

DOMESTIC VISITOR PROFILE

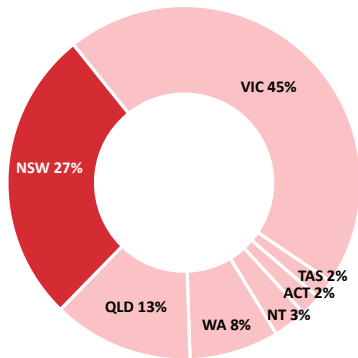
VISITORS FROM NEW SOUTH WALES



Domestic Visitor Profile December 2016 - December 2018

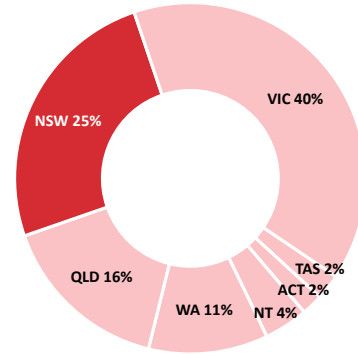
Origin	Holiday	VFR	Business	Other	Total
Visitors	225,000	187,000	209,000	49,000	653,000
Nights	1,194,000	892,000	588,000	203,000	2,878,000
Expenditure	\$ 247,000,000	\$ 124,000,000	\$ 158,000,000	\$ 29,000,000	\$ 559,000,000
ALOS	5.3	4.8	2.8	4.1	4.4

Domestic Visitor Breakdown

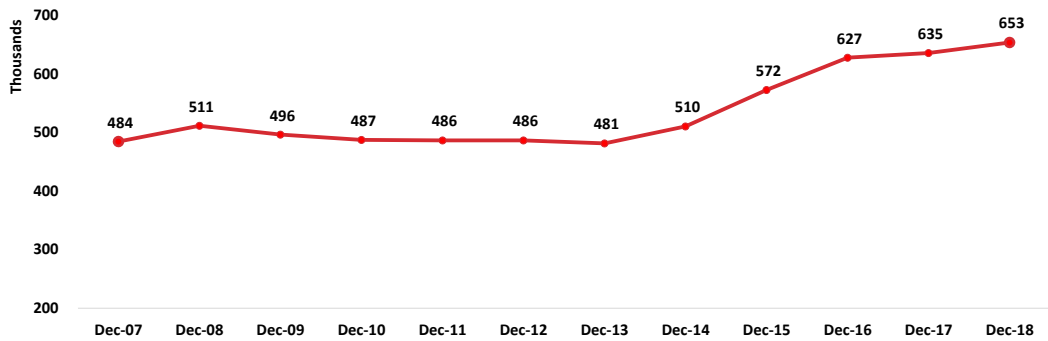


- 27 per cent of visitors to South Australia originate from New South Wales.
- New South Wales is the second largest provider of visitors to our state.
- The 27 per cent of visitors contribute 25 per cent of our interstate nights.

Domestic Nights Breakdown

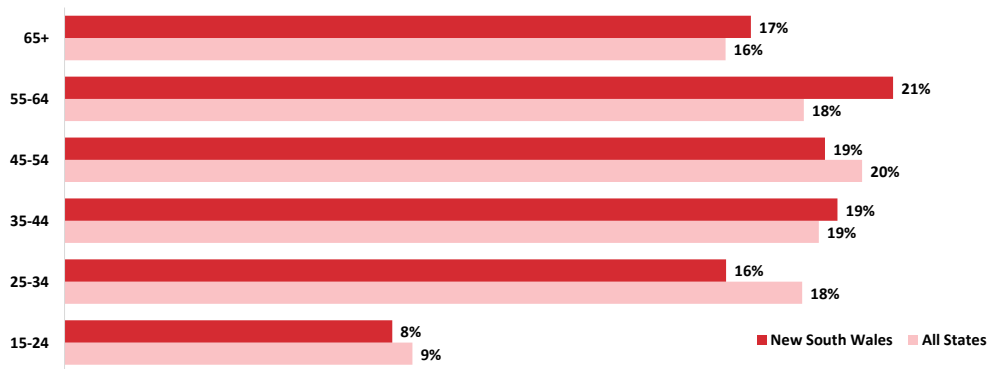


Visitor Time Series



- For the year end December 2007 South Australia received 484,000 visitors from New South Wales, this dropped to 481,000 in December 2013 and rose to a high of 653,000 in December 2018.
- Currently for the year end December 2018 we set a record high 653,000 New South Wales visitors to South Australia.

