

# DOMESTIC VISITOR PROFILE

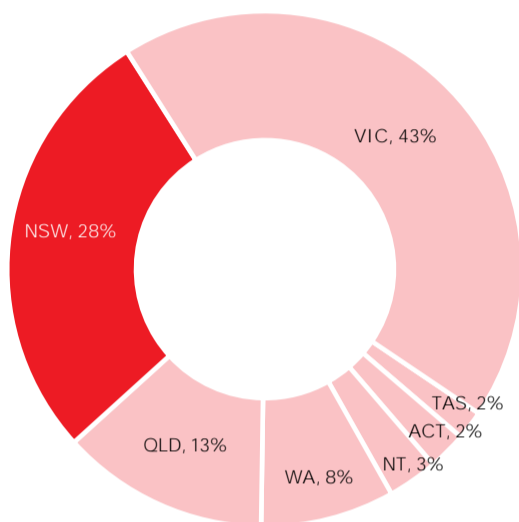
## Visitors from New South Wales

Domestic Visitor Profile December 2015 - December 2017  
*d'Arenberg Cube, Fleurieu Peninsula*



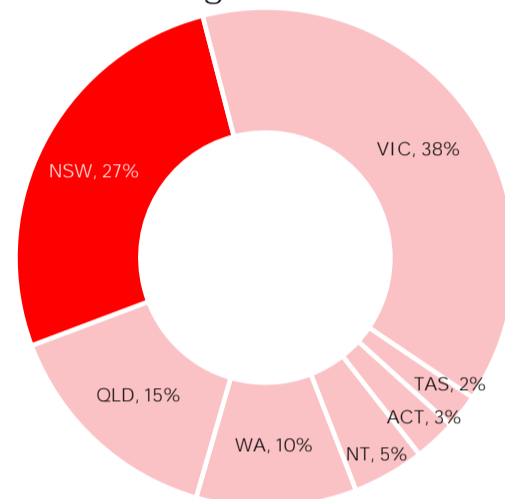
Origin	Holiday	VFR	Business	Other	Total
Visitors	222,000	195,000	186,000	48,000	635,000
Nights	1,244,000	941,000	499,000	174,000	2,858,000
Expenditure				\$	551,000,000

