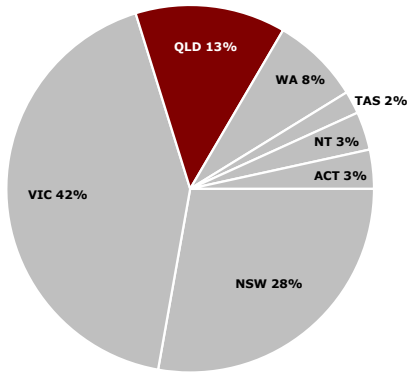


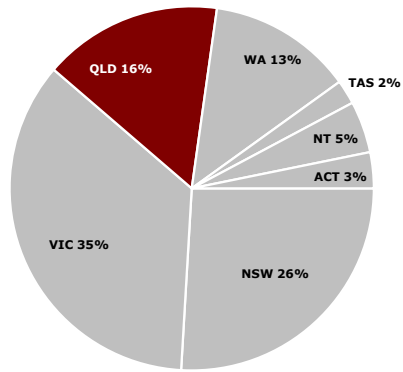


| Origin | Holiday | VFR | Business | Other | Total |
|--------------------|---------|---------|----------|--------|-----------------------|
| Visitors | 70,000 | 92,000 | 99,000 | 13,000 | 269,000 |
| Nights | 423,000 | 690,000 | 394,000 | 82,000 | 1,588,000 |
| Expenditure | | | | | \$ 281,000,000 |

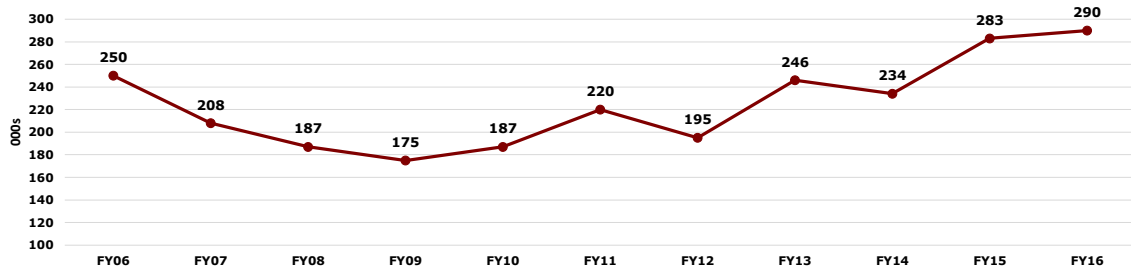
Domestic Visitor Breakdown



Domestic Nights Breakdown

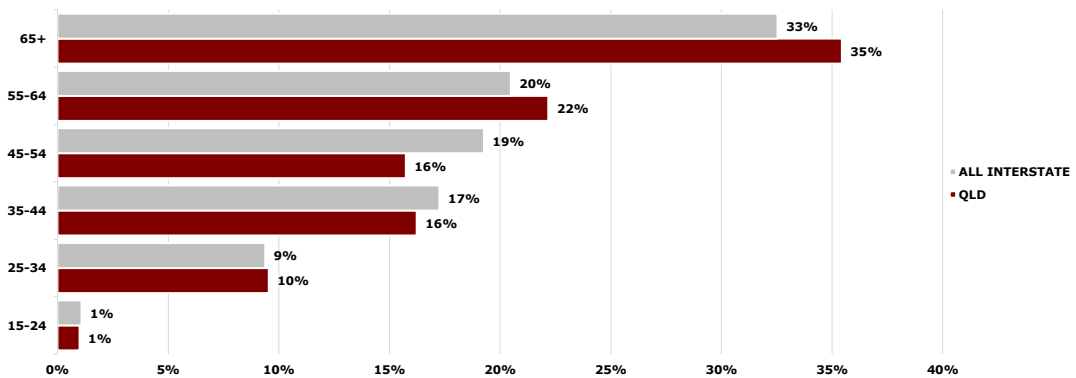


Visitor Time Series



- For the year end June 2006 South Australia received 250,000 visitors from Queensland, this dropped to 175,000 in June 2009 and rose to a high of 290,000 in June 2016.
- Visitors from Queensland have been on an upward trend since 2009.

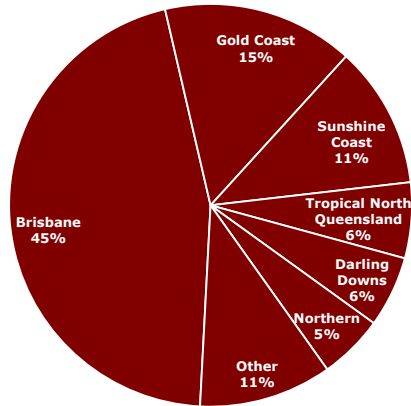
Visitor Age



- 35 per cent of visitors from Queensland to South Australia are in the 65+ age group.
- This is greater than the total domestic average for this age group at 33 per cent.
- Of the total visitors from Queensland 22 per cent came from the 55-64 age group.

