

# DOMESTIC VISITOR PROFILE

## Visitors from Northern Territory

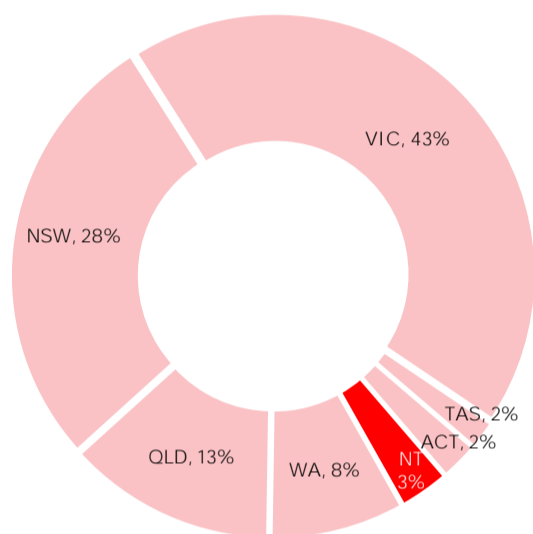
Domestic Visitor Profile December 2015 - December 2017

Para Wirra, Adelaide Hills

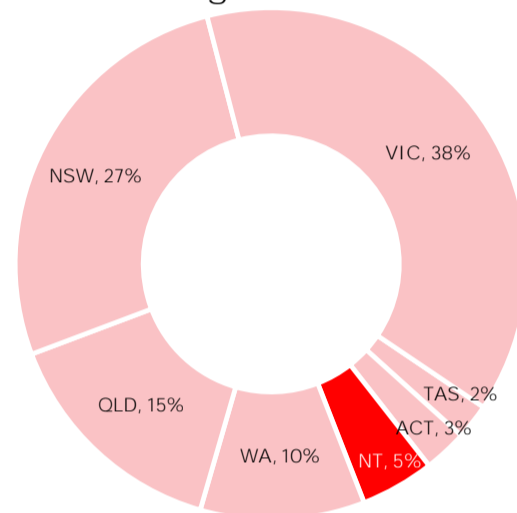


Origin	Holiday	VFR	Business	Other	Total
Visitors	25,000	19,000	15,000	17,000	70,000
Nights	142,000	152,000	82,000	123,000	499,000
Expenditure				\$	111,000,000