Domestic Visitor Breakdown

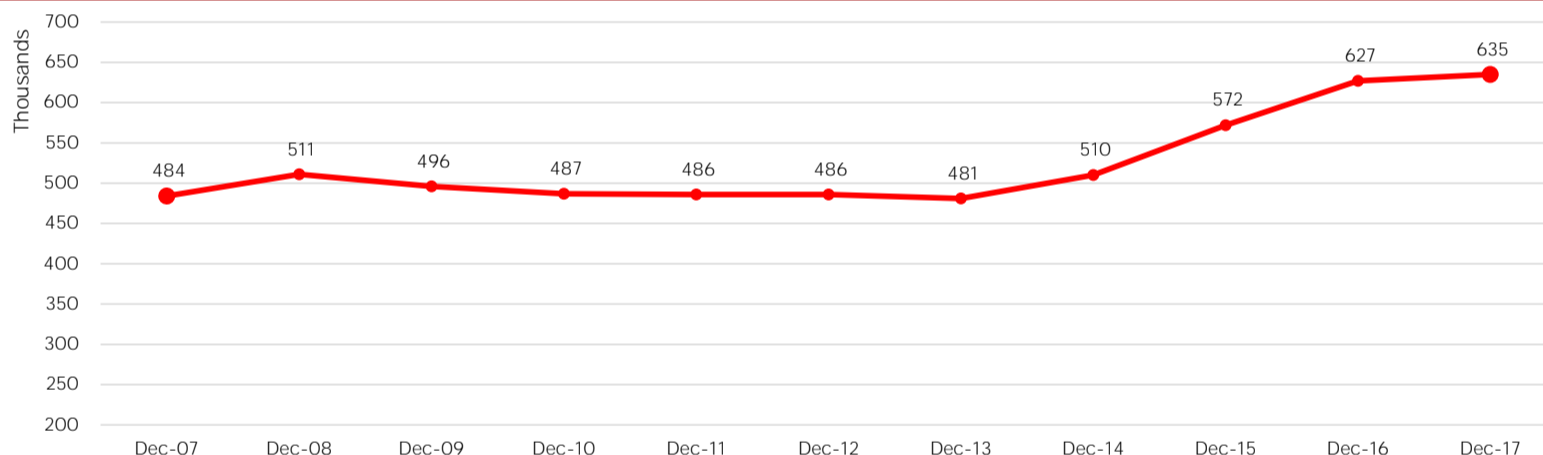


- 28 per cent of visitors to South Australia originate from New South Wales.
- New South Wales is the second largest provider of visitors to our state.
- The 28 per cent of visitors contribute 27 per cent of our interstate nights.

Domestic Nights Breakdown

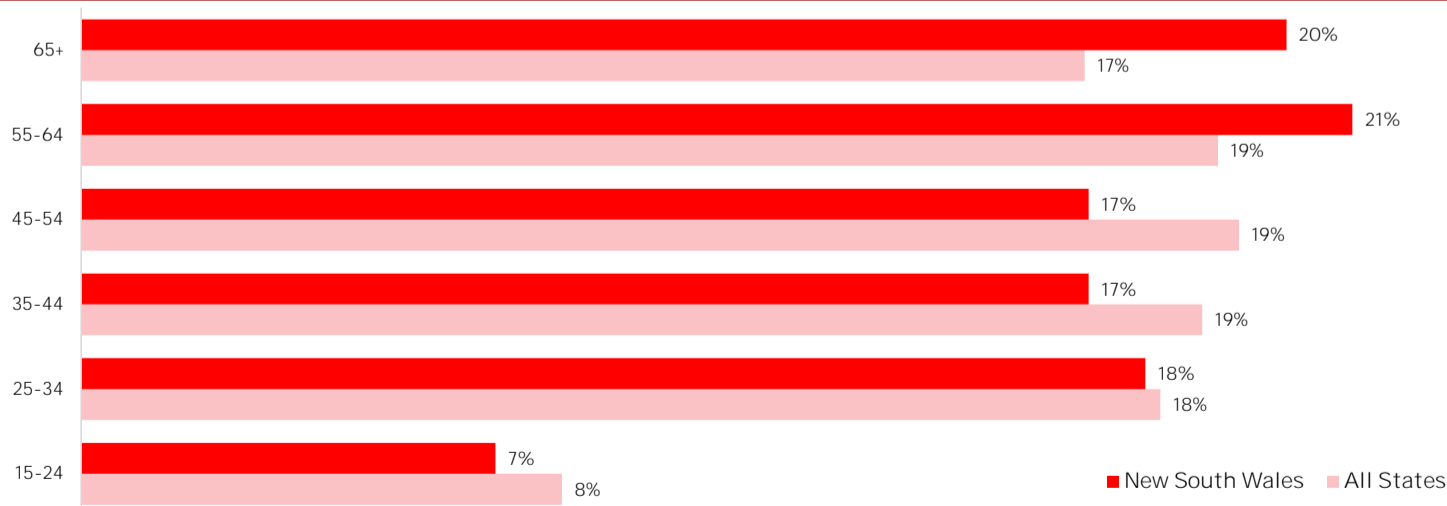


Visitor Time Series



- For the year end December 2007 South Australia received 484,000 visitors from New South Wales, this dropped to 481,000 in December 2013 and rose to a high of 635,000 in December 2017.
- Currently for the year end December 2017 we set a record high 635,000 New South Wales visitors to South Australia.

