

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending December 2018 — Date: 20TH April 2019

\$	\$6.8B	Tourism Expenditure
	13.6k	International seats into Adelaide each week
	452k	International visitors
	84.5k	Domestic seats into Adelaide each week
	2.6M	Interstate visitors
	4.0M	Intrastate trips
	13.5M	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 December 2018 – Date: 20TH April

TOTAL FOR YEAR END DECEMBER 2018

Expenditure (\$)	South Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change
International	\$1.1b	\$1.1b	-3%
Interstate	\$2.0b	\$2.2b	12%
Intrastate	\$1.9b	\$1.9b	2%
Day Trips	\$1.6b	\$1.5b	-4%
Total Expenditure	\$6.6b	\$6.8b	3%

- Total expenditure has grown to a \$6.8 billion, up 3 per cent for the year.
- This has been led by interstate expenditure growth, up 12 per cent and Intrastate expenditures, up 2 per cent.
- Nationally expenditure grew 11 per cent for the year end December 2018.

SOUTH AUSTRALIAN EXPENDITURE DECEMBER 2018

Day Trips, 23%

Intrastate, 28%

Interstate, 32%

International, 16%

National Visitor Survey December 2018

Expenditure (\$m)	South Australia				Australia		
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)
Interstate (\$m)	\$ 1,975	\$ 2,210	12%	6.7%	\$ 29,815	\$ 33,147	11%
Intrastate (\$m)	\$ 1,887	\$ 1,930	2%	4.9%	\$ 34,701	\$ 39,558	14%
Day Trips (\$m)	\$ 1,591	\$ 1,520	-4%	6.7%	\$ 20,444	\$ 22,526	10%
Total	\$ 5,452	\$ 5,660	4%	5.9%	\$ 84,961	\$ 95,232	12%

- South Australia attracted 6.6 million domestic overnight trips, up 5 per cent, and behind the national growth rate of 9 per cent.
- There were 24.1 million domestic nights in South Australia, a rise of 4 per cent on the previous year and below the national growth rate of 7 per cent.
- There were 13.5 million day trips to and within South Australia, down 3 per cent and behind the national growth rate of 7 per cent.
- Total domestic expenditure in South Australia rose to \$5.7 billion, up 4 per cent and below the national growth rate of 12 per cent.
- Day trips expenditure fell 4 per cent, well behind the national growth rate of 10 per cent.

Value of Tourism in South Australia

Year ending December 2018 — Date: 20TH April 2019

International Visitor Survey December 2018

	Australia			South Australia			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
Visits (000s)	8,135	8,524	5%	467	452	-3%	5.3%
Nights (000s)	263,797	273,793	4%	10,855	9,874	-9%	3.6%
Expenditure (\$m)	27,982	30,234	8%	1,141	1,101	-3%	3.6%

- Chinese expenditure grew to a record high \$436 million, up 13 per cent for the year.
- Visits from Germany grew from 27,000 to 28,000 for the year end December 2018, an increase of 3 per cent.
- German nights rose 35 per cent to 553,000 and expenditure rose 12 per cent to \$37 million.
- New Zealand has shown good growth with visits up 4 per cent to 41 000, and expenditure up 13 per cent to \$53 million.
- The Canadian market has grown, with visits up 22 per cent, nights up 26 per cent and expenditure rebounding strongly, from a small base, up 120 per cent to \$22 million.
- Hong Kong has seen excellent growth for the year end December 2018, with visits up 21 per cent to a record high 15 000, nights up 24 per cent and expenditure up 14 per cent.
- There has been growth out of Europe, with expenditure up 7 per cent.
- Japanese visitors coming to South Australia grew by 14 per cent, with nights up 55 per cent and expenditure up 30 per cent.