors from New South Wales on average spend 4.6 nights in South Australia, just below the total interstate average of 4.9 nights.
- 26 percent of domestic visitors to South Australia come from New South Wales making it our second largest domestic market.

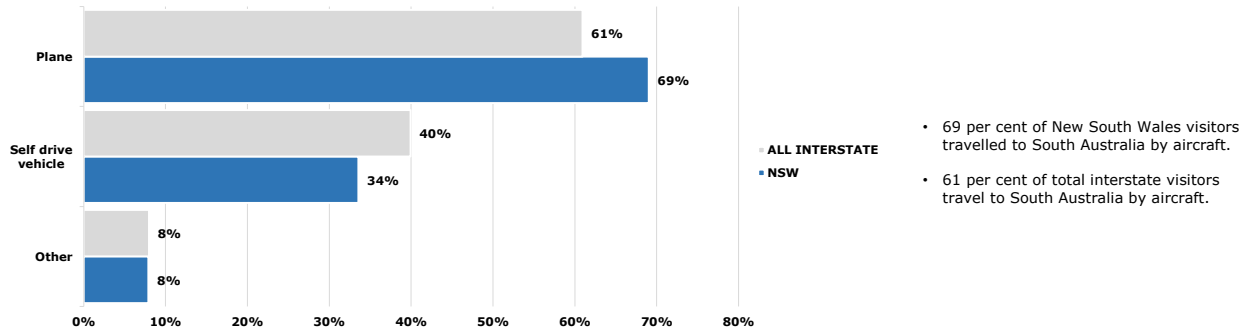
Visitor Length of Stay



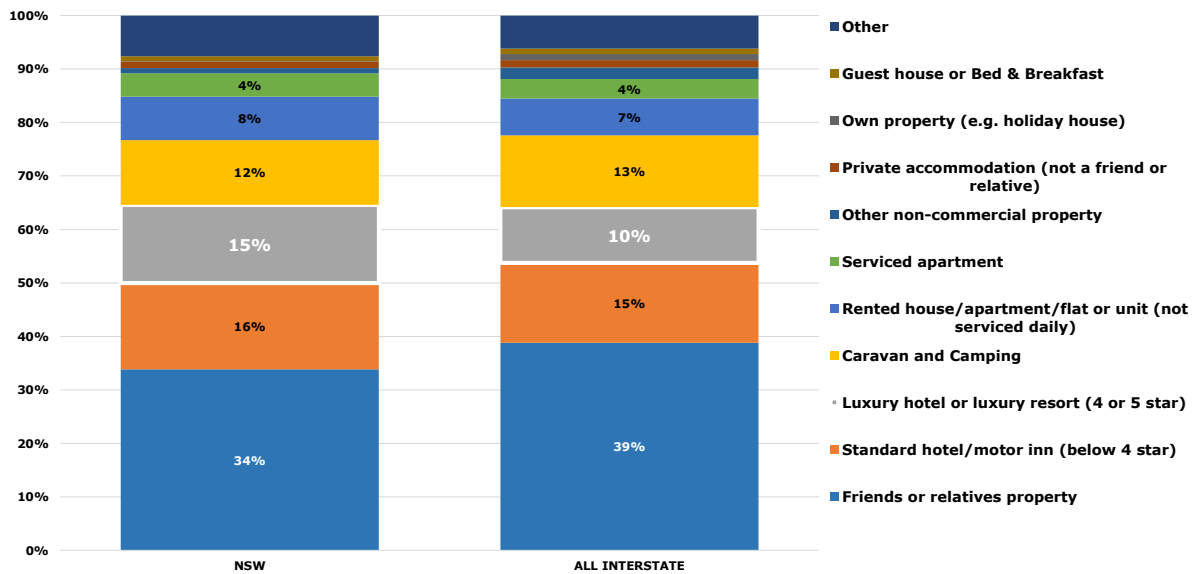
- 33 per cent of New South Wales visitors prefer to stay between 4-7 nights when in South Australia.



