

DOMESTIC VISITOR PROFILE

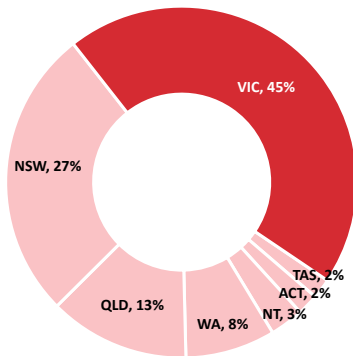
VISITORS FROM VICTORIA



Domestic Visitor Profile December 2016 - December 2018

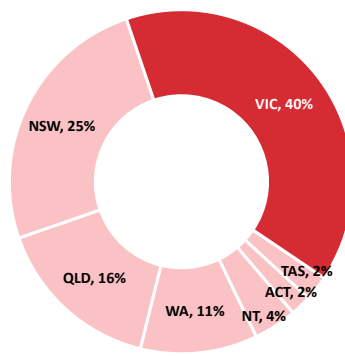
Origin	Holiday	VFR	Business	Other	Total
Visitors	424,000	369,000	271,000	58,000	1,095,000
Nights	2,039,000	1,536,000	768,000	199,000	4,541,000
Expenditure (\$)	385,000,000	181,000,000	201,000,000	31,000,000	798,000,000
ALOS	4.8	4.2	2.8	3.4	4.1

Domestic Visitor Breakdown

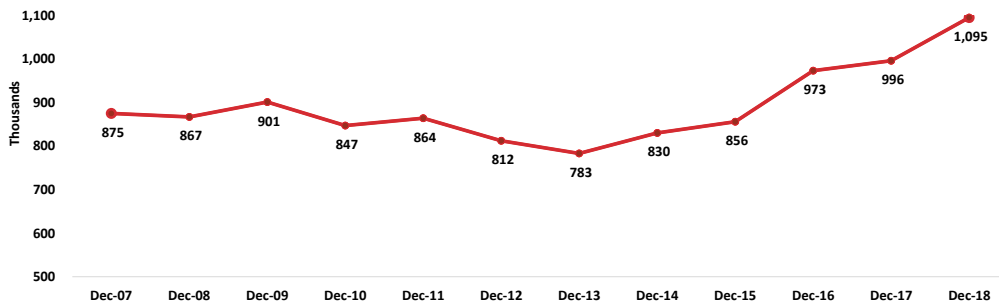


- 45 per cent of visitors to South Australia originate from Victoria.
- Victoria is the largest provider of visitors to our state.
- The 45 per cent of visitor contribute 40 per cent of our interstate nights.

Domestic Nights Breakdown

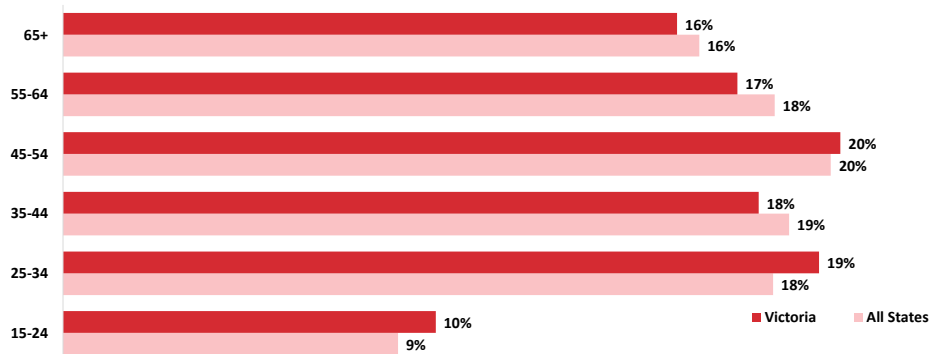


Visitor Time Series



- For the year end December 2007 South Australia received 875,000 visitors from Victoria, this dropped to 783,000 in December 2013 and rose to a high of 1.1 million in December 2018.
- Currently for the year end December 2018 we set a record high 1.1 million Victorian visitors to South Australia.