Visitor Age

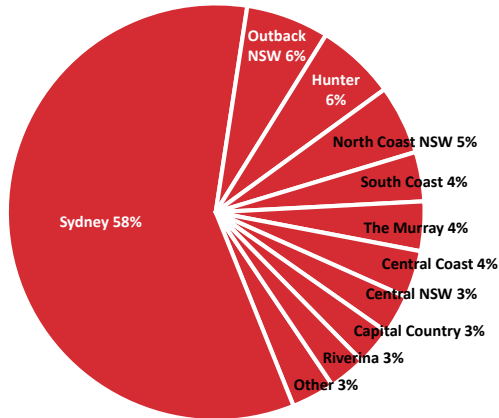


- 38 per cent of visitors from New South Wales to South Australia are in the 55+ age group.
- This is higher than the total domestic average for this age group at 34 per cent.
- South Australia is above average for the 55+ age groups, however they under achieve in the 25 to 34 age group.



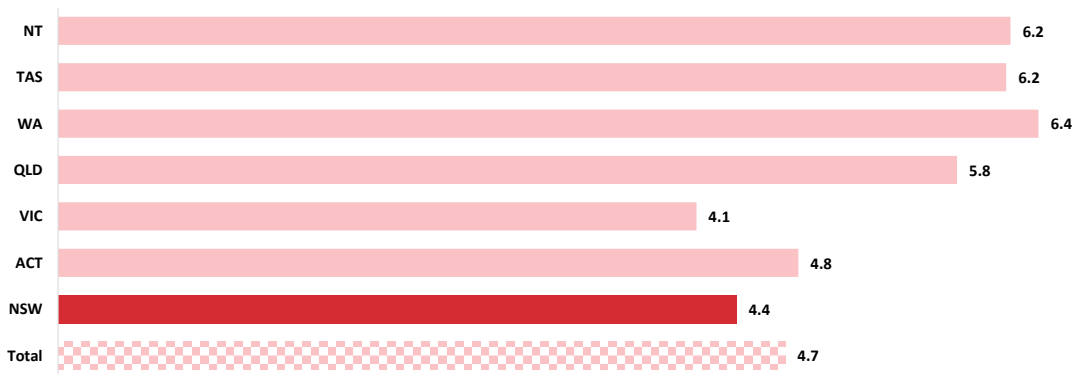
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Visitor Origin



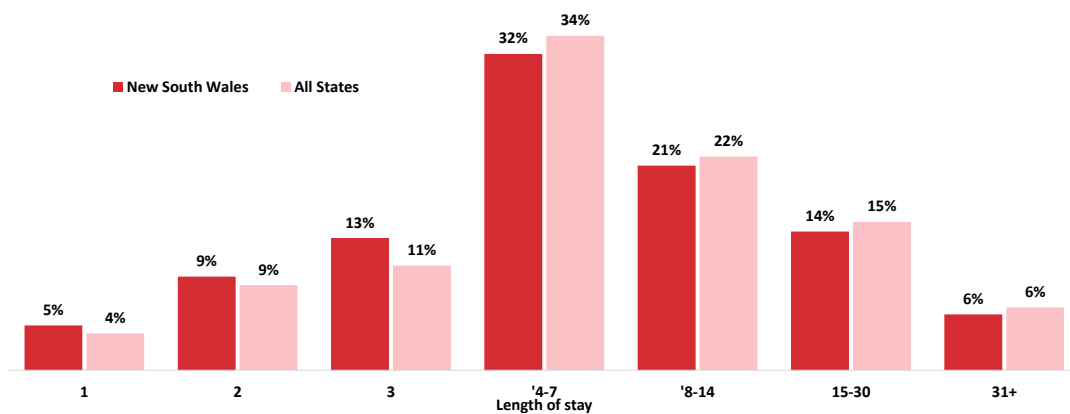
- 58 per cent of visitors to South Australia come from Sydney.
- Regional New South Wales contribute 42 per cent of visitors.
- This is led by the Hunter and Outback New South Wales where 6 per cent of visitors originate.

