

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

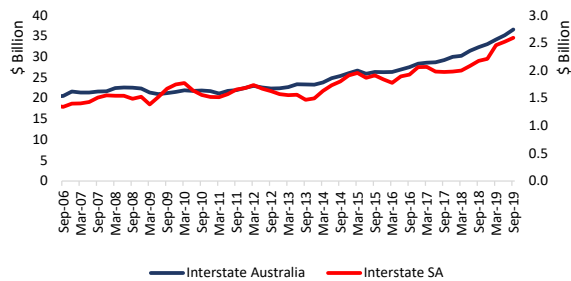


National Visitor Survey South Australia All Purpose September 2019

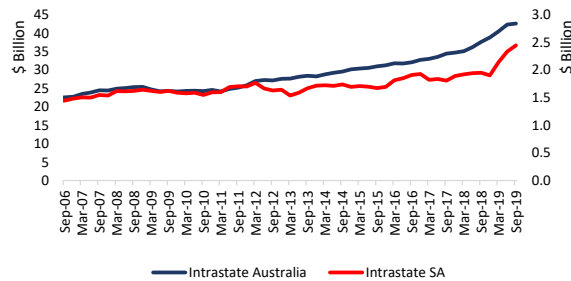
Released: 17th January 2020, Next release 22nd April 2020

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)	
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%
Total	\$ 91,812	\$ 104,402	↑ 14%	\$ 5,751	\$ 6,681	↑ 16%	6.4%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
NSW	34,106	38,333	↑ 12%	33%	11,526	12,545	↑ 9%	33%	22,580	25,788	↑ 14%	32%
VIC	26,081	29,428	↑ 13%	25%	8,066	8,702	↑ 8%	23%	18,015	20,726	↑ 15%	26%
QLD	22,599	25,704	↑ 14%	22%	6,948	7,842	↑ 13%	21%	15,651	17,862	↑ 14%	22%
SA	6,610	7,883	↑ 19%	7%	2,484	2,893	↑ 16%	8%	4,126	4,990	↑ 21%	6%
WA	9,720	10,833	↑ 11%	9%	1,535	1,883	↑ 23%	5%	8,185	8,950	↑ 9%	11%
TAS	3,036	3,142	↑ 3%	3%	1,324	1,584	↑ 20%	4%	1,712	1,557	↓ -9%	2%
NT	1,542	1,643	↑ 7%	1%	878	1,038	↑ 18%	3%	664	605	↓ -9%	1%
ACT	2,837	3,067	↑ 8%	3%	2,828	3,066	↑ 8%	8%	np	np	np	np
TOTAL	102,990	115,689	↑ 12%	100%	33,921	37,453	↑ 10%	100%	70,942	80,480	↑ 13%	100%

State	Total Domestic				Interstate				Intrastate			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
NSW	106,054	119,177	↑ 12%	29%	42,599	47,738	↑ 12%	27%	63,455	71,439	↑ 13%	31%
VIC	74,881	82,131	↑ 10%	20%	30,849	33,462	↑ 8%	19%	44,033	48,669	↑ 11%	21%
QLD	91,202	101,682	↑ 11%	25%	40,350	43,619	↑ 8%	25%	50,851	58,063	↑ 14%	25%
SA	23,337	28,293	↑ 21%	7%	11,343	13,790	↑ 22%	8%	11,995	14,503	↑ 21%	6%
WA	41,520	49,642	↑ 20%	12%	11,033	15,163	↑ 37%	9%	30,487	34,479	↑ 13%	15%
TAS	12,175	12,622	↑ 4%	3%	7,973	8,588	↑ 8%	5%	4,202	4,035	↓ -4%	2%
NT	9,559	9,017	↓ -6%	2%	7,410	7,363	→ -1%	4%	2,148	1,654	↓ -23%	1%
ACT	7,525	7,503	→ 0%	2%	7,510	7,502	→ 0%	4%	np	np	np	np
TOTAL	366,265	410,076	↑ 12%	100%	159,079	177,234	↑ 11%	100%	207,187	232,842	↑ 12%	100%

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Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
NSW	20,571	23,166	↑ 13%	29%	8,449	9,432	↑ 12%	26%	12,122	13,734	↑ 13%	32%
VIC	14,786	16,490	↑ 12%	21%	6,966	7,722	↑ 11%	21%	7,820	8,768	↑ 12%	21%
QLD	17,407	19,038	↑ 9%	24%	8,031	8,996	↑ 12%	25%	9,377	10,043	↑ 7%	24%
SA	4,124	5,033	↑ 22%	6%	2,174	2,589	↑ 19%	7%	1,950	2,444	↑ 25%	6%
WA	6,862	8,574	↑ 25%	11%	2,039	2,570	↑ 26%	7%	4,824	6,004	↑ 24%	14%
TAS	2,558	2,721	↑ 6%	3%	1,753	1,991	↑ 14%	5%	805	731	↓ -9%	2%
NT	1,790	2,130	↑ 19%	3%	1,301	1,466	↑ 13%	4%	489	664	↑ 36%	2%
ACT	1,740	1,962	↑ 13%	2%	1,541	1,762	↑ 14%	5%	np	np	np	np
TOTAL	69,841	79,116	↑ 13%	100%	32,256	36,528	↑ 13%	100%	37,586	42,587	↑ 13%	100%

Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
NSW	62,148	71,421	↑ 15%	30%	6,839	8,029	↑ 17%	32%
VIC	56,031	64,286	↑ 15%	27%	5,503	6,341	↑ 15%	25%
QLD	43,445	50,553	↑ 16%	21%	4,976	5,538	↑ 11%	22%
SA	13,691	15,763	↑ 15%	7%	1,627	1,647	↑ 1%	7%
WA	19,829	22,719	↑ 15%	10%	1,965	2,330	↑ 19%	9%
TAS	6,011	7,157	↑ 19%	3%	600	769	↑ 28%	3%
NT	1,200	1,577	↑ 31%	1%	145	263	↑ 81%	1%
ACT	2,278	2,400	↑ 5%	1%	316	370	↑ 17%	1%
TOTAL	204,647	235,893	↑ 15%	100%	21,971	25,286	↑ 15%	100%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Year Ending Sept-18	Year Ending Sept-19	Change (%)
Holiday	41,717	45,864	↑ 10%	158,284	173,039	↑ 9%	34,160	38,063	↑ 11%
VFR	34,998	39,340	↑ 12%	111,564	124,007	↑ 11%	14,494	15,830	↑ 9%
Business	22,536	26,382	↑ 17%	74,978	89,653	↑ 20%	18,308	21,829	↑ 19%
Other	6,151	7,162	↑ 16%	21,438	23,377	↑ 9%	2,880	3,392	↑ 18%

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share	Year Ending Sept-18	Year Ending Sept-19	Change (%)	Market Share
Holiday	2,719	3,237	↑ 19%	7%	9,904	12,209	↑ 23%	7%	1,912	2,340	↑ 22%	6%
VFR	2,091	2,289	↑ 9%	6%	7,193	7,155	⇒ -1%	6%	863	986	↑ 14%	6%
Business	1,410	1,864	↑ 32%	7%	4,582	6,625	↑ 45%	7%	1,139	1,444	↑ 27%	7%
Other	501	654	↑ 31%	9%	1,659	2,304	↑ 39%	10%	211	264	↑ 25%	8%

Source: All data is from the National Visitor Survey, Sept 2019, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

2. For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>