

# SOUTH AUSTRALIA











## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government  
of South Australia  
South Australian  
Tourism Commission

Year ending September 2017 – Date: 20th December 2017

\$	\$6.3B	Tourism Expenditure
	11.7k	International seats into Adelaide each week
	442k	International visitors
	84.2k	Domestic seats into Adelaide each week
	2.3M	Interstate visitors
	3.8M	Intrastate trips
	13.6M	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

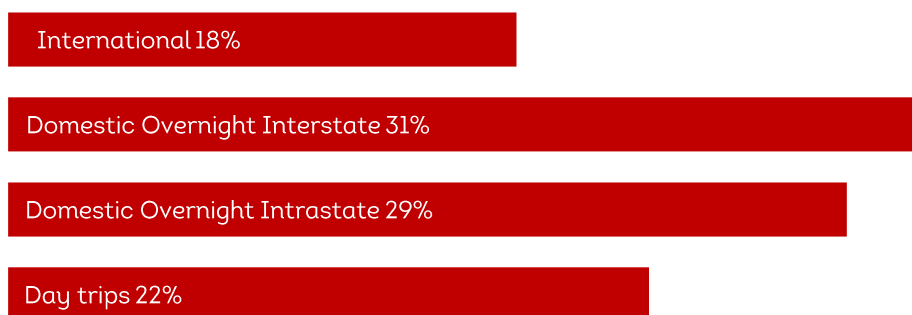
Year ending September 2017 – Date: 20th December

## TOTAL FOR YEAR END SEPTEMBER 2017

Total South Australian Expenditure	Year Ending Sept-16	Year Ending Sept-17
International Expenditure	\$971M	\$1.1B
Domestic Overnight Expenditure	\$3.8B	\$3.8B
Domestic Day Trip Expenditure	\$1.4B	\$1.4B
Total Expenditure	\$6.2B	\$6.3B

- Total expenditure has grown to a record high \$6.3 billion up 2.0 per cent for the year.
- Nationally growth has been at 7.5 per cent for the year end September 2017.
- This has been led by international growth up 13 per cent.

## South Australian Expenditure September 2017



## NATIONAL VISITOR SURVEY SEPTEMBER 2017

	Australia			South Australia			
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Market Share
Overnight Trips (000s)	89,532	95,976	7.2%	6,278	6,105	-2.8%	6.4%
Visitor Nights (000s)	327,840	347,274	5.9%	22,635	22,084	-2.4%	6.4%
Day Trips (000s)	188,466	191,961	1.9%	13,127	13,620	3.8%	7.1%
Domestic Exp. (\$m)	78,787	84,122	6.8%	5,186	5,178	-0.2%	6.2%

- South Australia attracted 6.1 million domestic overnight trips, down 2.8 per cent, and behind the national growth rate of 7.2 per cent.
- There were 22.1 million domestic nights in South Australia, a fall of 2.4 per cent on the previous year and below the national growth rate of 5.9 per cent.
- There were 13.6 million day trips to and within South Australia, up 3.8 per cent and ahead of the national growth rate of 1.9 per cent.
- Total domestic expenditure in South Australia remained flat over the period to remain at \$5.2 billion, behind the national growth rate of 6.8 per cent.
- Day trips expenditure rose 2.4 per cent, below the national growth rate of 6.3 per cent.

## Value of Tourism in South Australia

Year ending September 2017 – Date: 20th December

### INTERNATIONAL VISITOR SURVEY SEPTEMBER 2017

	Australia			South Australia			
	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Year Ending Sep-16	Year Ending Sep-17	Change (%)	Market Share
Visits (000s)	7,445	7,987	7.3%	430	442	2.8%	5.5%
Nights (000s)	250,997	267,605	6.6%	9,864	10,875	10%	4.1%
Expenditure (\$m)	25,815	28,339	9.8%	971	1,100	13%	3.9%

- The highlight has been the rise in expenditure of 13 per cent to a record \$1.1 billion, above the national growth rate of 9.8 per cent.
- Nights for South Australia have reached a 10.9 million, up 10 per cent for the year end September 2017.
- Visits to South Australia have grown by 2.8 per cent in the year to September 2017 to a record high of 442,000, above the previous record high of 436,000 visits for the year to March 2017.
- Holiday visits increased 5.5 per cent to a record high 253,000.
- Education visits increased to a record high 25,000, up 9.0 per cent on the prior year. Education purpose expenditure grew, up 39 per cent to a record high \$514 million.
- Chinese visits increased to a record high 61,000, up 58 percent on the previous year end. China has maintained its spot as our second largest visitor market behind the United Kingdom and ahead of the United States of America.
- Singapore has again shown excellent growth up 16 per cent to a record high 16,000 visits. We have also seen nights grow by 85 per cent and expenditure by 24 per cent.
- Growth was evident in the German market, with visits up 3.5 per cent to 32,000.
- Visitors from India grew 18 per cent to 13,000, nights 6.3 per cent to 622,000 and expenditure 33 per cent to \$37 million.