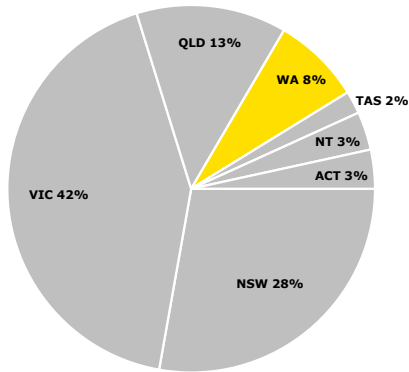


# Visitors from WESTERN AUSTRALIA

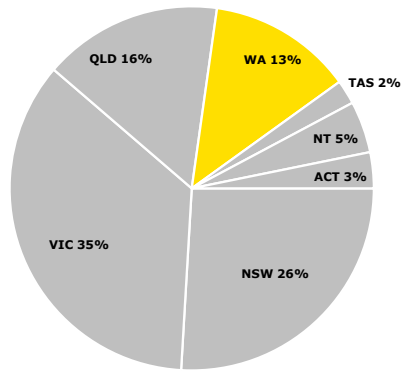
Domestic Visitor Profile June 2014 - June 2016

Origin	Holiday	VFR	Business	Other	Total
Visitors	47,000	42,000	54,000	22,000	<b>158,000</b>
Nights	289,000	219,000	219,000	554,000	<b>1,281,000</b>
<b>Expenditure</b>					<b>\$ 179,000,000</b>

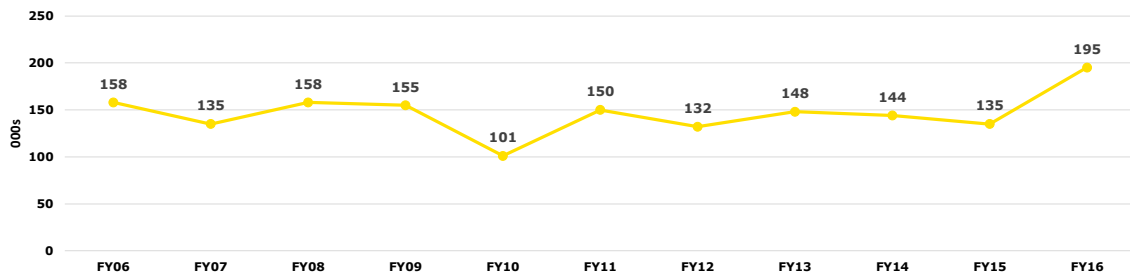
**Domestic Visitor Breakdown**



**Domestic Nights Breakdown**

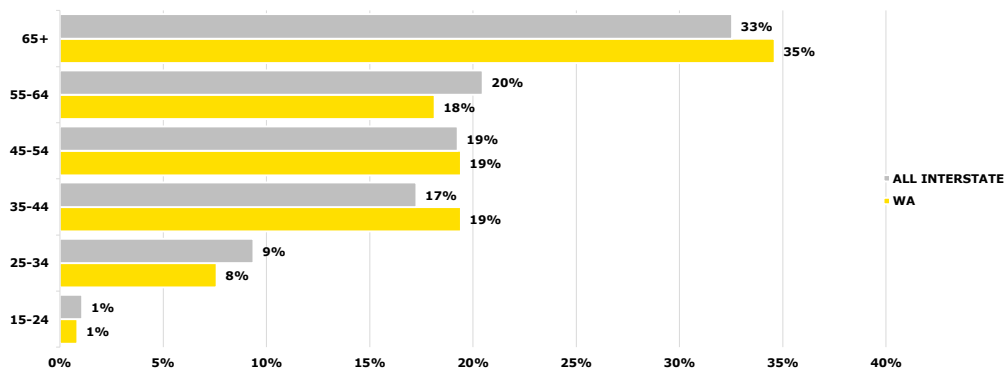


## Visitor Time Series



- For the year end June 2006 South Australia received 158,000 visitors from Western Australia, this dropped to 101,000 in June 2010 and rose to a high of 195,000 in June 2016.
- Visitors from Western Australia have been on an upward trend since 2010.
- 35 per cent of visitors from Western Australia are in South Australia for Business with the average over the last 10 years at 34 per cent.