Domestic Visitor Breakdown

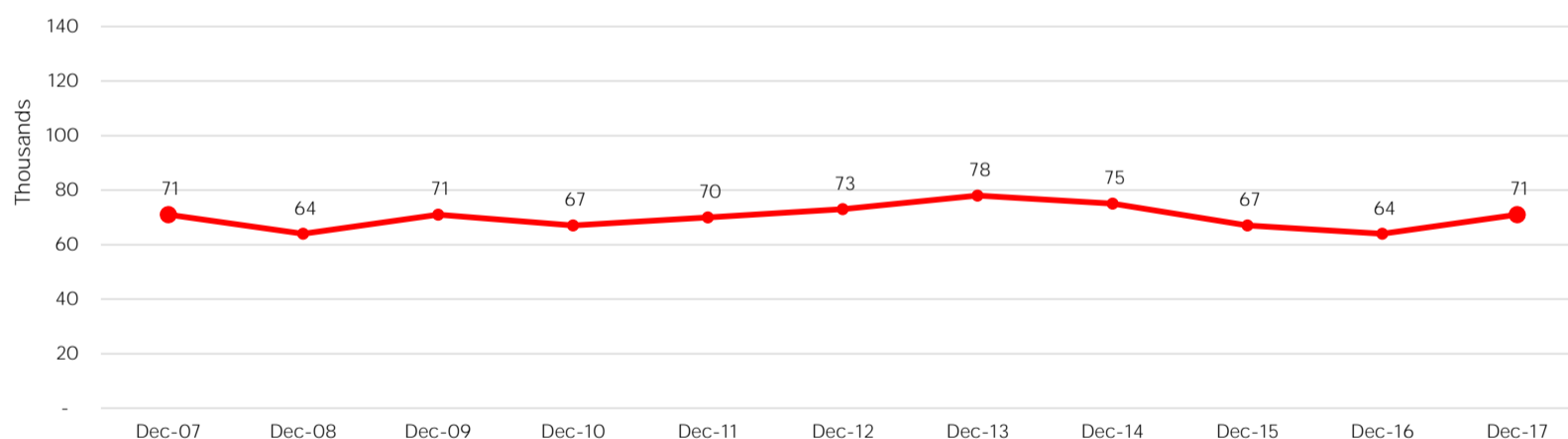


Domestic Nights Breakdown



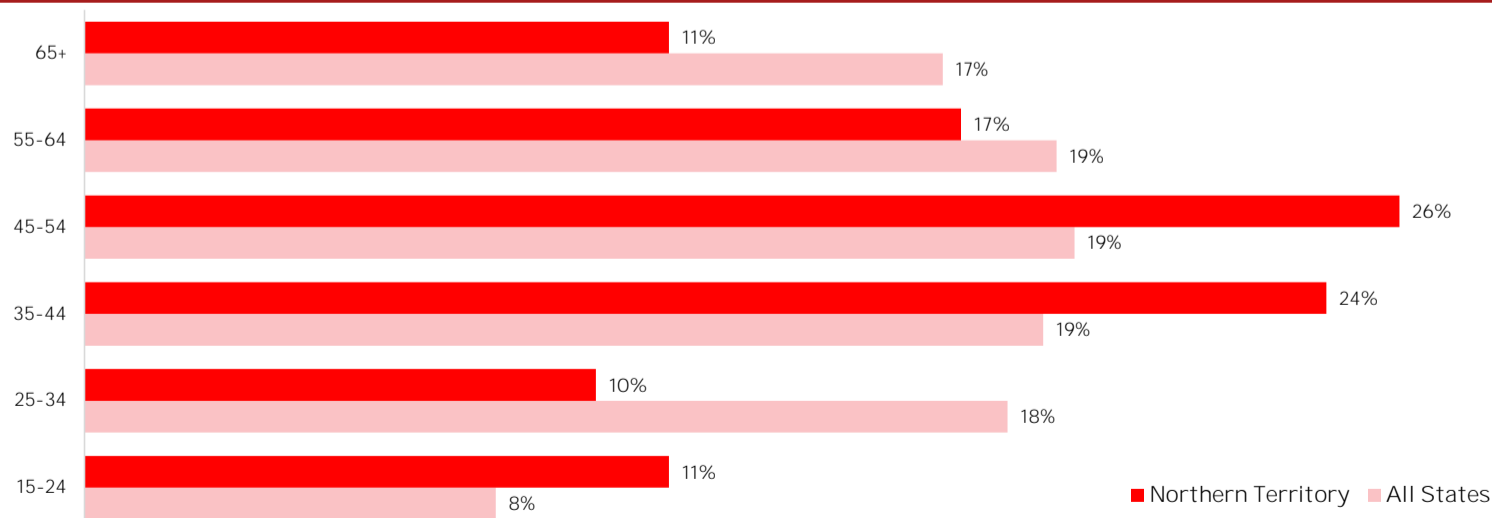
- 3 per cent of visitors to South Australia originate from the Northern Territory.
- The Northern Territory is our fifth largest provider of visitors to our state.
- The 3 per cent of visitors contribute 5 per cent of our interstate nights.

### Visitor Time Series



- For the year end December 2007 South Australia received 71,000 visitors from Northern Territory, this dropped to 64,000 in December 2016 and rose to a high of 78,000 in December 2013.
- Currently for the year end December 2017 we have 71,000 Northern Territorian visitors to South Australia.

### Visitor Age



- 50 per cent of visitors from the Northern Territory to South Australia are in the 35-54 age group.
- This is higher than the total domestic average for this age group at 38 per cent.
- South Australia is below average for the 55+ age groups.