Visitor Age



- 20 per cent of visitors from Victoria to South Australia are in the 45-54 age group.
- 15-34 and the 45-54 age groups over index for Victorians coming to South Australia.
- The results for Victoria are similar to the national results as Victoria makes up the largest percentage of visitors to our state.

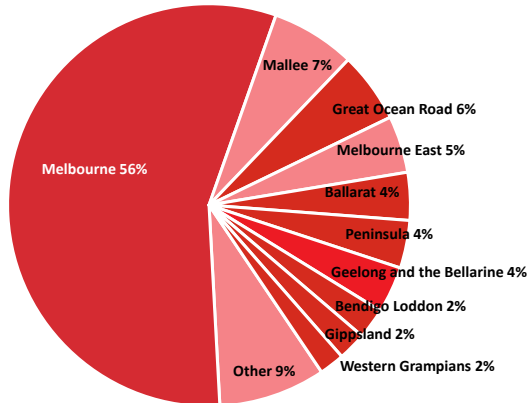
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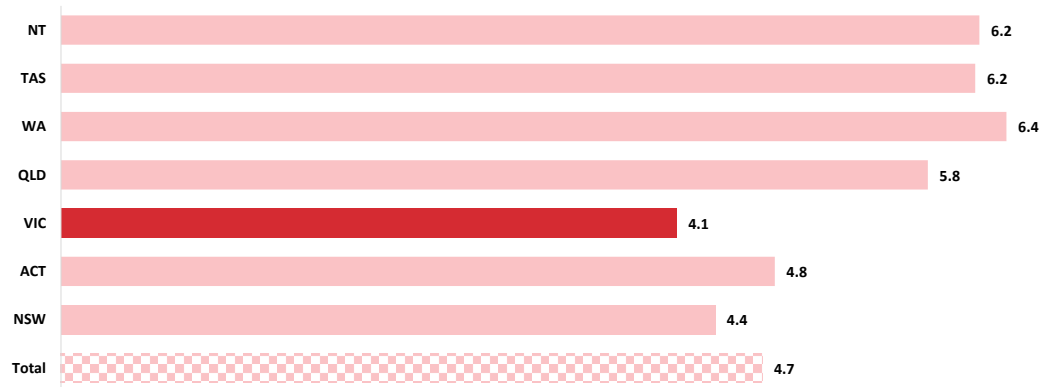
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Visitor Origin



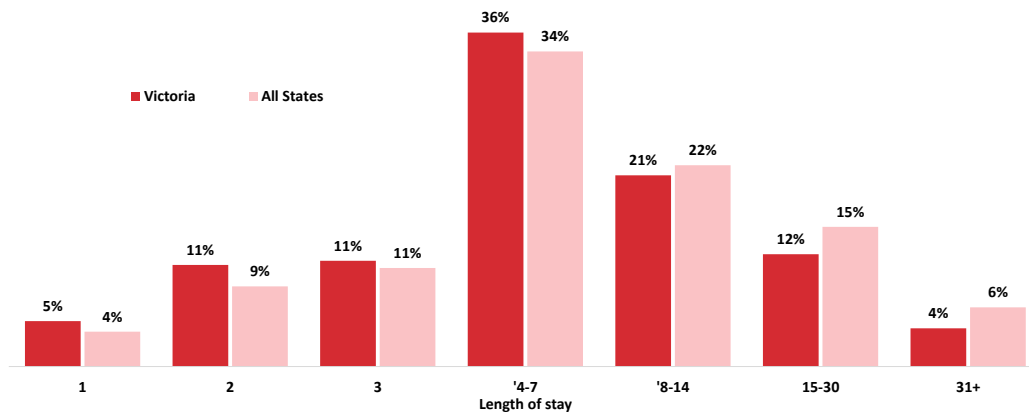
- 56 per cent of visitors to South Australia come from Melbourne.
- Regional Victoria contributes 44 per cent of visitors.
- This is led by the Malle and Great Ocean Road where 7 per cent and 6 per cent of visitors originate.

