

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending June 2018 – Date: 2nd November 2018

\$	\$6.7B	Tourism Expenditure
	12.1k	International seats into Adelaide each week
	464k	International visitors
	85.5k	Domestic seats into Adelaide each week
	2.5M	Interstate visitors
	4.0M	Intrastate trips
	13.5M	Domestic day trips
	13.6k	Hotel rooms across 269 properties
	18k	Tourism business across the state
	\$160k	In tourism expenditure = 1 directly employed
	36k	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 2016-17*, 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 2018 – Date: 2nd November 2018

TOTAL FOR YEAR END JUNE 2018

Expenditure (\$m)	South Australia		
	Year Ending Jun-17	Year Ending Jun-18	Change
International	1.1b	1.1b	8%
Interstate	2.0b	2.1b	4%
Intrastate	1.8b	1.9b	5%
Day Trips	1.4b	1.6b	17%
Total	6.3b	6.7b	8%

- Total expenditure has grown to a record high \$6.7 billion, up 8 per cent for the year.
- This has been led by international expenditure growth, up 8 per cent and day trip expenditures, up 17 per cent.
- Nationally expenditure grew 7 per cent for the year end June 2018.

SOUTH AUSTRALIAN EXPENDITURE JUNE 2018

Day Trips, 24%

Intrastate, 29%

Interstate, 31%

International, 17%

NATIONAL VISITOR SURVEY JUNE 2018

	Australia			South Australia			Market Share
	Year Ending Jun-17	Year Ending Jun-18	Change %	Year Ending Jun-17	Year Ending Jun-18	Change %	
Overnight Trips (000s)	93,708	100,269	7%	6,158	6,495	5%	6.50%
Visitor Nights (000s)	337,914	361,970	7%	21,586	23,941	11%	6.60%
Day Trips (000s)	187,704	200,416	7%	13,191	13,515	2%	6.70%
Domestic Exp. (\$m)	82,286	88,943	8%	5,201	5,600	8%	6.30%

- South Australia attracted 6.5 million domestic overnight trips, up 5 per cent, and behind the national growth rate of 7 per cent.
- There were 23.9 million domestic nights in South Australia, a rise of 11 per cent on the previous year and above the national growth rate of 7 per cent.
- There were 13.5 million day trips to and within South Australia, up 2 per cent and behind the national growth rate of 7 per cent.
- Total domestic expenditure in South Australia rose to \$5.6 billion, up 8 per cent and in line with the national growth rate of 8 per cent.
- Day trips expenditure rose 17 per cent, above the national growth rate of 9 per cent.

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INTERNATIONAL VISITOR SURVEY JUNE 2018

	Australia			South Australia			
	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Year Ending Jun-17	Year Ending Jun-18	Change (%)	Market Share
Visits (000s)	7,878	8,363	↑ 6%	435	464	↑ 7%	5.5%
Nights (000s)	265,989	269,676	↑ 1%	10,935	10,604	↓ -3%	3.9%
Expenditure (\$m)	27,871	29,207	↑ 5%	1,063	1,148	↑ 8%	3.9%

- The highlight has been the rise in expenditure of 8 per cent to \$1.15 billion, above the national growth rate of 5 per cent. This is very near the December 2020 target for international expenditure of \$1.24 billion.
- Visits to South Australia grew 7 per cent, above the national growth rate of 6 per cent to 464,000.
- Even with Chinese visitation remaining flat Chinese expenditure grew to a record high \$416 million, up 18 per cent for the year.
- Visitors from the United Kingdom rose 9 per cent to 72,000 on the back of the Ashes test match in Adelaide.
- Good growth out of Europe, with visits up 8 per cent, nights up 11 per cent and expenditure up 10 per cent.
- Visitors from the United States of America reached 58,000 visitors for the year end June 2018, up 7 per cent. With the rise in visits we also saw expenditure increase, up 2 per cent.
- Visits from Hong Kong grew 6 per cent to 12,000.
- New Zealand has shown excellent growth with visits, up 13 per cent to record high 44,000, and expenditure up 11 per cent to a record high \$59 million.
- After 6 periods of decline the Canadian market has shown growth, with visits up 12 per cent, nights up 4 per cent and expenditure rebounding strongly, up 40 per cent.
- Market share for expenditure grew from 3.8 per cent to 3.9 per cent.