

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

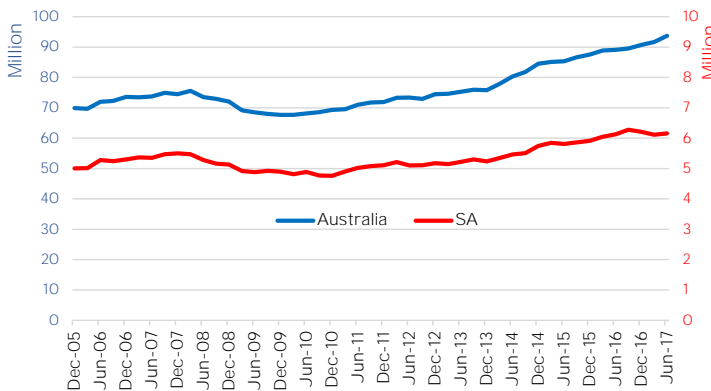


National Visitor Survey South Australia All Purpose June 2017

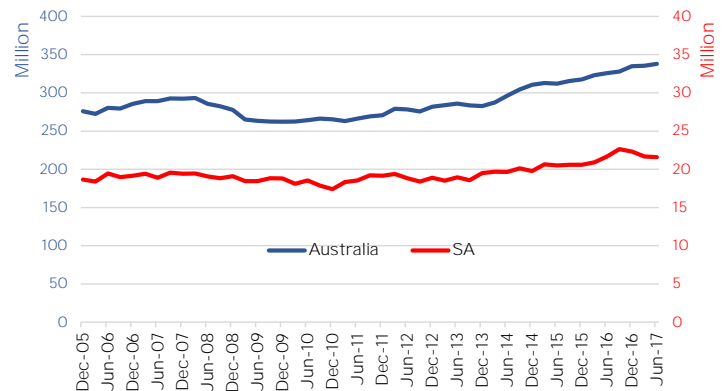
Released: September 20th 2017, Next release December 20th 2017

	Australia			South Australia			
	Year ending June 2016	Year ending June 2017	Change (%)	Year ending June 2016	Year ending June 2017	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%

Domestic Overnight Visits - Australia and SA



Domestic Overnight Visits - Australia and SA



Overnight Trips (000s)

State	Total Domestic				Interstate				Intrastate			
	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share
New South Wales	28,524	30,122	↑ 5.6%	32%	9,772	9,917	↑ 1.5%	33%	18,752	20,204	↑ 7.7%	31%
Victoria	21,233	23,180	↑ 9.2%	25%	6,634	7,146	↑ 7.7%	24%	14,598	16,034	↑ 9.8%	25%
Queensland	20,205	21,453	↑ 6.2%	23%	6,193	6,407	↑ 3.5%	21%	14,012	15,045	↑ 7.4%	23%
South Australia	6,128	6,158	↔ 0.5%	6.6%	2,243	2,316	↑ 3.3%	7.7%	3,885	3,843	↓ -1.1%	5.9%
Western Australia	9,980	9,456	↓ -5.3%	10%	1,508	1,327	↓ -12%	4.4%	8,472	8,129	↓ -4.0%	12%
Tasmania	2,330	2,701	↑ 16%	2.9%	1,111	1,259	↑ 13%	4.2%	1,220	1,442	↑ 18%	2.2%
Northern Territory	1,544	1,612	↑ 4.4%	1.7%	851	928	↑ 9.0%	3.1%	692	684	↓ -1.2%	1.0%
ACT	2,518	2,649	↑ 5.2%	2.8%	2,515	2,644	↑ 5.1%	8.7%	np	np	np	np
TOTAL	89,071	93,708	↑ 5.2%	100%	29,133	30,247	↑ 3.8%	100%	61,633	65,386	↑ 6.1%	100%

Nights (000s)

State	Total Domestic				Interstate				Intrastate			
	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share
New South Wales	91,486	96,876	↑ 5.9%	29%	37,024	39,637	↑ 7.1%	27%	54,462	57,239	↑ 5.1%	30%
Victoria	62,559	66,472	↑ 6.3%	20%	26,609	26,856	↔ 0.9%	18%	35,950	39,616	↑ 10%	21%
Queensland	78,752	83,699	↑ 6.3%	25%	34,928	36,106	↑ 3.4%	24%	43,825	47,592	↑ 8.6%	25%
South Australia	21,686	21,586	↔ -0.5%	6.4%	10,284	10,664	↑ 3.7%	7.2%	11,401	10,923	↓ -4.2%	5.7%
Western Australia	45,530	41,903	↓ -8.0%	12%	12,850	12,155	↓ -5.4%	8.2%	32,680	29,748	↓ -9.0%	16%
Tasmania	10,167	11,244	↑ 11%	3.3%	6,815	7,755	↑ 14%	5.3%	3,352	3,489	↑ 4.1%	1.8%
Northern Territory	9,117	9,430	↑ 3.4%	2.8%	7,108	7,655	↑ 7.7%	5.2%	2,010	1,775	↓ -12%	0.9%
ACT	6,413	6,704	↑ 4.5%	2.0%	6,410	6,635	↑ 3.5%	4.5%	np	np	np	np
TOTAL	325,711	337,914	↑ 3.7%	100%	142,027	147,463	↑ 3.8%	100%	183,684	190,451	↑ 3.7%	100%

