

DOMESTIC VISITOR PROFILE

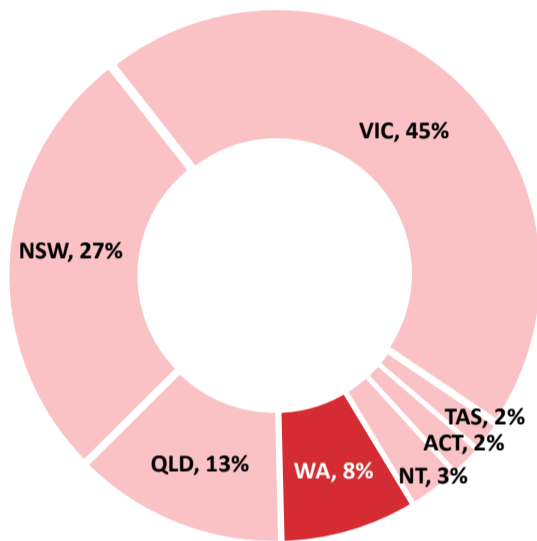
VISITORS FROM WESTERN AUSTRALIA



Domestic Visitor Profile December 2016 - December 2018

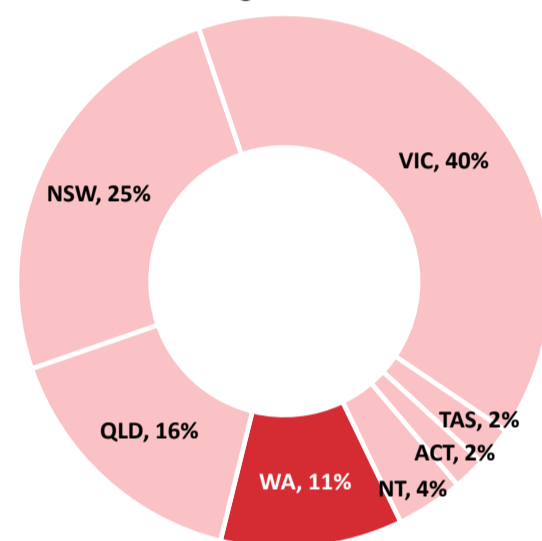
Origin	Holiday	VFR	Business	Other	Total
Visitors	62,000	56,000	76,000	15,000	198,000
Nights	519,000	356,000	335,000	51,000	1,261,000
Expenditure	\$ 82,000,000	\$ 52,000,000	\$ 83,000,000	\$ 16,000,000	\$ 233,000,000
ALOS	8.4	6.4	4.4	3.4	6.4

Domestic Visitor Breakdown

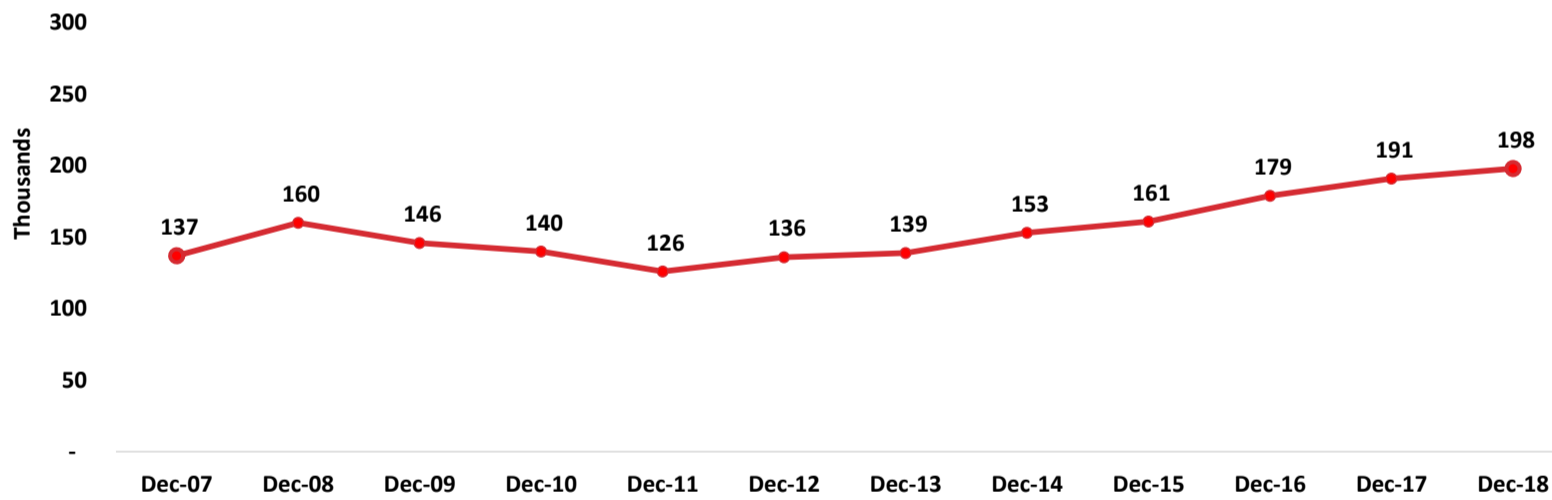


- 8 per cent of visitors to South Australia originate from Western Australia.
- Western Australia is our fourth largest provider of visitors to our state.
- The 8 per cent of visitor contribute 11 per cent of our interstate nights.

