

# DOMESTIC VISITOR PROFILE

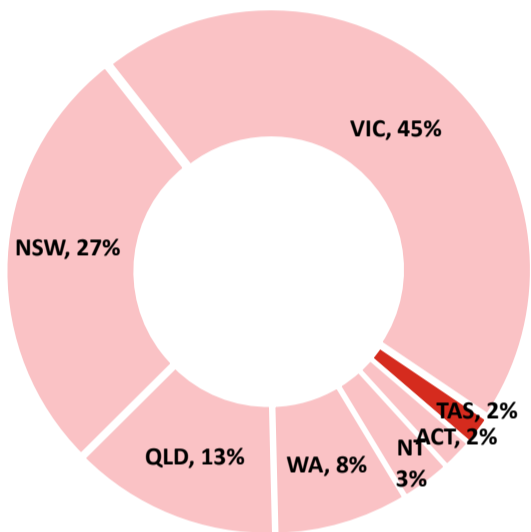
## VISITORS FROM TASMANIA



### Domestic Visitor Profile December 2016 - December 2018

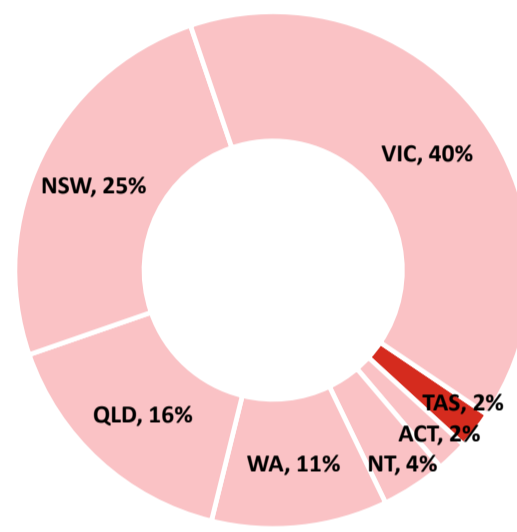
Origin	Holiday	VFR	Business	Other	Total
<b>Visitors</b>	15,000	15,000	14,000	3,000	<b>44,000</b>
<b>Nights</b>	115,000	91,000	59,000	7,000	<b>271,000</b>
<b>Expenditure (s)</b>	29,000,000	8,000,000	15,000,000	1,000,000	<b>53,000,000</b>
<b>ALOS</b>	7.7	6.1	4.2	2.3	<b>6.2</b>

Domestic Visitor Breakdown

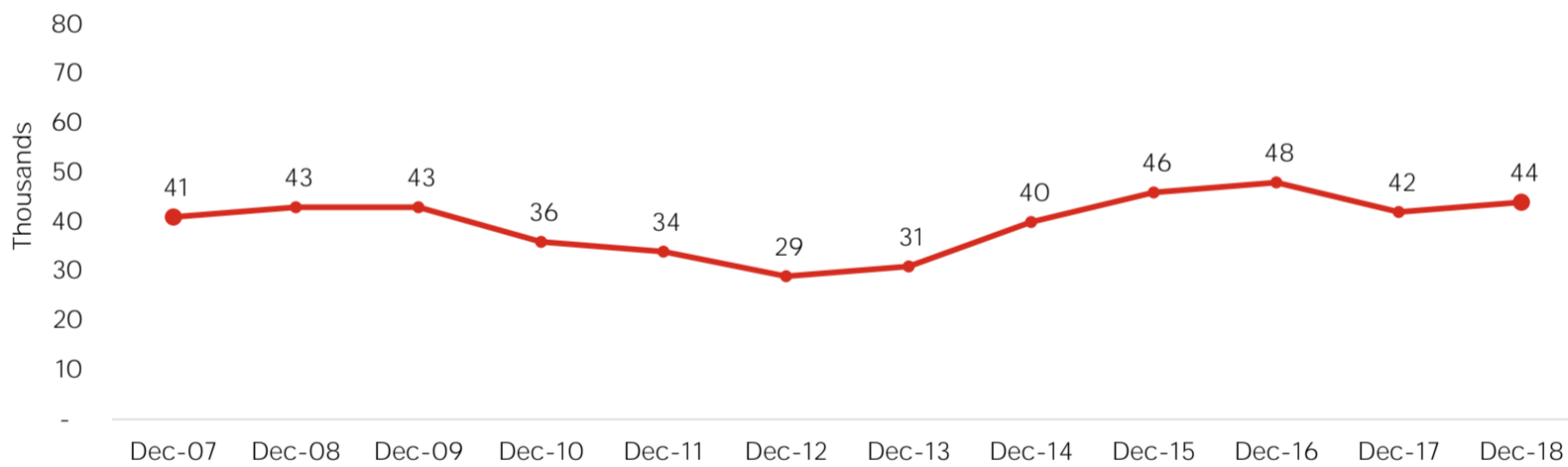


- 2 per cent of visitors to South Australia originate from Tasmania.
- Tasmania is our seventh largest provider of visitors to our state.
- The 2 per cent of visitor contribute 2 per cent of our interstate nights.

