

DOMESTIC VISITOR PROFILE

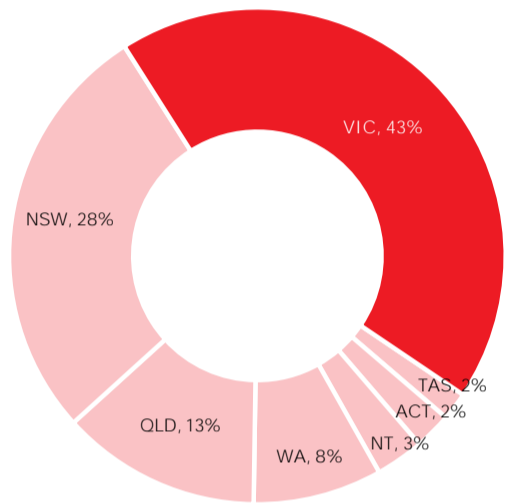
Visitors from Victoria

Neptune Island Marine Park, Eyre Peninsula



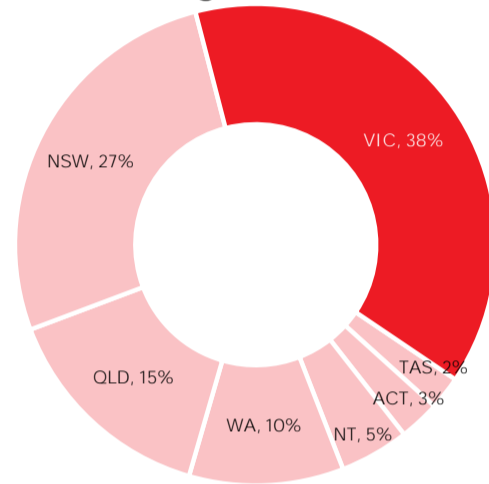
Origin	Holiday	VFR	Business	Other	Total
Visitors	374,000	327,000	262,000	57,000	996,000
Nights	1,868,000	1,330,000	710,000	213,000	4,121,000
Expenditure				\$	747,000,000

Domestic Visitor Breakdown

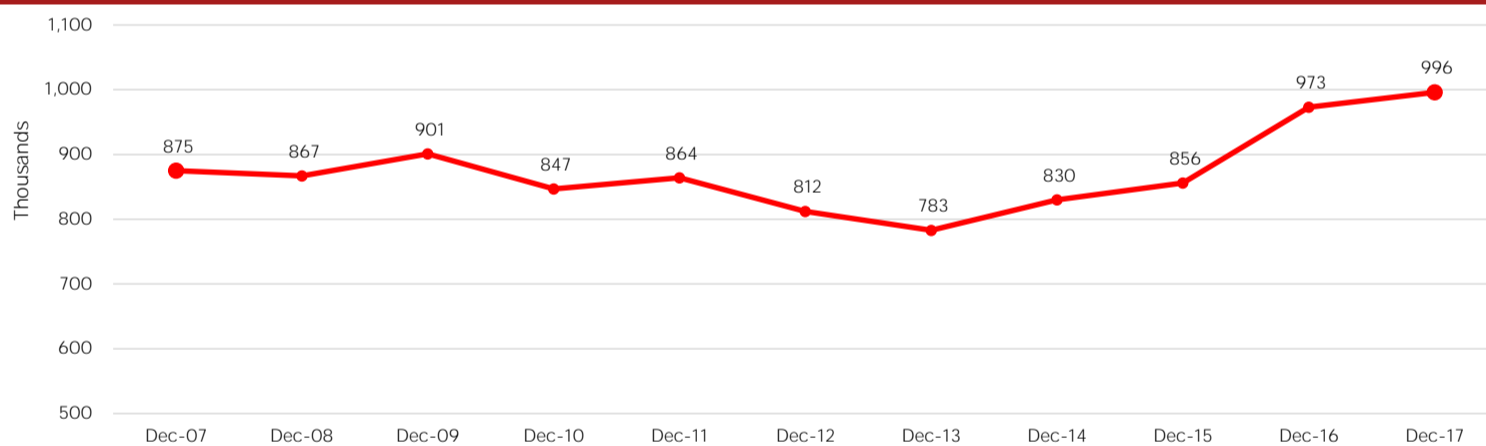


- 43 per cent of visitors to South Australia originate from Victoria.
- Victoria is the largest provider of visitors to our state.
- The 43 per cent of visitor contribute 38 per cent of our interstate nights.