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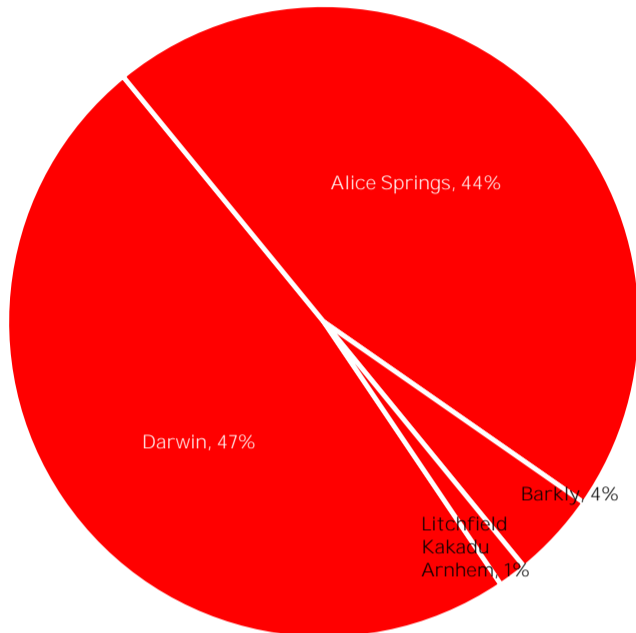
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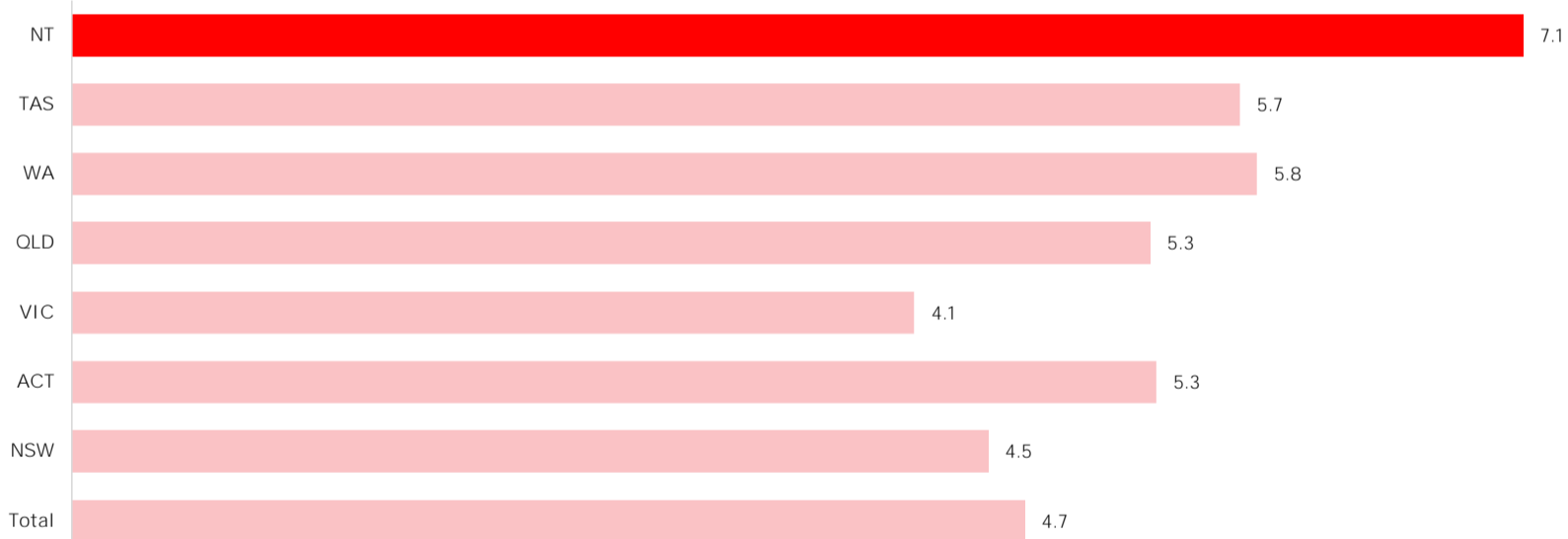