Domestic Nights Breakdown

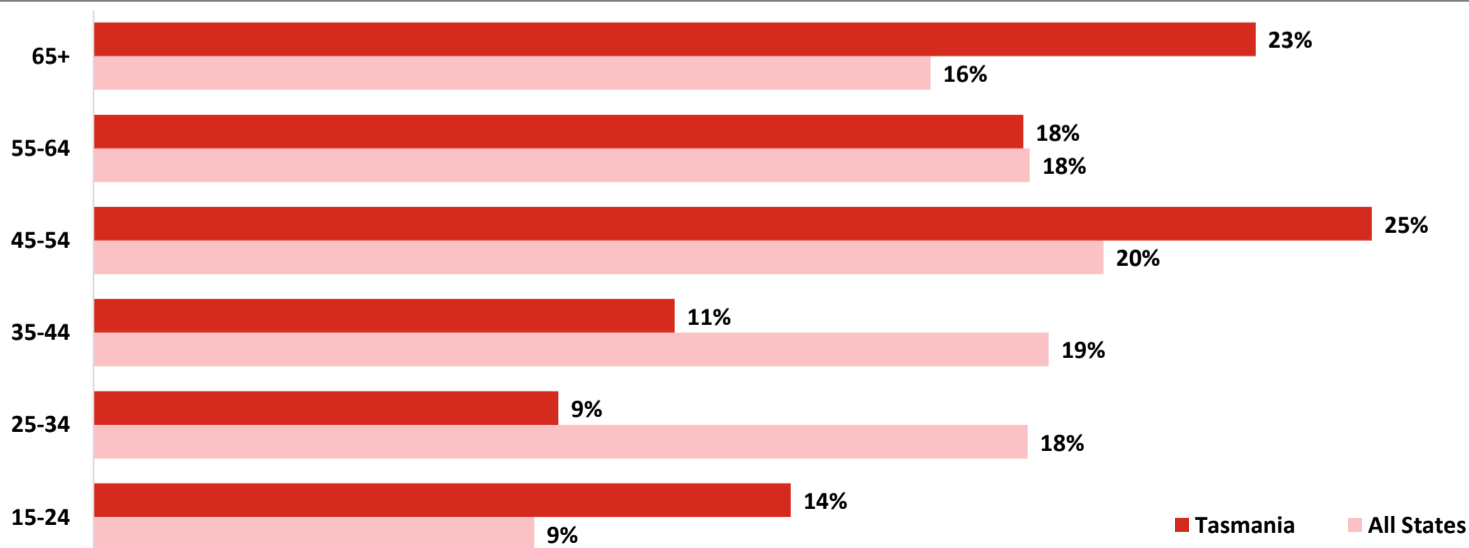


Visitor Time Series



- For the year end December 2007 South Australia received 41,000 visitors from Tasmania, this dropped to 29,000 in December 2012 and rose to a high of 48,000 in December 2016.
- Currently for the year end December 2018 we have 44,000 Tasmanian visitors to South Australia.

Visitor Age



- Tasmanian visitors to South Australia over index in the 45-54 and 65+ age groups.
- In the 25-44 age group Tasmanian visitation to South Australia fell below the national average.
- South Australia appeals to the older Tasmania visitor.

