

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending September 2018 – Date: 9th January 2019

\$	\$6.9B	Tourism Expenditure
	12.1k	International seats into Adelaide each week
	461k	International visitors
	85.5k	Domestic seats into Adelaide each week
	2.5M	Interstate visitors
	4.1M	Intrastate trips
	13.8M	Domestic day trips
	13.6k	Hotel rooms across 269 properties
	18k	Tourism business across the state
	\$160k	In tourism expenditure = 1 directly employed
	36k	Directly employed, (to grow direct employment by 10,000 jobs by 2020)

Sources: *International and National Visitor Survey*, Tourism Research Australia, Canberra; *State Tourism Satellite Accounts 2016-17*, Tourism Research Australia, Canberra; *Survey of Tourist Accommodation June 2016*, Australian Bureau of Statistics, Canberra; Airline data is based on seasonal schedules and is subject to change without notice.

Value of Tourism in South Australia

Year ending September 2018 – Date: 9th January 2019

TOTAL FOR YEAR END SEPTEMBER 2018

Expenditure (\$m)	South Australia		
	Year Ending Sept-17	Year Ending Sept-18	Change
International	\$1.1b	\$1.1b	4%
Interstate	\$2.0b	\$2.2b	10%
Intrastate	\$1.8b	\$2.0b	8%
Day Trips	\$1.4b	\$1.6b	18%
Total	\$6.3b	\$6.9b	10%

- Total expenditure has grown to a record high \$6.9 billion, up 10 per cent for the year.
- This has been led by interstate expenditure growth, up 10 per cent and day trip expenditures, up 18 per cent.
- Nationally expenditure grew 9 per cent for the year end September 2018.

SOUTH AUSTRALIAN EXPENDITURE SEPTEMBER 2018

Day Trips, 24%

Intrastate, 28%

Interstate, 31%

International, 17%

NATIONAL VISITOR SURVEY SEPTEMBER 2018

Expenditure (\$m)	Australia			South Australia			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
Interstate (\$m)	\$29,155	\$32,254	11%	\$1,976	\$2,168	10%	6.70%
Intrastate (\$m)	\$34,546	\$38,007	10%	\$1,815	\$1,955	8%	5.10%
Day Trips (\$m)	\$20,420	\$21,998	8%	\$1,387	\$1,638	18%	7.40%
Total	\$84,122	\$92,259	10%	\$5,178	\$5,761	11%	6.20%

- South Australia attracted 6.6 million domestic overnight trips, up 7 per cent, and in line the national growth rate of 7 per cent.
- There were 23.3 million domestic nights in South Australia, a rise of 6 per cent on the previous year and in line with the national growth rate of 6 per cent.
- There were 13.8 million day trips to and within South Australia, up 1 per cent and behind the national growth rate of 7 per cent.
- Total domestic expenditure in South Australia rose to \$5.8 billion, up 11 per cent and above the national growth rate of 10 per cent.
- Day trips expenditure rose 18 per cent, above the national growth rate of 8 per cent.

Value of Tourism in South Australia

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INTERNATIONAL VISITOR SURVEY SEPTEMBER 2018

	Australia			South Australia			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
Visits (000s)	7,987	8,445	↑ 6%	442	461	↑ 4%	5.5%
Nights (000s)	267,605	270,577	↑ 1%	10,875	10,174	↓ -6%	3.8%
Expenditure (\$m)	28,339	29,817	↑ 5%	1,101	1,149	↑ 4%	3.9%

- The highlight has been the rise in expenditure of 4 per cent to \$1.15 billion, in line with the national growth rate of 5 per cent. This is well above the required way point and very near the December 2020 target for international expenditure of \$1.24 billion.
- Visits to South Australia grew 4 per cent to 461,000.
- Even with Chinese visitation down from the record high of the previous year Chinese expenditure grew to a record high \$426 million, up 15 per cent for the year.
- Expenditure from the United Kingdom rose 14 per cent to a record high \$98 million above the 2020 target of \$95 million.
- Good growth out of Europe, with visits up 4 per cent, nights up 14 per cent and expenditure up 13 per cent.
- Visitors from the United States of America reached 58,000 visitors for the year end September 2018, up 14 per cent. With the rise in visits we also saw expenditure increase, up 18 per cent to \$85 million.
- Visits from Malaysia grew 9 per cent to 14 000.
- New Zealand has shown excellent growth with visits up 9 per cent to 42,000, and expenditure up 2 per cent to \$55 million.
- For the second-year end in a row the Canadian market has shown growth, with visits up 4 per cent and expenditure rebounding strongly, up 30 per cent.
- Market share for expenditure remained steady at 3.9 per cent.