### Visitor Origin



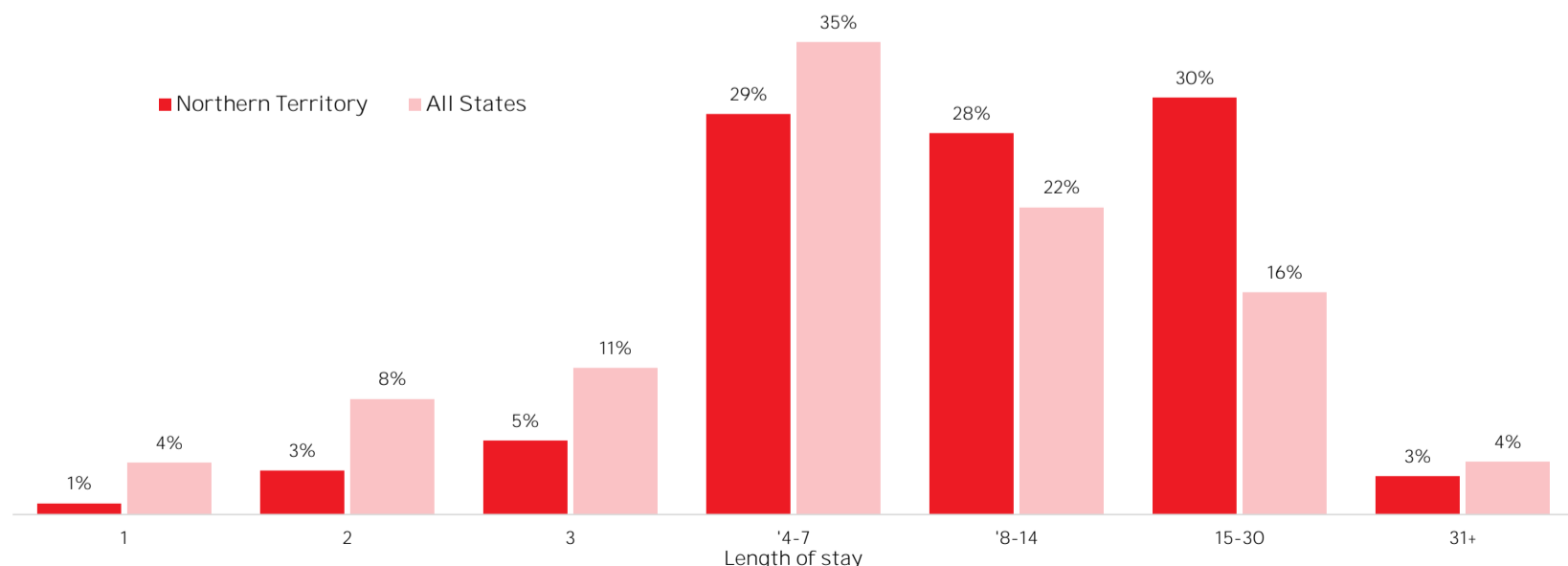
- 47 per cent of visitors to South Australia come from Darwin and 44 per cent from Alice Springs.
- Regional Northern Territory contribute 53 per cent of visitors.
- This is led by Alice Springs and Barkly where 44 per cent and 4 per cent of visitors originate.

### Average Length of Stay



- Visitors from the Northern Territory on average spend 7.1 nights in South Australia, above the total interstate average of 4.7 nights.
- 3 percent of domestic visitors to South Australia come from the Northern Territory.

### Visitor Length of Stay



- 30 per cent of Northern Territory visitors prefer to stay 15-30 nights when in South Australia.
- 8-30 nights stay over indexes when compared to the length of stay for all our interstate visitors.

