

# DOMESTIC VISITOR PROFILE

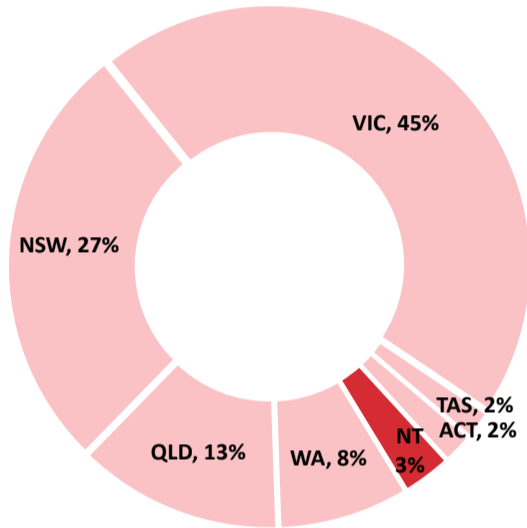
## VISITORS FROM NORTHERN TERRITORY



### Domestic Visitor Profile December 2016 - December 2018

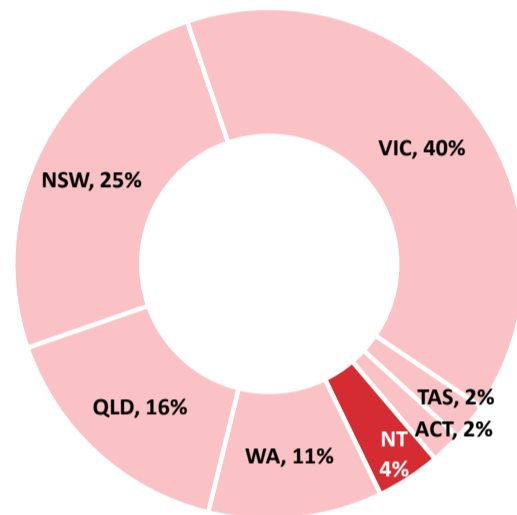
| Origin      | Holiday       | VFR           | Business      | Other         | Total         |
|-------------|---------------|---------------|---------------|---------------|---------------|
| Visitors    | 19,000        | 22,000        | 20,000        | 17,000        | 75,000        |
| Nights      | 120,000       | 150,000       | 84,000        | 111,000       | 464,000       |
| Expenditure | \$ 35,000,000 | \$ 24,000,000 | \$ 17,000,000 | \$ 19,000,000 | \$ 94,000,000 |
| ALOS        | 6.3           | 6.8           | 4.2           | 6.5           | 6.2           |

Domestic Visitor Breakdown

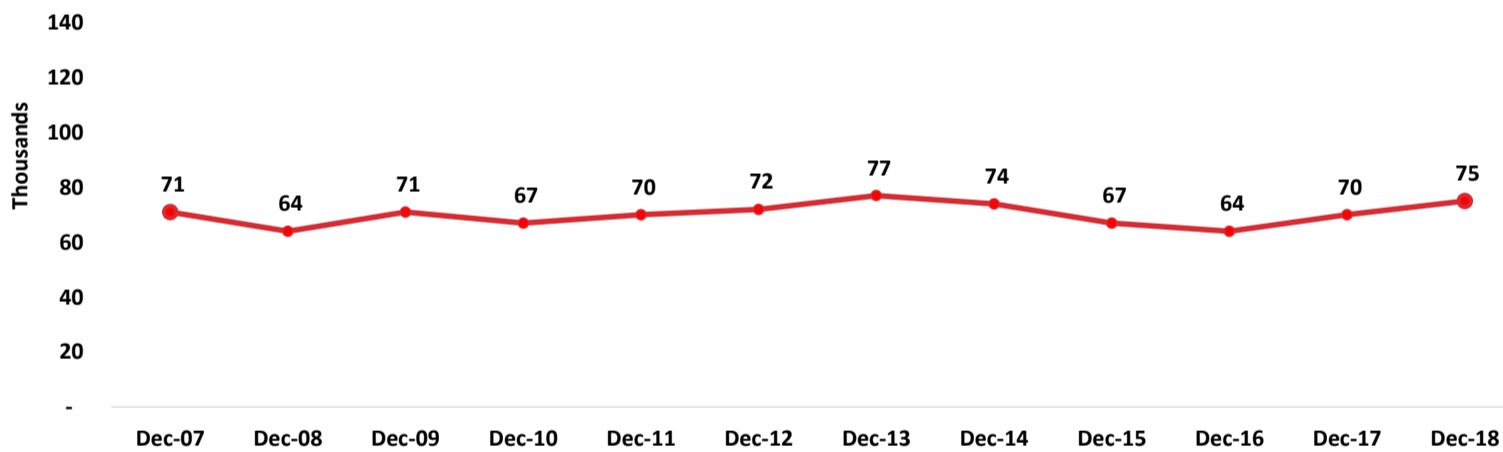


- 3 per cent of visitors to South Australia originate from the Northern Territory.
- The Northern Territory is our fifth largest provider of visitors to our state.
- The 3 per cent of visitors contribute 4 per cent of our interstate nights.

