

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

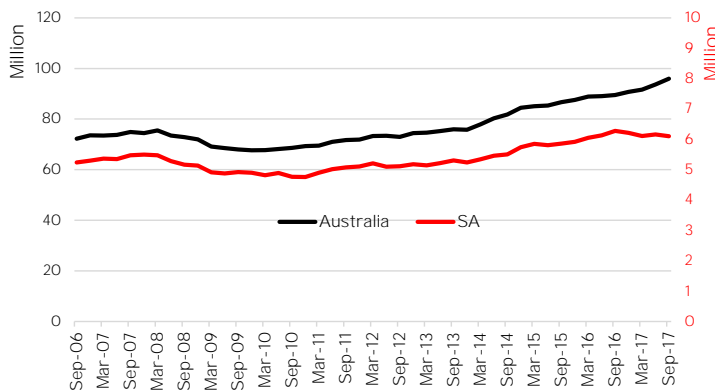


National Visitor Survey South Australia All Purpose September 2017

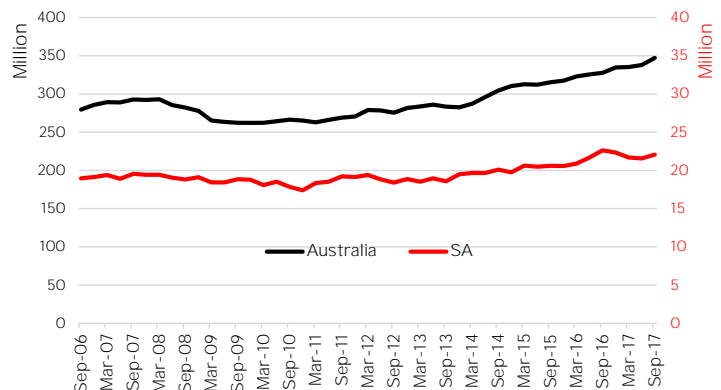
Released: December 20th 2017, Next release March 28th 2018

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

Domestic Overnight Visits - Australia and SA



Domestic Overnight Visits - Australia and SA



Overnight Trips (000s)

State	Total Domestic				Interstate				Intrastate			
	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share
New South Wales	28,832	31,030	↑ 7.6%	32%	9,811	10,232	↑ 4.3%	33%	19,021	20,798	↑ 9.3%	31%
Victoria	21,466	23,750	↑ 10.6%	25%	6,649	7,450	↑ 12.0%	24%	14,817	16,300	↑ 10.0%	24%
Queensland	20,155	22,110	↑ 9.7%	23%	6,211	6,573	↑ 5.8%	21%	13,944	15,537	↑ 11.4%	23%
South Australia	6,278	6,105	↓ -2.8%	6.4%	2,307	2,342	↑ 1.5%	7.5%	3,971	3,763	↓ -5.2%	5.6%
Western Australia	9,827	9,629	↓ -2.0%	10%	1,396	1,394	→ 0%	4.5%	8,431	8,234	↓ -2.3%	12%
Tasmania	2,430	2,729	↑ 12%	2.8%	1,144	1,262	↑ 10%	4.1%	1,286	1,467	↑ 14%	2.2%
Northern Territory	1,580	1,552	↓ -1.8%	1.6%	877	884	→ 0.8%	2.8%	704	668	↓ -5.1%	1.0%
ACT	2,404	2,707	↑ 12.6%	2.8%	2,401	2,702	↑ 12.5%	8.7%	np	np	np	np
TOTAL	89,532	95,976	↑ 7.2%	100%	29,127	31,159	↑ 7.0%	100%	62,177	66,772	↑ 7.4%	100%

Nights (000s)

