

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission

Year ending June 2019 — Date: 9th October 2019

\$	\$7.6B	Tourism Expenditure
	13.6K	International seats into Adelaide each week
	467K	International visitors
	84.5K	Domestic seats into Adelaide each week
	2.8M	Interstate visitors
	4.6M	Intrastate trips
	15.3M	Domestic day trips
	13.6K	Hotel rooms across 269 properties
	18K	Tourism business across the state
	\$175K	In tourism expenditure = 1 directly employed
	38.9K	Directly employed, (to grow direct employment by 16,000 jobs by 2030)

Sources: International and National Visitor Survey, Tourism Research Australia, Canberra; State Tourism Satellite Accounts 2017-18, 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.

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

Value of Tourism in South Australia

Year ending June 2019 — Date: 9th October 2019

Total for year end June 2019

Expenditure	South Australia		
	Year Ending Jun-18	Year Ending Jun-19	Change %
International	\$1.1b	\$1.1b	-5%
Interstate	\$2.1b	\$2.5b	21%
Intrastate	\$1.9b	\$2.3b	20%
Day Trips	\$1.6b	\$1.6b	2%
Total Expenditure	\$6.8b	\$7.6b	12%

- Total expenditure has grown to a \$7.6 billion, up 12 per cent for the year.
- This has been led by interstate expenditure growth, up 21 per cent and Intrastate expenditures, up 20 per cent.
- Nationally expenditure grew 12 per cent for the year end June 2019.

South Australian Expenditure June 2019

Day Trips 22%

Intrastate 31%

Interstate 33%

International 14%

National Visitor Survey June 2019

Expenditure (\$m)	South Australia				Australia		
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)
Interstate (\$m)	\$ 2,081	\$ 2,517	21%	7.2%	\$ 31,409	\$ 35,155	12%
Intrastate (\$m)	\$ 1,941	\$ 2,334	20%	5.5%	\$ 36,166	\$ 42,321	17%
Day Trips (\$m)	\$ 1,599	\$ 1,638	2%	6.7%	\$ 21,573	\$ 24,321	13%
Total	\$ 5,621	\$ 6,489	15%	6.4%	\$ 89,148	\$ 101,797	14%

- South Australia attracted a record higher 7.4 million domestic overnight trips, up 12 per cent, and in line with the national growth rate of 12 per cent.
- There were a record 26.7 million domestic nights in South Australia, a rise of 11 per cent on the previous year and above the national growth rate of 10 per cent.
- There were a record 15.3 million Day trips to and within South Australia, up 13 per cent and in line with the national growth rate of 13 per cent.
- Total domestic expenditure in South Australia rose to \$6.5 billion, up 15 per cent and above the national growth rate of 14 per cent.
- Day trips expenditure grew 2 per cent, behind the national growth rate of 13 per cent.

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International Visitor Survey June 2019

	Australia			South Australia			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
Visits (000s)	8,367	8,601	3%	463	467	1%	5.4%
Nights (000s)	269,272	273,023	1%	10,523	9,523	-10%	3.5%
Expenditure (\$m)	29,194	30,780	5%	1,145	1,083	-5%	3.5%

- Chinese visitation reached a record high 66,500, up 19 per cent for the year end June 2019. China maintains itself as our number one market.
- China is number one for visits, nights and expenditure.
- Hong Kong has shown excellent results with visits, up 54 per cent, nights up 4 per cent and expenditure up 8 per cent.
- The Indian market has grown across all metrics with visits up 69 per cent, nights up 71 per cent and expenditure up 66 per cent.
- Visits from Japan grew 6 per cent, nights 143 per cent and expenditure 78 per cent.
- Italy and Switzerland have seen good growth in visits and expenditure.
- Overall Asia has seen visitation rise 19 per cent for the year end.
- Canadian visits are down 13 per cent, however nights have risen 23 per cent and expenditure has rebounded strongly, from a small base, up 48 per cent to \$21 million.

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