Domestic Nights Breakdown

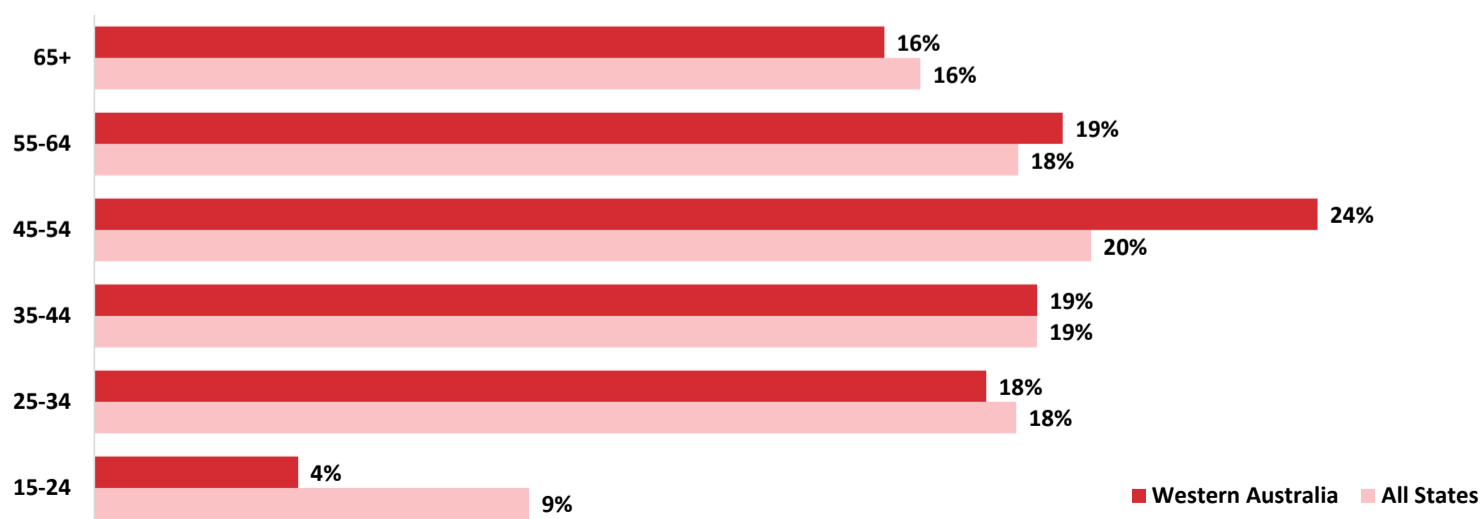


Visitor Time Series



- For the year end December 2007 South Australia received 137,000 visitors from Western Australia, this dropped to 126,000 in December 2011 and rose to a high of 198,000 in December 2018.
- Currently for the year end December 2018 we set a record high 198,000 Western Australian visitors to South Australia.

Visitor Age



- 24 per cent of visitors from Western Australia to South Australia are in the 45-54 age group.
- This is higher than the total domestic average for this age group at 20 per cent.
- South Australia is above average for the 45-64 age groups, however under achieve in the 15-34 age group.

