

# SOUTH AUSTRALIA











## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government of South Australia  
South Australian Tourism Commission

Year ending September 2019 — Date: 17th January 2020

\$	\$7.8B	Tourism Expenditure
	13.6K	International seats into Adelaide each week
	470K	International visitors
	84.5K	Domestic seats into Adelaide each week
	2.9M	Interstate visitors
	5.0M	Intrastate trips
	15.8M	Domestic day trips
	13.6K	Hotel rooms across 269 properties
	18K	Tourism business across the state
	\$175K	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; 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 September 2019 — Date: 17th January 2020

### Total for year end September 2019

Expenditure (\$)	South Australia		
	Year Ending Sept-18	Year Ending Sept-19	Change %
International (\$m)	1,147	1,123	-2%
Interstate (\$m)	2,174	2,589	19%
Intrastate (\$m)	1,950	2,444	25%
Day Trips (\$m)	1,627	1,647	1%
<b>Total Expenditure (\$m)</b>	<b>6,898</b>	<b>7,803</b>	<b>13%</b>

- Total expenditure has grown to a \$7.8 billion, up 13 per cent for the year.
- This has been led by interstate expenditure growth, up 19 per cent and Intrastate expenditures, up 25 per cent.
- Nationally expenditure grew 12 per cent for the year end September 2019.

### South Australian Expenditure September 2019

Day Trips 21%

Intrastate 31%

Interstate 33%

International 14%

### National Visitor Survey September 2019

Expenditure (\$m)	Australia			South Australia			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
Interstate (\$m)	\$ 32,256	\$ 36,528	13%	\$ 2,174	\$ 2,589	19%	7.1%
Intrastate (\$m)	\$ 37,586	\$ 42,587	13%	\$ 1,950	\$ 2,444	25%	5.7%
Day Trips (\$m)	\$ 21,971	\$ 25,286	15%	\$ 1,627	\$ 1,647	1%	6.5%
<b>Total</b>	<b>\$ 91,812</b>	<b>\$ 104,402</b>	<b>14%</b>	<b>\$ 5,751</b>	<b>\$ 6,681</b>	<b>16%</b>	<b>6.4%</b>

- South Australia attracted a record higher 7.9 million domestic overnight trips, up 19 per cent, and well above the national growth rate of 12 per cent.
- There were a record 28.3 million domestic nights in South Australia, a rise of 21 per cent on the previous year and above the national growth rate of 12 per cent.
- There were a record 15.8 million Day trips to and within South Australia, up 15 per cent and in line with the national growth rate of 15 per cent.
- Total domestic expenditure in South Australia rose to \$6.7 billion, up 16 per cent and above the national growth rate of 14 per cent.
- Day trips expenditure grew 1 per cent, behind the national growth rate of 15 per cent.

## Value of Tourism in South Australia

Year ending September 2019 — Date: 17<sup>th</sup> January 2020

### International Visitor Survey September 2019

	Australia			South Australia			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
Visits (000s)	8,450	8,662	3%	460	470	2%	5.4%
Nights (000s)	270,133	275,790	2%	10,108	9,780	-3%	3.5%
Expenditure (\$m)	29,836	31,340	5%	1,147	1,123	-2%	3.6%

- Chinese visitation reached 66,000, up 20 per cent for the year end September 2019. China maintains itself as our number one market.
- China is number one for visits, nights and expenditure.
- Hong Kong has shown excellent results with visits, up 53 per cent, nights up 3 per cent and expenditure up 3 per cent.
- The Indian market has grown across all metrics with visits up 104 per cent, nights up 111 per cent and expenditure up 95 per cent.
- Nights from Malaysia grew 6 per cent and expenditure 18 per cent.
- France and Switzerland have seen good growth in visits and expenditure.
- Overall Asia has seen visitation rise 19 per cent for the year end.
- Canadian visits are down 6 per cent, however nights have risen 58 per cent and expenditure has rebounded strongly, from a small base, up 82 per cent to \$25 million.

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