

# SOUTH AUSTRALIA











## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government  
of South Australia  
South Australian  
Tourism Commission

Year ending June 2017 – Date: 20th September 2017

\$	\$6.3B	Tourism Expenditure
	11.2k	International seats into Adelaide each week
	435k	International visitors
	85.2k	Domestic seats into Adelaide each week
	2.3M	Interstate visitors
	3.8M	Intrastate trips
	13.2M	Domestic day trips
	13.6k	Hotel rooms across 269 properties
	18k	Tourism business across the state
	\$160k	In tourism expenditure = 1 directly employed
	36.7k	Directly employed, (to grow direct employment by 10,000 jobs by 2020)

**Sources:** *International and National Visitor Survey*, Tourism Research Australia, Canberra; *State Tourism Satellite Accounts 2013-14*, Tourism Research Australia, Canberra; *Survey of Tourist Accommodation June 2016*, Australian Bureau of Statistics, Canberra; Airline data is based on seasonal schedules and is subject to change without notice.

# Value of Tourism in South Australia

Year ending June 2017 – Date: 20th September 2017

## TOTAL FOR YEAR END JUNE 2017

Total South Australian Expenditure	Year Ending Jun-16	Year Ending Jun-17
International Expenditure	\$945M	\$1.1B
Domestic Overnight Expenditure	\$3.7B	\$3.8B
Domestic Day Trip Expenditure	\$1.3B	\$1.4B
Total Expenditure	\$6.0B	\$6.3B

- Total expenditure has grown to a record high \$6.3 billion up 4.9 per cent for the year.
- Nationally growth has been at 6.8 per cent for the year end June 2017.
- This has been led by international growth up 12 per cent.

### South Australian expenditure June 2017

Day trips 22%

Domestic Overnight Intrastate 29%

Domestic Overnight Interstate 32%

International 17%

## NATIONAL VISITOR SURVEY JUNE 2017

	Australia			South Australia			
	Year Ending Jun-16	Year Ending Jun-17	Change (%)	Year ending Jun-16	Year Ending Jun-17	Change (%)	Market Share
Overnight Trips (000s)	89,071	93,708	5.2%	6,128	6,158	0.5%	6.6%
Visitor Nights (000s)	325,711	337,914	3.7%	21,686	21,586	-0.5%	6.4%
Day Trips (000s)	188,198	187,704	-0.3%	13,533	13,191	-2.5%	7.0%
Domestic Exp. (\$m)	77,842	82,287	5.7%	5,023	5,201	3.5%	6.3%

- South Australia attracted 6.2 million domestic overnight trips, up 0.5 per cent, however behind the national growth rate of 5.2 per cent.
- There were 21.6 million domestic nights in South Australia, a fall of 0.5 per cent on the previous year and below the national growth rate of 3.7 per cent.
- There were 13.2 million day trips to and within South Australia, down 2.5 per cent and behind the national decline of 0.3 per cent.
- Total domestic expenditure in South Australia increased over the period to \$5.2 billion, a rise of 3.5 per cent (driven by day trip expenditure up 7 per cent). This was below the national growth rate of 5.7 per cent.
- Domestic overnight expenditure, up 2.4 per cent to \$3.8 billion, led by leisure expenditure, up 5.8 per cent.
- Day trip visitor expenditure, up 7.0 per cent to \$1.4 billion.

# Value of Tourism in South Australia

Year ending June 2017 – Date: 20th September 2017

## INTERNATIONAL VISITOR SURVEY JUNE 2017

	Australia			South Australia			
	Year Ending Jun-16	Year Ending Jun-17	Change (%)	Year Ending Jun-16	Year Ending Jun-17	Change (%)	Market Share
Visits (000s)	7,246	7,878	8.7%	422	435	3.1%	5.5%
Nights (000s)	247,912	265,989	7.3%	9,627	10,935	14%	4.1%
Expenditure (\$m)	25,346	27,871	10%	945	1,063	12%	3.8%

- Results continue to be strong, with South Australia up in international visits, nights and expenditure. Expenditure and nights are above the national averages, with nights at a record high.
- The highlight has been the rise in expenditure of 12 per cent to \$1.1 billion, above the national growth rate of 10 per cent.
- Nights for South Australia have reached a record high 10.9 million, up 14 per cent for the year end June 2017.
- Visits to South Australia have grown by 3.1 per cent in the year to June 2017 to 435,000, just below the record high of 436,000 visits for the year to March 2017.
- Holiday visits increased 6.6 per cent to 249,000.
- Education visits remained flat however Education purpose expenditure grew, up 32 per cent.
- Chinese visits increased to a record high 56,000, up 56 percent on the previous year end. China is now our second largest visitor market behind the UK, having overtaken the United States of America.
- The United States of America has also shown excellent growth, up 13 per cent to 54,000 visits.
- Growth was evident in the German market, with visits up 12 per cent to 33,000, nights up 21 per cent to 446,000 and expenditure up 29 per cent to \$36 million.
- Visitors from Singapore grew 25 per cent to 16,000, the second highest result on record for this market.