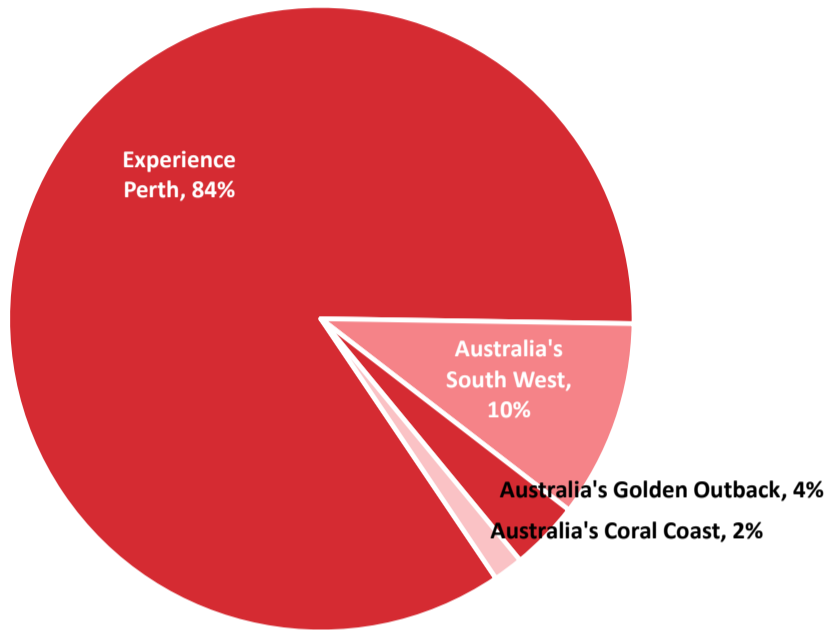
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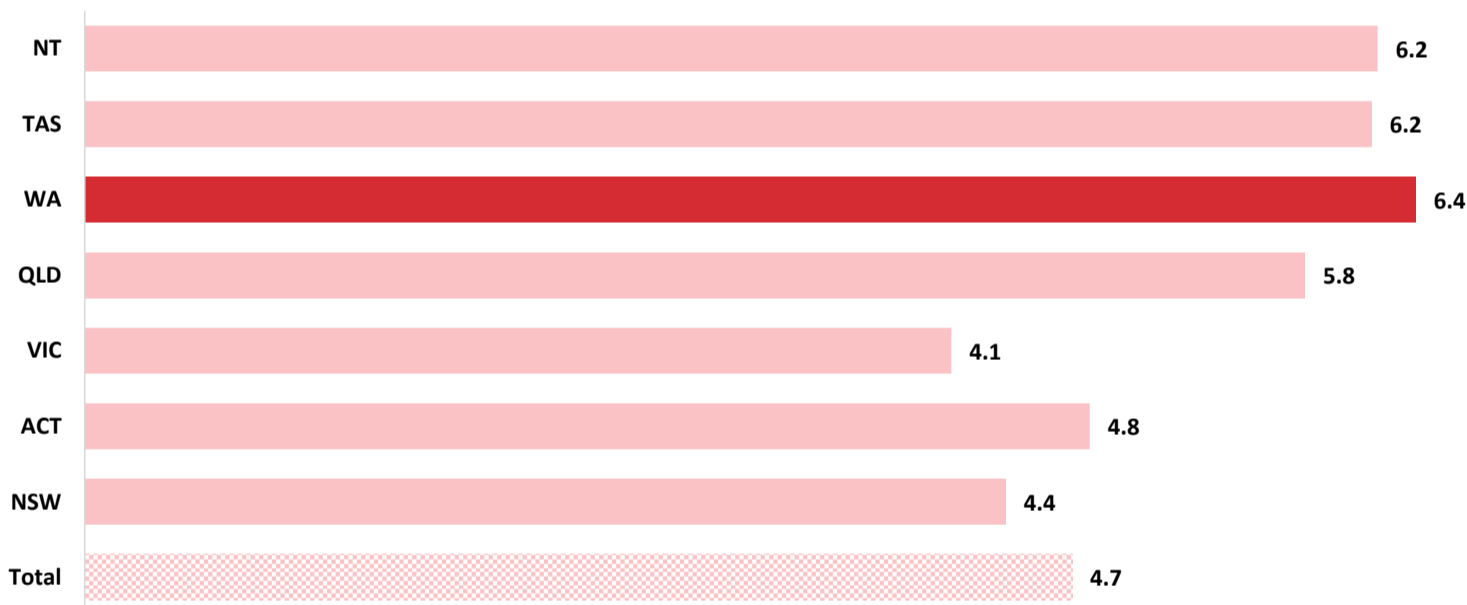
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Visitor Origin



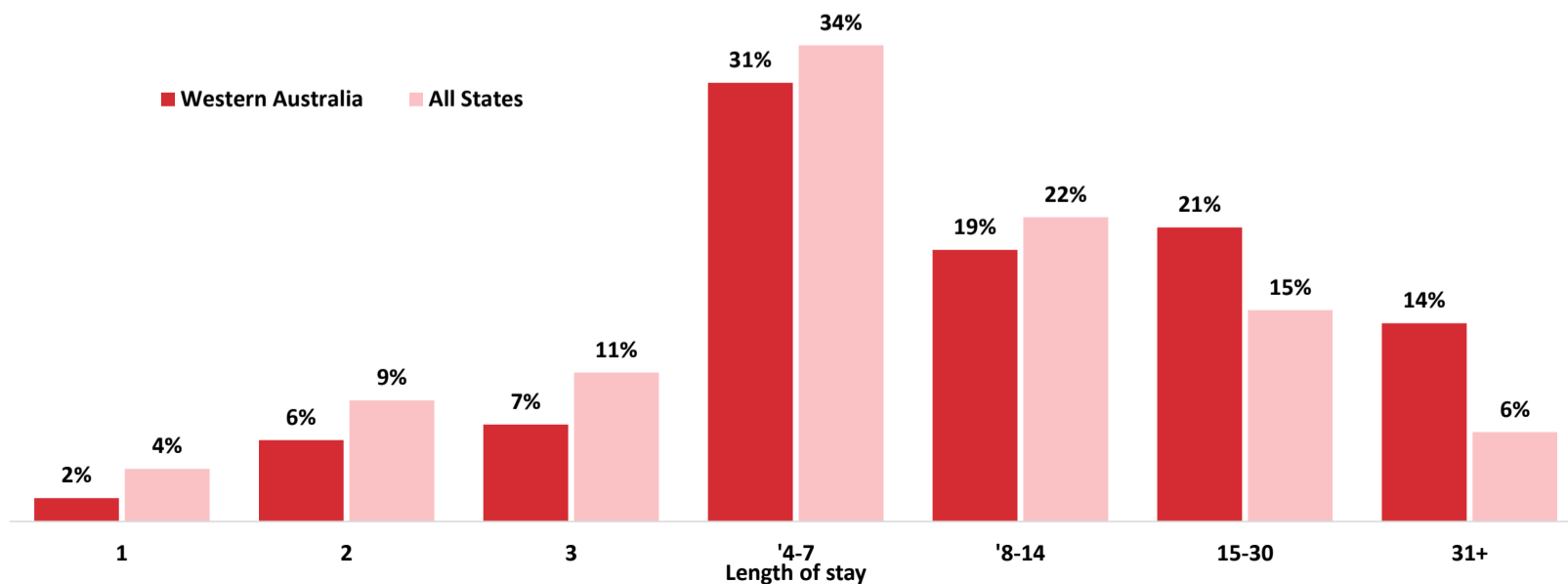
- 84 per cent of visitors to South Australia come from Perth.
- Regional Western Australia contribute 16 per cent of visitors.
- This is led by the Australia's South West and Australia's Golden Outback where 10 per cent and 4 per cent of visitors originate.

