

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



## National Visitor Survey South Australia All Purpose March 2020

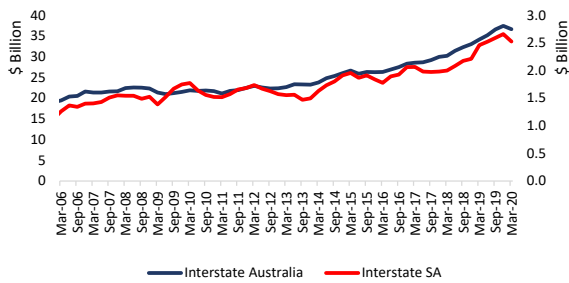
Released: 8th July 2020, Next release 8th October 2020

Expenditure (\$m)	Australia				South Australia			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
Interstate (\$m)	\$ 34,112	\$ 36,589	↑ 7%	6.9%	\$ 2,455	\$ 2,523	↑ 3%	6.9%
Intrastate (\$m)	\$ 40,437	\$ 42,163	↑ 4%	5.8%	\$ 2,140	\$ 2,443	↑ 14%	5.8%
Day Trips (\$m)	\$ 23,523	\$ 25,863	↑ 10%	6.7%	\$ 1,566	\$ 1,741	↑ 11%	6.7%
<b>Total</b>	<b>\$ 98,072</b>	<b>\$ 104,615</b>	<b>↑ 7%</b>	<b>6.4%</b>	<b>\$ 6,161</b>	<b>\$ 6,707</b>	<b>↑ 9%</b>	<b>6.4%</b>

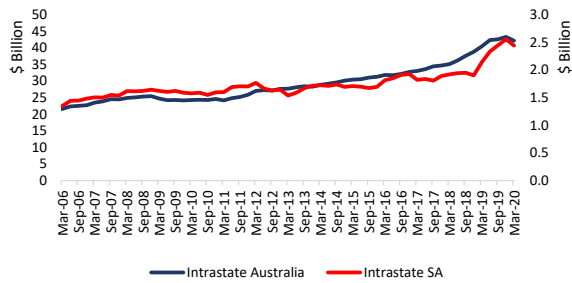
• The latest data relates to the year end March 2020 - this include 3 quarters of data that is unaffected by the bushfires and COVID-19.

• The fourth quarter results, January 2020 to March 2020 have been impacted negatively by the bushfires and COVID-19.

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
NSW	35,606	37,243	↑ 5%	33%	11,754	12,318	↑ 5%	34%	23,852	24,925	↑ 4%	32%
VIC	27,832	28,310	↑ 2%	25%	8,426	8,498	→ 1%	23%	19,406	19,812	↑ 2%	25%
QLD	24,584	24,809	→ 1%	22%	7,447	7,690	↑ 3%	21%	17,138	17,119	→ 0%	22%
<b>SA</b>	<b>6,976</b>	<b>7,766</b>	<b>↑ 11%</b>	<b>7%</b>	<b>2,779</b>	<b>2,844</b>	<b>↑ 2%</b>	<b>8%</b>	<b>4,197</b>	<b>4,922</b>	<b>↑ 17%</b>	<b>6%</b>
WA	10,171	10,728	↑ 5%	10%	1,710	1,809	↑ 6%	5%	8,461	8,919	↑ 5%	11%
TAS	3,124	3,080	↓ -1%	3%	1,423	1,560	↑ 10%	4%	1,701	1,520	↓ -11%	2%
NT	1,651	1,680	↑ 2%	1%	997	1,053	↑ 6%	3%	655	627	↓ -4%	1%
ACT	2,928	3,023	↑ 3%	3%	2,921	3,019	↑ 3%	8%	np	np	np	np
<b>TOTAL</b>	<b>109,051</b>	<b>112,285</b>	<b>↑ 3%</b>	<b>100%</b>	<b>35,632</b>	<b>36,678</b>	<b>↑ 3%</b>	<b>100%</b>	<b>75,416</b>	<b>77,850</b>	<b>↑ 3%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
NSW	111,371	118,075	↑ 6%	29%	43,392	48,411	↑ 12%	27%	67,979	69,663	↑ 2%	31%
VIC	78,965	81,399	↑ 3%	20%	32,087	32,643	↑ 2%	18%	46,878	48,756	↑ 4%	21%
QLD	97,052	98,577	↑ 2%	24%	41,980	42,966	↑ 2%	24%	55,072	55,612	→ 1%	24%
<b>SA</b>	<b>24,914</b>	<b>26,862</b>	<b>↑ 8%</b>	<b>7%</b>	<b>12,717</b>	<b>12,839</b>	<b>→ 1%</b>	<b>7%</b>	<b>12,198</b>	<b>14,023</b>	<b>↑ 15%</b>	<b>6%</b>
WA	44,223	49,089	↑ 11%	12%	12,630	14,675	↑ 16%	8%	31,593	34,413	↑ 9%	15%
TAS	12,576	13,281	↑ 6%	3%	8,152	9,325	↑ 14%	5%	4,424	3,957	↓ -11%	2%
NT	9,663	8,917	↓ -8%	2%	7,519	7,176	↓ -5%	4%	2,143	1,741	↓ -19%	1%
ACT	7,386	8,834	↑ 20%	2%	7,374	8,829	↑ 20%	5%	np	np	np	np
<b>TOTAL</b>	<b>386,162</b>	<b>405,044</b>	<b>↑ 5%</b>	<b>100%</b>	<b>165,864</b>	<b>176,873</b>	<b>↑ 7%</b>	<b>100%</b>	<b>220,298</b>	<b>228,170</b>	<b>↑ 4%</b>	<b>100%</b>