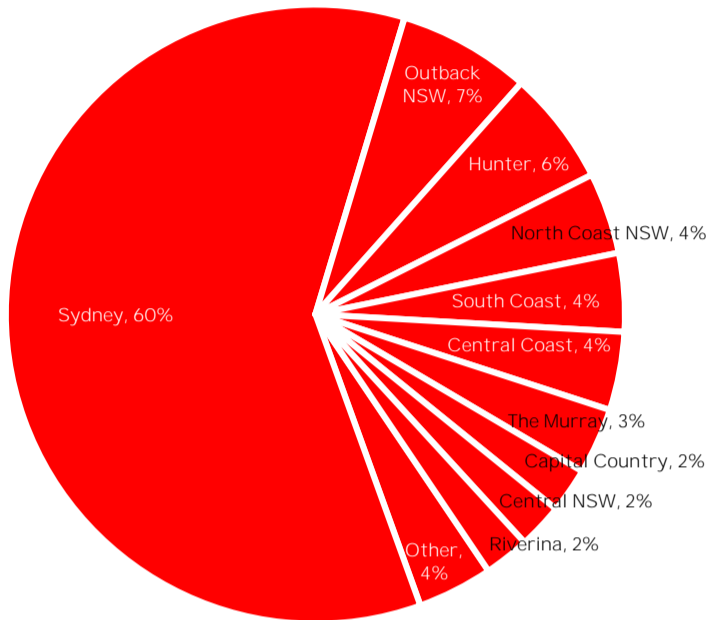
Visitor Age



- 41 per cent of visitors from New South Wales to South Australia are in the 55+ age group.
- This is higher than the total domestic average for this age group at 36 per cent.
- South Australia is above average for the 55+ age groups, however they under achieve in the 35 to 54 age group.