Average Length of Stay



- Visitors from Western Australia on average spend 6.4 nights in South Australia, above the total interstate average of 4.7 nights.
- 8 percent of domestic visitors to South Australia come from Western Australia.

Visitor Length of Stay



- 31 per cent of Western Australian visitors prefer to stay between 4-7 nights when in South Australia.
- 15+ night stays over index when compared to the length of stay for all our interstate visitors

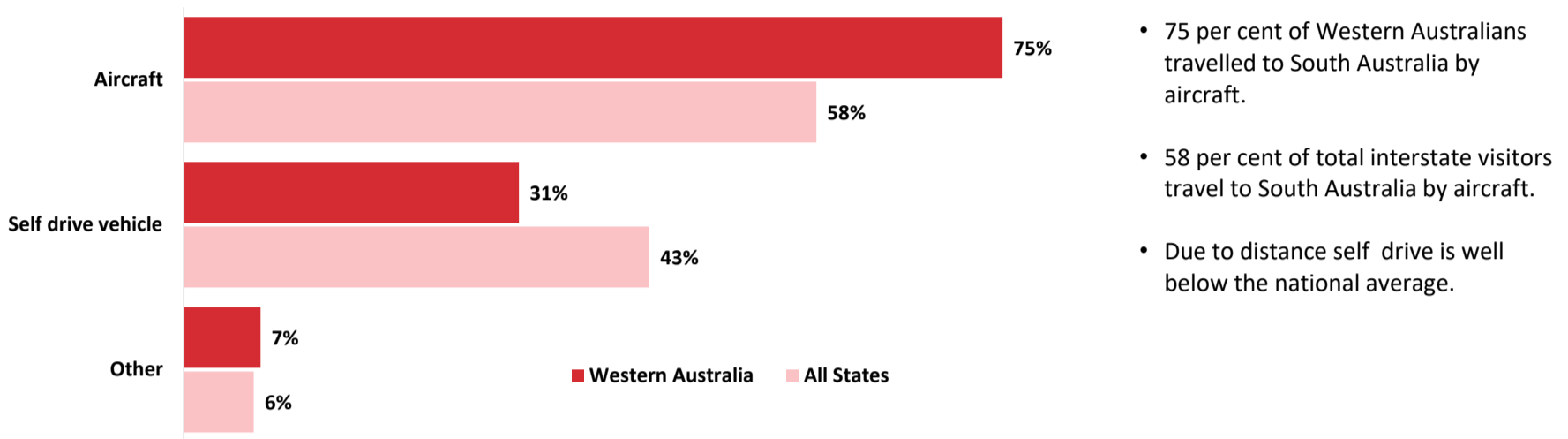
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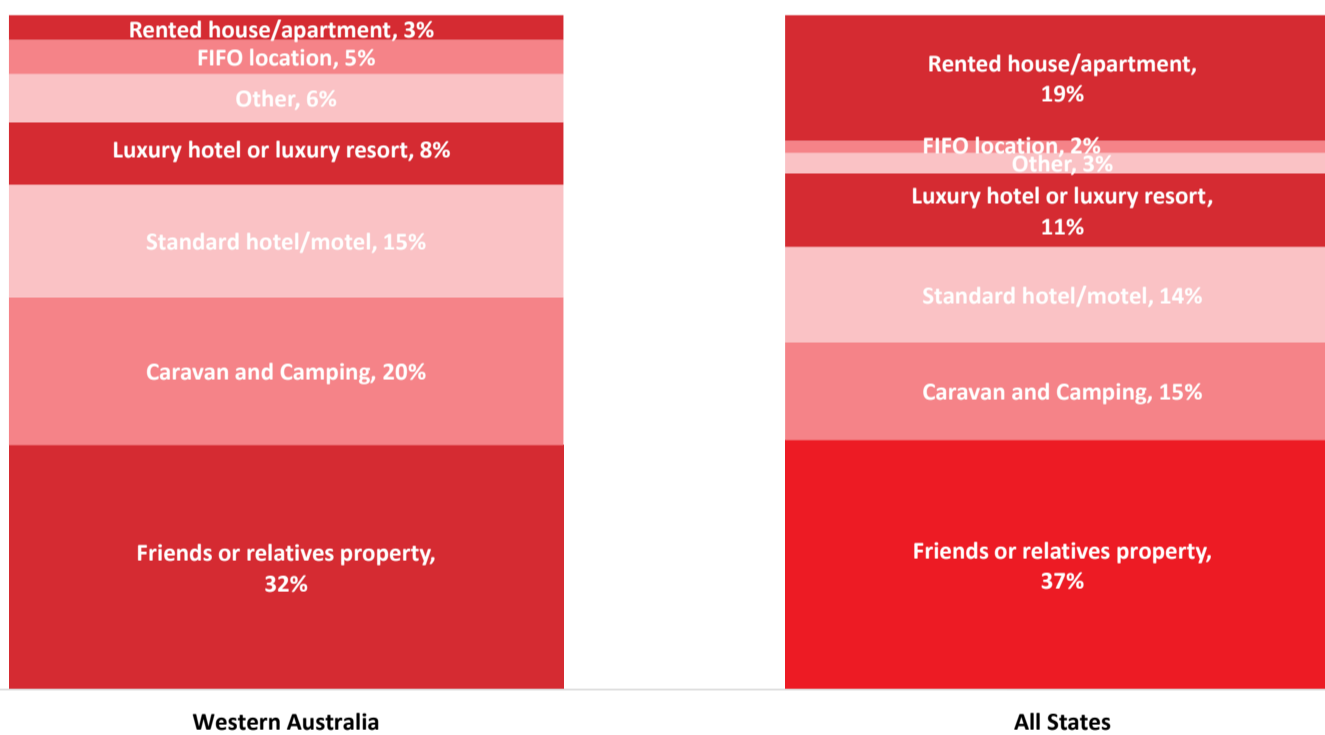