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## National Visitor Survey South Australia All Purpose March 2020

Released: 8th July 2020, Next release 8th October 2020

### Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
NSW	21,683	22,757	↑ 5%	29%	8,834	9,232	↑ 5%	25%	12,849	13,525	↑ 5%	32%
VIC	15,535	16,772	↑ 8%	21%	7,223	7,773	↑ 8%	21%	8,312	8,999	↑ 8%	21%
QLD	18,470	18,935	↑ 3%	24%	8,472	8,954	↑ 6%	24%	9,998	9,981	↔ 0%	24%
<b>SA</b>	<b>4,595</b>	<b>4,966</b>	<b>↑ 8%</b>	<b>6%</b>	<b>2,455</b>	<b>2,523</b>	<b>↑ 3%</b>	<b>7%</b>	<b>2,140</b>	<b>2,443</b>	<b>↑ 14%</b>	<b>6%</b>
WA	7,764	8,463	↑ 9%	11%	2,281	2,683	↑ 18%	7%	5,482	5,780	↑ 5%	14%
TAS	2,688	2,899	↑ 8%	4%	1,820	2,167	↑ 19%	6%	868	731	↓ -16%	2%
NT	1,952	2,135	↑ 9%	3%	1,367	1,616	↑ 18%	4%	585	520	↓ -11%	1%
ACT	1,860	1,825	↓ -2%	2%	1,657	1,642	↔ -1%	4%	np	np	np	np
<b>TOTAL</b>	<b>74,549</b>	<b>78,752</b>	<b>↑ 6%</b>	<b>100%</b>	<b>34,112</b>	<b>36,589</b>	<b>↑ 7%</b>	<b>100%</b>	<b>40,437</b>	<b>42,163</b>	<b>↑ 4%</b>	<b>100%</b>

### Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
NSW	65,566	73,498	↑ 12%	31%	7,309	8,191	↑ 12%	32%
VIC	59,697	64,403	↑ 8%	27%	5,938	6,425	↑ 8%	25%
QLD	46,689	50,211	↑ 8%	21%	5,218	5,781	↑ 11%	22%
<b>SA</b>	<b>14,287</b>	<b>17,179</b>	<b>↑ 20%</b>	<b>7%</b>	<b>1,566</b>	<b>1,741</b>	<b>↑ 11%</b>	<b>7%</b>
WA	22,194	22,352	↔ 1%	9%	2,308	2,411	↑ 4%	9%
TAS	6,560	6,901	↑ 5%	3%	689	715	↑ 4%	3%
NT	1,149	1,589	↑ 38%	1%	203	189	↓ -7%	1%
ACT	2,196	2,613	↑ 19%	1%	291	409	↑ 41%	2%
<b>TOTAL</b>	<b>218,369</b>	<b>238,745</b>	<b>↑ 9%</b>	<b>100%</b>	<b>23,523</b>	<b>25,863</b>	<b>↑ 10%</b>	<b>100%</b>

### Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Year Ending Mar-19	Year Ending Mar-20	Change (%)
Holiday	43,708	43,537	↔ 0%	164,362	165,520	↔ 1%	35,959	38,380	↑ 7%
VFR	36,870	38,277	↑ 4%	117,839	121,597	↑ 3%	15,272	15,632	↑ 2%
Business	24,548	26,209	↑ 7%	81,039	92,461	↑ 14%	20,153	21,411	↑ 6%
Other	6,664	7,226	↑ 8%	22,922	25,466	↑ 11%	3,166	3,330	↑ 5%

### Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change (%)	Market Share
Holiday	2,944	3,086	↑ 5%	7%	11,041	11,041	↔ 0%	7%	2,106	2,345	↑ 11%	6%
VFR	2,032	2,359	↑ 16%	6%	6,792	7,474	↑ 10%	6%	907	1,041	↑ 15%	7%
Business	1,591	1,755	↑ 10%	7%	5,483	5,645	↑ 3%	6%	1,347	1,317	↓ -2%	6%
Other	561	715	↑ 27%	10%	1,598	2,702	↑ 69%	11%	235	263	↑ 12%	8%

Source: All data is from the National Visitor Survey, Mar 2020, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

2. For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>