

DOMESTIC VISITOR PROFILE

Visitors from Queensland

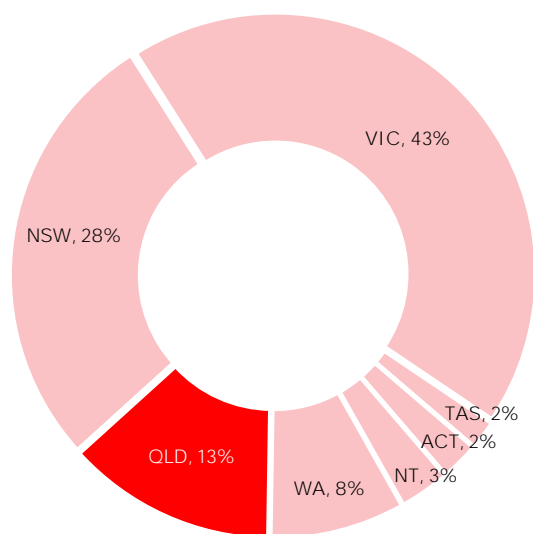
Domestic Visitor Profile December 2015 - December 2017

Prohibition Liquor Co., Adelaide

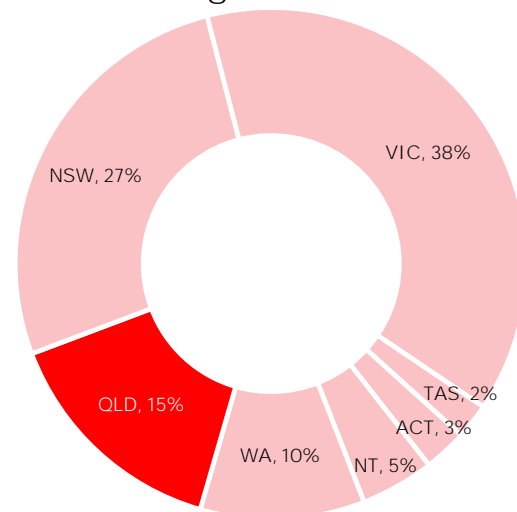


Origin	Holiday	VFR	Business	Other	Total
Visitors	92,000	86,000	7	17,000	299,000
Nights	585,000	545,000	402,000	53,000	1,584,000
Expenditure				\$	295,000,000

