

# DOMESTIC VISITOR PROFILE

## Visitors from Western Australia

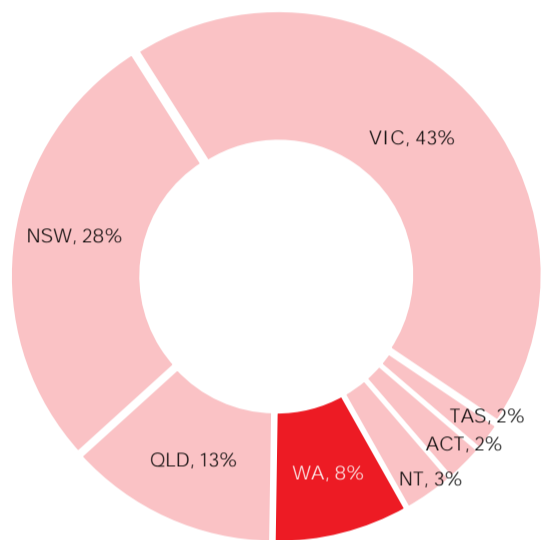
Domestic Visitor Profile December 2015 - December 2017

Adelaide Oval, Adelaide



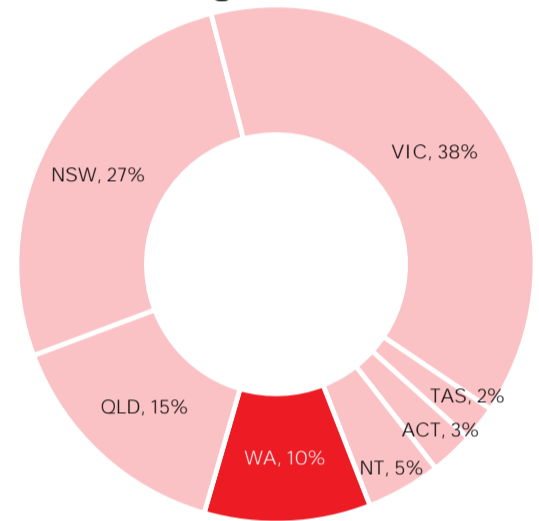
Origin	Holiday	VFR	Business	Other	Total
Visitors	60,000	55,000	64,000	20,000	191,000
Nights	455,000	296,000	302,000	59,000	1,112,000
Expenditure				\$	217,000,000