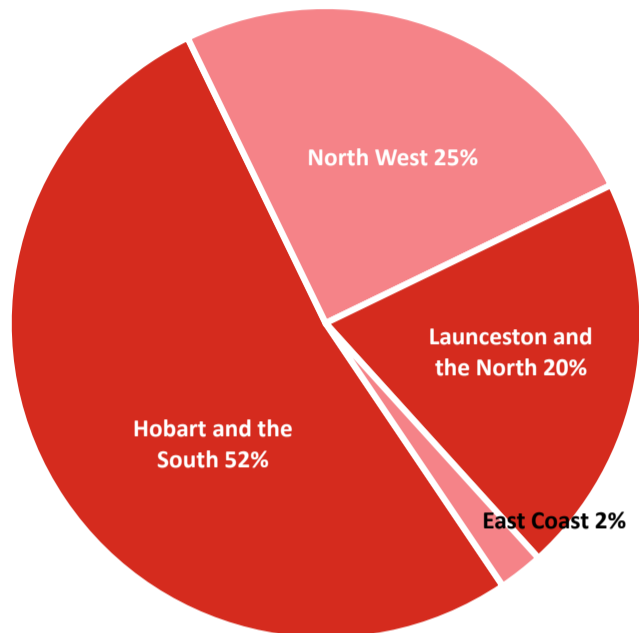
# DOMESTIC VISITOR PROFILE

## VISITORS FROM TASMANIA



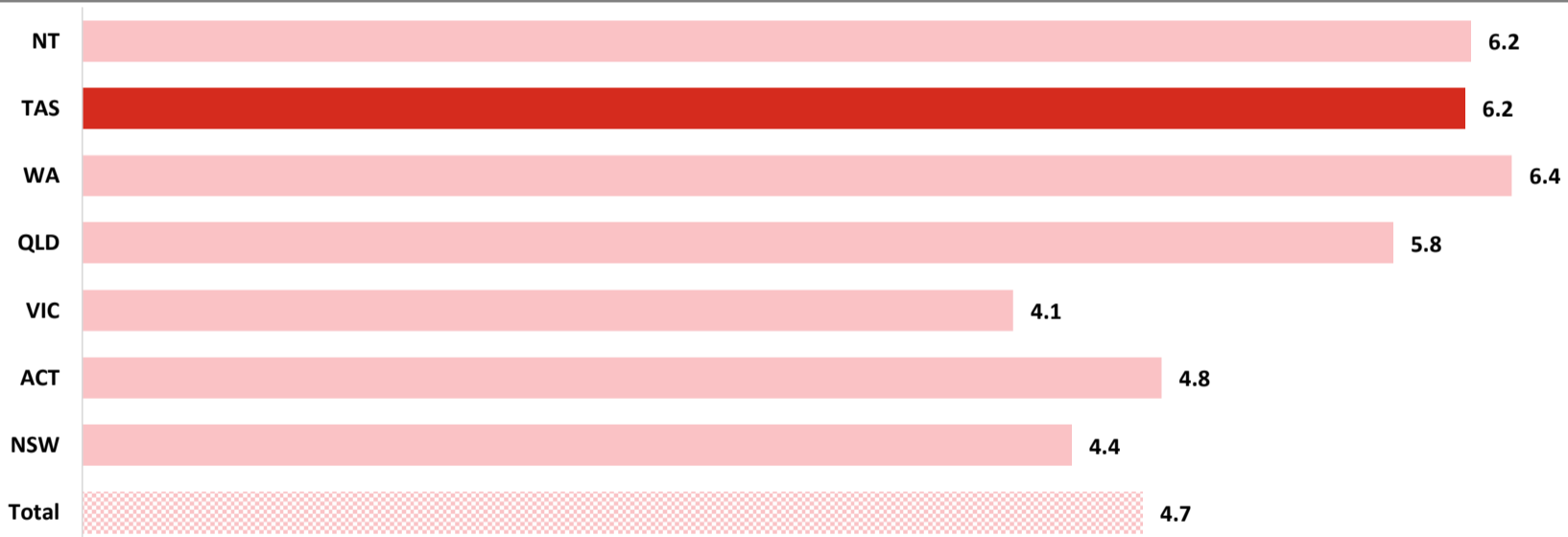
Domestic Visitor Profile December 2016 - December 2018

### Visitor Origin



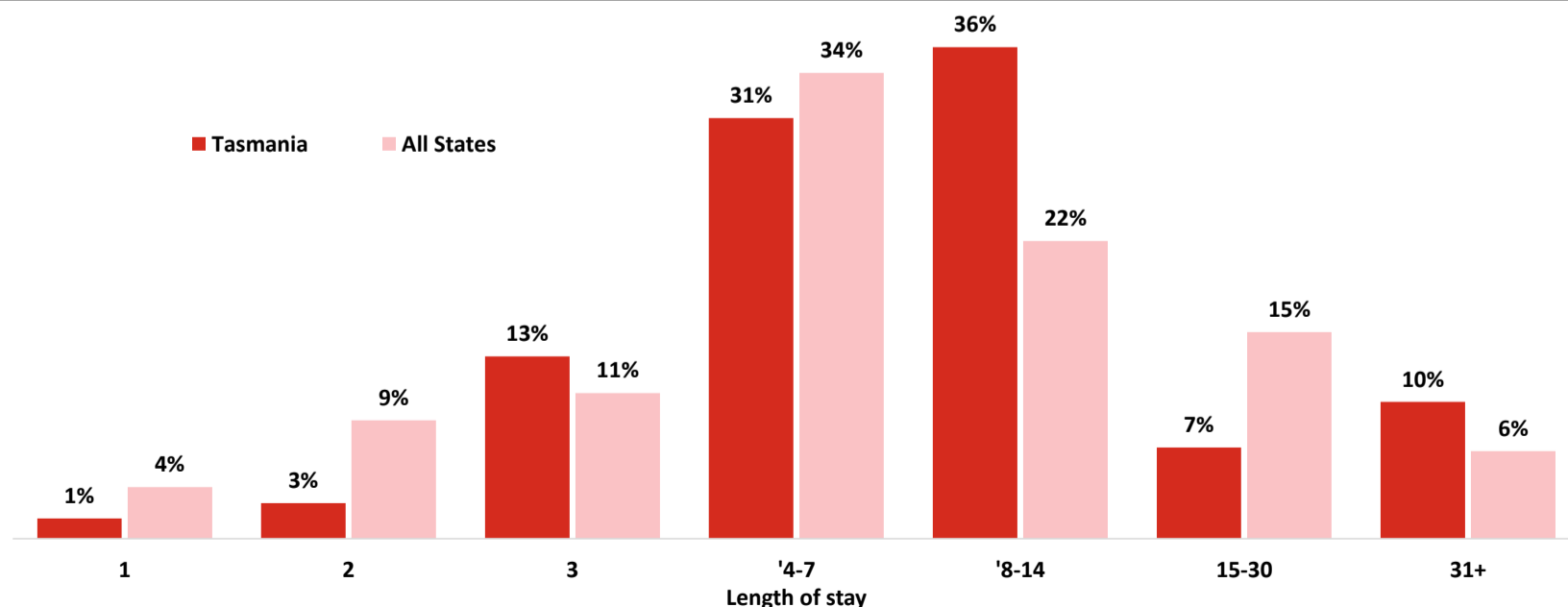
- 52 per cent of visitors to South Australia come from Hobart and the South and 25 per cent from the North West.
- Regional Tasmania contribute 48 per cent of visitors.
- Launceston provides 20 per cent of visitation to the state.