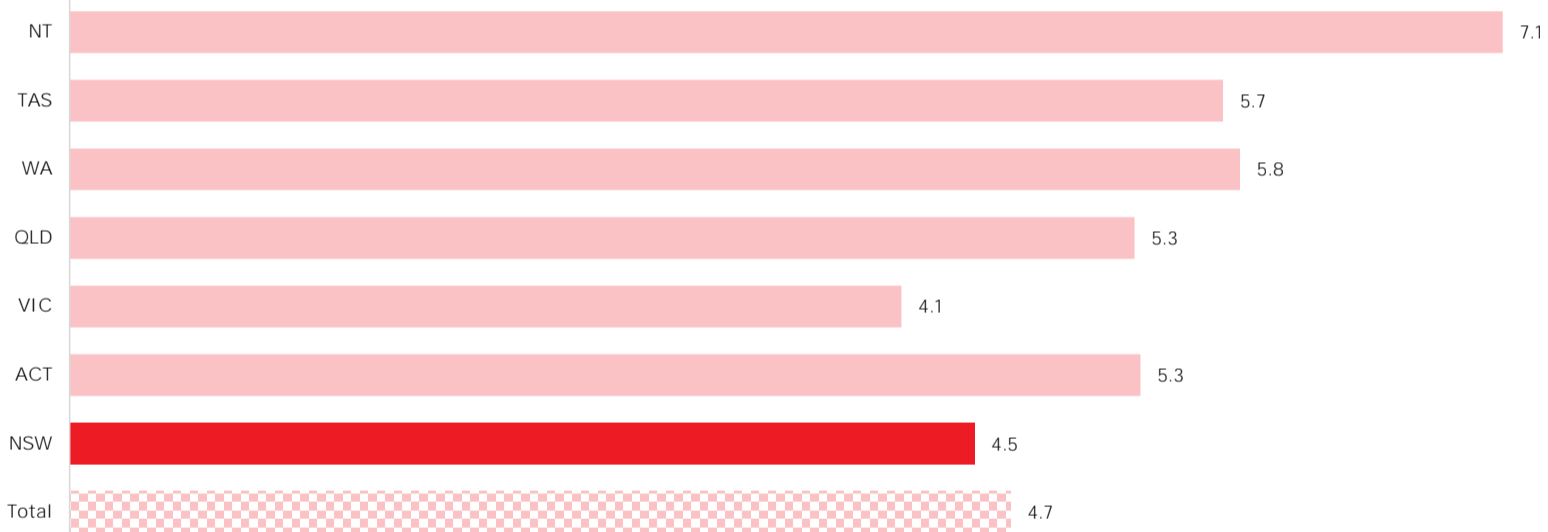


## Visitor Origin



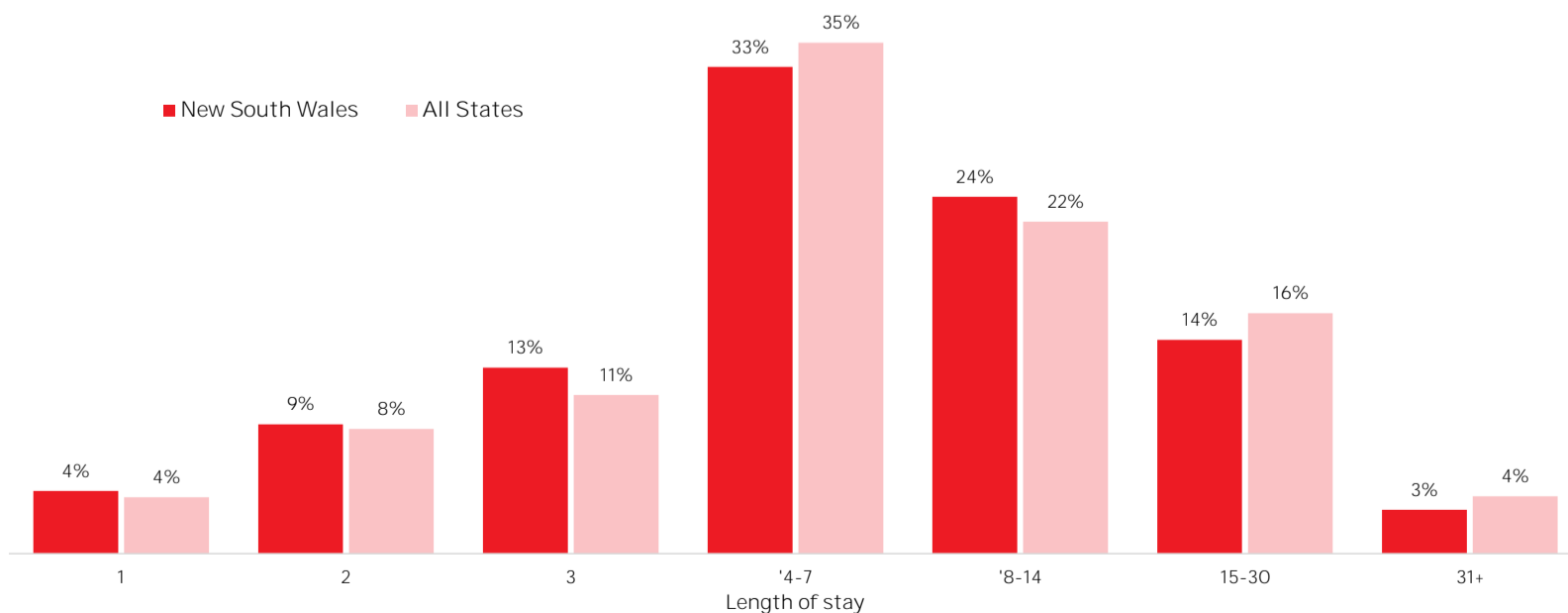
- 60 per cent of visitors to South Australia come from Sydney.
- Regional New South Wales contribute 40 per cent of visitors.
- This is led by the Hunter and Outback New South Wales where 7 per cent and 6 per cent of visitors originate.

## Average Length of Stay



- Visitors from New South Wales on average spend 4.5 nights in South Australia, just below the total interstate average of 4.7 nights.
- 28 percent of domestic visitors to South Australia come from New South Wales making it our second largest domestic market.

## Visitor Length of Stay



- 33 per cent of New South Wales visitors prefer to stay between 4-7 nights when in South Australia.
- 2 and 3 night stays over index when compared to the length of stay for all our interstate visitors.