Domestic Visitor Breakdown

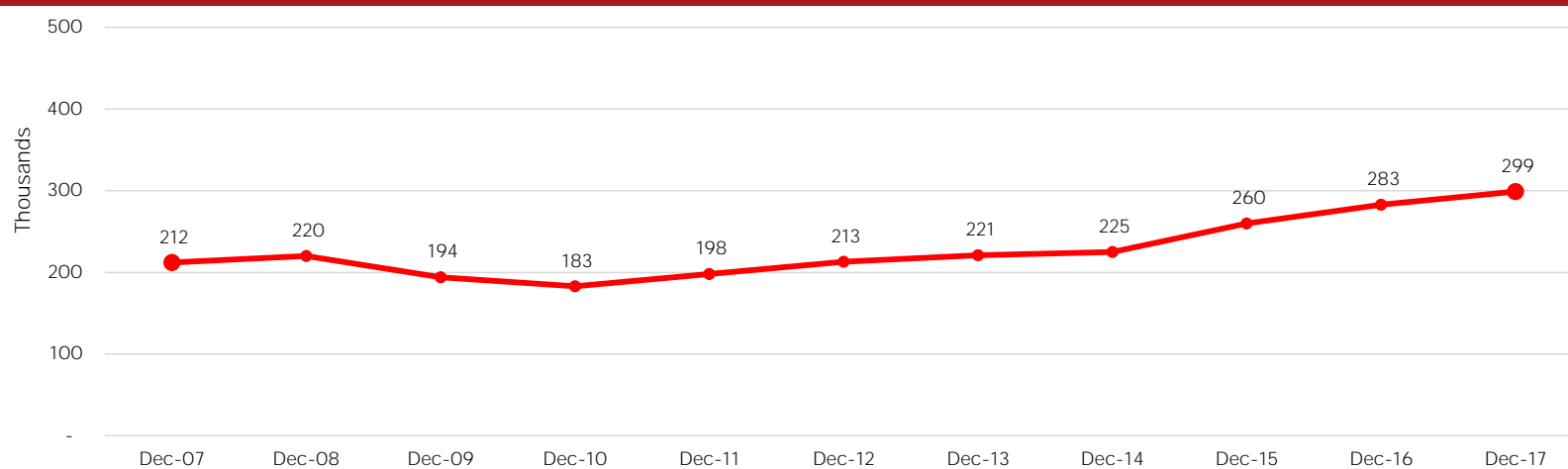


Domestic Nights Breakdown



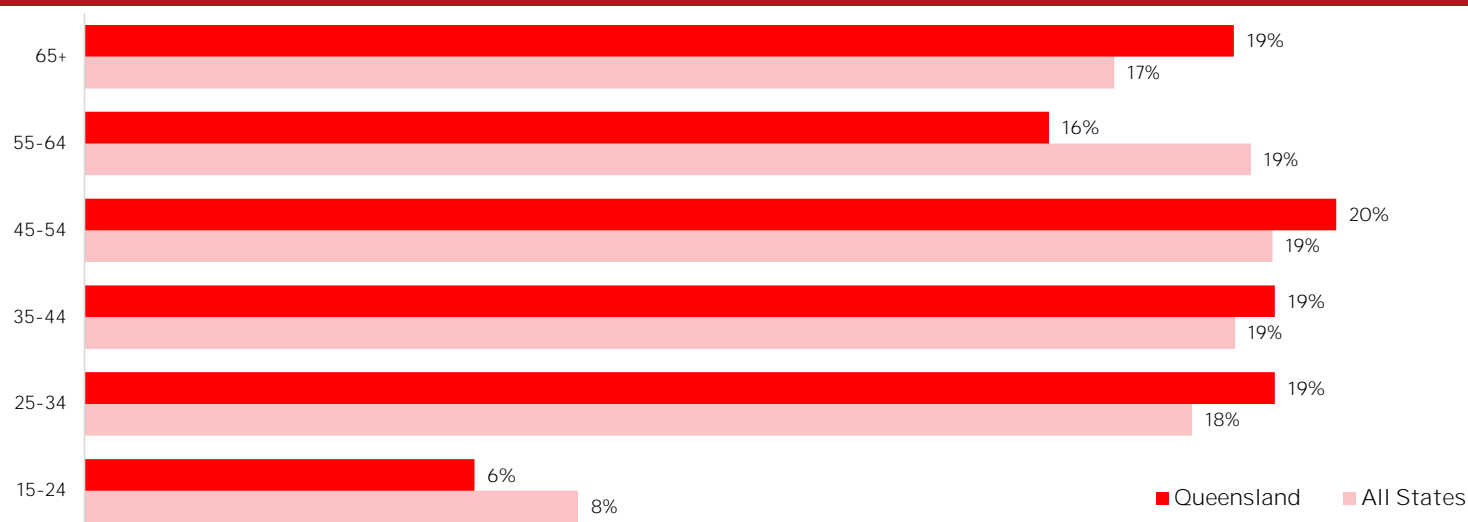
- 13 per cent of visitors to South Australia originate from Queensland.
- Queensland is our third largest provider of visitors to our state.
- The 13 per cent of visitor contribute 15 per cent of our interstate nights.

Visitor Time Series



- For the year end December 2007 South Australia received 212,000 visitors from Queensland, this dropped to 183,000 in December 2010 and rose to a high of 299,000 in December 2017.
- Currently for the year end December 2017 we set a record high 299,000 Queensland visitors to South Australia.

Visitor Age



- 20 per cent of visitors from Queensland to South Australia are in the 45-54 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 25-54 age groups, however they under achieve in the 55-64 age group.