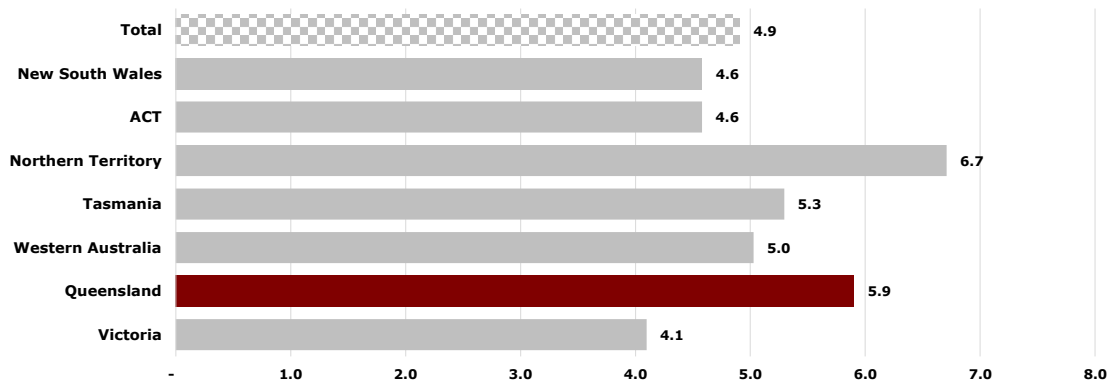


Visitor Origin



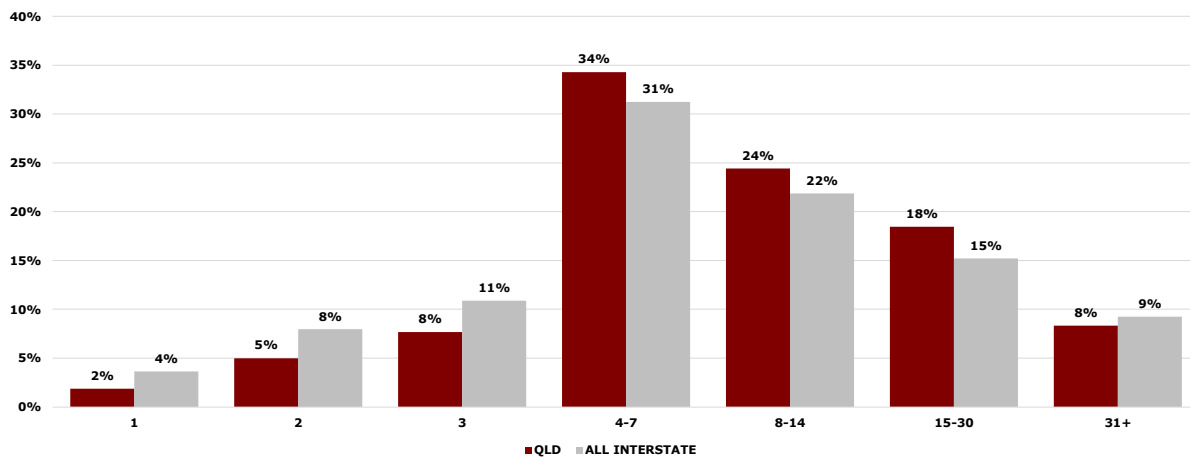
- The majority of visitors from Queensland come from the 3 major regions, Brisbane, The Gold Coast and The Sunshine Coast.
- 45 per cent of visitors to South Australia from Queensland come from the capital Brisbane. This compares to New South Wales where 61 per cent come from Sydney.
- Regional Queensland contribute 55 per cent of visitors.
- This is led by the Gold Coast at 15 per cent. This region is also aided by direct flights to and from Adelaide.

Average Length of Stay



- Visitors from Queensland on average spend 5.9 nights in South Australia, above the total interstate average of 4.9 nights.
- 13 percent of domestic visitors to South Australia come from Queensland making it our third largest domestic market. This has risen from 9 per cent in 2009.