Domestic Visitor Breakdown

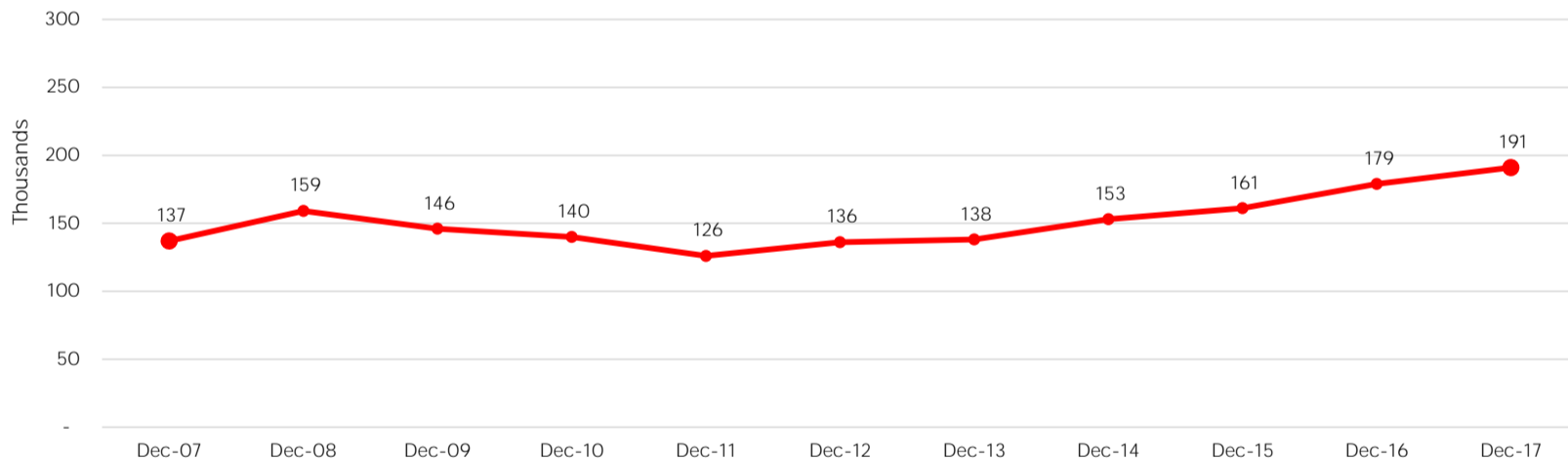


- 8 per cent of visitors to South Australia originate from Western Australia.
- Western Australia is our fourth largest provider of visitors to our state.
- The 8 per cent of visitor contribute 10 per cent of our interstate nights.

Domestic Nights Breakdown

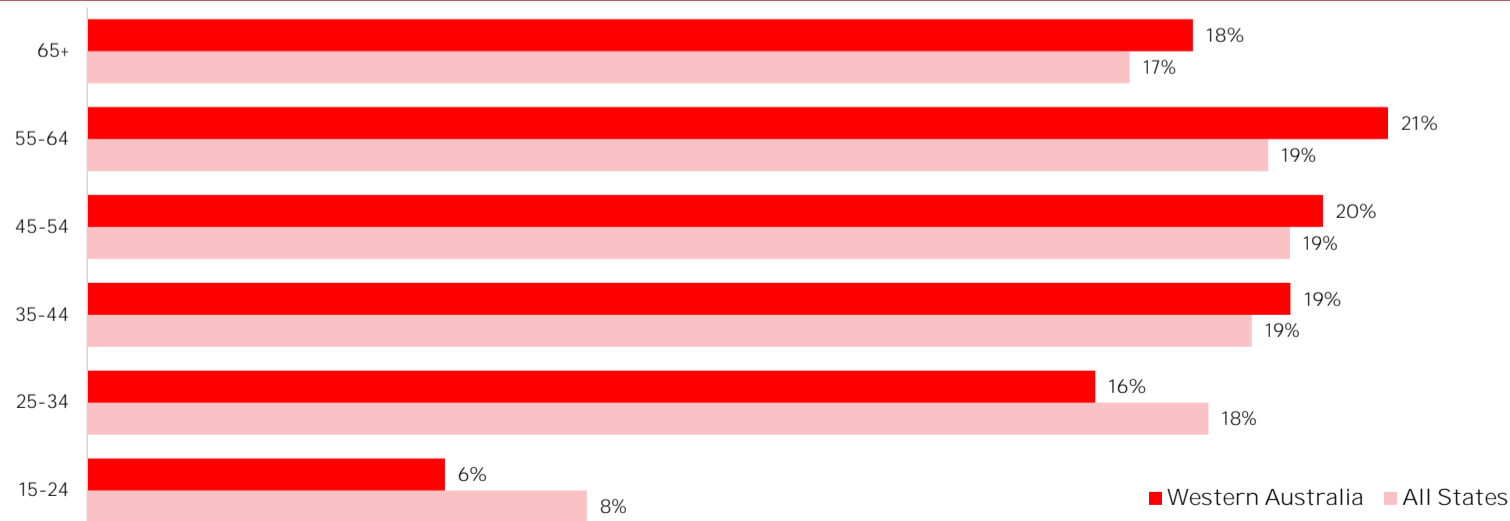


### Visitor Time Series



- For the year end December 2007 South Australia received 137,000 visitors from Western Australia, this dropped to 126,000 in December 2011 and rose to a high of 191,000 in December 2017.
- Currently for the year end December 2017 we set a record high 191,000 Western Australian visitors to South Australia.

### Visitor Age



- 21 per cent of visitors from Western Australia to South Australia are in the 55-64 age group.
- This is higher than the total domestic average for this age group at 19 per cent.
- South Australia is above average for the 35+ age groups, however under achieve in the 15-34 age group.