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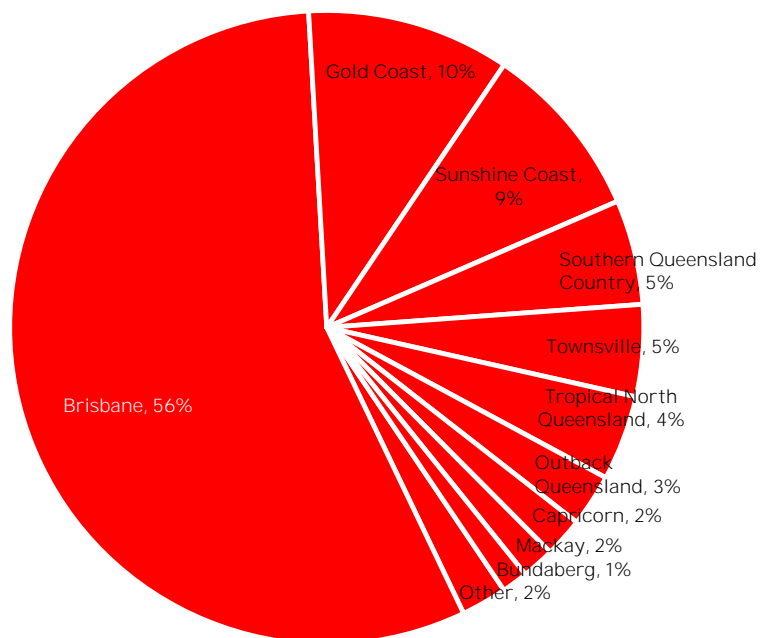
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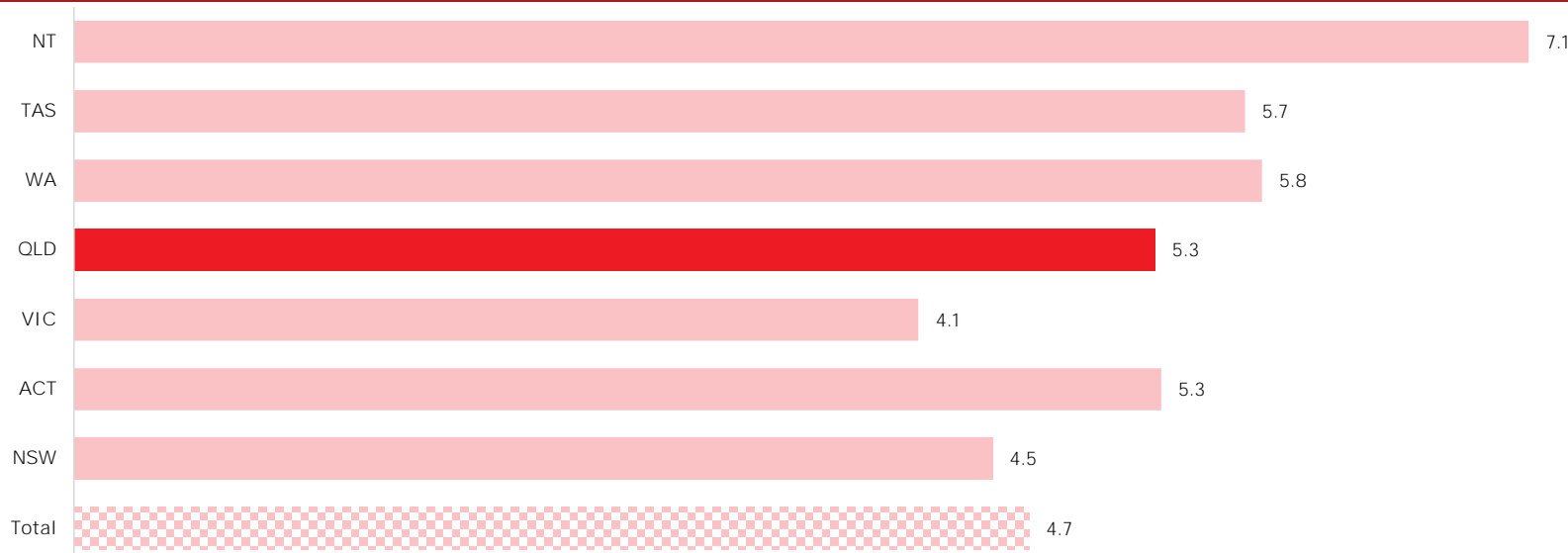


