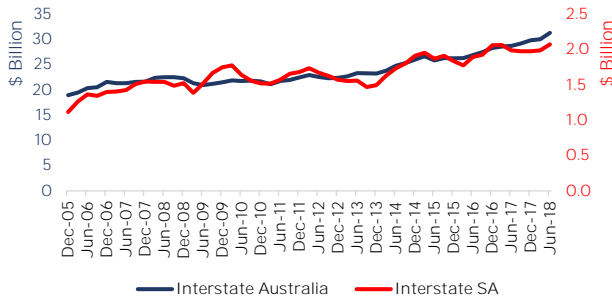




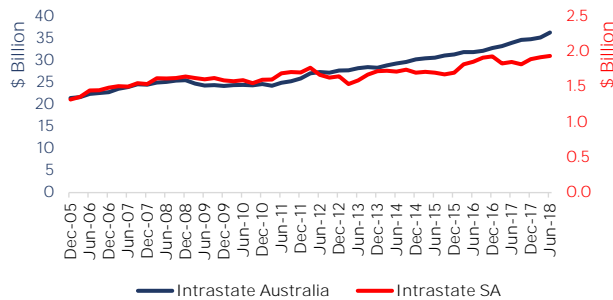
National Visitor Survey South Australia All Purpose June 2018
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	Australia			South Australia			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
Overnight Trips (000s)	93,708	100,269	↑ 7%	6,158	6,495	↑ 5%	6.5%
Visitor Nights (000s)	337,914	361,970	↑ 7%	21,586	23,941	↑ 11%	6.6%
Day Trips (000s)	187,704	200,416	↑ 7%	13,191	13,515	↑ 2%	6.7%
Domestic Exp. (\$m)	82,286	88,943	↑ 8%	5,201	5,600	↑ 8%	6.3%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



Overnight Trips (000s)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
NSW	30,122	32,924	↑ 9%	33%	9,917	11,236	↑ 13%	34%	20,204	21,688	↑ 7%	31%
VIC	23,180	24,661	↑ 6%	25%	7,146	7,888	↑ 10%	24%	16,034	16,773	↑ 5%	24%
QLD	21,453	22,457	↑ 5%	22%	6,407	6,720	↑ 5%	20%	15,045	15,737	↑ 5%	23%
SA	6,158	6,495	↑ 5%	6.5%	2,316	2,464	↑ 6%	7.5%	3,843	4,031	↑ 5%	5.8%
WA	9,456	10,222	↑ 8%	10%	1,327	1,477	↑ 11%	4.5%	8,129	8,745	↑ 8%	13%
TAS	2,701	2,810	↑ 4%	2.8%	1,259	1,301	↑ 3%	3.9%	1,442	1,510	↑ 5%	2.2%
NT	1,612	1,428	↓ -11%	1.4%	928	834	↓ -10%	2.5%	684	594	↓ -13%	0.9%
ACT	2,649	2,701	↑ 2%	2.7%	2,644	2,694	↑ 2%	8.2%	np	np	np	np
TOTAL	93,708	100,269	↑ 7%	100%	30,247	33,023	↑ 9%	100%	65,386	69,084	↑ 6%	100%

Nights (000s)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
NSW	96,876	103,337	↑ 7%	29%	39,637	41,898	↑ 6%	27%	57,239	61,439	↑ 7%	30%
VIC	66,472	71,611	↑ 8%	20%	26,856	30,242	↑ 13%	19%	39,616	41,368	↑ 4%	20%
QLD	83,699	90,334	↑ 8%	25%	36,106	38,184	↑ 6%	25%	47,592	52,150	↑ 10%	25%
SA	21,586	23,941	↑ 11%	6.6%	10,664	11,752	↑ 10%	7.6%	10,923	12,189	↑ 12%	5.9%
WA	41,903	44,347	↑ 6%	12%	12,155	10,436	↓ -14%	6.7%	29,748	33,911	↑ 14%	16.4%
TAS	11,244	11,608	↑ 3%	3.2%	7,755	7,969	↑ 3%	5.1%	3,489	3,640	↑ 4%	1.8%
NT	9,430	9,644	↑ 2%	2.7%	7,655	8,034	↑ 5%	5.2%	1,775	1,610	↓ -9%	0.8%
ACT	6,704	7,148	↑ 7%	2.0%	6,635	7,135	↑ 8%	4.6%	np	np	np	np
TOTAL	337,914	361,970	↑ 7%	100%	147,463	155,650	↑ 6%	100%	190,451	206,320	↑ 8%	100%