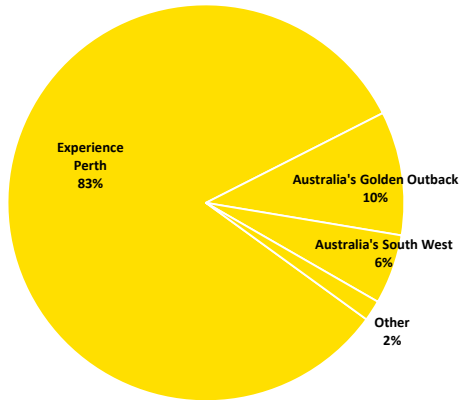
## Visitor Age



- 35 per cent of visitors from Western Australia to South Australia are in the 65+ age group.
- This is greater than the total domestic average for this age group at 33 per cent.
- Of the total visitors from Western Australia 19 per cent came from the 35-44 age group.

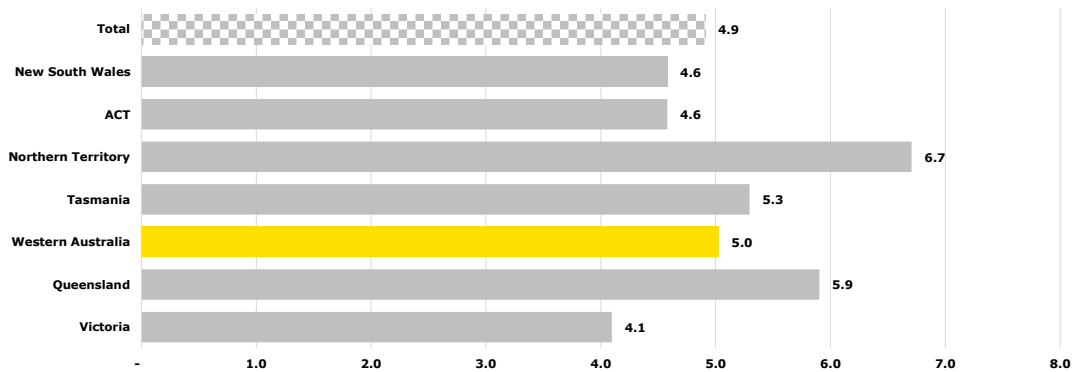


## Visitor Origin



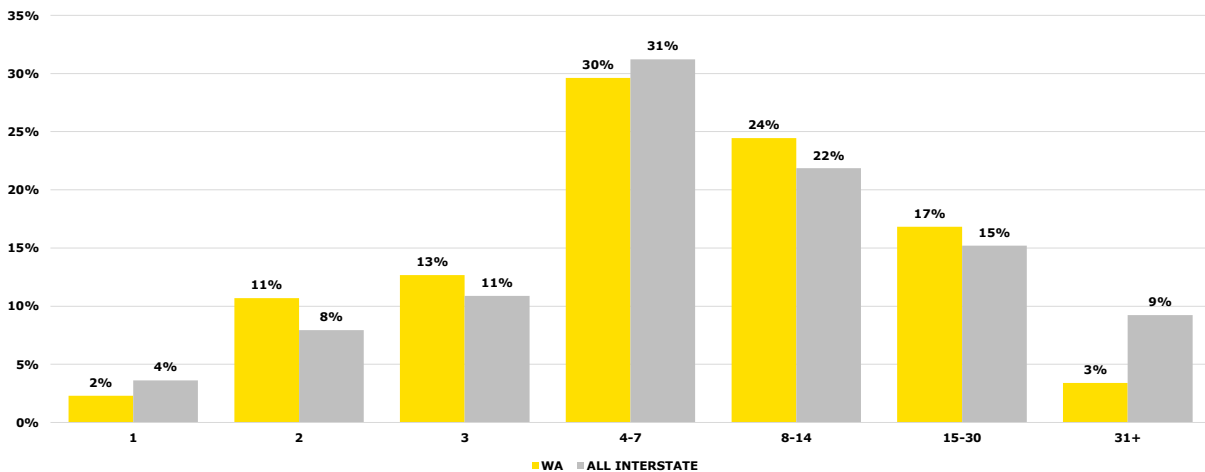
- The majority of visitors from Western Australia come from the Experience Perth Region. This represents 83 per cent of Western Australian visitors to South Australia. This region includes the capital city Perth and the Perth metropolitan area.
- 8 per cent of visitors to South Australia from Western Australia come from Australia's South West.
- Regional Western Australia contribute 17 per cent of visitors from Western Australia.

## Average Length of Stay



- Visitors from Western Australia on average spend 5.0 nights in South Australia, above the total interstate average of 4.9 nights.
- 8 percent of domestic visitors to South Australia come from Western Australia making it our fourth largest domestic market. This has risen from 6 per cent in 2010.