Visitor Origin



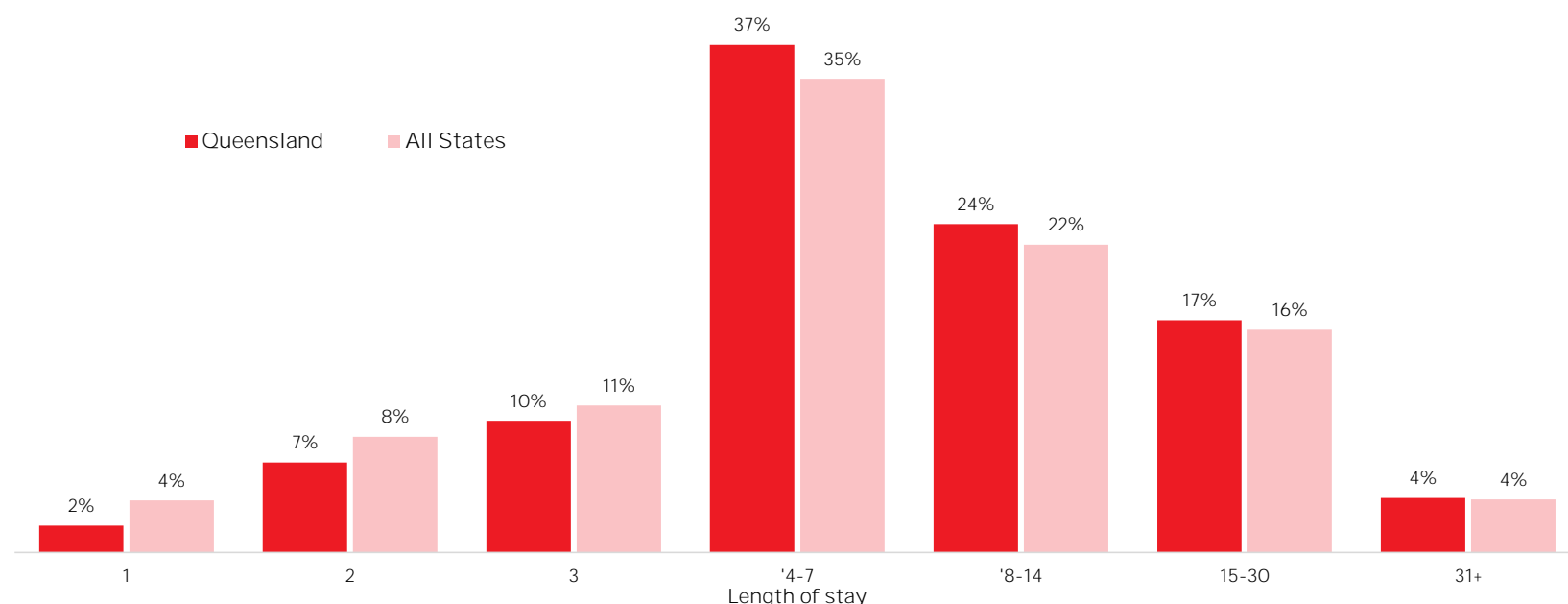
- 56 per cent of visitors to South Australia come from Brisbane.
- Regional Queensland contribute 44 per cent of visitors.
- This is led by the Gold Coast and Sunshine Coast where 10 per cent and 9 per cent of visitors originate.

Average Length of Stay



- Visitors from Queensland on average spend 5.3 nights in South Australia, just above the total interstate average of 4.7 nights.
- 13 percent of domestic visitors to South Australia come from Queensland.

Visitor Length of Stay



- 37 per cent of Queensland visitors prefer to stay between 4-7 nights when in South Australia.
- 4-30 night stays over index when compared to the length of stay for all our interstate visitors.