### Average Length of Stay



- Visitors from Tasmania on average spend 6.2 nights in South Australia, above the total interstate average of 4.7 nights.
- 2 percent of domestic visitors to South Australia come from Tasmania making it our smallest domestic market.

### Visitor Length of Stay



- 36 per cent of Tasmanian visitors prefer to stay 8-14 nights when in South Australia.
- 8-14 night stays over index at 36 per cent when compared to the length of stay for all our interstate visitors of 22 per cent.

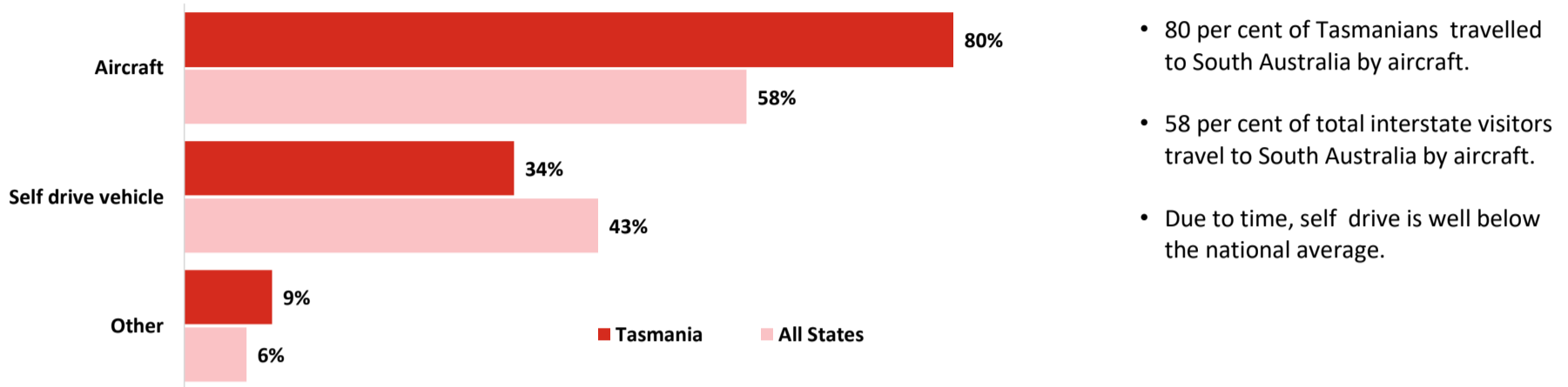