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



DOMESTIC EXPENDITURE

Domestic Overnight Expenditure (\$m)

State	Total Domestic Overnight				Domestic Overnight Interstate				Domestic Overnight Intrastate			
	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share
New South Wales	16,109	17,213	↑ 6.9%	28%	6,703	6,696	↔ -0.1%	23%	9,406	10,517	↑ 12%	31%
Victoria	11,615	12,941	↑ 11%	21%	5,717	6,420	↑ 12%	22%	5,898	6,521	↑ 11%	19%
Queensland	14,584	15,393	↑ 5.5%	25%	6,864	7,044	↑ 2.6%	25%	7,720	8,349	↑ 8.1%	25%
South Australia	3,742	3,831	↑ 2.4%	6.1%	1,891	1,985	↑ 5.0%	6.9%	1,851	1,846	↔ -0.3%	5.5%
Western Australia	7,573	7,193	↓ -5.0%	11%	1,932	1,909	↓ -1.2%	6.7%	5,641	5,284	↓ -6.3%	16%
Tasmania	1,813	2,359	↑ 30%	3.8%	1,296	1,749	↑ 35%	6.1%	517	610	↑ 18%	1.8%
Northern Territory	1,842	2,001	↑ 8.6%	3.2%	1,241	1,395	↑ 12%	4.9%	601	606	↔ 1%	1.8%
ACT	1,384	1,621	↑ 17%	2.6%	1,238	1,493	↑ 21%	5.2%	146	128	↓ -12%	0.4%
TOTAL	58,662	62,552	↑ 6.6%	100%	26,882	28,692	↑ 6.7%	100%	31,780	33,860	↑ 6.5%	100%

Total Expenditure (\$m)

State	Total Domestic				Domestic Overnight				Day Trip			
	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share	Year ending June 2016	Year ending June 2017	Change (%)	Market Share
New South Wales	21,980	23,136	↑ 5.3%	28%	16,109	17,213	↑ 6.9%	28%	5,870	5,923	↔ 0.9%	30%
Victoria	16,096	17,722	↑ 10%	22%	11,615	12,941	↑ 11%	21%	4,482	4,781	↑ 6.7%	24%
Queensland	18,976	19,642	↑ 3.5%	24%	14,584	15,393	↑ 5.5%	25%	4,392	4,249	↓ -3.3%	22%
South Australia	5,023	5,201	↑ 3.5%	6.3%	3,742	3,831	↑ 2.4%	6.1%	1,280	1,369	↑ 7.0%	6.9%
Western Australia	9,645	9,436	↓ -2.2%	11%	7,573	7,193	↓ -5.0%	11%	2,072	2,244	↑ 8.3%	11%
Tasmania	2,411	3,004	↑ 25%	3.7%	1,813	2,359	↑ 30%	3.8%	598	645	↑ 7.9%	3.3%
Northern Territory	2,011	2,216	↑ 10%	2.7%	1,842	2,001	↑ 8.6%	3.2%	169	215	↑ 27%	1.1%
ACT	1,699	1,930	↑ 14%	2.3%	1,384	1,621	↑ 17%	2.6%	315	309	↓ -1.9%	1.6%
TOTAL	77,842	82,287	↑ 5.7%	100%	58,662	62,552	↑ 6.6%	100%	19,180	19,735	↑ 2.9%	100%

PURPOSE OF VISIT

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year ending June 2016	Year ending June 2017	Change (%)	Composition	Year ending June 2016	Year ending June 2017	Change (%)	Composition	Year ending June 2016	Year ending June 2017	Change (%)	Composition
Holiday	2,484	2,519	↑ 1.4%	40%	9,451	9,204	↓ -2.6%	43%	1,530	1,609	↑ 5.2%	42%
VFR	1,924	1,968	↑ 2.3%	31%	6,429	6,401	↔ -0.4%	30%	704	755	↑ 7.2%	20%
Business	1,339	1,181	↓ -12%	19%	4,135	4,024	↓ -2.7%	19%	851	734	↓ -14%	19%
Other	460	604	↑ 31%	9.6%	1,671	1,957	↑ 17%	9.1%	658	734	↑ 12%	19%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year ending June 2016	Year ending June 2017	Change (%)	Composition	Year ending June 2016	Year ending June 2017	Change (%)	Composition	Year ending June 2016	Year ending June 2017	Change (%)	Composition
Holiday	36,851	37,708	↑ 2.3%	39%	142,592	144,369	↑ 1.2%	43%	26,670	28,741	↑ 7.8%	46%
VFR	30,181	32,134	↑ 6.5%	33%	97,794	104,647	↑ 7.0%	31%	10,369	11,172	↑ 7.7%	18%
Business	18,420	19,896	↑ 8.0%	21%	64,257	64,916	↑ 1.0%	19%	12,700	12,898	↑ 1.6%	21%
Other	5,692	6,736	↑ 18%	7.0%	21,067	23,983	↑ 14%	7.1%	8,924	9,739	↑ 9.1%	16%

All data is from National Visitor Survey, June 2017, Tourism Research Australia, Canberra
Expenditure figures includes airfares and package expenditure.

Domestic overnight expenditure by purpose is Destination expenditure only.

^ Regional data subject to sampling variability and should be used with caution.