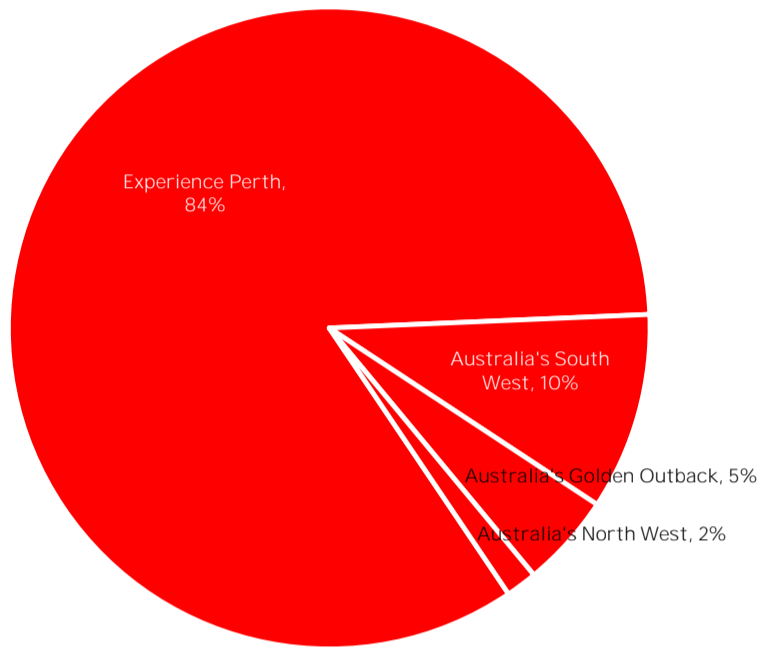
# DOMESTIC VISITOR PROFILE

Visitors from Western Australia  
Domestic Visitor Profile December 2015 - December 2017

