

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending December 2017 – Date: 28th March 2018

\$	\$6.6B	Tourism Expenditure
	11.7k	International seats into Adelaide each week
	462k	International visitors
	84.2k	Domestic seats into Adelaide each week
	2.3M	Interstate visitors
	4.0M	Intrastate trips
	13.9M	Domestic day trips
	13.6k	Hotel rooms across 269 properties
	17k	Tourism business across the state
	\$160k	In tourism expenditure = 1 directly employed
	36.7k	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 2015-16*, 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

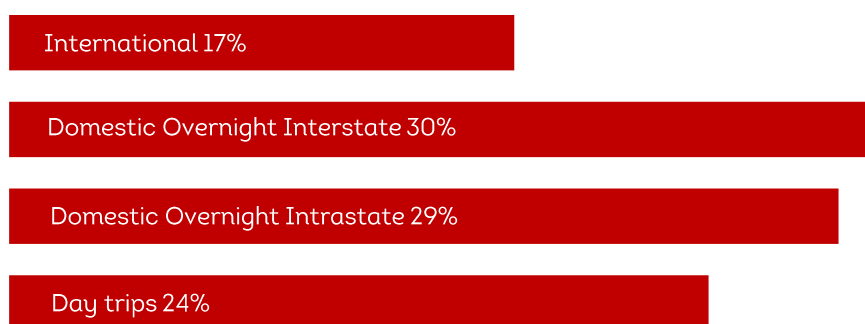
Year ending December 2017 – Date: 28th March 2018

TOTAL FOR YEAR END DECEMBER 2017

Total South Australian Expenditure	Year Ending Dec-16	Year Ending Dec-17
International Expenditure	\$972M	\$1.1B
Domestic Overnight Expenditure	\$4.0B	\$3.9B
Domestic Day Trip Expenditure	\$1.4B	\$1.6B
Total Expenditure	\$6.3B	\$6.6B

- Total expenditure has grown to a record high \$6.6 billion up 4 per cent for the year.
- Nationally growth has been at 6 per cent for the year end December 2017.
- This has been led by international growth up 18 per cent.

SOUTH AUSTRALIAN EXPENDITURE DECEMBER 2017



NATIONAL VISITOR SURVEY DECEMBER 2017

	Australia			South Australia			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
Overnight Trips (000s)	90,742	97,203	7%	6,211	6,337	2%	6.5%
Visitor Nights (000s)	334,798	350,911	5%	22,327	23,101	3%	6.6%
Day Trips (000s)	189,583	191,920	1%	13,306	13,908	5%	7.2%
Domestic Exp. (\$m)	80,745	85,166	5%	5,364	5,452	2%	6.4%

- South Australia attracted 6.3 million domestic overnight trips, up 2 per cent, and behind the national growth rate of 7 per cent.
- There were 23.1 million domestic nights in South Australia, a rise of 3 per cent on the previous year and below the national growth rate of 5 per cent.
- There were 13.9 million day trips to and within South Australia, up 5 per cent and ahead of the national growth rate of 1 per cent.
- Total domestic expenditure in South Australia rose to \$5.5 billion, up 2 per cent and behind the national growth rate of 5 per cent.
- Day trips expenditure rose 15 per cent, above the national growth rate of 4 per cent.

Value of Tourism in South Australia

Year ending December 2017 – Date: 28th March 2018

INTERNATIONAL VISITOR SURVEY DECEMBER 2017

	Australia			South Australia			
	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Year Ending Dec-16	Year Ending Dec-17	Change (%)	Market Share
Visits (000s)	7,625	8,119	6%	432	462	7%	5.7%
Nights (000s)	252,969	265,224	5%	9,867	10,794	9%	4.1%
Expenditure (\$m)	26,217	28,364	8%	972	1,149	18%	4.1%

- The highlight has been the rise in expenditure of 18 per cent to a record \$1.1 billion, above the national growth rate of 8 per cent.
- Visits to South Australia have grown by 7 per cent, above the national growth rate of 6 per cent to a record high of 462,000.
- Nights in South Australia have reached 10.8 million, up 9 per cent for the year and above the national growth rate of 5 per cent.
- Holiday visits increased 8 per cent to a record high 263,000.
- Education visits increased to 25,000, up 8 per cent on the prior year.
- Education expenditure also grew, up 35 per cent to a record high \$517 million.
- Chinese visits increased to 60,000, up 32 percent on the previous year end. China has maintained its spot as our second largest international visitor market behind the United Kingdom and ahead of the United States of America.
- Visitors from the United Kingdom rose 17 per cent to 74,000 on the back of the Ashes test match in Adelaide.
- Singapore has again shown growth, visits up 1 per cent, nights up 56 per cent and expenditure up 18 per cent.
- Visits from India grew 3 per cent to 12,000, with expenditure up 34 per cent to \$38 million.
- Market share for visits increased from 5.5 per cent in September 2017 to 5.7 per cent for the year end December 2017.
- In line with this our market share for expenditure grew from 3.9 per cent to 4.1 per cent, another great result.