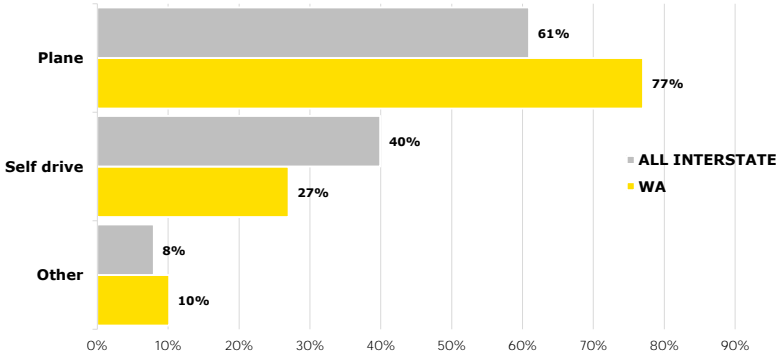
## Visitor Length of Stay



- 30 per cent of Western Australian visitors prefer to stay between 4-7 nights when in South Australia.

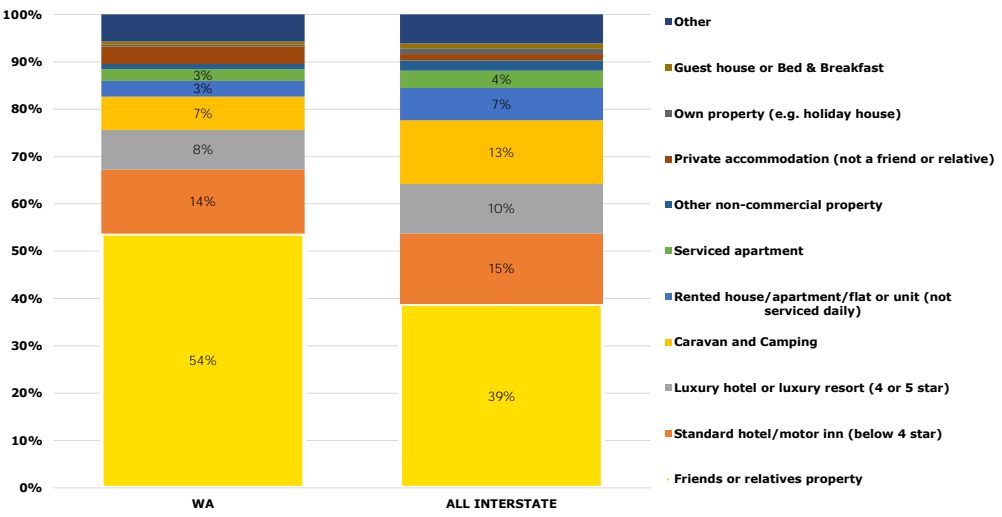


## Transport to South Australia



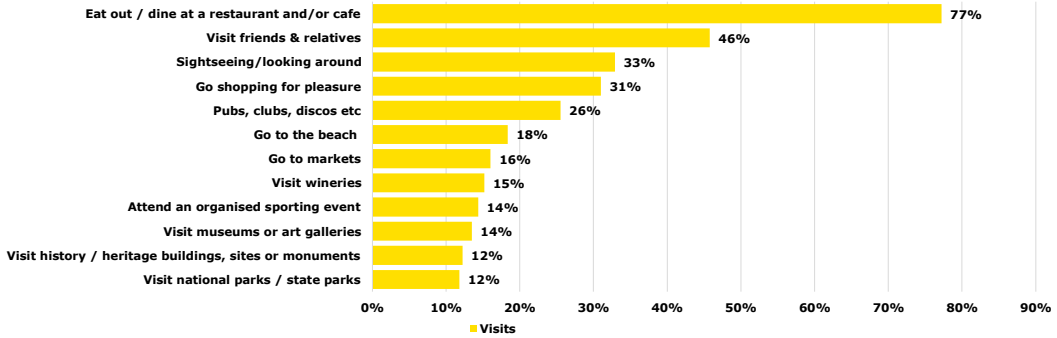
- The majority of visitors to South Australia from Western Australia come from Perth. Due to the distance to South Australia 77 per cent of visitors travel by plane. This is 16 per cent above the all interstate figure of 61 per cent.
- 27 per cent of Western Australia travel to South Australia by car.

## Visitor Accommodation



- 54 per cent of Western Australians visitors stay with Friends or relatives when in South Australia, this compares to all interstate visitors where 39 per cent of visitors stay with Friends or relatives. This makes Western Australia a VFR market.
- All other major types of accommodation fall below the all interstate averages.