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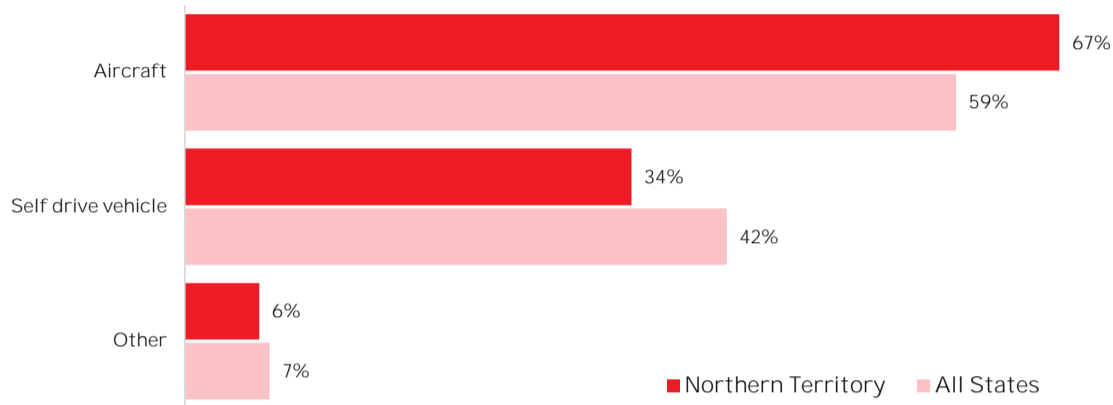
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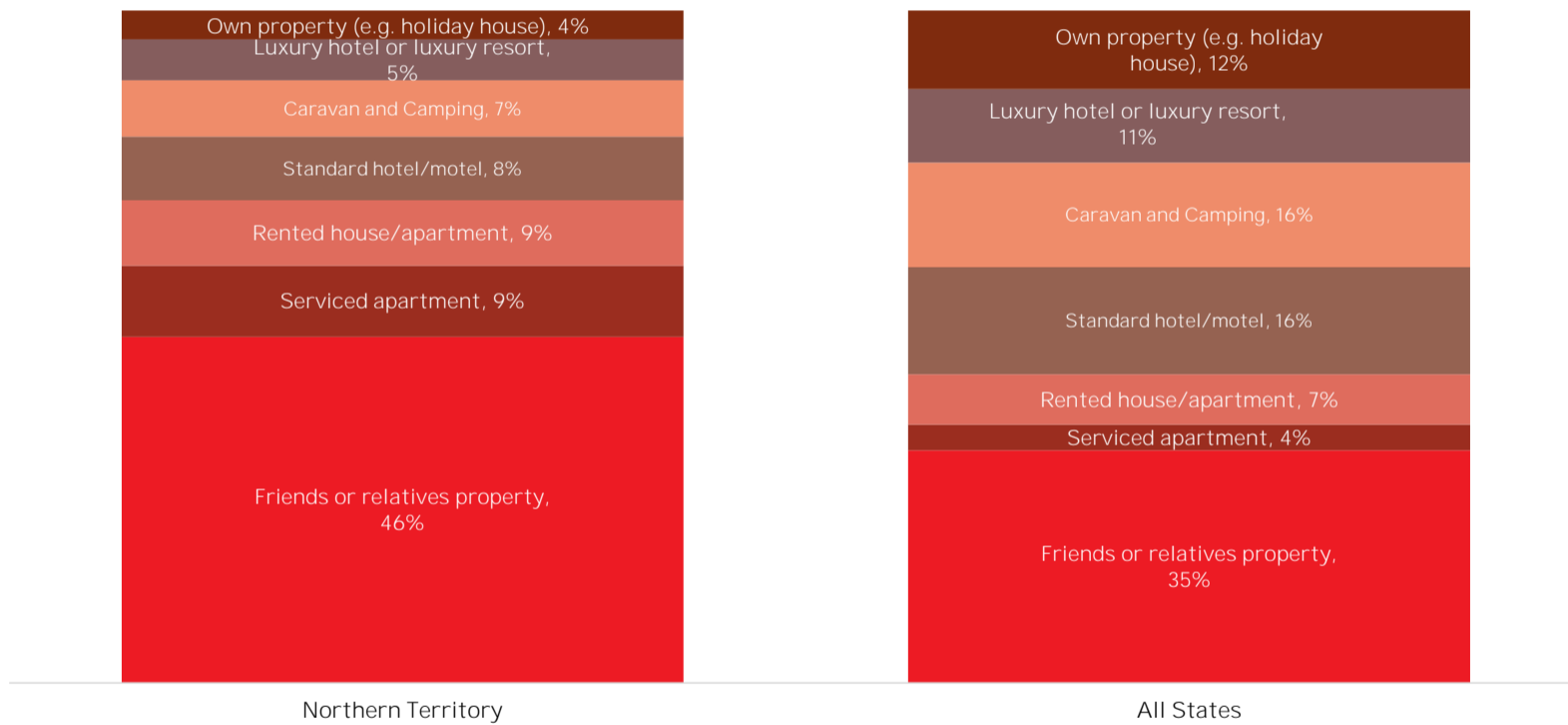