Adelaide Oval, Adelaide

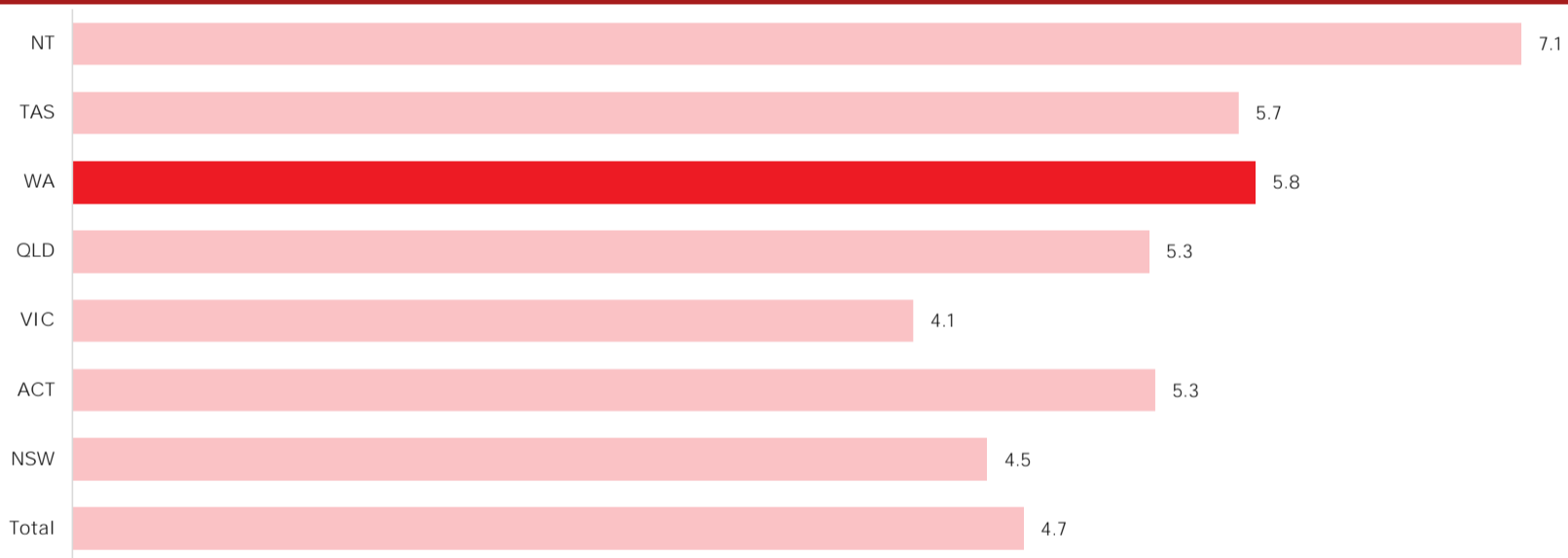


## Visitor Origin



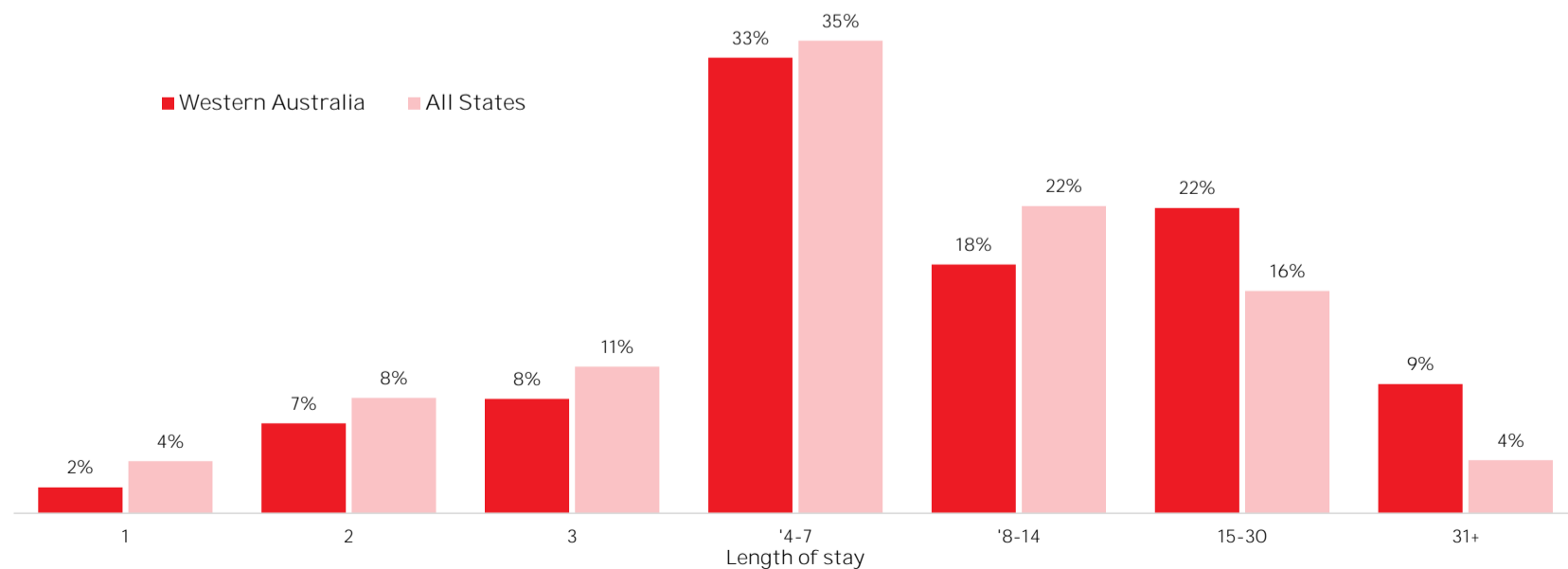
- 84 per cent of visitors to South Australia come from Perth.
- Regional Western Australia contribute 16 per cent of visitors.
- This is led by the Australia's South West and Australia's Golden Outback where 10 per cent and 5 per cent of visitors originate.

## Average Length of Stay



- Visitors from Western Australia on average spend 5.8 nights in South Australia, above the total interstate average of 4.7 nights.
- 8 per cent of domestic visitors to South Australia come from Western Australia.