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Transport to South Australia

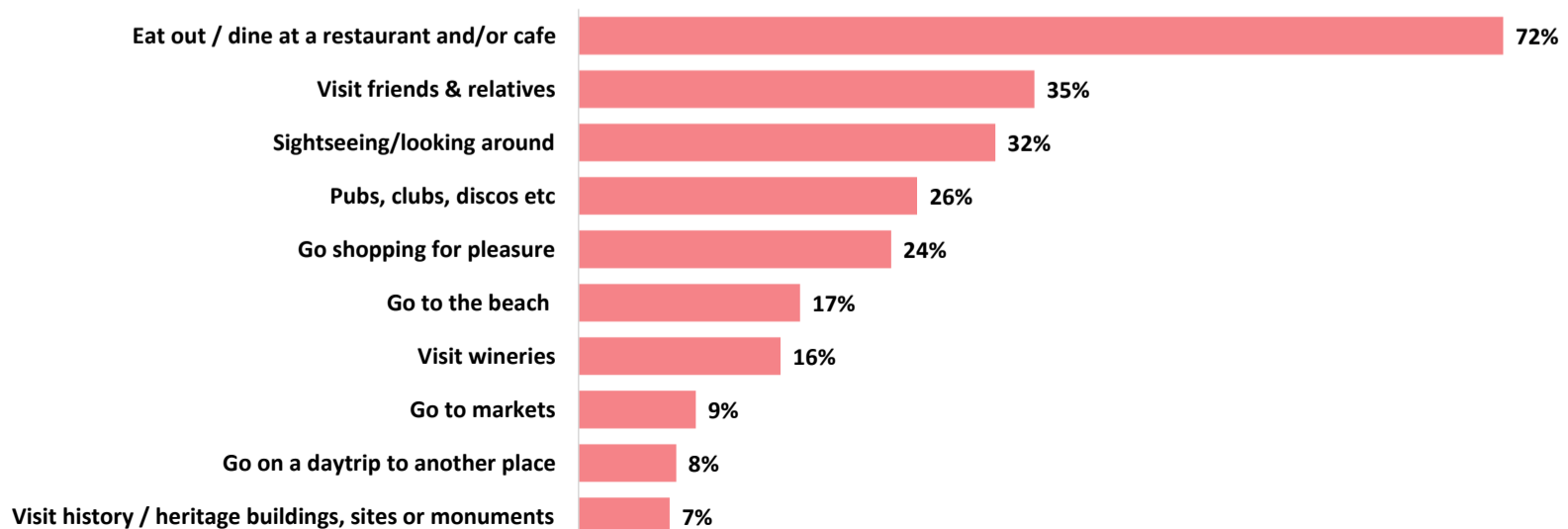


Visitor Accommodation



- 32 per cent of visitors from Western Australia prefer to stay in a friends or relatives property compared to the overall interstate average of 37 per cent.
- 3 per cent of Western Australian visitors stay in a rented house/apartment, compared to the Australian average of 19 per cent.
- Western Australia's FIFO location accommodation was 5 per cent, compared to all states at 2 per cent.

