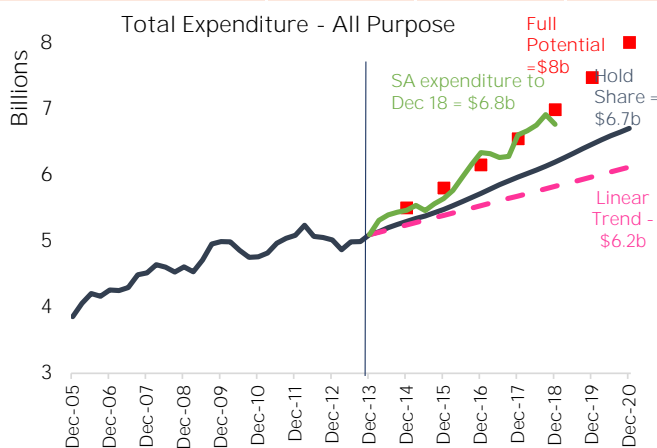


SOUTH AUSTRALIAN VISITOR ECONOMY

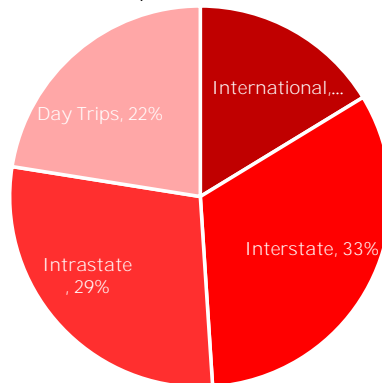
Sellicks Beach, Fleurieu Peninsula



Expenditure (\$)	South Australia				Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change %	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change %
International (\$m)	1,141	1,101	↓ -3%	3.6%	27,982	30,234	↑ 8%
Interstate (\$m)	1,975	2,210	↑ 12%	6.7%	29,815	33,147	↑ 11%
Intrastate (\$m)	1,887	1,930	↑ 2%	4.9%	34,701	39,558	↑ 14%
Day Trips (\$m)	1,591	1,520	↓ -4%	6.7%	20,444	22,526	↑ 10%
Total Expenditure (\$m)	6,593	6,762	↑ 3%	5.4%	112,943	125,466	↑ 11%
Adelaide (\$m)	3,951	3,936	→ 0%	58%			
Regions (\$m)	2,642	2,826	↑ 7%	42%			



Expenditure breakdown SA September 2018



Visitors	South Australia				Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change %	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change %
International (000s)	467	452	↓ -3%	5.3%	8,135	8,524	↑ 5%
Interstate (000s)	2,339	2,598	↑ 11%	7.6%	31,871	34,361	↑ 8%
Intrastate (000s)	3,998	4,034	→ 1%	5.5%	67,301	73,176	↑ 9%
Total Overnight (000s)	6,804	7,084	↑ 4%	6.2%	105,338	114,123	↑ 8%
Day Trips (000s)	13,908	13,456	↓ -3%	6.5%	191,920	206,051	↑ 7%

Nights	South Australia				Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change %	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change %
International (000s)	10,855	9,874	↓ -9%	3.6%	263,797	273,793	↑ 4%
Interstate (000s)	11,315	12,132	↑ 7%	7.5%	152,202	161,535	↑ 6%
Intrastate (000s)	11,787	11,998	↑ 2%	5.6%	198,709	214,552	↑ 8%
Total Nights (000s)	33,956	34,005	→ 0%	5.2%	614,708	649,881	↑ 6%

Source: International and National Visitor Survey December 2018, South Australian Tourism Plan 2020.