# DOMESTIC VISITOR PROFILE

## VISITORS FROM TASMANIA

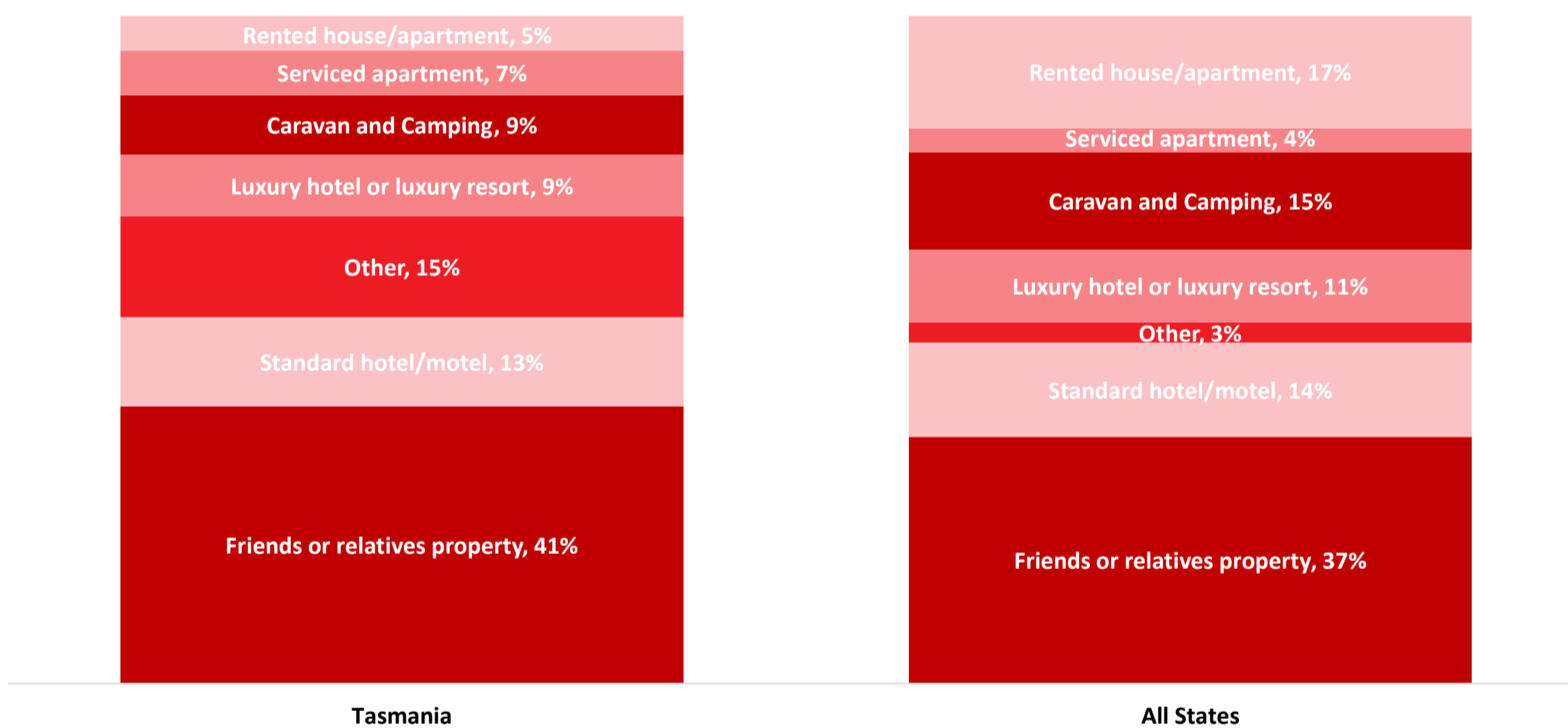


Domestic Visitor Profile December 2016 - December 2018

### Transport to South Australia

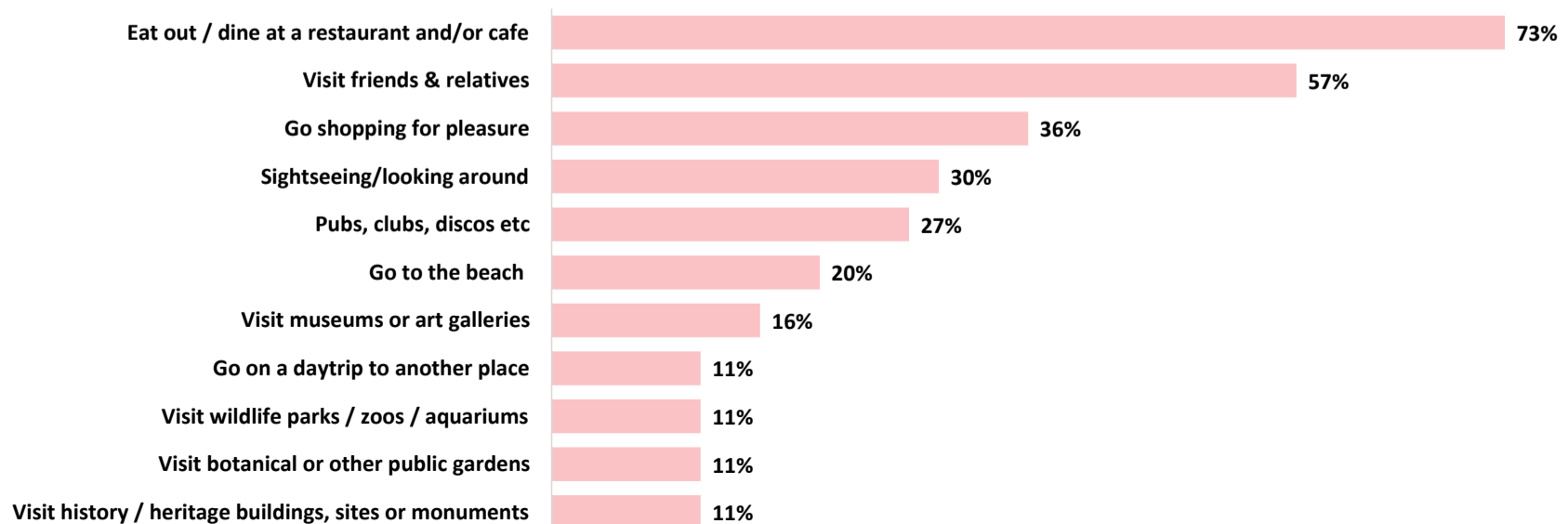


### Visitor Accommodation



- 41 per cent of visitors from Tasmania prefer to stay with Friends and Relatives when in South Australia. This compares to the national average of 37 per cent.
- Rented house/Apartment at 5 per cent under indexes compared to 17 per cent nationally.
- Caravan and Camping at 9 per cent, well below the national average at 15 per cent.