## Visitor Length of Stay



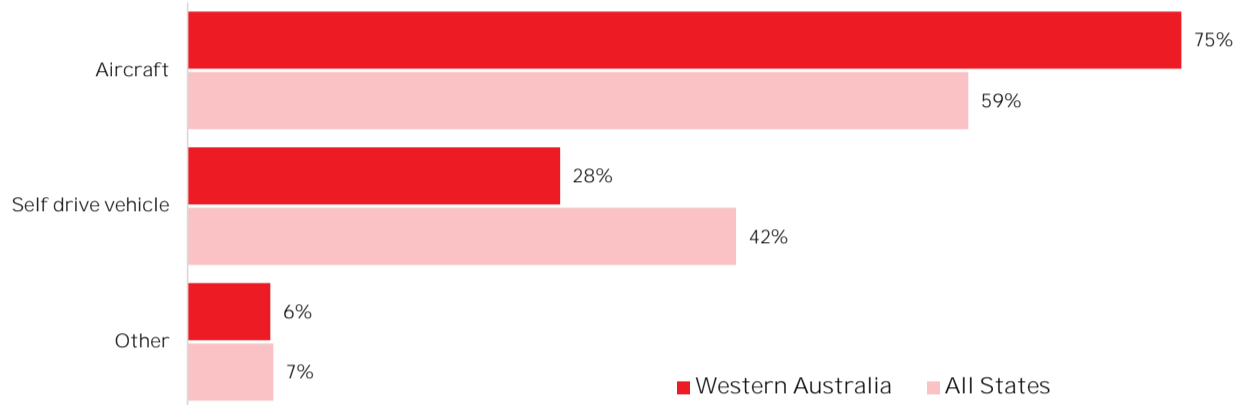
- 33 per cent of Western Australian visitors prefer to stay between 4-7 nights when in South Australia.
- 15+ night stays over index when compared to the length of stay for all our interstate visitors

# DOMESTIC VISITOR PROFILE

Visitors from Western Australia  
Domestic Visitor Profile December 2015 - December 2017