Visitor Activities



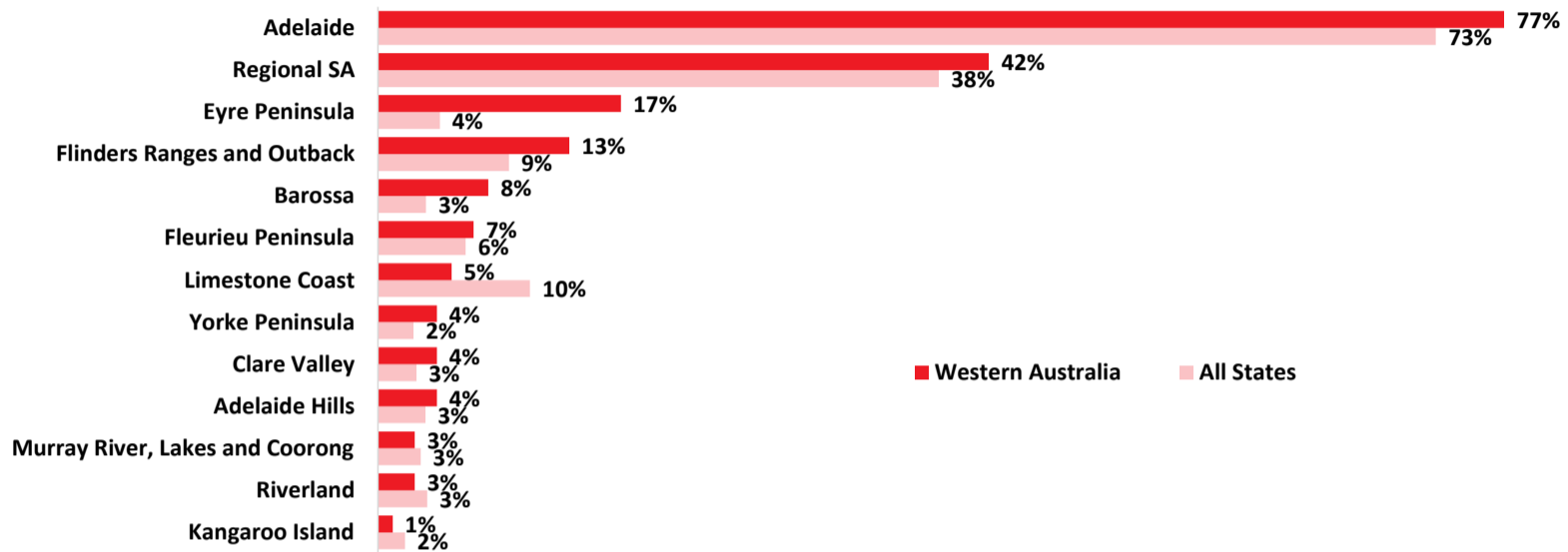
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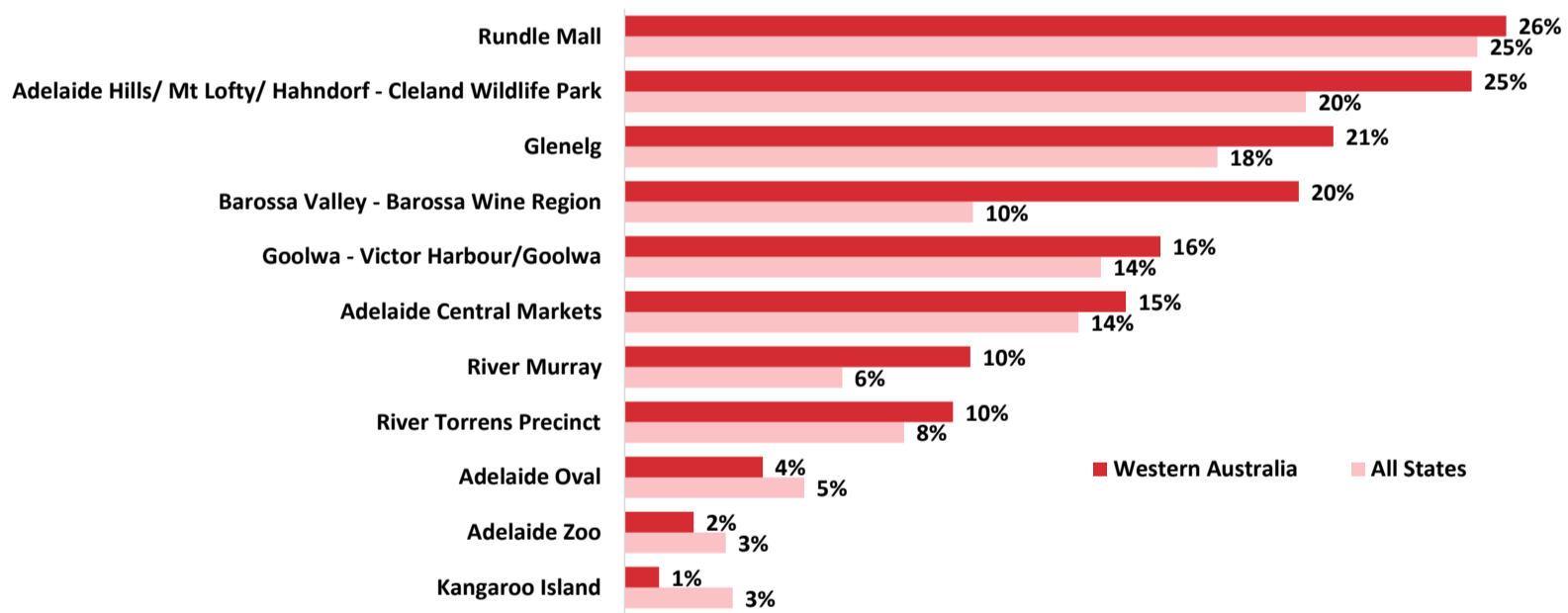
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Regions Visited