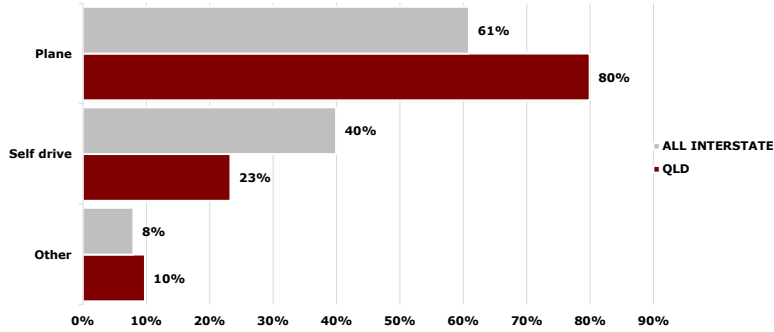
Visitor Length of Stay



- 34 per cent of Queensland visitors prefer to stay between 4-7 nights when in South Australia.
- Like Victorians they tend to have shorter stay.

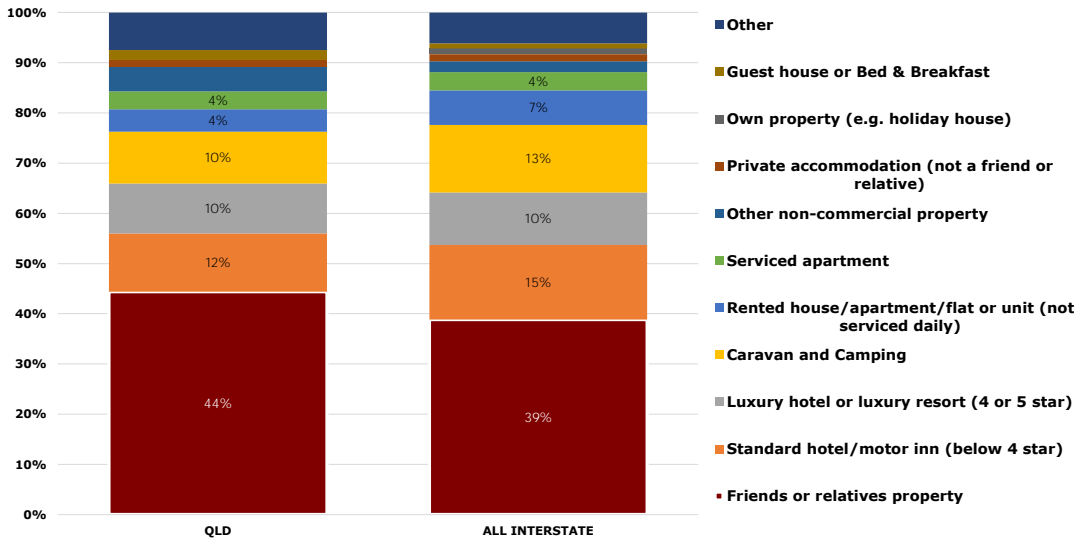


Transport to South Australia



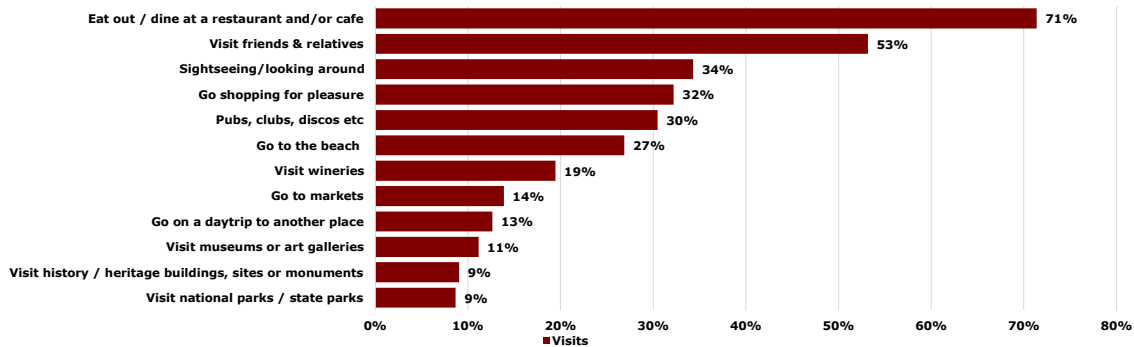
- 80 per cent of Queenslanders travelled to South Australia by Aircraft. This is almost 20 per cent above the all interstate figure of 61 per cent.
- The high use of aircraft would be the result of the distance between Queensland to South Australia.
- 23 per cent of Queenslanders travel to South Australia by car.

Visitor Accommodation



- 44 per cent of Queensland visitors stay with Friends or relatives when in South Australia, this compares to all interstate visitors where 39 per cent of visitors stay with Friends or relatives.

