

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending December 2019 — Date: 8th April 2020

\$	\$8.1B	Tourism Expenditure
	13.2K	International seats into Adelaide each week
	488K	International visitors
	83.8K	Domestic seats into Adelaide each week
	3.0M	Interstate visitors
	5.1M	Intrastate trips
	17.1M	Domestic day trips
	15.3K	Hotel rooms
	18K	Tourism business across the state
	\$174K	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; Accommodation data sourced from STR for 10+ rooms, for the Year to December 2019, 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 December 2019 — Date: 8th April 2020

Total for year end December 2019

Expenditure (\$)	South Australia		
	Year Ending Dec-18	Year Ending Dec-19	Change %
International (\$m)	1,101	1,206	9%
Interstate (\$m)	2,207	2,657	20%
Intrastate (\$m)	1,901	2,555	34%
Day Trips (\$m)	1,518	1,660	9%
Total Expenditure (\$m)	6,727	8,077	20%

- Total expenditure has grown to a \$8.1 billion, up 20 per cent for the year.
- This has been led by intrastate expenditure growth, up 34 per cent and Interstate expenditures, up 20 per cent.
- Nationally expenditure grew 22 per cent for the year end December 2019.

South Australian Expenditure December 2019

Day Trips 21%

Intrastate 32%

Interstate 33%

International 15%

National Visitor Survey December 2019

Expenditure (\$)	Australia			South Australia			
	Year Ending Dec-18	Year Ending Dec-19	Change %	Year Ending Dec-18	Year Ending Dec-19	Change %	Market Share
Interstate (\$m)	32,993	37,403	13%	2,207	2,657	20%	7.1%
Intrastate (\$m)	38,818	43,289	12%	1,901	2,555	34%	5.9%
Day Trips (\$m)	22,421	26,338	17%	1,518	1,660	9%	6.3%
Total Expenditure (\$m)	94,232	107,030	14%	5,626	6,871	22%	6.4%

- South Australia attracted a record higher 8.1 million domestic overnight trips, up 23 per cent, and well above the national growth rate of 12 per cent.
- There were a record 27.9 million domestic nights in South Australia, a rise of 16 per cent on the previous year and above the national growth rate of 12 per cent.
- There were a record 17.1 million Day trips to and within South Australia, up 28 per cent and above the national growth rate of 21 per cent.
- Total domestic expenditure in South Australia rose to \$6.9 billion, up 22 per cent and above the national growth rate of 14 per cent.
- Day trips expenditure grew 9 per cent, behind the national growth rate of 17 per cent.

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International Visitor Survey December 2019

	Australia			South Australia			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
Visits (000s)	8,524	8,709	+2%	452	488	+8%	5.6%
Nights (000s)	273,793	274,477	+0%	9,874	10,938	+11%	4.0%
Expenditure (\$m)	30,234	31,438	+4%	1,101	1,206	+9%	3.8%

- Visitation has grown by 8 per cent to a record high 488,000.
- Expenditure has grown by 9 per cent to a record high \$1.2 billion.
- Nights have grown 11 per cent to 10.9 million.
- All metrics are well above the national growth rates and with this we've seen market share rise across all metrics.
- Market share for visits have grown from 5.3 per cent to 5.6 per cent, nights from 3.6 per cent to 4.0 per cent and expenditure from 3.6 per cent to 3.8 per cent.
- Chinese visitation has grown by 16 per cent to 66,000 for the year end December 2019.
- China maintains its place as our number one market for visits, nights and expenditure.
- Hong Kong has shown excellent results with visits up 7 per cent and expenditure up 7 per cent. Visits from Hong Kong for the year end December 2019 sit at 16,000.
- The Indian market has grown across all metrics with visits up 124 per cent, nights up 124 per cent and expenditure up 103 per cent. Visits and expenditure at record highs.
- Malaysia saw visits rise 7 per cent, nights rise 6 per cent and expenditure rise 23 per cent to \$59 million.
- The Netherlands has seen good growth in visits, nights and expenditure.
- France saw visits increase by 26 per cent, nights grow by 20 per cent and expenditure up 64 per cent.