### Transport to South Australia



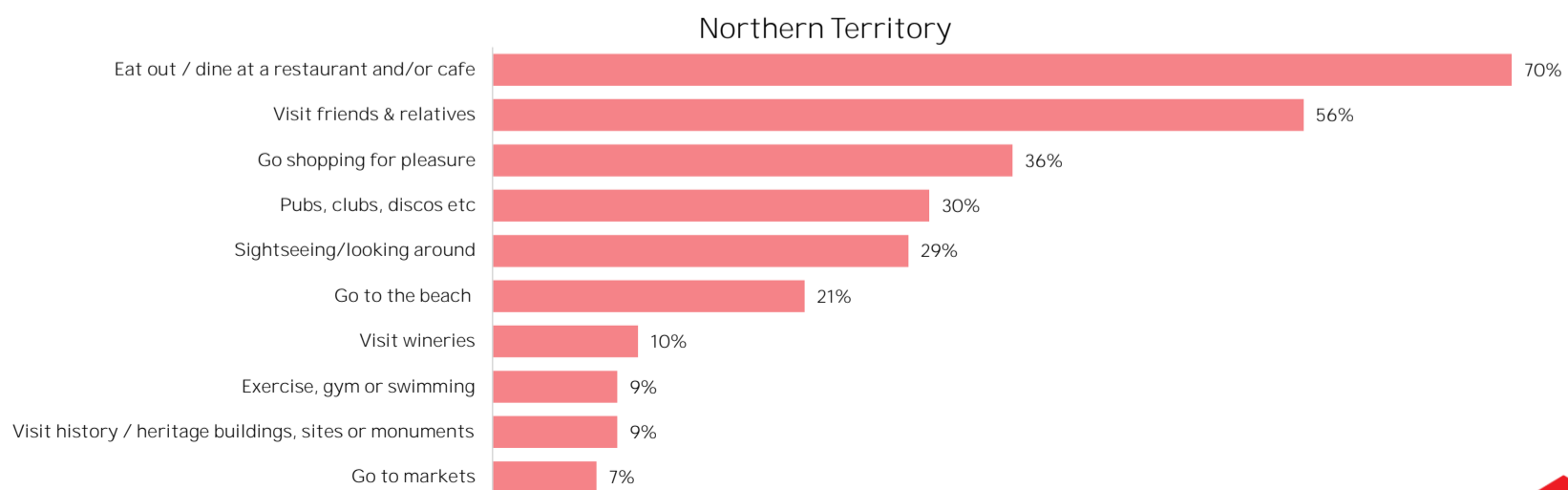
- 67 per cent of visitors from the Northern Territory travelled to South Australia by aircraft.
- 59 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is well below the national average.

### Visitor Accommodation



- 46 per cent of visitors from the Northern Territory prefer to stay with Friends and Relatives when in South Australia. This compares to the national average of 35 per cent.
- Serviced apartments over index at 9 per cent compared to 4 per cent nationally.
- Standard hotel/motel accommodation at 9 per cent, below the national average at 16 per cent.

