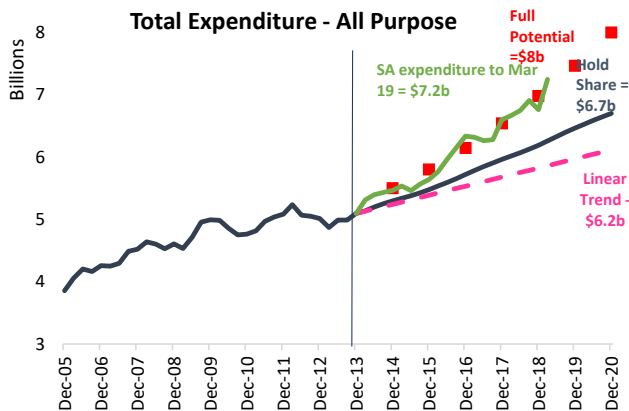


SOUTH AUSTRALIAN VISITOR ECONOMY

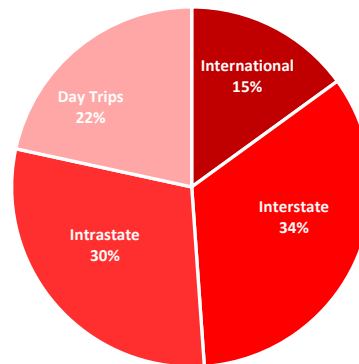
Sellicks Beach, Fleurieu Peninsula



Expenditure (\$)	South Australia				Australia		
	Year Ending Mar-18	Year Ending Mar-19	Change %	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change %
International (\$m)	1,168	1,088	↓ -7%	3.6%	28,914	30,601	↑ 6%
Interstate (\$m)	1,998	2,455	↑ 23%	7.2%	30,171	34,112	↑ 13%
Intrastate (\$m)	1,918	2,140	↑ 12%	5.3%	35,081	40,437	↑ 15%
Day Trips (\$m)	1,601	1,566	↓ -2%	6.7%	20,919	23,523	↑ 12%
Total Expenditure (\$m)	6,684	7,248	↑ 8%	5.6%	115,085	128,673	↑ 12%
Adelaide (\$m)	3,967	4,120	↑ 4%	57%			
Regions (\$m)	2,717	3,129	↑ 15%	43%			



Expenditure breakdown South Australia March 2019



Visitors	South Australia				Australia		
	Year Ending Mar-18	Year Ending Mar-19	Change %	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change %
International (000s)	478	457	↓ -4%	5.3%	8,312	8,534	↑ 3%
Interstate (000s)	2,409	2,779	↑ 15%	7.8%	32,320	35,632	↑ 10%
Intrastate (000s)	4,095	4,197	↑ 2%	5.6%	68,570	75,416	↑ 10%
Total Overnight (000s)	6,982	7,433	↑ 6%	6.3%	107,373	117,585	↑ 10%
Day Trips (000s)	13,753	14,287	↑ 4%	6.5%	196,784	218,369	↑ 11%

Nights	South Australia				Australia		
	Year Ending Mar-18	Year Ending Mar-19	Change %	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change %
International (000s)	11,043	9,509	↓ -14%	3.5%	268,468	270,672	⇒ 1%
Interstate (000s)	11,295	12,717	↑ 13%	7.7%	151,084	165,864	↑ 10%
Intrastate (000s)	12,498	12,198	↓ -2%	5.5%	200,633	220,298	↑ 10%
Total Nights (000s)	34,835	34,423	↓ -1%	5.2%	620,185	656,834	↑ 6%

Source: International and National Visitor Survey March 2019, South Australian Tourism Plan 2020.

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