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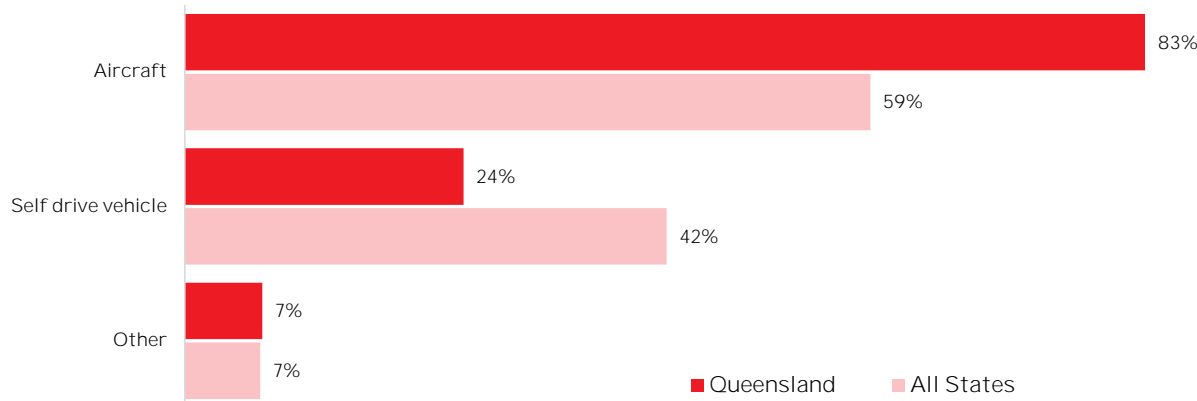
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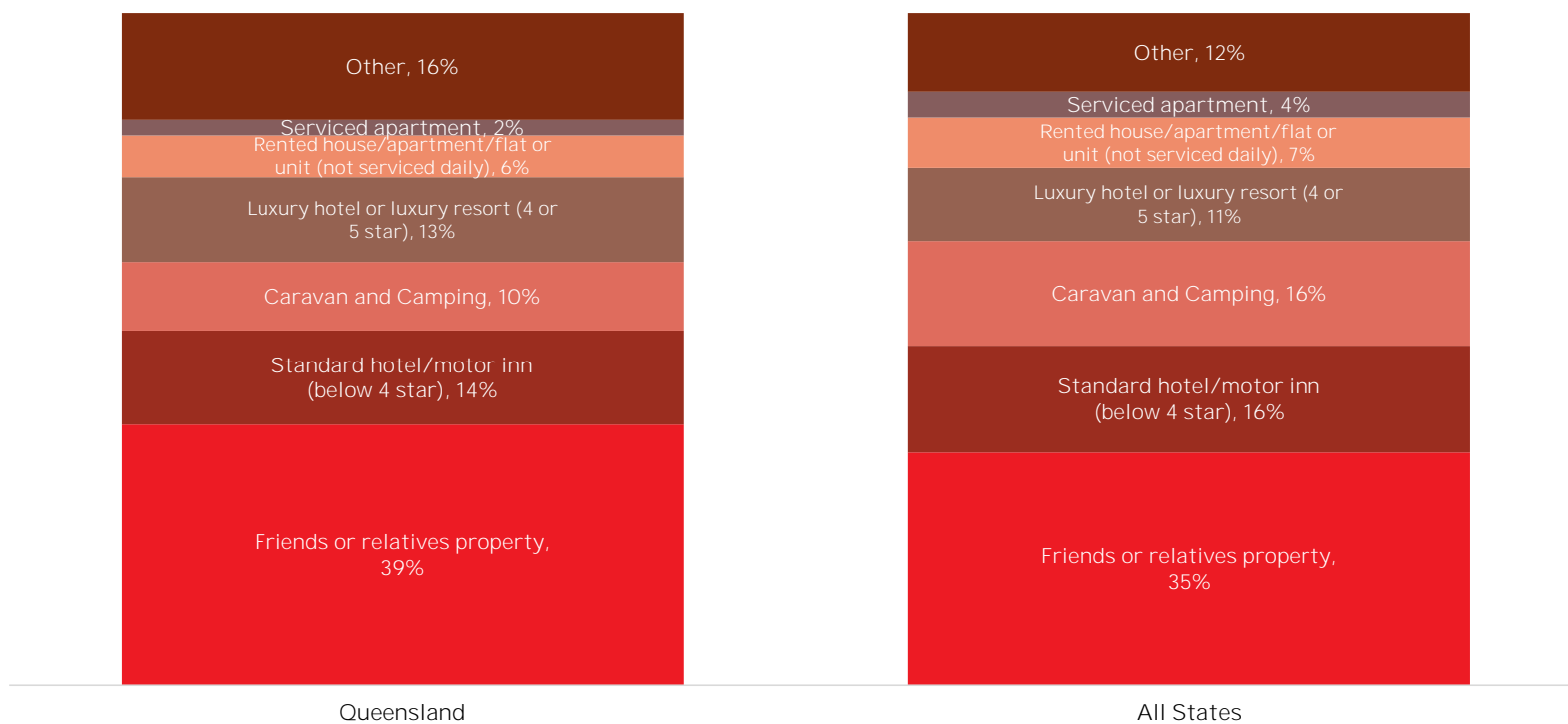