### Visitor Activities



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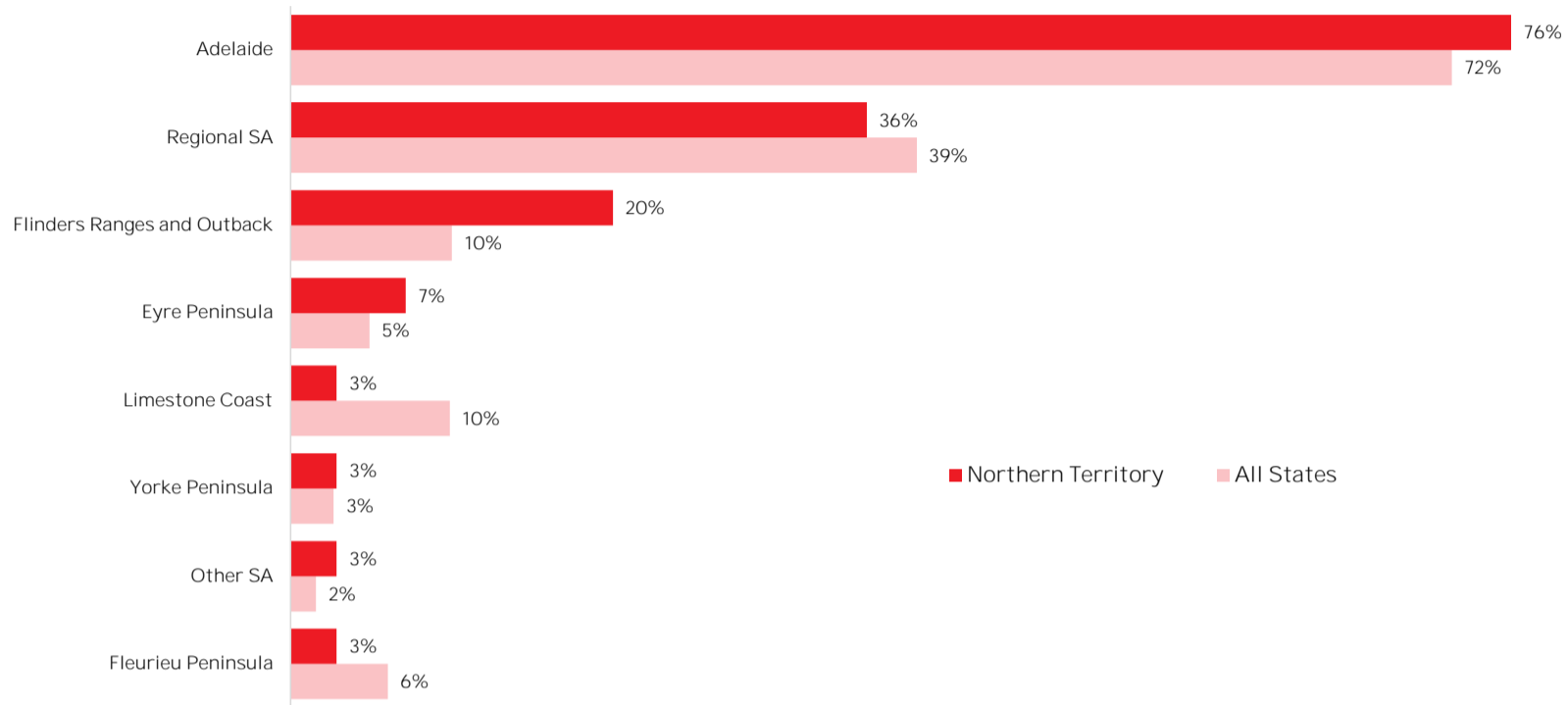
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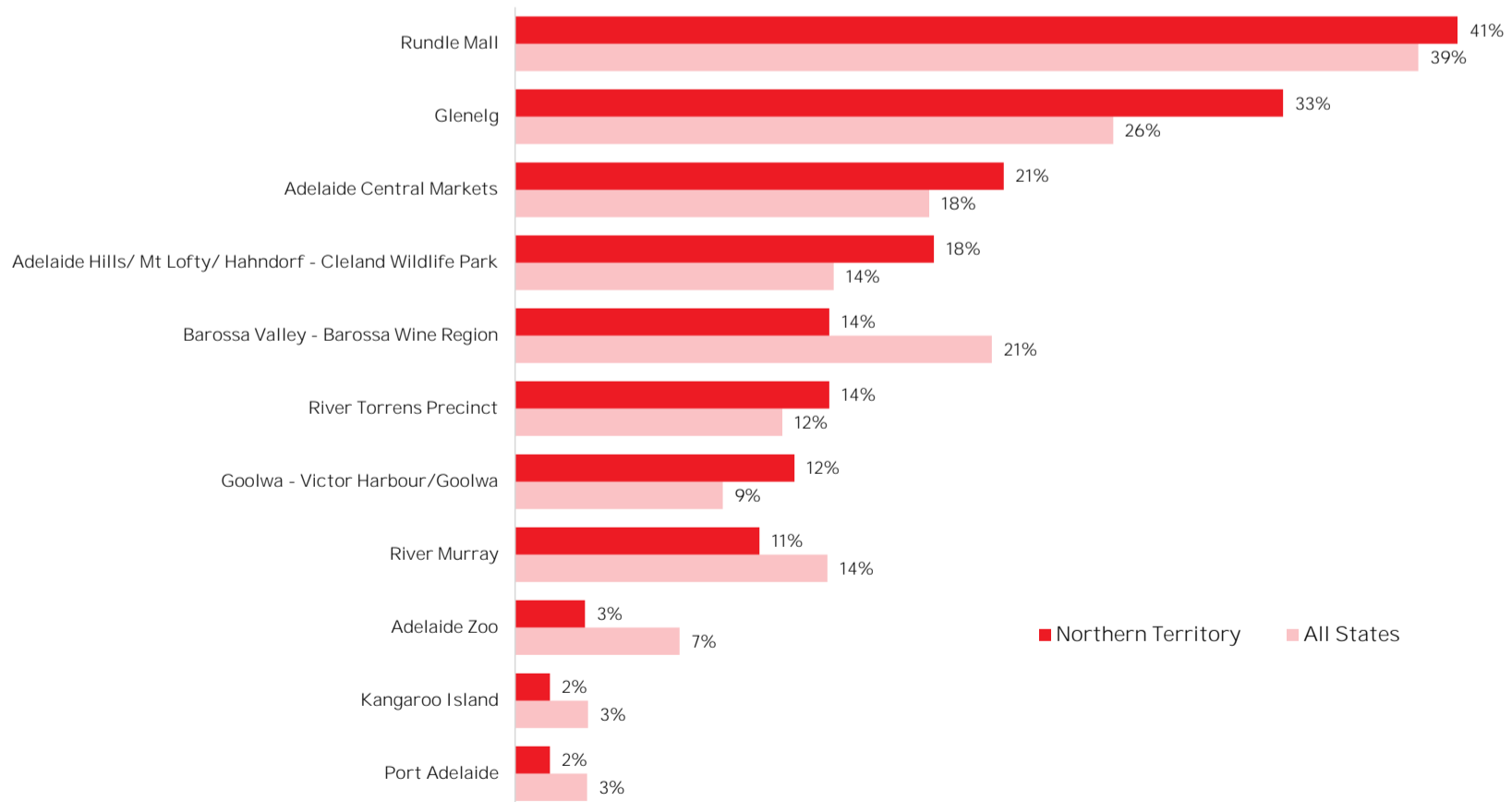


### Regions Visited



- 76 per cent of visitors from the Northern Territory visit Adelaide and 36 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback due to proximity, followed by the Eyre Peninsula, with both regions over indexing compared to Australia.
- The Limestone Coast well below the national average for the Northern Territory.

### Specific Places Visited



- The top places visited include Rundle Mall, Glenelg and the Adelaide Central Markets.
- 18 per cent of visitors from the Northern Territory went to the Adelaide Hills, above the all state average of 14 per cent.
- 14 per cent of visitors from the Northern Territory went to the Barossa, along way below the average of 21 per cent.

Source: Tourism Research Australia - International and National Visitor Survey year end December 2015 to year end December 2017. All figures are based on a three year roll up for the year end December 2015, December 2016 and December 2017 to provide an annual average result. Graphed bar length uneven due to rounding.