Average Length of Stay



- Visitors from Victoria on average spend 4.1 nights in South Australia, below the total interstate average of 4.7 nights.
- 45 percent of domestic visitors to South Australia come from Victoria making it our largest domestic market.

Visitor Length of Stay



- 36 per cent of Victorian visitors prefer to stay between 4-7 nights when in South Australia.
- 1 and 2 night stays over index when compared to the length of stay for all our interstate visitors.

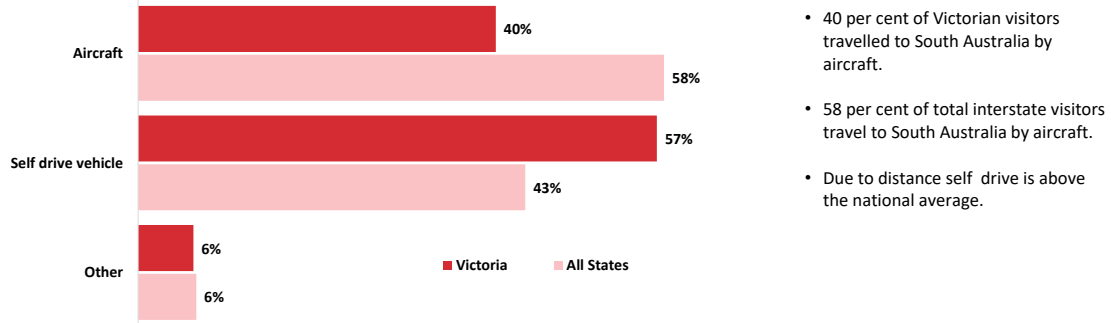
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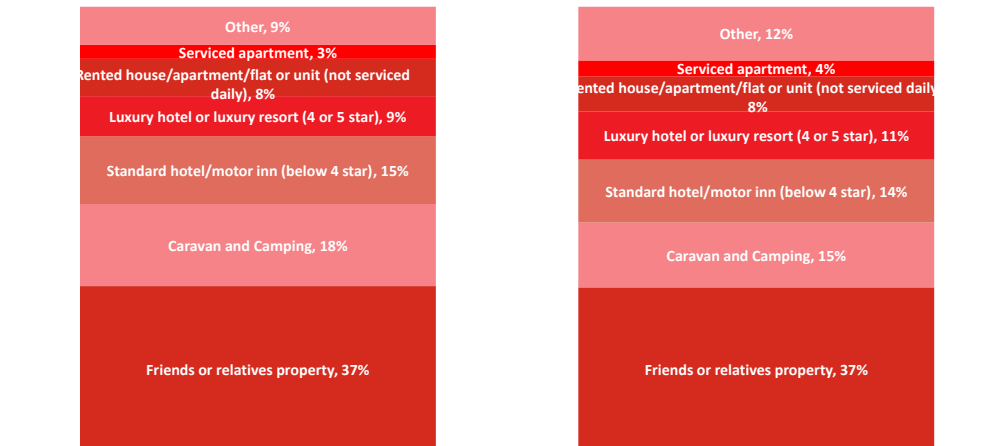


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Transport to South Australia