### Visitor Activities



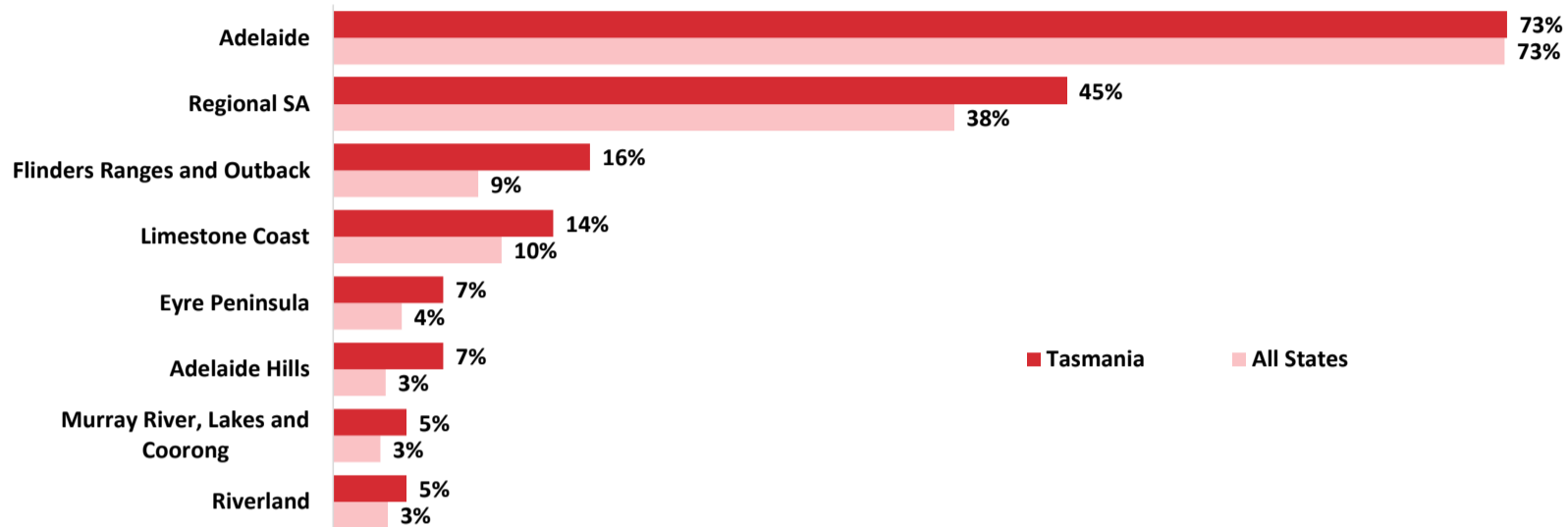
# DOMESTIC VISITOR PROFILE

## VISITORS FROM TASMANIA



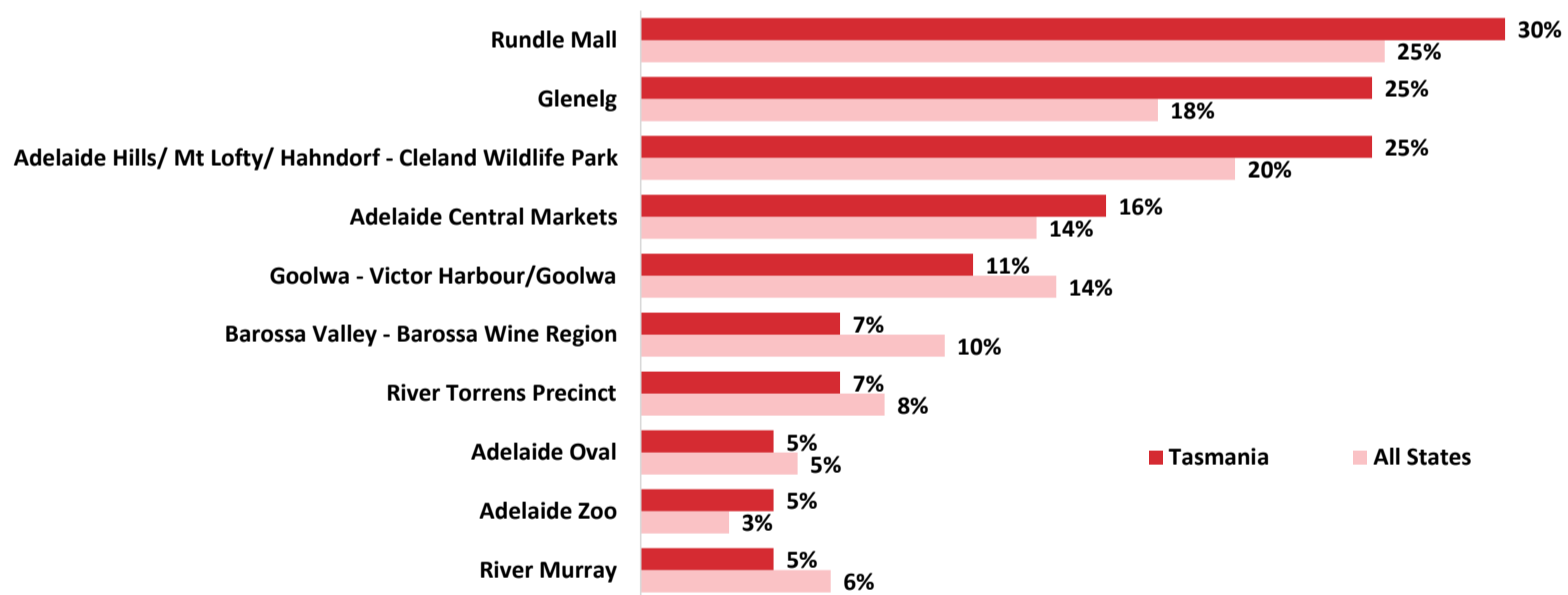
Domestic Visitor Profile December 2016 - December 2018