Average Length of Stay



- Visitors from New South Wales on average spend 4.4 nights in South Australia, just below the total interstate average of 4.7 nights.
- 27 percent of domestic visitors to South Australia come from New South Wales making it our second largest domestic market.

Visitor Length of Stay



- 32 per cent of New South Wales visitors prefer to stay between 4-7 nights when in South Australia.
- 1 to 3 night stays over index when compared to the length of stay for all our interstate visitors.

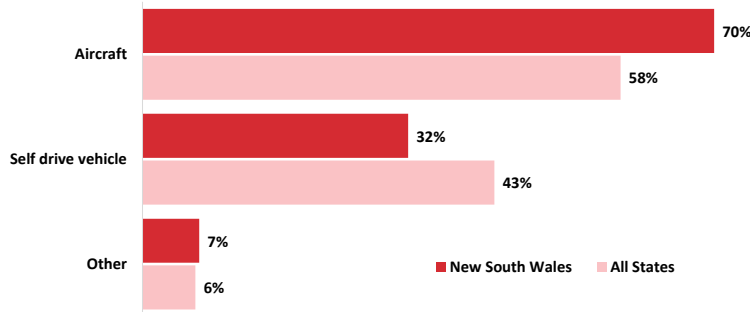
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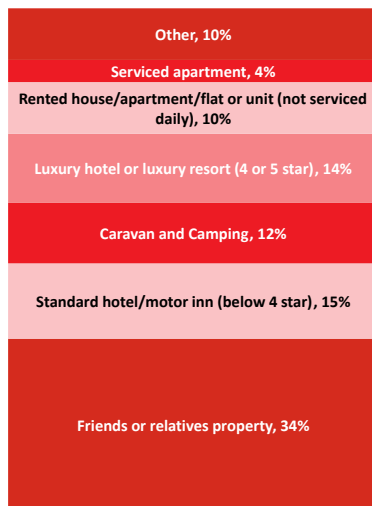
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Transport to South Australia

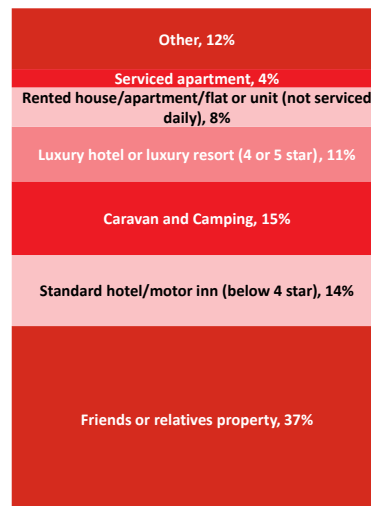


- 70 per cent of New South Wales visitors travelled to South Australia by aircraft.
- 58 per cent of total interstate visitors travel to South Australia by aircraft.
- Due to distance self drive is below the national average.