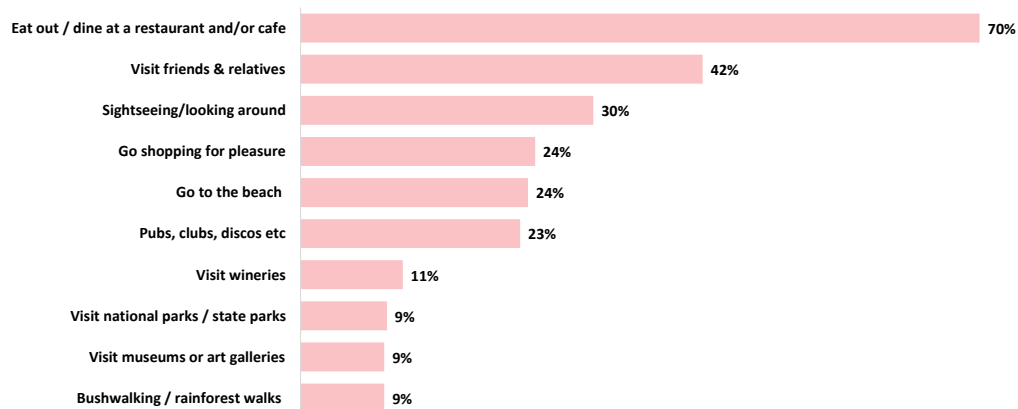


Visitor Accommodation



- 18 per cent of visitors from Victoria prefer caravan and camping compared to the overall interstate average of 15 per cent.
- 37 per cent of Victorian visitors stay with Friend or relatives, the same as the national average for visitors to our state.

Visitor Activities



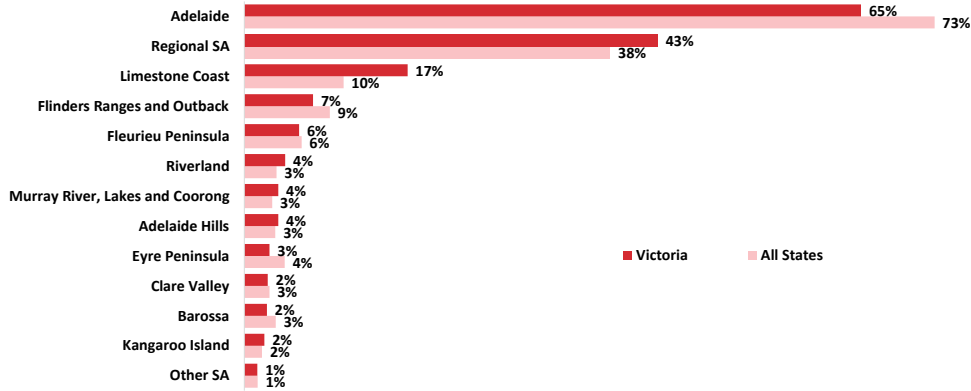
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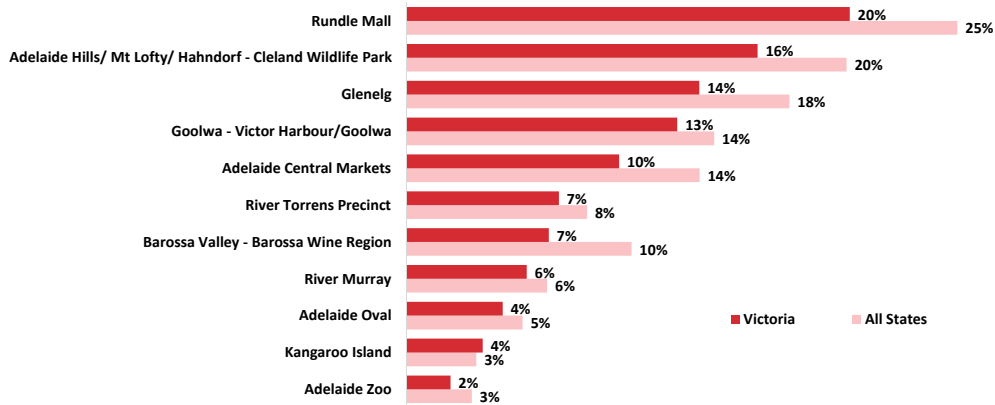
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Regions Visited