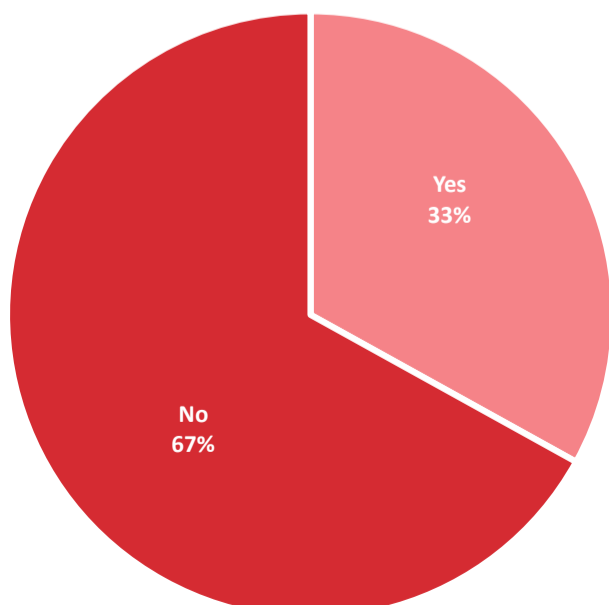
- 77 per cent of visitors from Western Australia visit Adelaide and 42 per cent disperse into the regions.
- The most popular region is the Eyre Peninsula, followed by the Flinders Ranges and Outback, with both regions over indexing compared to Australia.
- The Barossa is over represented for Western Australia compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- 20 per cent of visitors from Western Australia went to the Barossa, above the all state average of 10 per cent.
- 15 per cent of visitors from Western Australia went to the Central Markets, above the average of 14 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing etc



- At December 2018 33 per cent of visitors from Western Australia booked accommodation in an Stayz, Airbnb, Couch surfing style of accommodation.
- For the prior year end only 28 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