Transport to South Australia



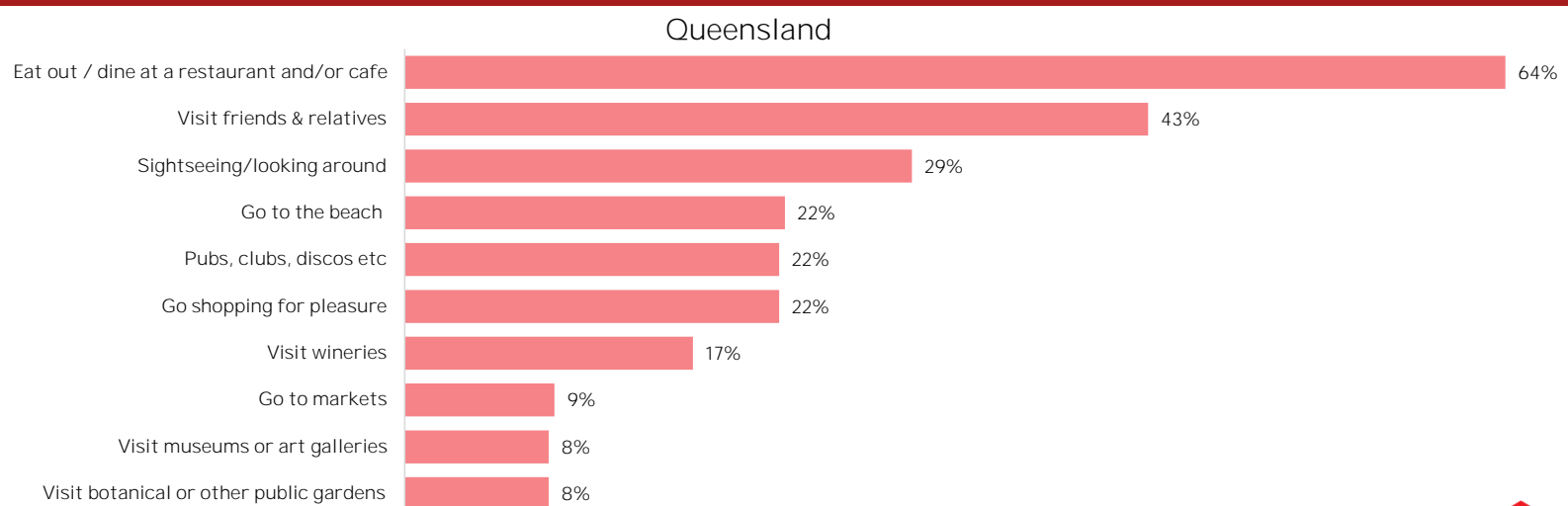
- 83 per cent of Queensland visitors travelled to South Australia by aircraft.
- 59 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is well below the national average.