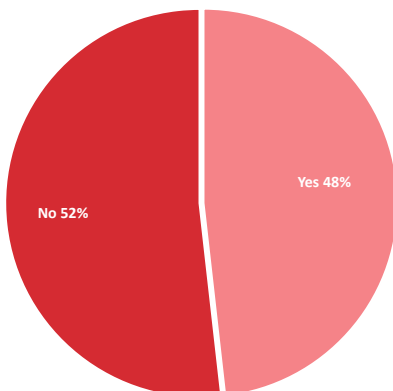
- 65 per cent of visitors from Victoria visit Adelaide and 43 per cent disperse into the regions.
- The most popular region is the Limestone Coast followed by the Flinders Ranges and Outback.
- The Limestone Coast is over represented for Victoria compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- Surprisingly only 10 per cent of visitors from Victoria went to the Central Markets.
- 7 per cent of visitors from Victoria went to the Barossa, this was well below the state average of 10 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2018 48 per cent of visitors from Victoria booked accommodation in an Stayz, Airbnb or Couch surfing style of accommodation.
- For the prior year end 42 per cent of visitors stayed in a Airbnb or equivalent accommodation. More Victorians are using this type of accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

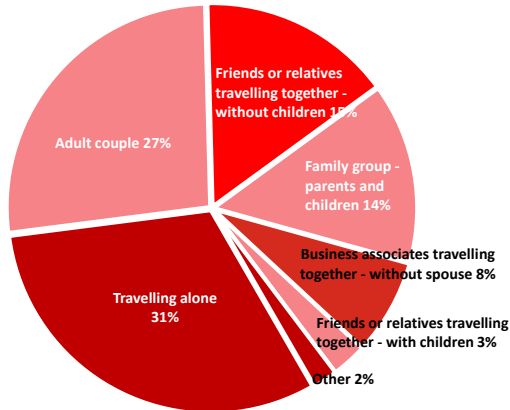
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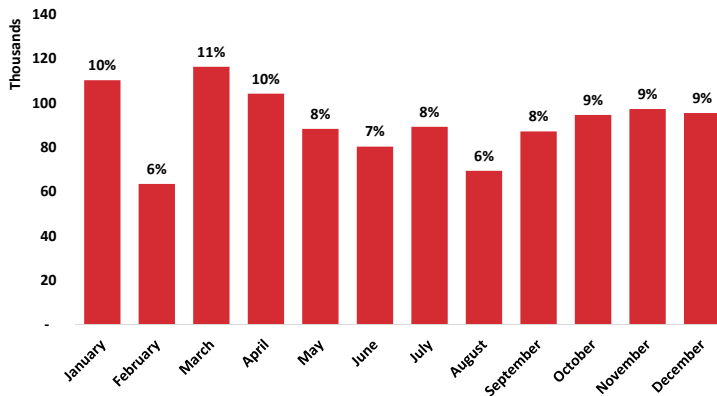
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Travel Party



- 58 per cent of visitors from Victoria either travelled alone or as a part of an adult couple.
- 83 per cent of visitors from Victoria travelled with out children.
- Only 17 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.

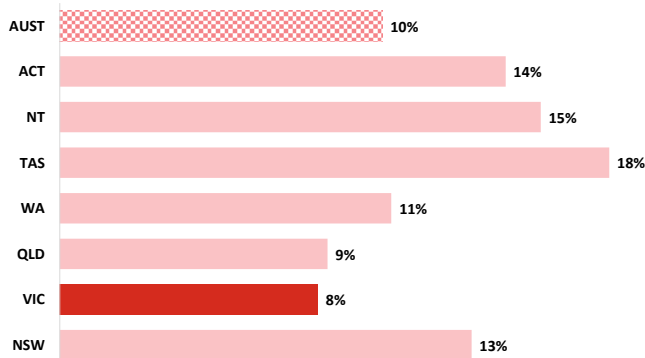
Month of Visit



- The most popular months for visitors from Victoria are January and March.
- Both these months over index .
- Visitation is higher in January with the school holidays.
- March is also a popular time, with Easter and school holidays.

Festivals and Events

Attend Festival or Cultural Event



- 8 per cent of visitors from Victoria 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 Victoria have a lower than average 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.