Visitor Accommodation



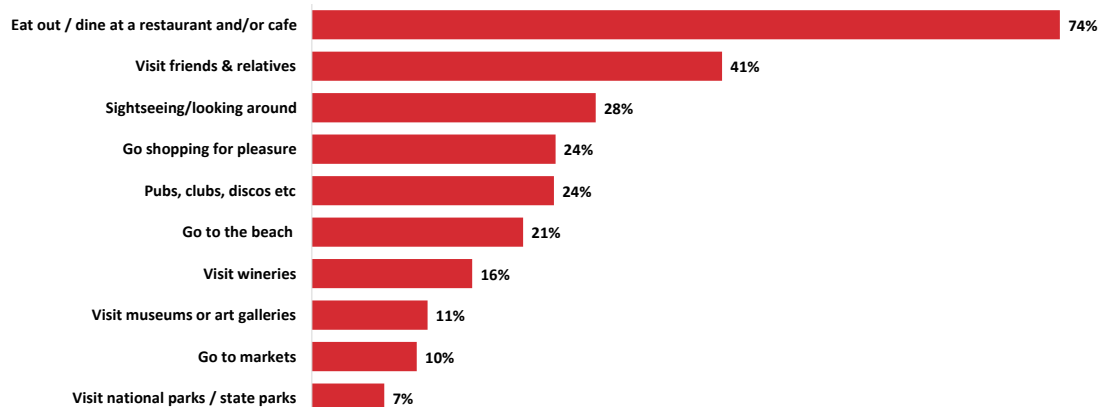
New South Wales



All States

- 14 per cent of visitors from New South Wales prefer to stay in luxury hotels or resorts compared to the overall interstate average of 11 per cent.
- 34 per cent of New South Wales visitors stay with Friend or relatives below the national average of 37 per cent.

Visitor Activities



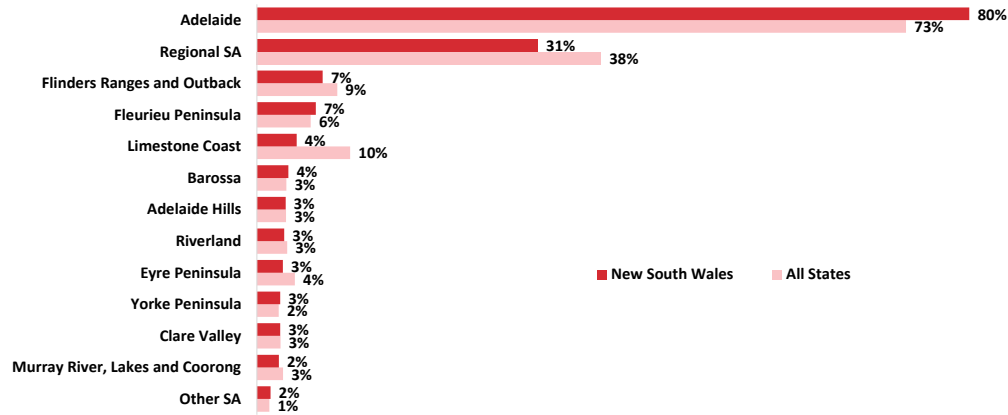
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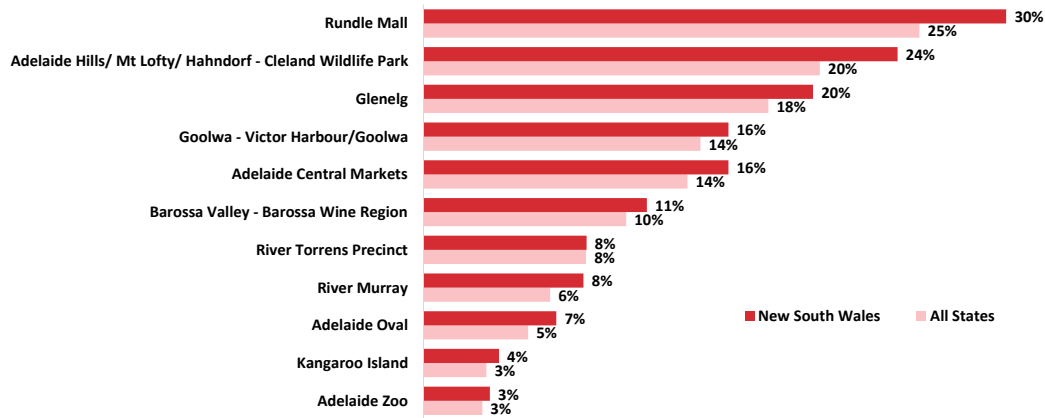
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Regions Visited



