

# SOUTH AUSTRALIA











## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government of South Australia  
South Australian Tourism Commission

Year ending March 2019 — Date: 17th July 2019

\$	\$7.2B	Tourism Expenditure
	13.6K	International seats into Adelaide each week
	457K	International visitors
	84.5K	Domestic seats into Adelaide each week
	2.8M	Interstate visitors
	4.2M	Intrastate trips
	14.3M	Domestic day trips
	13.6K	Hotel rooms across 269 properties
	18K	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.

**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 March 2019 — Date: 17<sup>th</sup> July 2019

### Total for year end March 2019

Expenditure (\$)	South Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change
International (\$m)	\$1.2b	\$1.1b	-7%
Interstate (\$m)	\$2.0b	\$2.5b	23%
Intrastate (\$m)	\$1.9b	\$2.1b	12%
Day Trips (\$m)	\$1.6b	\$1.6b	-2%
<b>Total Expenditure (\$m)</b>	<b>\$6.7b</b>	<b>\$7.2b</b>	<b>8%</b>

- Total expenditure has grown to a \$7.2 billion, up 8 per cent for the year.
- This has been led by interstate expenditure growth, up 23 per cent and Intrastate expenditures, up 12 per cent.
- Nationally expenditure grew 12 per cent for the year end March 2019.

### South Australian Expenditure March 2019

Day Trips 22%

Intrastate 30%

Interstate 34%

International 15%

### National Visitor Survey March 2019

Expenditure (\$m)	South Australia				Australia		
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)
Interstate (\$m)	\$ 1,998	\$ 2,455	23%	7.2%	\$ 30,171	\$ 34,112	13%
Intrastate (\$m)	\$ 1,918	\$ 2,140	12%	5.3%	\$ 35,081	\$ 40,437	15%
Day Trips (\$m)	\$ 1,601	\$ 1,566	-2%	6.7%	\$ 20,919	\$ 23,523	12%
<b>Total</b>	<b>\$ 5,517</b>	<b>\$ 6,161</b>	<b>12%</b>	<b>6.3%</b>	<b>\$ 86,171</b>	<b>\$ 98,072</b>	<b>14%</b>

- South Australia attracted a record higher 7.0 million domestic overnight trips, up 7 per cent, and behind the national growth rate of 10 per cent.
- There were a record 24.9 million domestic nights in South Australia, a rise of 5 per cent on the previous year and below the national growth rate of 10 per cent.
- There were a record 14.3 million Day trips to and within South Australia, up 4 per cent and behind the national growth rate of 11 per cent.
- Total domestic expenditure in South Australia rose to \$6.2 billion, up 12 per cent and below the national growth rate of 14 per cent.
- Day trips expenditure fell 2 per cent, behind the national growth rate of 12 per cent.

## Value of Tourism in South Australia

Year ending March 2019 — Date: 19<sup>th</sup> June 2019

### International Visitor Survey March 2019

	Australia			South Australia			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
Visits (000s)	8,312	8,534	3%	478	457	-4%	5.3%
Nights (000s)	268,468	270,672	1%	11,043	9,509	-14%	3.5%
Expenditure (\$m)	28,914	30,601	6%	1,168	1,088	-7%	3.6%

- Chinese visitation reached a record high 66,000, up 14 per cent for the year end March 2019. China for the first time is now our number one market having overtaken the United Kingdom.
- China is now number one for visits, nights and expenditure.
- Hong Kong has shown excellent results with visits, up 47 per cent, nights up 9 per cent and expenditure up 8 per cent. Visits from Hong Kong for the year end March 2019 sit at a record high 19,000.
- The Indian market has grown across all metrics with visits up 32 per cent, nights up 33 per cent and expenditure up 35 per cent.
- Malaysian visits grew 7 per cent, nights 5 per cent and expenditure 5 per cent.
- Italy and Switzerland have seen good growth in visits and expenditure.
- Overall Asia has seen visitation rise 11 per cent for the year end.
- Canadian visits are down 10 per cent, however nights have risen 54 per cent and expenditure has rebounded strongly, from a small base, up 84 per cent to \$21 million.

**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.

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