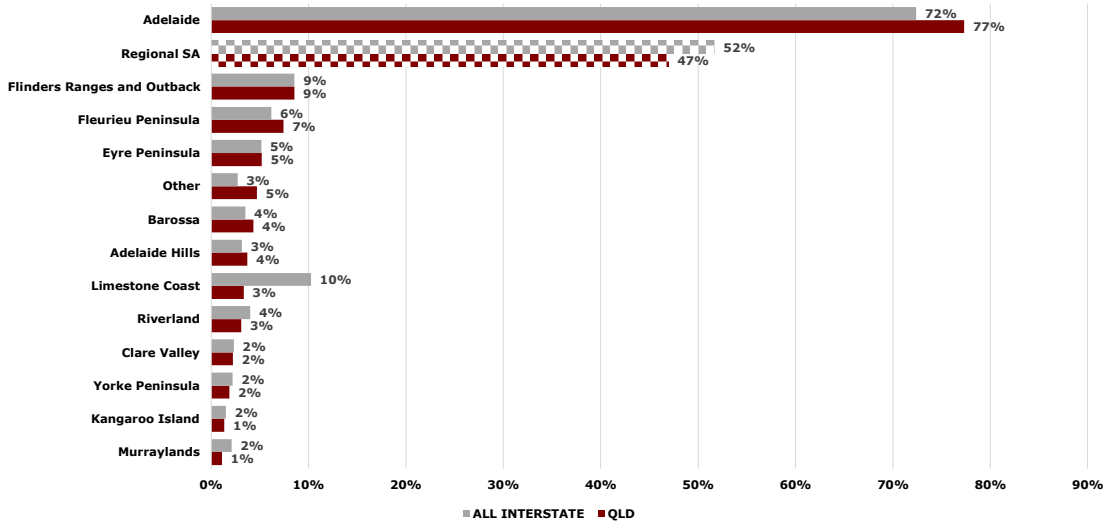
Visitor Activities



- Queenslanders like to eat out, visit friends and relatives and go sightseeing when in South Australia.
- Other popular activities involve going to the markets, visiting wineries and going to the beach.

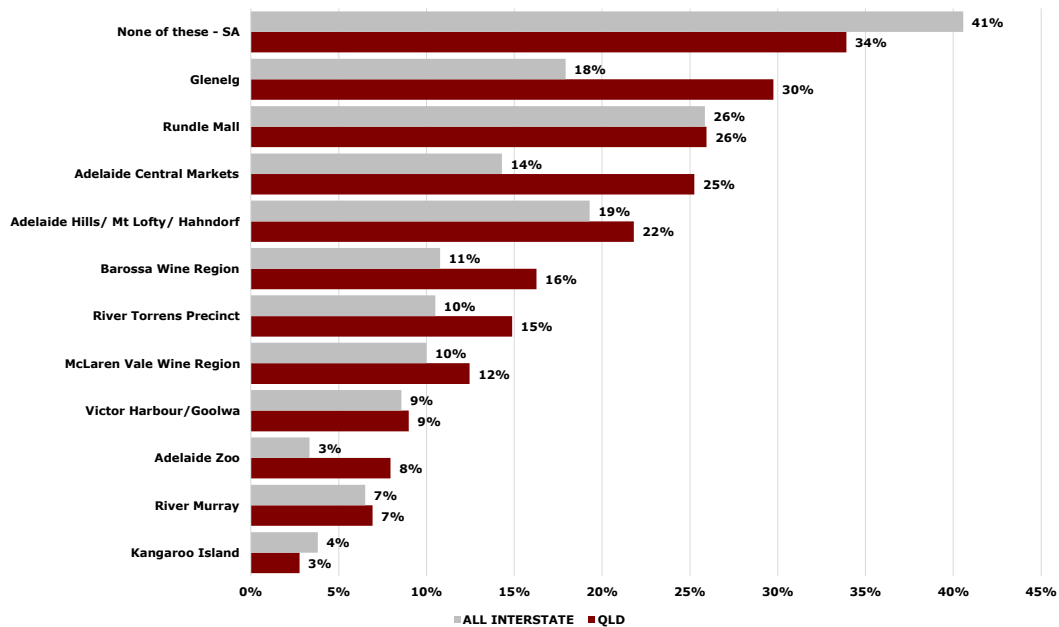


Regions Visited



- 77 per cent of visitors from Queensland visit Adelaide and 47 per cent disperse into the regions, lower than the average rate of regional dispersal.
- The Flinders Ranges and Outback at 9 per cent is the most popular region lead by the business purpose visitor.
- The Fleurieu Peninsula is the most popular region for the leisure visitor.

Specific Places Visited



- The top places visited include Glenelg, Rundle Mall and The Adelaide Central Markets .
- Adelaide Hills for Queenslanders was also very popular
- The Barossa wine region was also visited more than the McLaren Vale.
- Domestically Queenslanders found Glenelg and the Central Markets much more appealing than other interstate visitors.