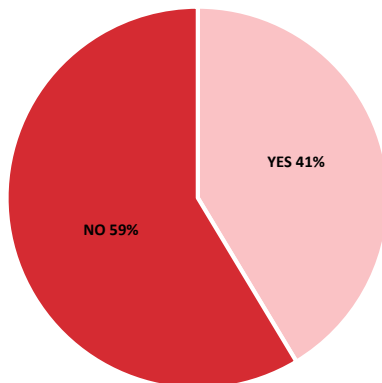
- 80 per cent of visitors from New South Wales visit Adelaide and 31 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback followed by the Fleurieu Peninsula.
- The Limestone Coast is underrepresented for New South Wales compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- 16 per cent of visitors from New South Wales went to the Central Markets, above the national average.
- 11 per cent of visitors from New South Wales went to the Barossa, this was above the all state average of 10 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2018 41 per cent of visitors from New South Wales booked accommodation in an Airbnb, Couch surfing or Stayz style of accommodation.
- For the prior year end only 35 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

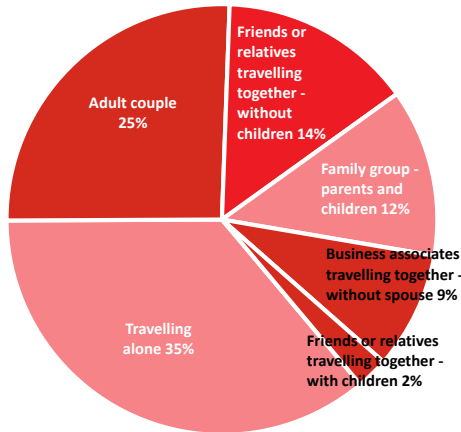
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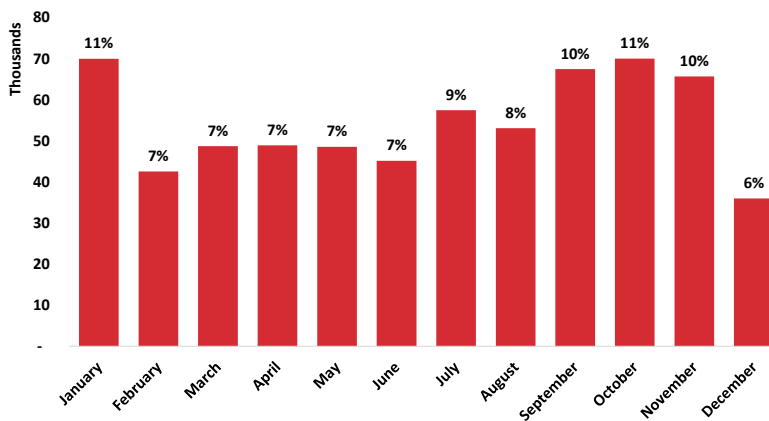
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Travel Party



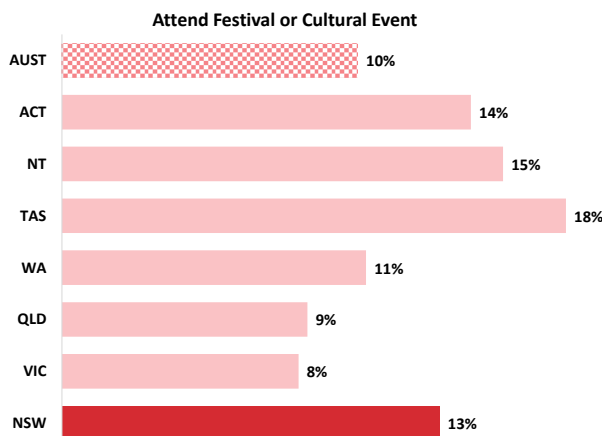
- 60 per cent of visitors from New South Wales either travelled alone or as a part of an adult couple.
- 88 per cent of visitors from New South Wales travelled with out children.
- Only 12 per cent had children travelling with them.
- Nationally 60 per cent travel alone or part of an adult couple, 85 per cent travelled with out children.
- Only 15 per cent travel with kids.

Month of Visit



- The most popular months for visitors from New South Wales are January and October.
- September through to November over index for this market.
- September is generally the conference season in Adelaide, with occupancy rates at there highest levels.

Festivals and Events



- 13 per cent of visitors from New South Wales 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 New South Wales 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.