### Regions Visited



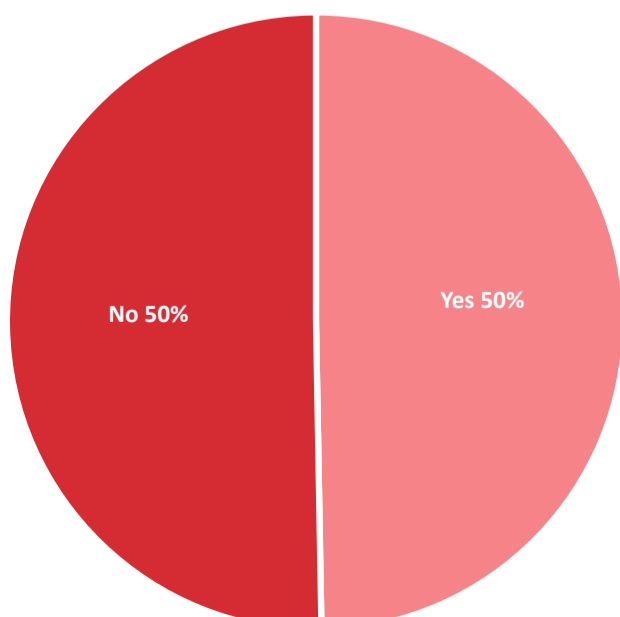
- 73 per cent of visitors from Tasmania visit Adelaide and 45 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback, followed by the Limestone Coast and the Eyre Peninsula, with all three regions over indexing compared to Australia.
- Tasmanians like to disperse into Regional South Australia.

### Specific Places Visited



- The top places visited include Rundle Mall, Adelaide Hills, Glenelg, the Central Markets and Victor/Goolwa.
- 30 per cent of visitors from Tasmania went to the Rundle Mall, above the all state average of 25 per cent.
- 7 per cent of visitors from Tasmania went to the Barossa, below the average of 10 per cent.

### Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2018 50 per cent of visitors from Tasmania booked accommodation in an Airbnb, Couch surfing or Stayz style of accommodation.
- For the prior year end only 42 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