Domestic Nights Breakdown

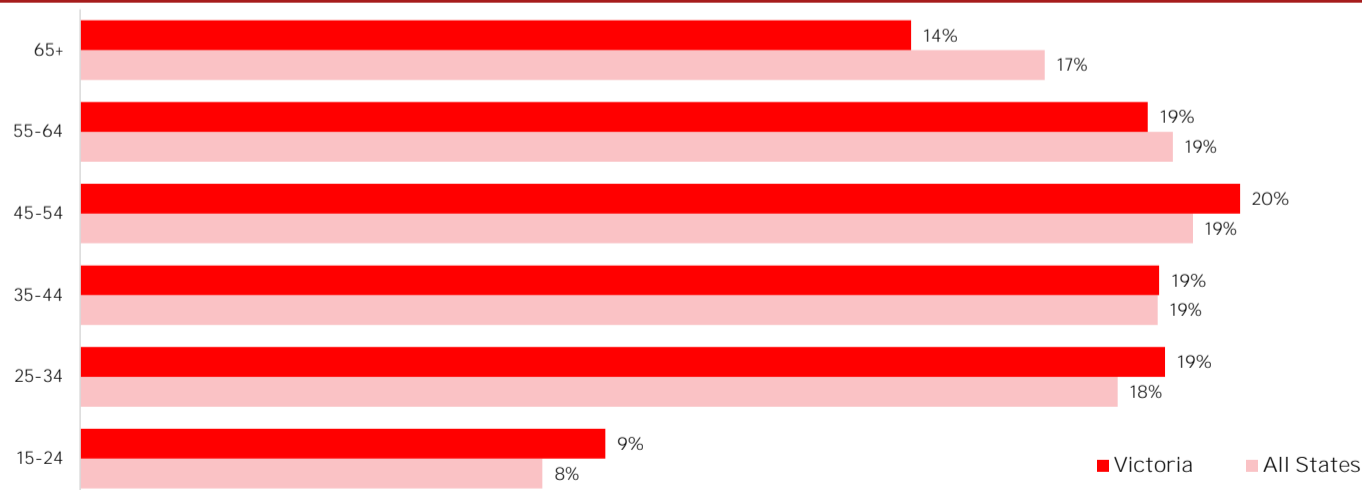


Visitor Time Series



- For the year end December 2007 South Australia received 875,000 visitors from Victoria, this dropped to 783,000 in December 2013 and rose to a high of 996,000 in December 2017.
- Currently for the year end December 2017 we set a record high 996,000 Victorian visitors to South Australia.

Visitor Age



- 20 per cent of visitors from Victoria to South Australia are in the 45-54 age group.
- This is higher than the total domestic average for this age group at 19 per cent.
- South Australia is above average for the 15-34 age groups, however they under achieve in the 65+ age group.