Transport to South Australia

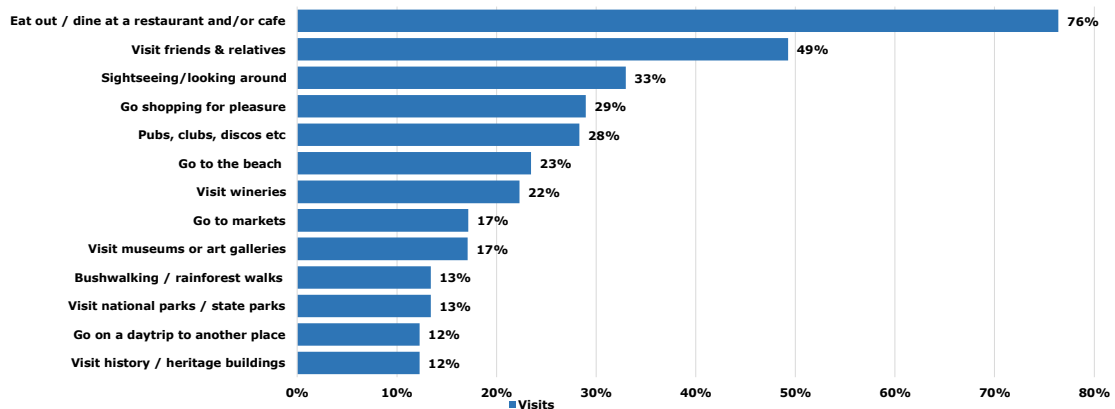


Visitor Accommodation



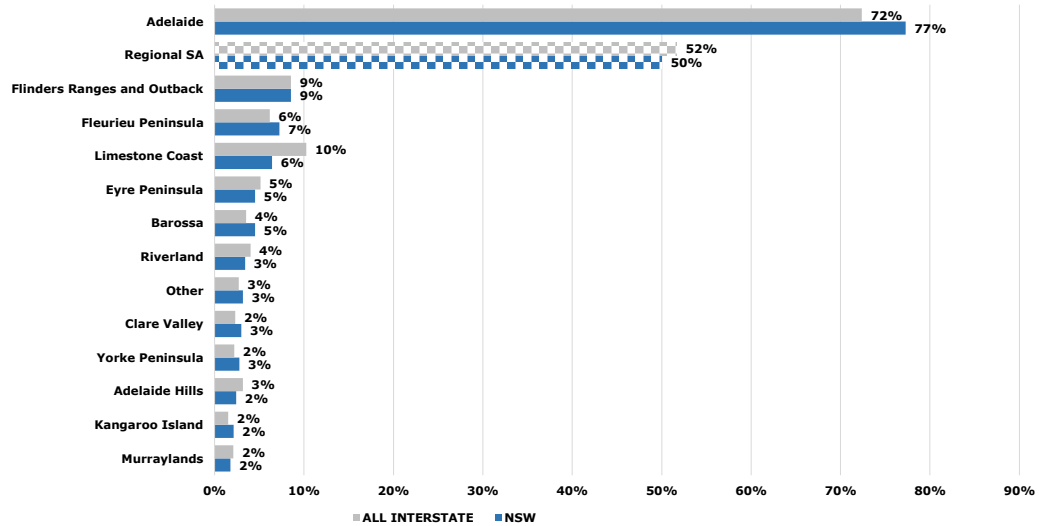
- 15 per cent of visitors from New South Wales prefer to stay in luxury hotels or resorts compared to the overall interstate average of 10 per cent.
- 34 per cent of New South Wales visitors stay with Friend or relatives.

Visitor Activities



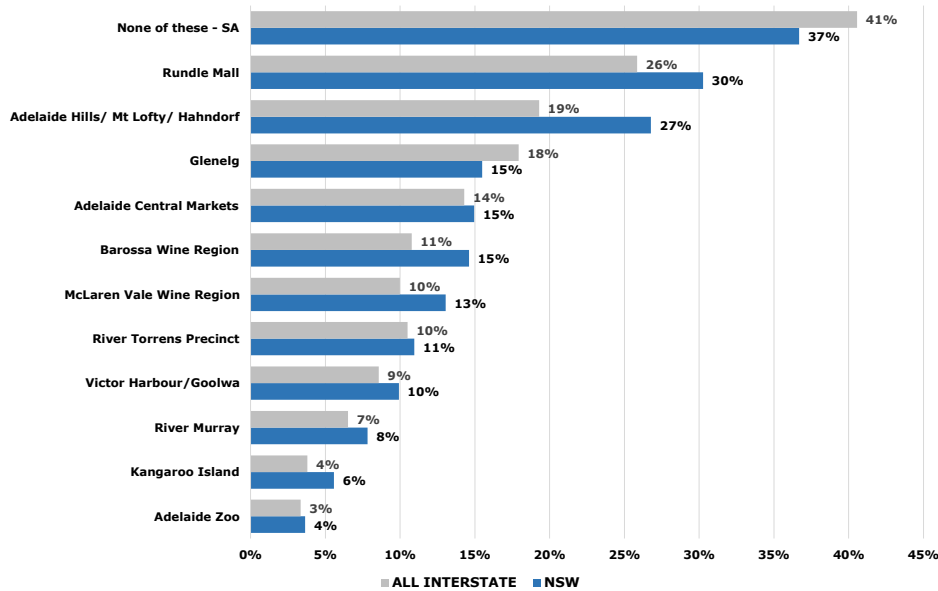


Regions Visited



- 77 per cent of visitors from New South Wales visit Adelaide and 50 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback followed by the Fleurieu Peninsula.
- The Limestone Coast is underrepresented for New South Wales compared to all interstate visitors

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- Surprisingly only 15 per cent of visitors from NSW went to the Central Markets.
- The Barossa was slightly ahead of the McLaren Vale for the most popular wine region.