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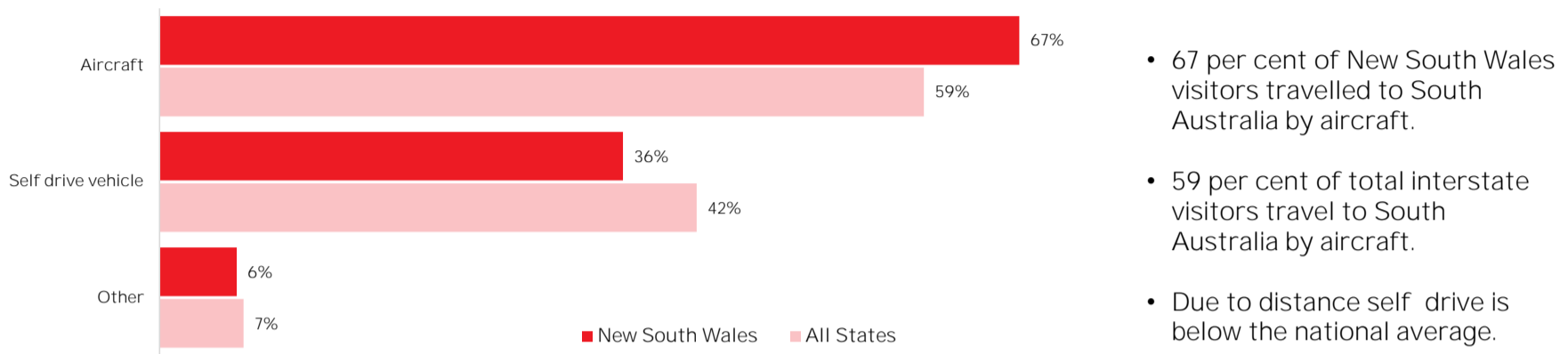
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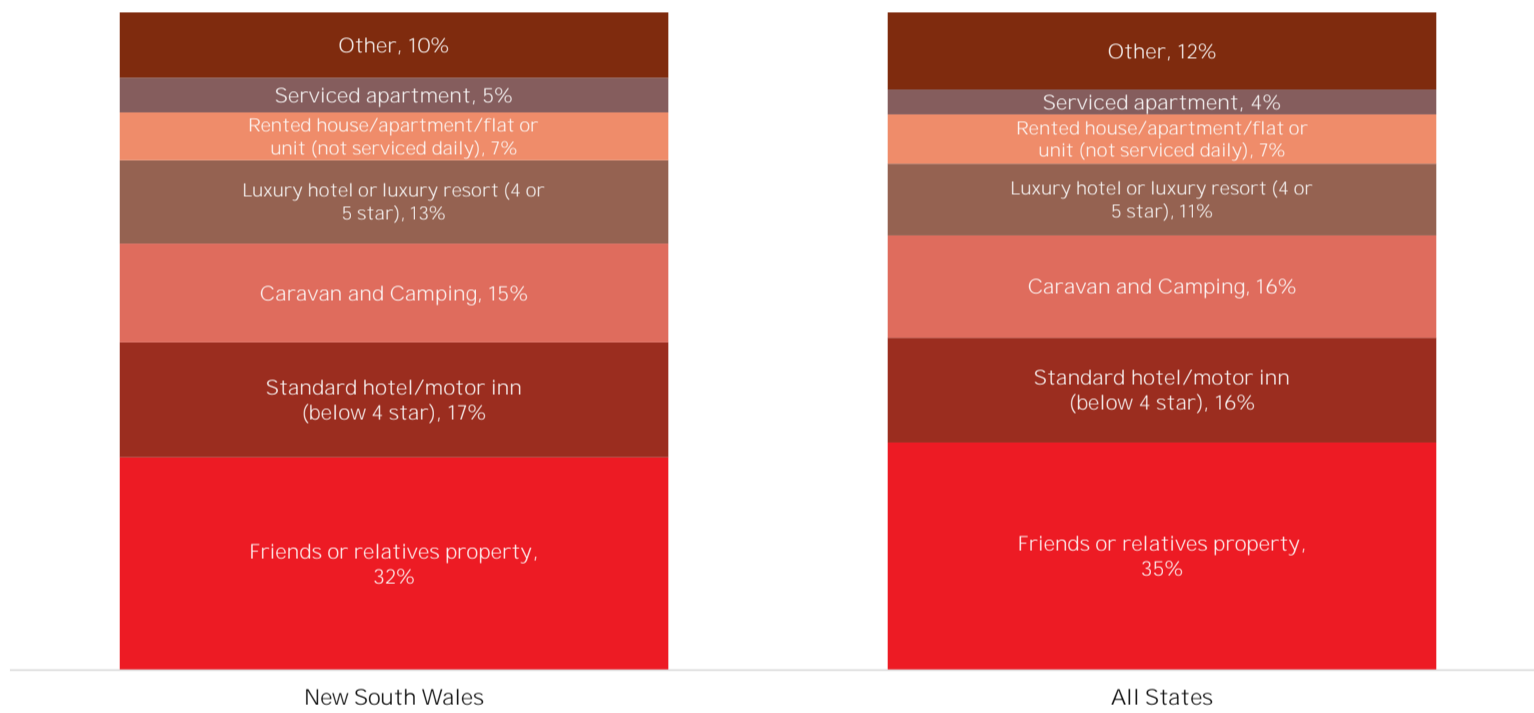
*d'Arenberg Cube, Fleurieu Peninsula*