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Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
NSW	17,214	19,831	↑ 15%	29%	6,697	8,130	↑ 21%	26%	10,517	11,701	↑ 11%	32%
VIC	12,941	13,976	↑ 8%	21%	6,420	6,869	↑ 7%	22%	6,521	7,108	↑ 9%	20%
QLD	15,391	16,981	↑ 10%	25%	7,042	7,845	↑ 11%	25%	8,348	9,136	↑ 9%	25%
SA	3,832	4,004	↑ 4%	5.9%	1,985	2,071	↑ 4%	6.6%	1,846	1,933	↑ 5%	5.3%
WA	7,193	7,036	↓ -2%	10%	1,909	1,983	↑ 4%	6.3%	5,284	5,053	↓ -4%	14%
TAS	2,359	2,342	→ -1%	3.5%	1,749	1,705	↓ -3%	5.4%	610	637	↑ 4%	1.8%
NT	2,002	1,733	↓ -13%	2.6%	1,395	1,253	↓ -10%	4.0%	606	480	↓ -21%	1.3%
ACT	1,621	1,610	→ -1%	2.4%	1,493	1,430	↓ -4%	4.6%	np	np	np	np
TOTAL	62,552	67,512	↑ 8%	100%	28,691	31,287	↑ 9%	100%	33,860	36,226	↑ 7%	100%

Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
NSW	56,707	60,128	↑ 6%	30%	5,923	6,432	↑ 9%	30%
VIC	48,942	52,997	↑ 8%	26%	4,780	5,293	↑ 11%	25%
QLD	39,918	43,408	↑ 9%	22%	4,249	4,958	↑ 17%	23%
SA	13,191	13,515	↑ 2%	6.7%	1,369	1,595	↑ 17%	7.4%
WA	19,607	21,091	↑ 8%	11%	2,244	2,090	↓ -7%	10%
TAS	5,646	5,945	↑ 5%	3.0%	645	611	↓ -5%	2.9%
NT	1,599	1,261	↓ -21%	0.6%	215	155	↓ -28%	0.7%
ACT	2,093	2,047	↓ -2%	1.0%	309	294	↓ -5%	1.4%
TOTAL	187,704	200,416	↑ 7%	100%	19,734	21,431	↑ 9%	100%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)
Holiday	37,753	40,551	↑ 7%	147,095	156,161	↑ 6%	26,959	28,702	↑ 6%
VFR	32,135	33,769	↑ 5%	104,673	109,533	↑ 5%	9,899	10,777	↑ 9%
Business	19,896	22,036	↑ 11%	64,916	74,180	↑ 14%	10,714	11,979	↑ 12%
Other	6,690	6,480	↓ -3%	21,230	22,095	↑ 4%	2,734	2,762	→ 1%

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
Holiday	2,555	2,693	↑ 5%	6.6%	9,583	10,143	↑ 6%	6.5%	1,506	1,588	↑ 5%	5.5%
VFR	1,968	2,079	↑ 6%	6.2%	6,401	7,641	↑ 19%	7.0%	666	658	↓ -1%	6.1%
Business	1,181	1,314	↑ 11%	6.0%	4,024	4,290	↑ 7%	5.8%	623	704	↑ 13%	5.9%
Other	567	517	↓ -9%	8.0%	1,579	1,867	↑ 18%	8.5%	234	206	↓ -12%	7.4%

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