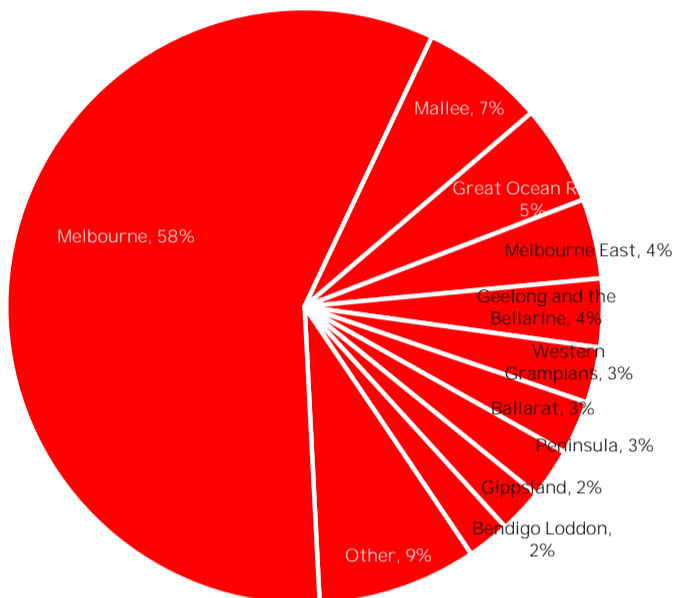
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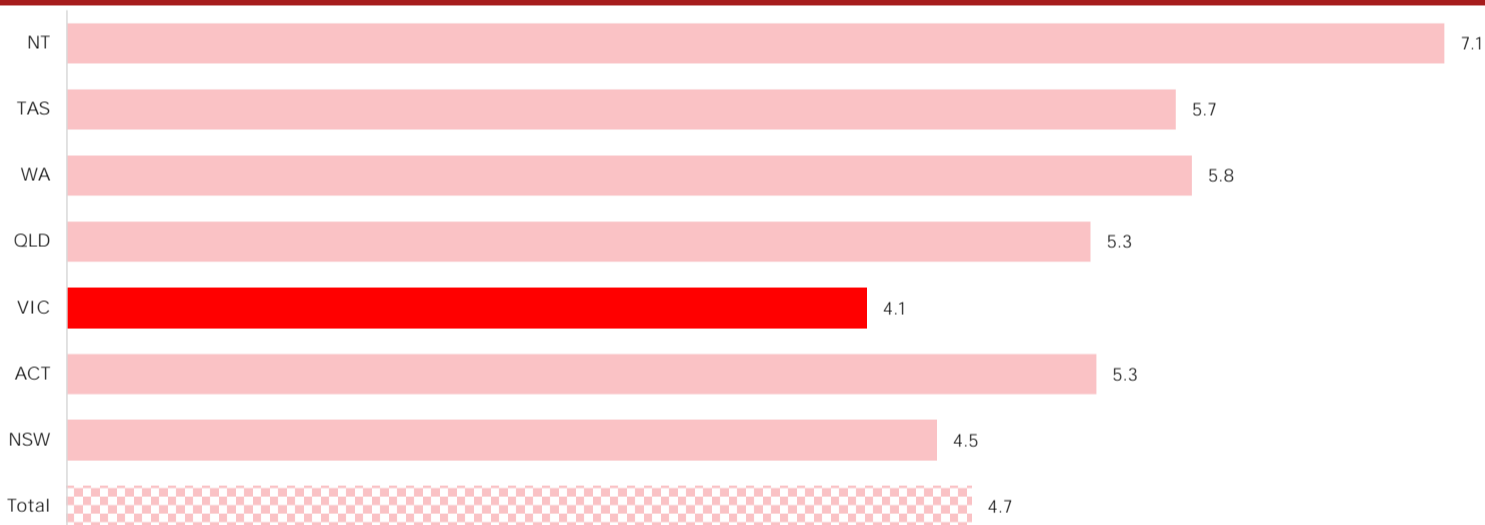