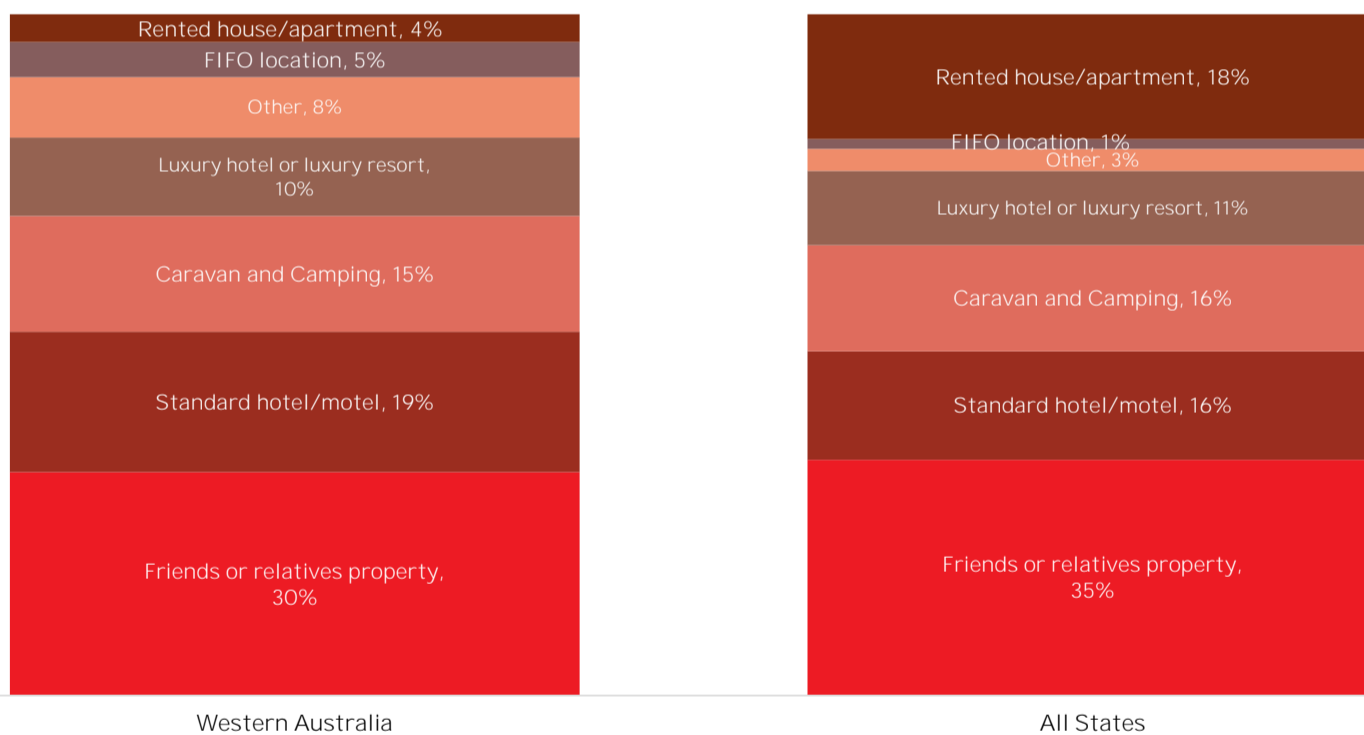


## Transport to South Australia



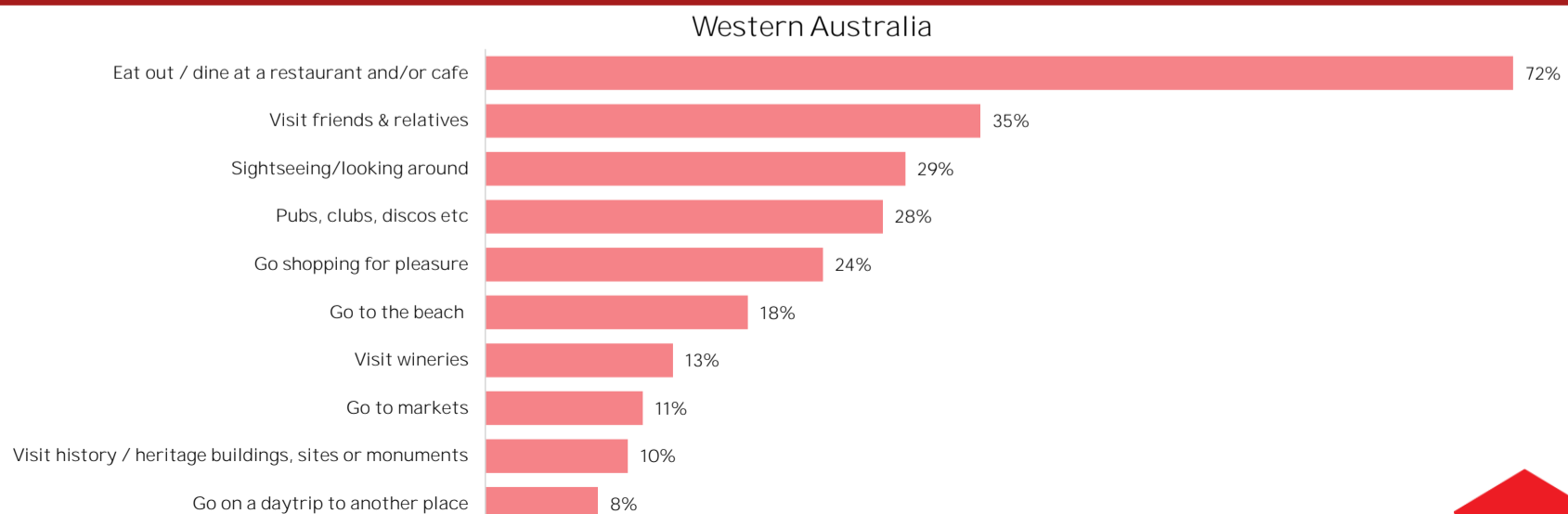
- 75 per cent of Western Australians travelled to South Australia by aircraft.
- 59 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is well below the national average.

## Visitor Accommodation



- 19 per cent of visitors from Western Australia prefer Standard hotel/motel compared to the overall interstate average of 16 per cent.
- 4 per cent of Western Australian visitors stay in a rented house/apartment, compared to the Australian average of 18 per cent.
- With the mining, Western Australia's FIFO location accommodation was 5 per cent, compared to all states at 1 per cent.