Visitor Accommodation



- 13 per cent of visitors from Queensland prefer Luxury Hotels/resorts compared to the overall interstate average of 11 per cent.
- 39 per cent of Queensland visitors stay with Friend or relatives, compared to Australian average of 35 per cent.

Visitor Activities



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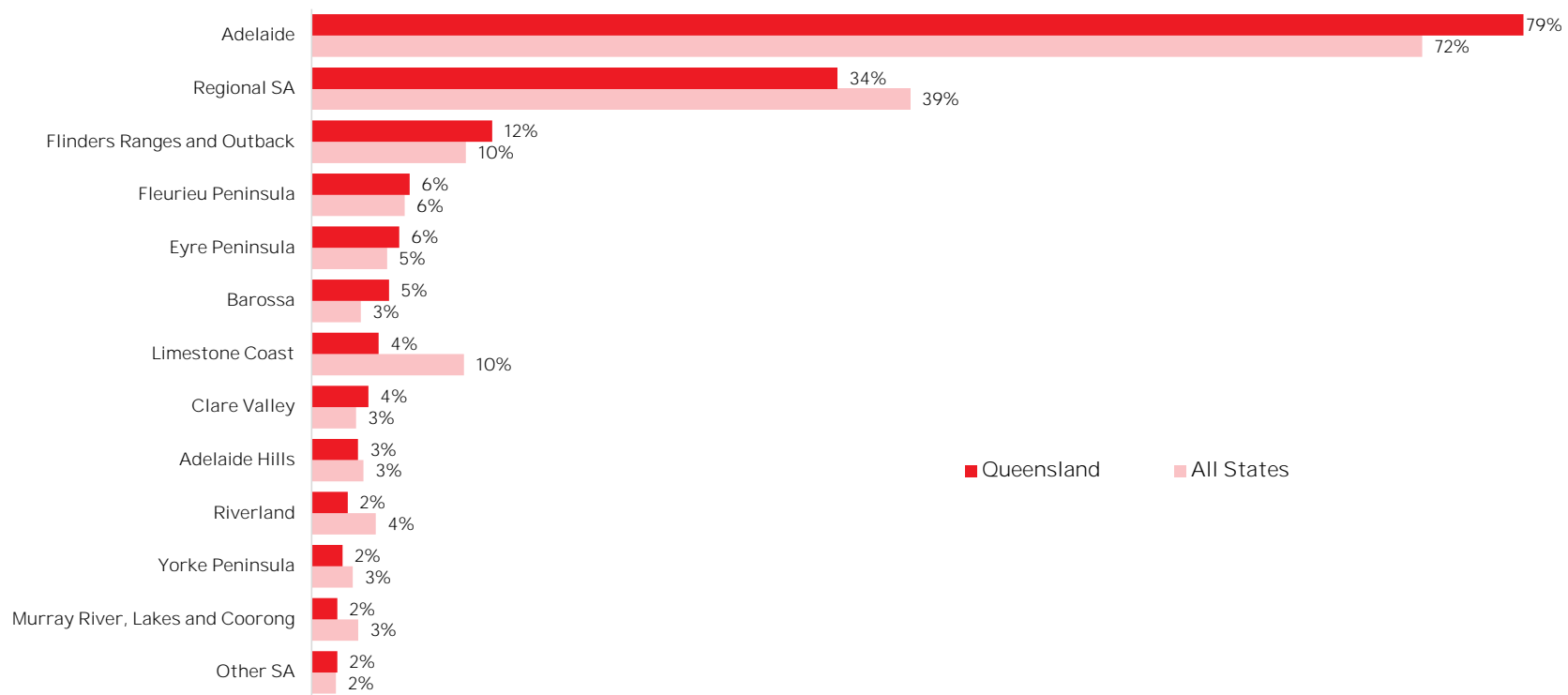
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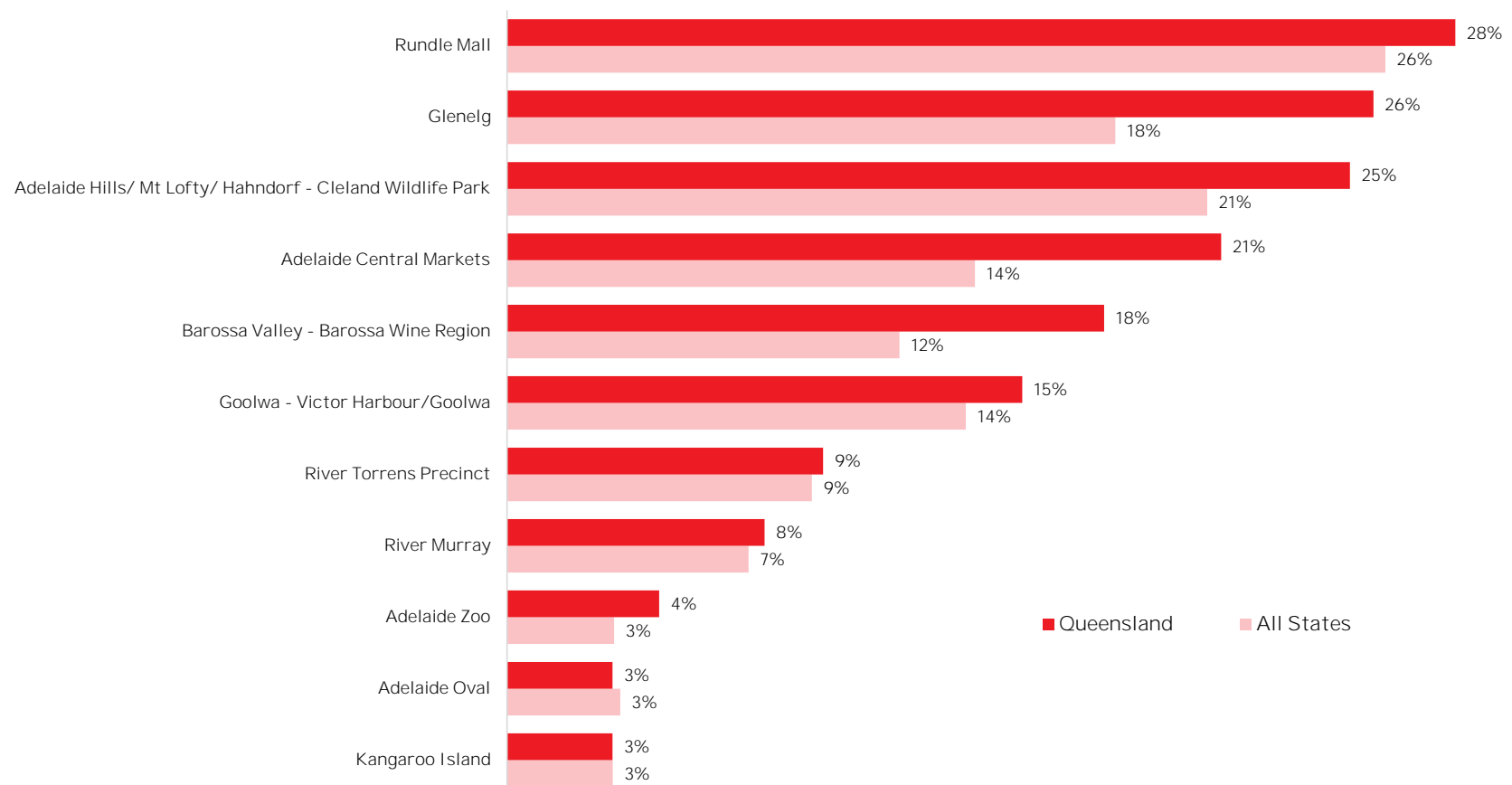


Regions Visited



- 79 per cent of visitors from Queensland 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 Barossa is over represented for Queensland compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, Glenelg and The Adelaide Hills .
- 21 per cent of visitors from Queensland went to the Central Markets, a long way above the average of 14 per cent.
- 18 per cent of visitors from Queensland went to the Barossa, 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.