Visitor Origin



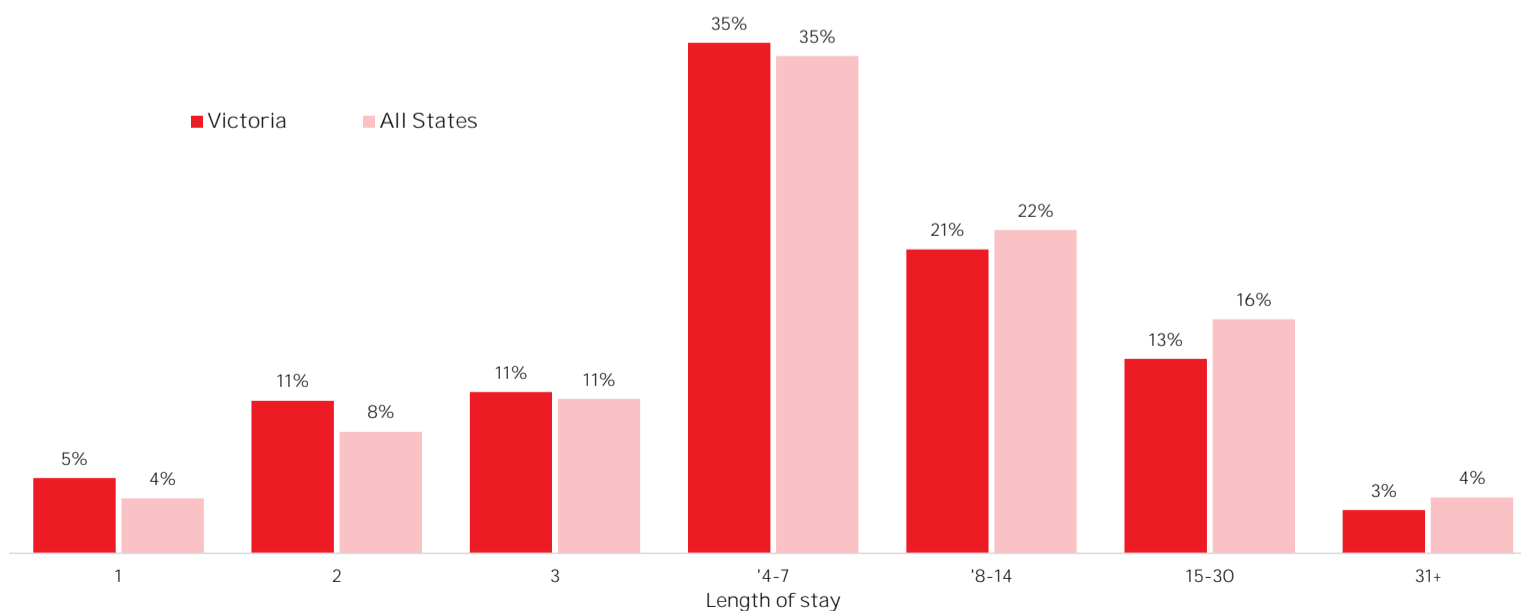
- 58 per cent of visitors to South Australia come from Melbourne.
- Regional Victoria contribute 42 per cent of visitors.
- This is led by the Malle and Great Ocean Road where 7 per cent and 5 per cent of visitors originate.

Average Length of Stay



- Visitors from Victoria on average spend 4.1 nights in South Australia, just below the total interstate average of 4.7 nights.
- 43 percent of domestic visitors to South Australia come from Victoria making it our largest domestic market.

Visitor Length of Stay



- 35 per cent of Victorian visitors prefer to stay between 4-7 nights when in South Australia.
- 1 and 2 night stays over index when compared to the length of stay for all our interstate visitors

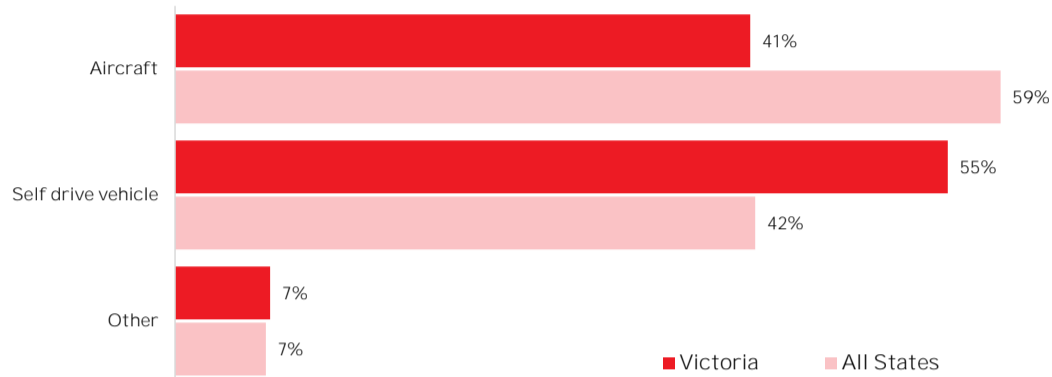
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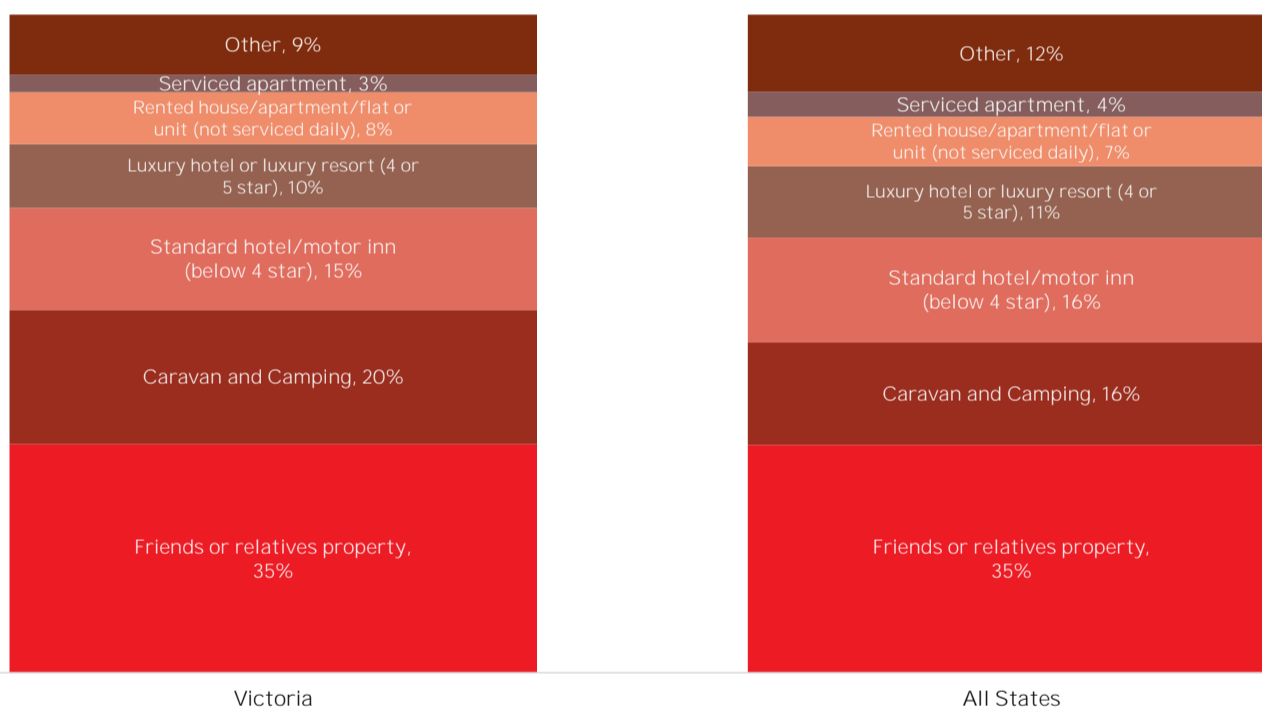