## Visitor Activities

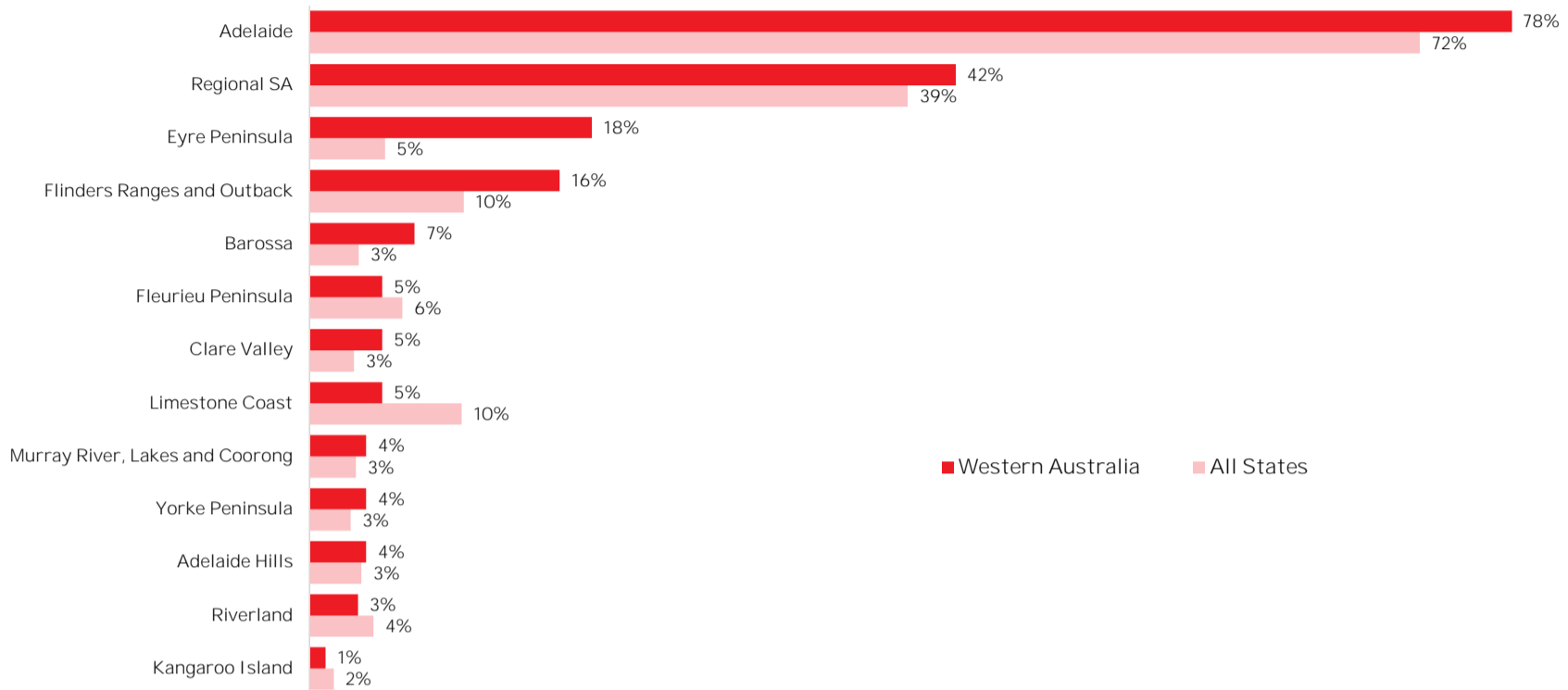


# DOMESTIC VISITOR PROFILE

Visitors from Western Australia  
Domestic Visitor Profile December 2015 - December 2017