### Transport to South Australia

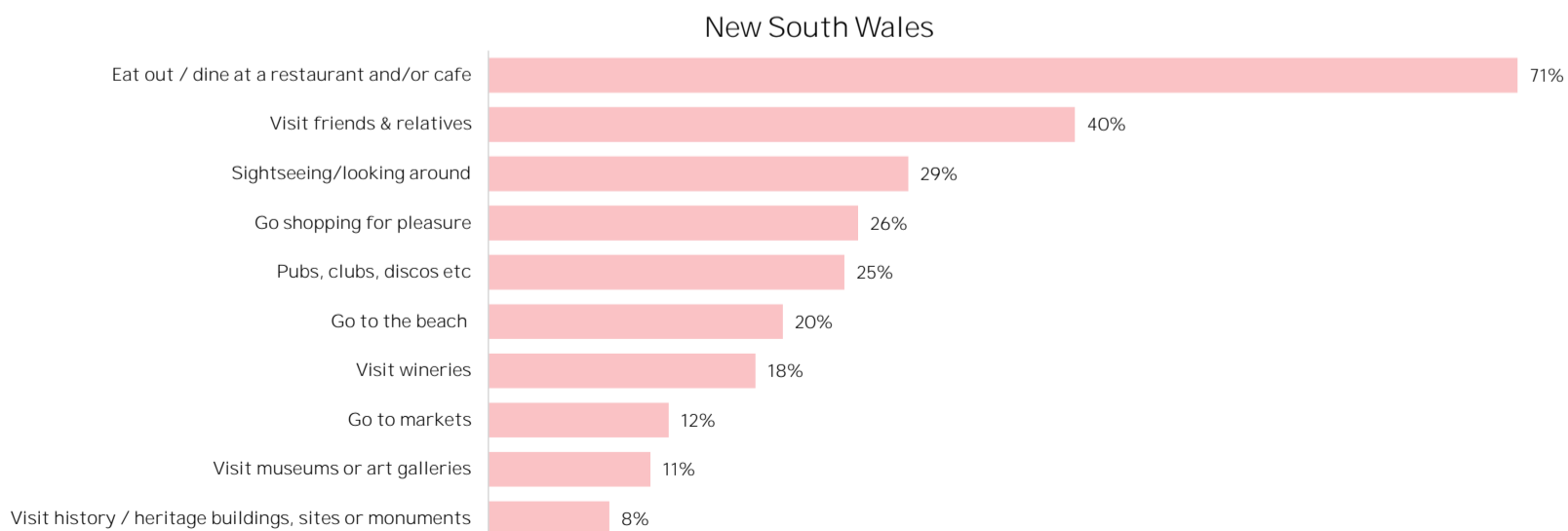


### Visitor Accommodation



- 13 per cent of visitors from New South Wales prefer to stay in luxury hotels or resorts compared to the overall interstate average of 11 per cent.
- 32 per cent of New South Wales visitors stay with Friend or relatives.