Transport to South Australia



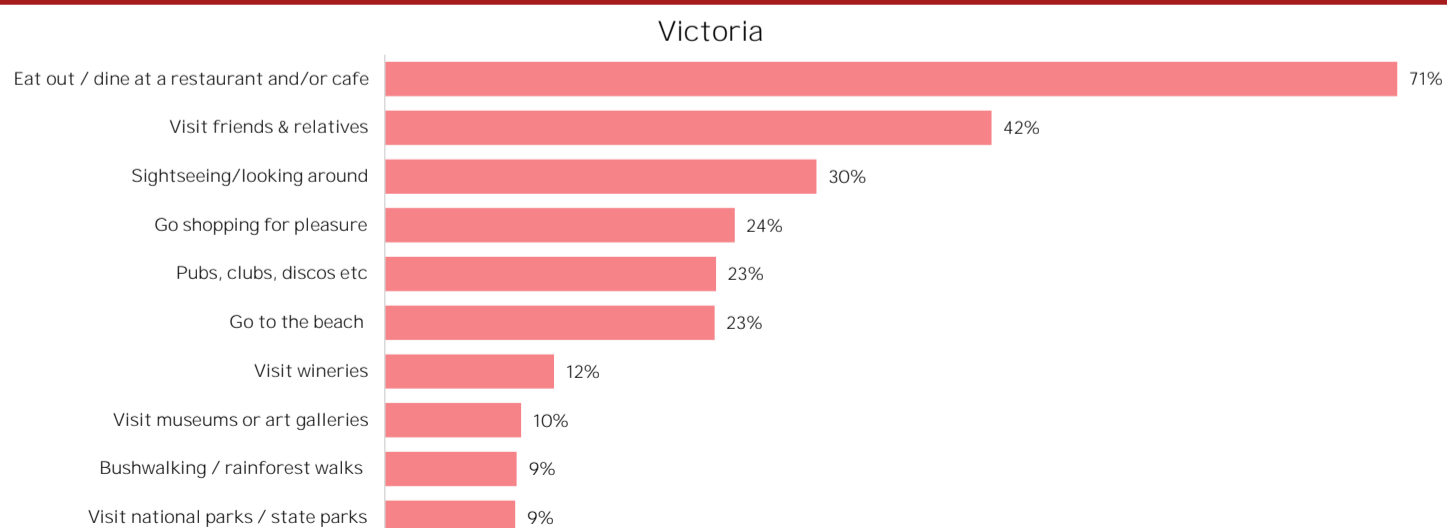
- 41 per cent of Victorian visitors travelled to South Australia by aircraft.
- 59 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is above the national average.