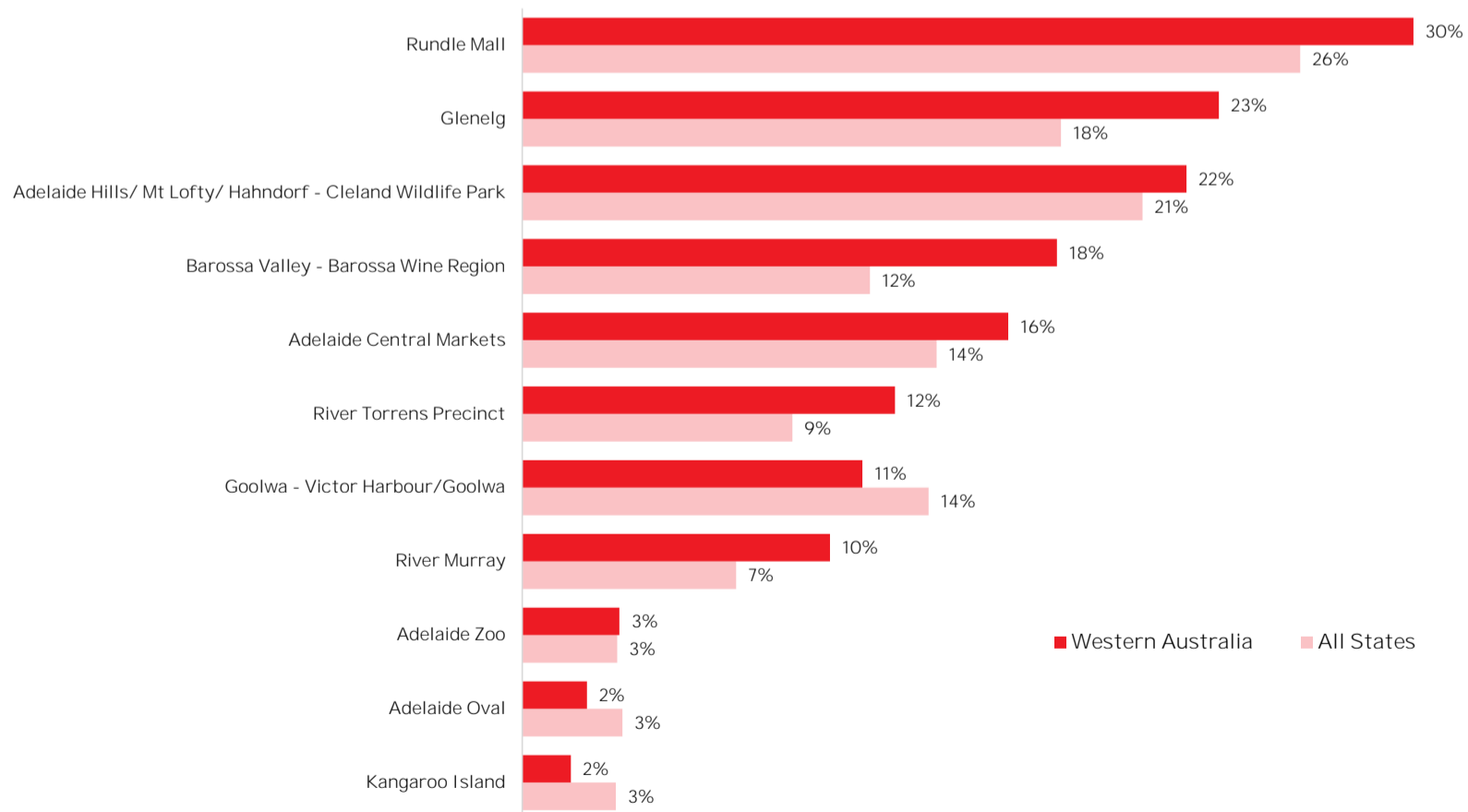


## Regions Visited



- 78 per cent of visitors from Western Australia visit Adelaide and 42 per cent disperse into the regions.
- The most popular region is the Eyre Peninsula, followed by the Flinders Ranges and Outback, with both regions over indexing compared to Australia.
- The Barossa is over presented for Western Australia compared to all interstate visitors.

## Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- 18 per cent of visitors from Western Australia went to the Barossa, above the all state average of 12 per cent.
- 16 per cent of visitors from Western Australia went to the Central Markets, along way above the average of 14 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.