State	Total Domestic				Interstate				Intrastate			
	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share
New South Wales	92,984	99,591	↑ 7.1%	29%	37,648	40,346	↑ 7.2%	27%	55,336	59,244	↑ 7.1%	30%
Victoria	62,904	68,407	↑ 8.7%	20%	26,620	27,715	↑ 4.1%	18%	36,284	40,692	↑ 12%	21%
Queensland	79,361	85,982	↑ 8.3%	25%	35,956	36,368	↑ 1.1%	24%	43,405	49,614	↑ 14.3%	25%
South Australia	22,635	22,084	↓ -2.4%	6.4%	10,889	10,968	→ 0.7%	7.3%	11,746	11,116	↓ -5.4%	5.6%
Western Australia	44,505	42,841	↓ -3.7%	12%	12,882	11,955	↓ -7.2%	8.0%	31,623	30,886	↓ -2.3%	16%
Tasmania	10,205	11,608	↑ 14%	3.3%	6,735	7,992	↑ 19%	5.3%	3,470	3,616	↑ 4.2%	1.8%
Northern Territory	9,182	9,677	↑ 5.4%	2.8%	7,155	7,990	↑ 11.7%	5.3%	2,027	1,687	↓ -17%	0.9%
ACT	6,065	7,084	↑ 16.8%	2.0%	6,062	7,015	↑ 15.7%	4.7%	np	np	np	np
TOTAL	327,840	347,274	↑ 5.9%	100%	143,946	150,349	↑ 4.4%	100%	183,895	196,925	↑ 7.1%	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 September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share
New South Wales	16,355	18,065	↑ 10%	28%	6,735	7,064	↑ 4.9%	24%	9,620	11,001	↑ 14%	32%
Victoria	11,827	13,278	↑ 12%	21%	5,821	6,614	↑ 14%	23%	6,006	6,664	↑ 11%	19%
Queensland	14,827	15,654	↑ 5.6%	25%	7,127	7,198	↔ 1.0%	25%	7,700	8,456	↑ 9.8%	24%
South Australia	3,833	3,791	↓ -1.1%	6.0%	1,924	1,976	↑ 2.7%	6.8%	1,909	1,815	↓ -4.9%	5.3%
Western Australia	7,376	7,131	↓ -3.3%	11%	1,875	1,881	↔ 0.3%	6.5%	5,501	5,250	↓ -4.6%	15%
Tasmania	1,898	2,362	↑ 24%	3.7%	1,358	1,716	↑ 26%	5.9%	540	646	↑ 20%	1.9%
Northern Territory	2,080	1,844	↓ -11%	2.9%	1,407	1,262	↓ -10%	4.3%	673	582	↓ -14%	1.7%
ACT	1,377	1,575	↑ 14%	2.5%	1,235	1,444	↑ 17%	5.0%	142	131	↓ -8%	0.4%
TOTAL	59,574	63,702	↑ 6.9%	100%	27,483	29,156	↑ 6.1%	100%	32,091	34,546	↑ 7.7%	100%

Total Expenditure (\$m)

State	Total Domestic				Domestic Overnight				Day Trip			
	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share	Year ending September 2016	Year ending September 2017	Change (%)	Market Share
New South Wales	22,201	24,144	↑ 8.8%	29%	16,355	18,065	↑ 10%	28%	5,846	6,078	↑ 4.0%	30%
Victoria	16,440	18,322	↑ 11%	22%	11,827	13,278	↑ 12%	21%	4,613	5,044	↑ 9.3%	25%
Queensland	19,140	20,018	↑ 4.6%	24%	14,827	15,654	↑ 5.6%	25%	4,313	4,364	↑ 1.2%	21%
South Australia	5,186	5,178	↔ -0.2%	6.2%	3,833	3,791	↓ -1.1%	6.0%	1,353	1,386	↑ 2.4%	6.8%
Western Australia	9,407	9,466	↔ 0.6%	11%	7,376	7,131	↓ -3.3%	11%	2,030	2,335	↑ 15%	11%
Tasmania	2,492	3,021	↑ 21%	3.6%	1,898	2,362	↑ 24%	3.7%	594	659	↑ 11%	3.2%
Northern Territory	2,263	2,052	↓ -9.3%	2.4%	2,080	1,844	↓ -11%	2.9%	182	208	↑ 14%	1.0%
ACT	1,660	1,920	↑ 16%	2.3%	1,377	1,575	↑ 14%	2.5%	283	345	↑ 22%	1.7%
TOTAL	78,787	84,122	↑ 6.8%	100%	59,574	63,702	↑ 6.9%	100%	19,213	20,420	↑ 6.3%	100%

PURPOSE OF VISIT

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year ending September 2016	Year ending September 2017	Change (%)	Composition	Year ending September 2016	Year ending September 2017	Change (%)	Composition	Year ending September 2016	Year ending September 2017	Change (%)	Composition
Holiday	2,567	2,433	↓ -5.2%	39%	9,870	8,956	↓ -9.3%	41%	1,487	1,462	↓ -1.7%	49%
VFR	1,957	1,985	↑ 1.4%	32%	6,537	6,994	↑ 7.0%	32%	593	683	↑ 15%	23%
Business	1,347	1,181	↓ -12%	19%	4,464	3,843	↓ -14%	17%	725	601	↓ -17%	20%
Other	482	625	↑ 30%	10%	1,764	2,290	↑ 30%	10%	226	228	↔ 0.9%	7.7%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year ending September 2016	Year ending September 2017	Change (%)	Composition	Year ending September 2016	Year ending September 2017	Change (%)	Composition	Year ending September 2016	Year ending September 2017	Change (%)	Composition
Holiday	37,060	38,319	↑ 3.4%	39%	144,764	145,740	↔ 0.7%	42%	25,685	27,317	↑ 6.4%	53%
VFR	30,314	32,509	↑ 7.2%	33%	98,223	106,325	↑ 8.2%	31%	9,239	9,910	↑ 7.3%	19%
Business	18,452	20,960	↑ 14%	21%	64,072	68,005	↑ 6.1%	20%	10,465	11,114	↑ 6.2%	22%
Other	5,957	7,046	↑ 18%	7.1%	20,782	27,203	↑ 31%	7.8%	2,355	2,867	↑ 22%	5.6%

All data is from National Visitor Survey, Sept 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.