

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending March 2018 — Date: 19th July 2018

\$	\$6.7B	Tourism Expenditure
	12.1k	International seats into Adelaide each week
	475k	International visitors
	85.5k	Domestic seats into Adelaide each week
	2.4M	Interstate visitors
	4.0M	Intrastate trips
	13.8M	Domestic day trips
	13.6k	Hotel rooms across 269 properties
	17k	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 March 2018 — Date: 19th July 2018

Total for year end MARCH 2018

Total South Australian Expenditure	Year Ending Mar-17	Year Ending Mar-18
International Expenditure	\$1.1B	\$1.2B
Domestic Overnight Expenditure	\$3.9B	\$3.9B
Domestic Day Trip Expenditure	\$1.4B	\$1.6B
Total Expenditure	\$6.3B	\$6.7B

- Total expenditure has grown to a record high \$6.7 billion, up 5 per cent for the year.
- This has been led by international expenditure growth, up 10 per cent and day trip expenditures, up 17 per cent.
- Nationally expenditure grew 6 per cent for the year end March 2018.

South Australian Expenditure March 2018

International 18%

Domestic Overnight Interstate 30%

Domestic Overnight Intrastate 29%

Day trips 24%

National Visitor Survey march 2018

	Australia			South Australia			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
Overnight Trips (000s)	91,683	97,784	7%	6,109	6,405	5%	6.6%
Visitor Nights (000s)	335,481	350,642	5%	21,687	23,544	9%	6.7%
Day Trips (000s)	186,964	195,380	5%	13,401	13,763	3%	7.0%
Domestic Exp. (\$m)	81,331	85,879	6%	5,251	5,495	5%	6.4%

- South Australia attracted 6.4 million domestic overnight trips, up 5 per cent, and behind the national growth rate of 7 per cent.
- There were 23.5 million domestic nights in South Australia, a rise of 9 per cent on the previous year and above the national growth rate of 5 per cent.
- There were 13.8 million day trips to and within South Australia, up 3 per cent and behind the national growth rate of 5 per cent.
- Total domestic expenditure in South Australia rose to \$5.5 billion, up 5 per cent and behind the national growth rate of 6 per cent.
- Day trips expenditure rose 17 per cent, above the national growth rate of 6 per cent.

Value of Tourism in South Australia

Year ending March 2018 — Date: 19th July 2018

International Visitor Survey December 2017

	Australia			South Australia			
	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Year Ending Mar-17	Year Ending Mar-18	Change (%)	Market Share
Visits (000s)	7,724	8,306	8%	436	475	9%	5.7%
Nights (000s)	261,814	269,166	3%	10,608	11,064	4%	4.1%
Expenditure (\$m)	27,225	29,053	7%	1,068	1,171	10%	4.0%

- The highlight has been the rise in expenditure of 10 per cent to a record \$1.2 billion, above the national growth rate of 7 per cent.
- Visits to South Australia have grown by 9 per cent, above the national growth rate of 8 per cent, to a record high of 475,000.
- Nights in South Australia reached 11.1 million, up 4 per cent for the year and above the national growth rate of 3 per cent.
- Chinese expenditure grew to a record high \$415 million, up 32 per cent for the year.
- Visitors from the United Kingdom rose 12 per cent to 73,000 on the back of the Ashes test match in Adelaide.
- Visitors from the United States of America reached a record high 64,000 visitors for the year end March 2018, up 24 per cent. With the rise in visits we also saw nights increase, up 3 per cent and expenditure increase, up 6 per cent.
- Visits from Hong Kong grew 24 per cent to 13,000, with nights up 9 per cent to 406,000 and expenditure up 2 per cent to \$51 million.
- New Zealand has shown growth with visits, up 16 per cent to 43,000, nights up 10 per cent to 422,000 and expenditure up 9 per cent to \$54 million.
- Market share for visits increased from 5.6 per cent to 5.7 per cent for the year end March 2018.
- Market share for expenditure also grew from 3.9 per cent to 4.0 per cent.