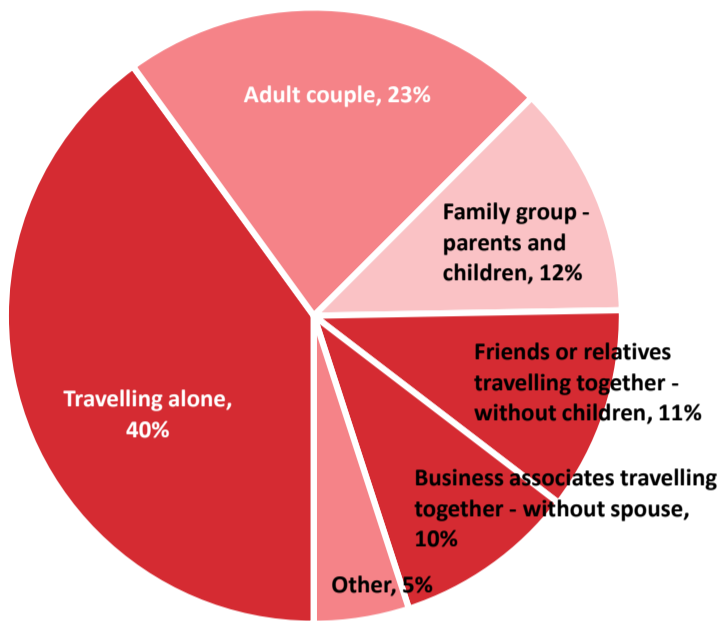
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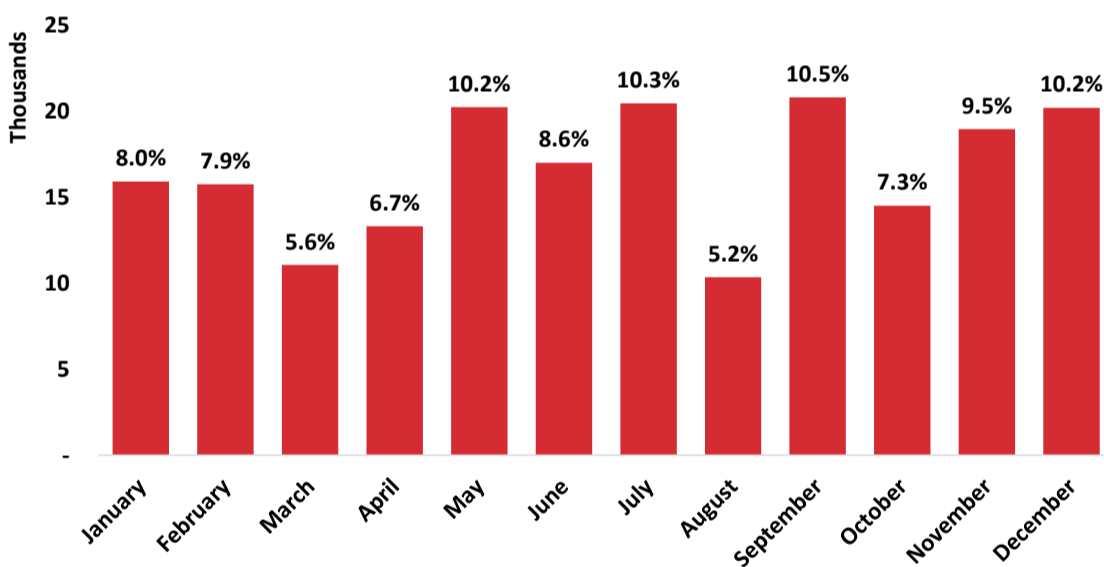
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Travel Party Size



- 63 per cent of visitors from Western Australia either travelled alone or as a part of an adult couple.
- 88 per cent of visitors from Western Australia travelled with out children.
- Only 12 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.

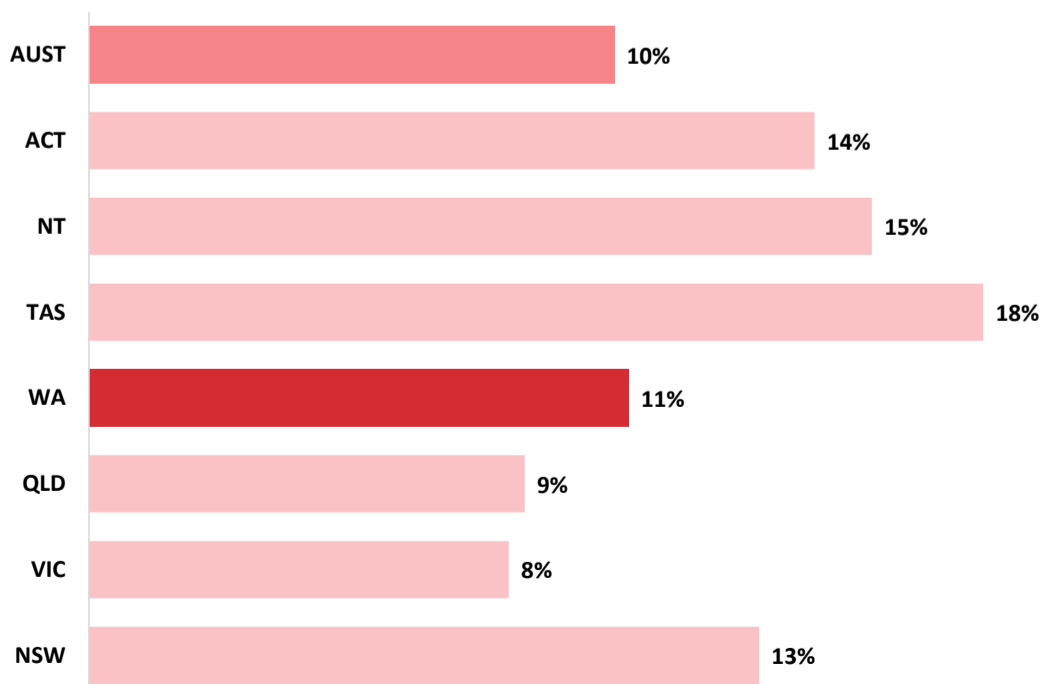
Month of visitation



- The most popular months for visitors from Western Australia are July and September.
- Low months for the year are August and March.

Festivals and Events

Attend Festival or Cultural Events



- 11 per cent of visitors from Western Australia 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 Western Australia have a greater propensity to travel for Festivals or Cultural events than Victoria or Queensland.

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.