Visitor Accommodation



- 20 per cent of visitors from Victoria prefer caravan and camping compared to the overall interstate average of 16 per cent.
- 35 per cent of Victorian visitors stay with Friend or relatives.

Visitor Activities



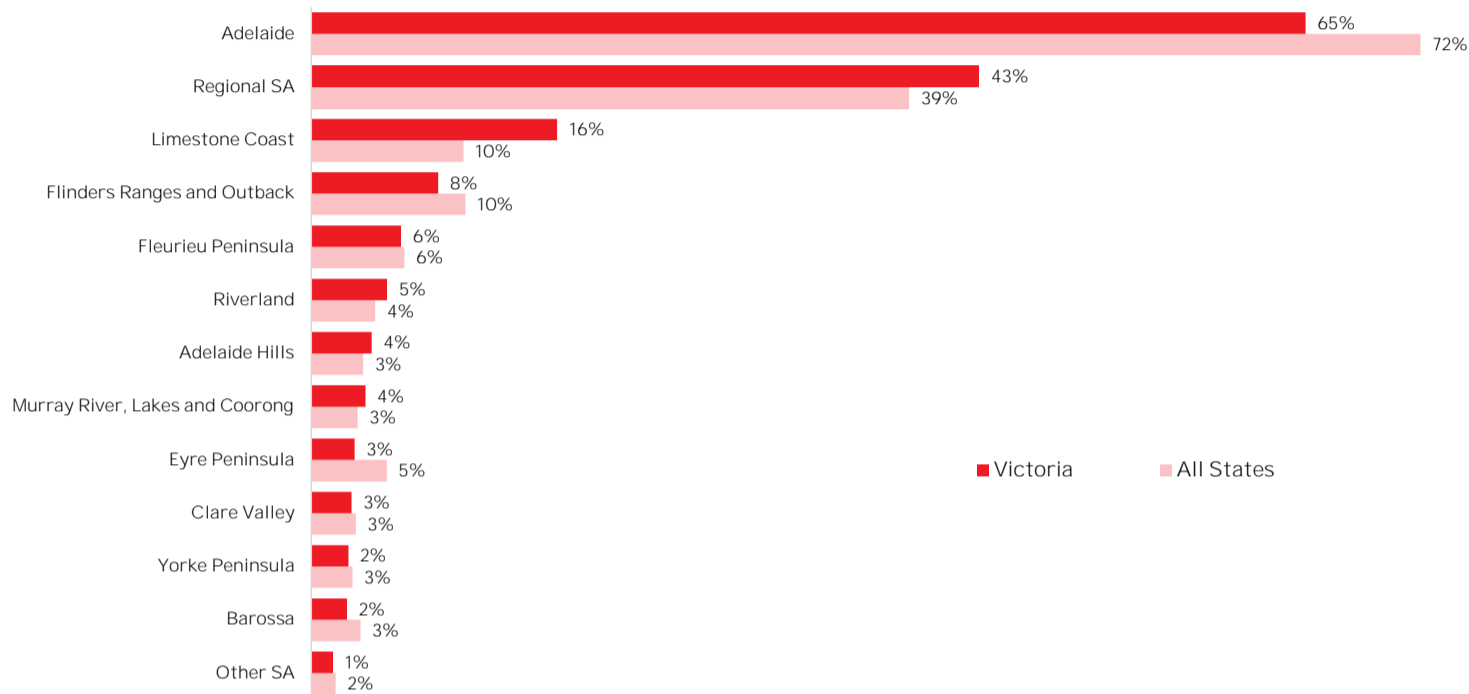
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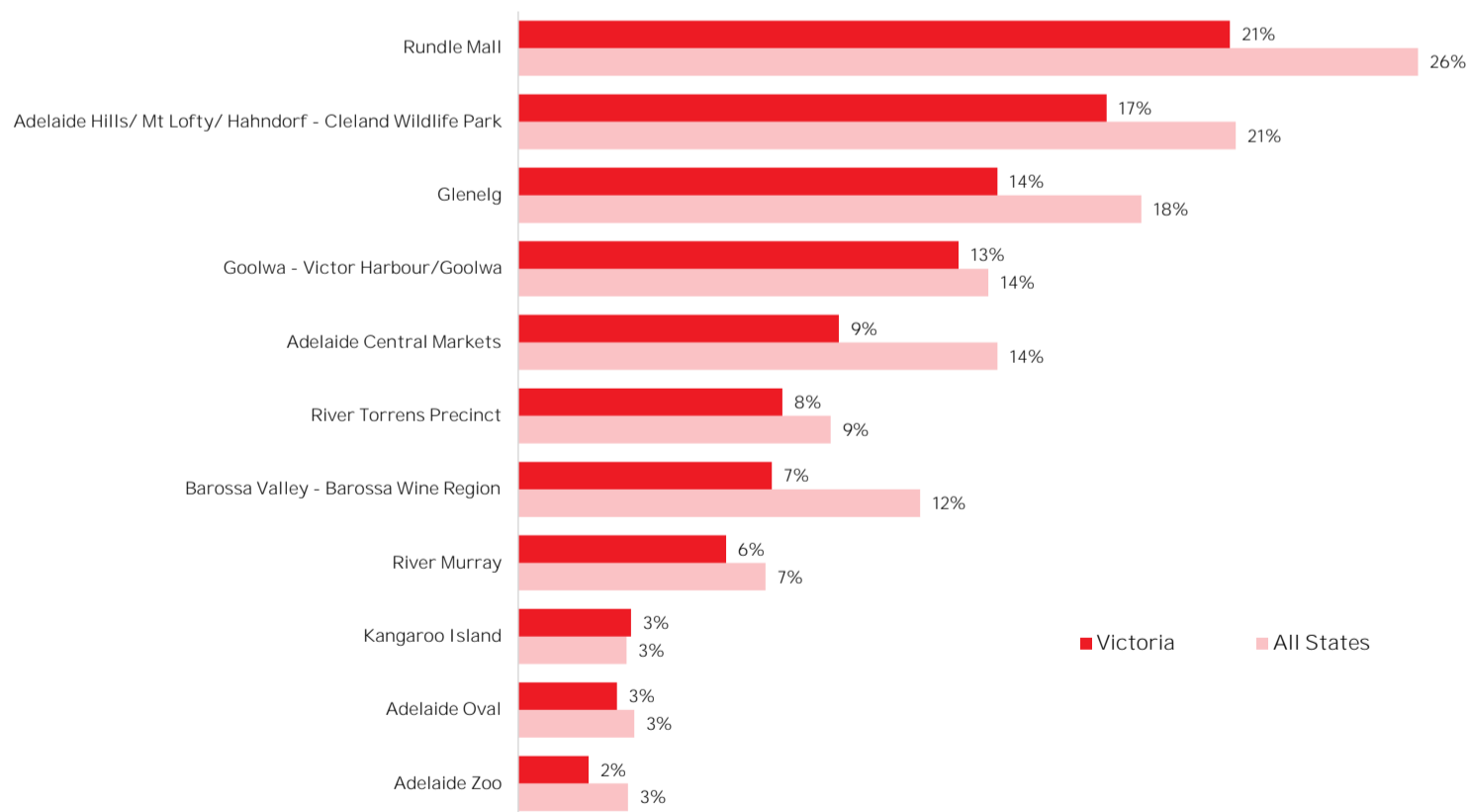


Regions Visited



- 65 per cent of visitors from Victoria visit Adelaide and 43 per cent disperse into the regions.
- The most popular region is the Limestone Coast followed by the Flinders Ranges and Outback.
- The Limestone Coast is over presented for Victoria compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- Surprisingly only 9 per cent of visitors from Victoria went to the Central Markets.
- 7 per cent of visitors from Victoria went to the Barossa, this was well below the all state average of 12 per cent.

Source: Tourism Research Australia - International and National Visitor Survey year end December 2015 to year end December 2017. All figures are based on a three year roll up for the year end December 2015, December 2016 and December 2017 to provide an annual average result. Graphed bar length uneven due to rounding.