### Visitor Activities





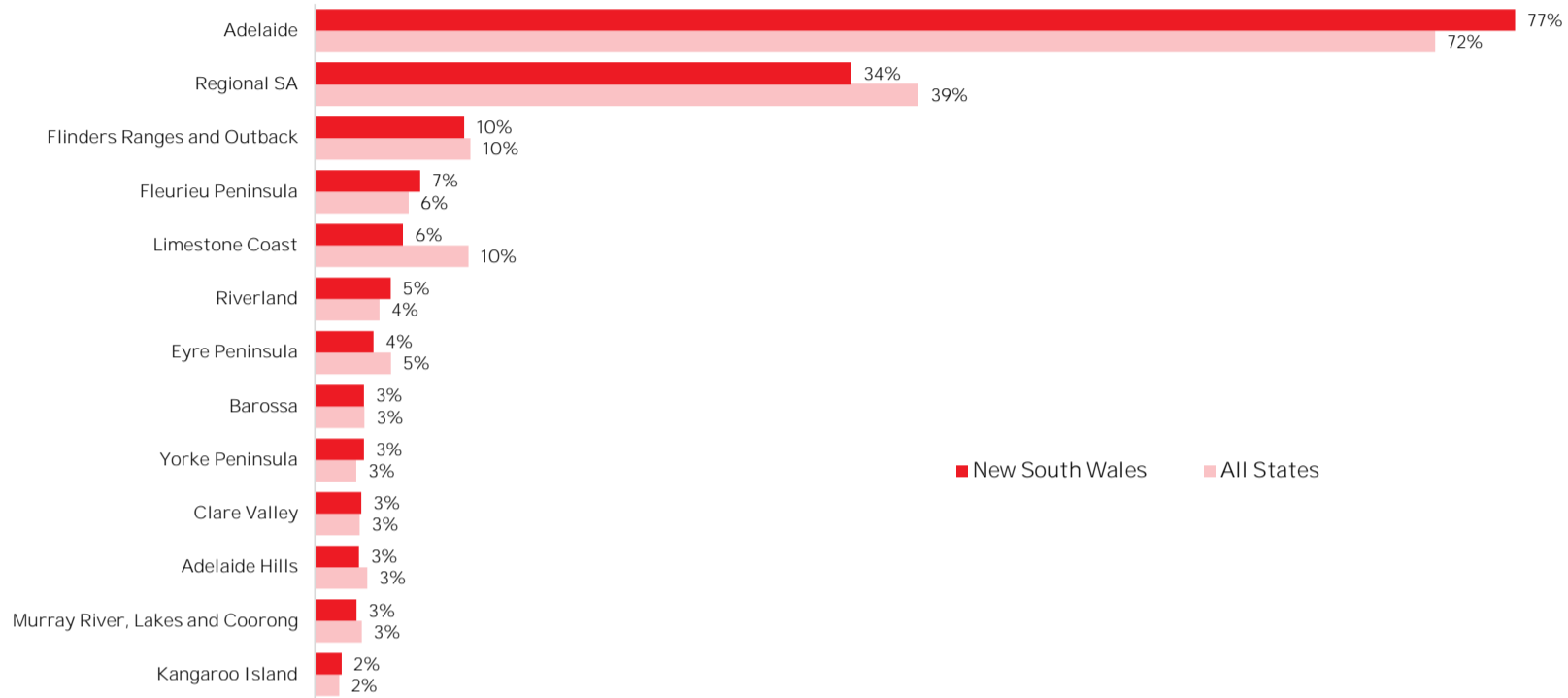
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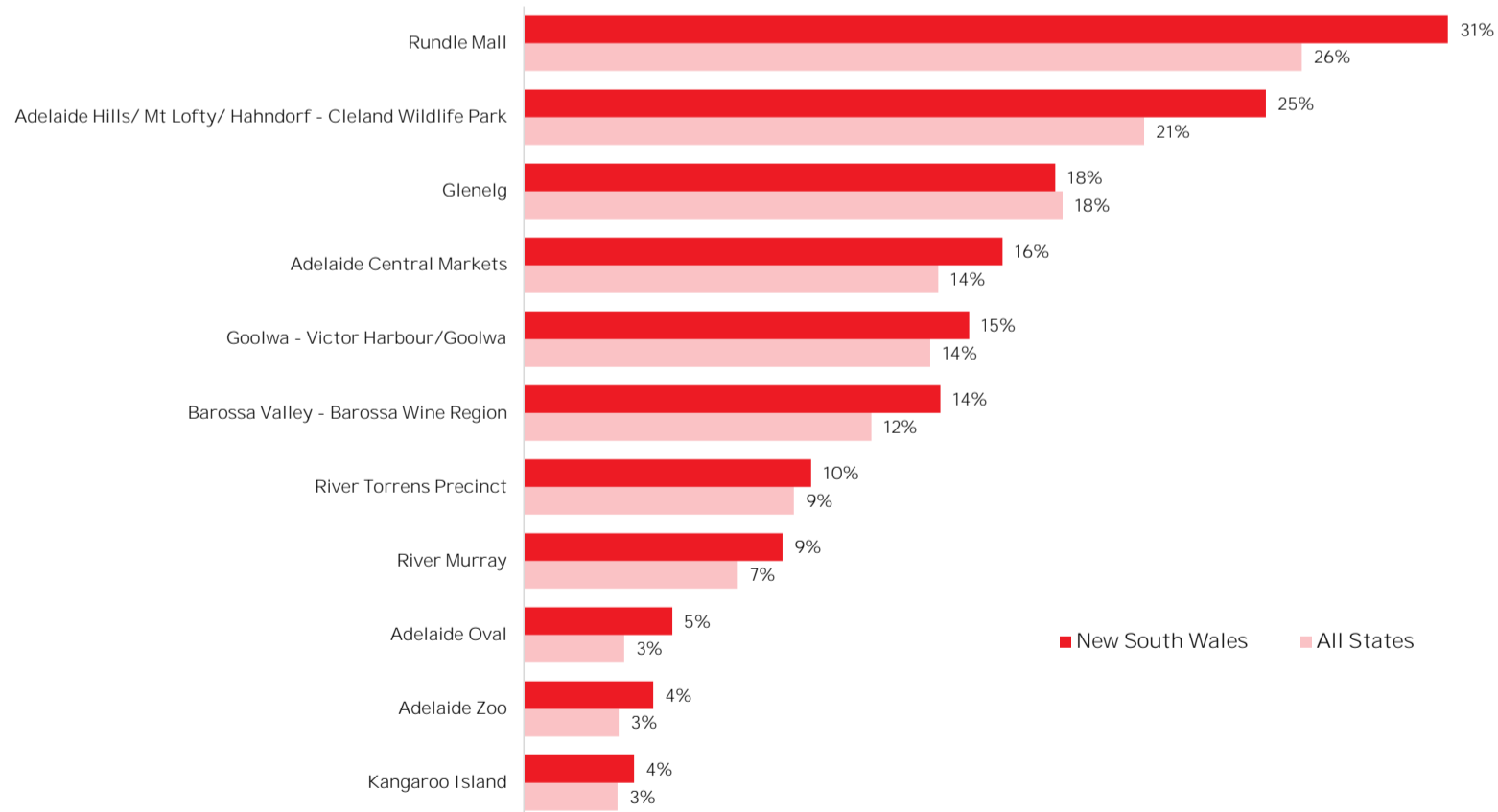


## Regions Visited



- 77 per cent of visitors from New South Wales visit Adelaide and 34 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback followed by the Fleurieu Peninsula.
- The Limestone Coast is underrepresented for New South Wales compared to all interstate visitors

## Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- Surprisingly only 16 per cent of visitors from NSW went to the Central Markets.
- 14 per cent of visitors from NSW went to the Barossa, this was above 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.