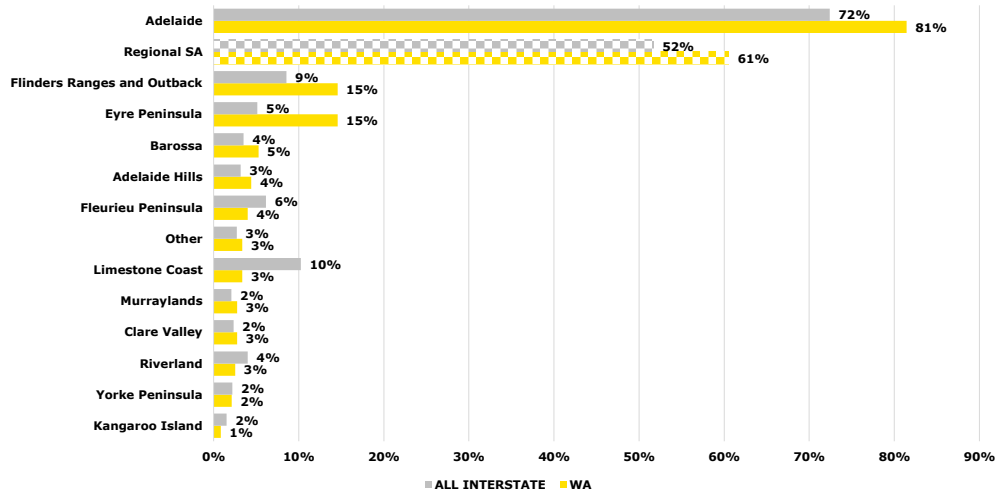
## Visitor Activities



- Western Australians like to eat out, visit friends and relatives and go sightseeing when in South Australia.
- Other popular activities involve going to the markets, visiting wineries and going to the beach.

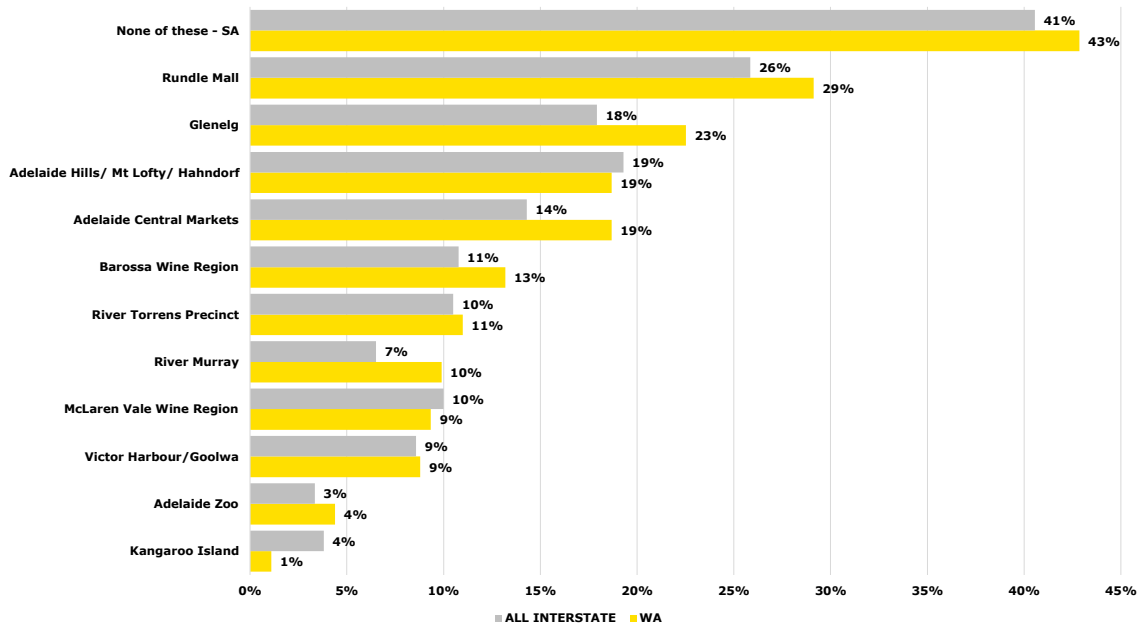


### Regions Visited



- 81 per cent of visitors from Western Australia visit Adelaide and 61 per cent disperse into the regions.
- The Flinders Ranges and Outback at 15 per cent is the most popular region led by the business purpose visitor. The Eyre Peninsula is also high at 15 per cent due to its proximity to the Western Australia border.
- 5 per cent of Western Australians visit the Barossa making it the third most popular region.

### Places Visited



- The top places visited include Rundle Mall, Glenelg and the Adelaide Hills.
- The Adelaide Central Markets for Western Australians was also very popular, 5 per cent higher than the all interstate results of 14 per cent
- The Barossa was a more popular wine region than the McLaren Vale.