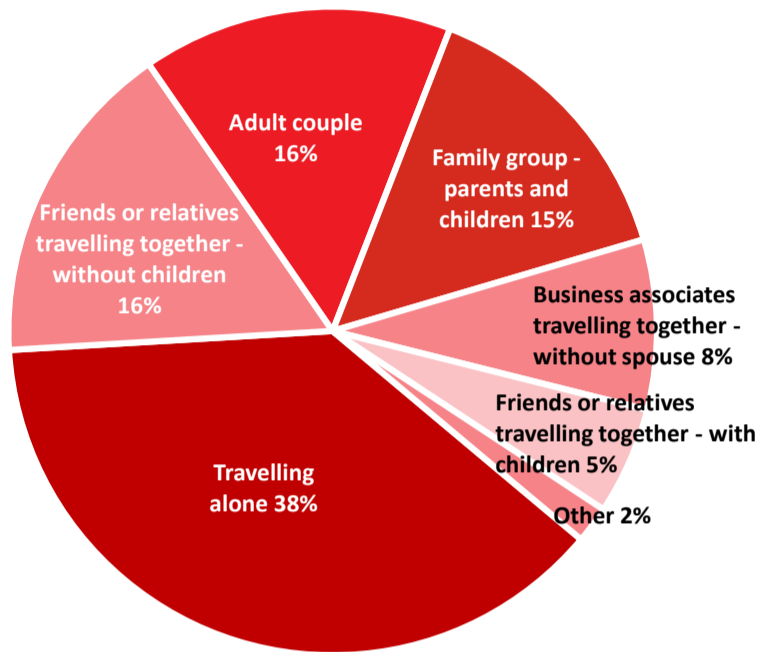
# DOMESTIC VISITOR PROFILE

## VISITORS FROM TASMANIA



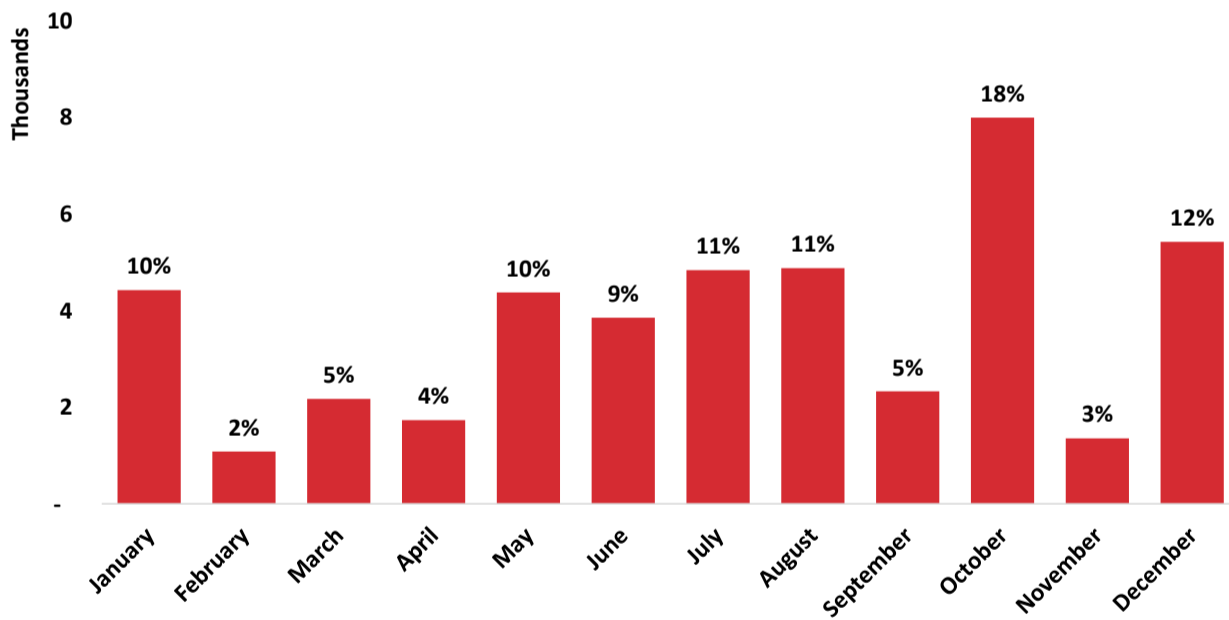
Domestic Visitor Profile December 2016 - December 2018

### Travel Party



- 54 per cent of visitors from Tasmania either travelled alone or as a part of an adult couple.
- 80 per cent of visitors from Tasmania travelled with out children.
- Only 20 per cent had children travelling with them.
- Nationally 60 per cent travel alone or part of an adult couple, 85 per cent travelled with out children.
- Only 15 per cent travel with kids.

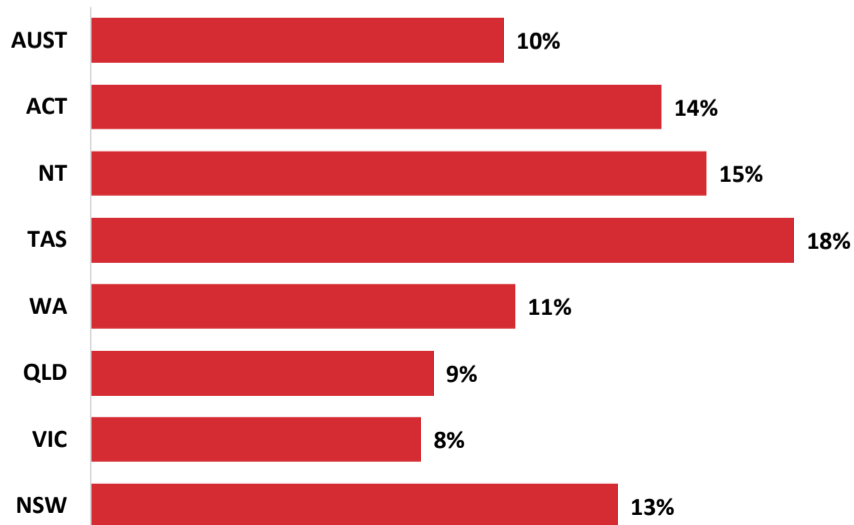
### Month of Visit



- The most popular months for visitors from Tasmania are October and December.
- February to April under index for this market.
- Visitation higher over the Winter months.

### Festivals and Events

#### Attend Festival or Cultural Event



- 18 per cent of visitors from Tasmania attended a festival or cultural event whilst in South Australia.
- Nationally 10 per cent attended a festival or cultural event whilst in our state.
- Visitors from Tasmania have a greater propensity to travel for Festivals or Cultural events than all other States.

Source: Tourism Research Australia - International and National Visitor Survey year end December 2016 to year end December 2018. All figures are based on a three year roll up for the year end December 2016, December 2017 and December 2018 to provide an annual average result. Graphed bar length uneven due to rounding.