Domestic Nights Breakdown

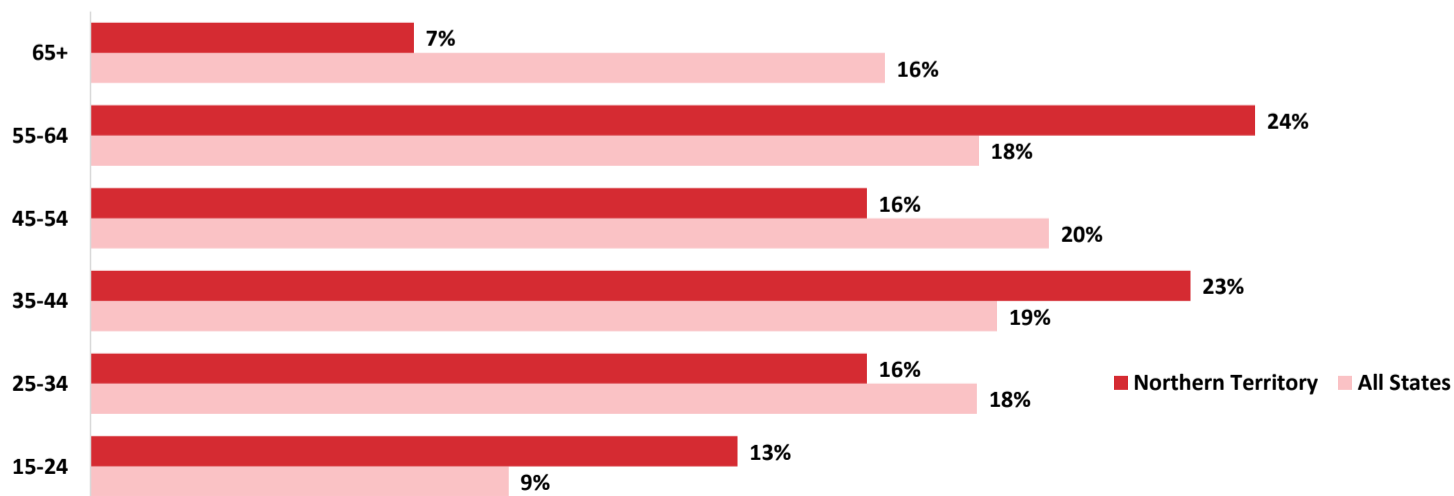


### Visitor Time Series



- For the year end December 2007 South Australia received 71,000 visitors from Northern Territory, this dropped to 64,000 in December 2016 and rose to a high of 77,000 in December 2013.
- Currently for the year end December 2018 we have 75,000 Northern Territorian visitors to South Australia.

### Visitor Age



- 24 per cent of visitors from the Northern Territory to South Australia are in the 55-64 age group, higher than the national average of 18 per cent.
- 23 per cent of visitors from the Northern Territory to South Australia are in the 35-44 age group, higher than the national average of 19 per cent.
- South Australia is below average for the 65+ ages groups.

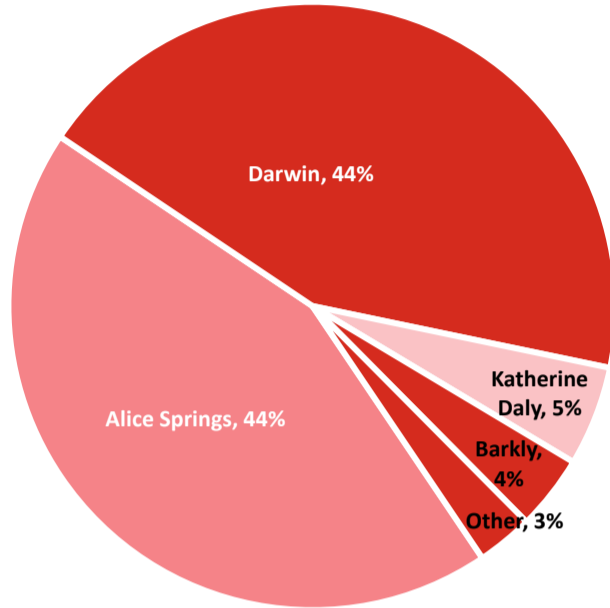
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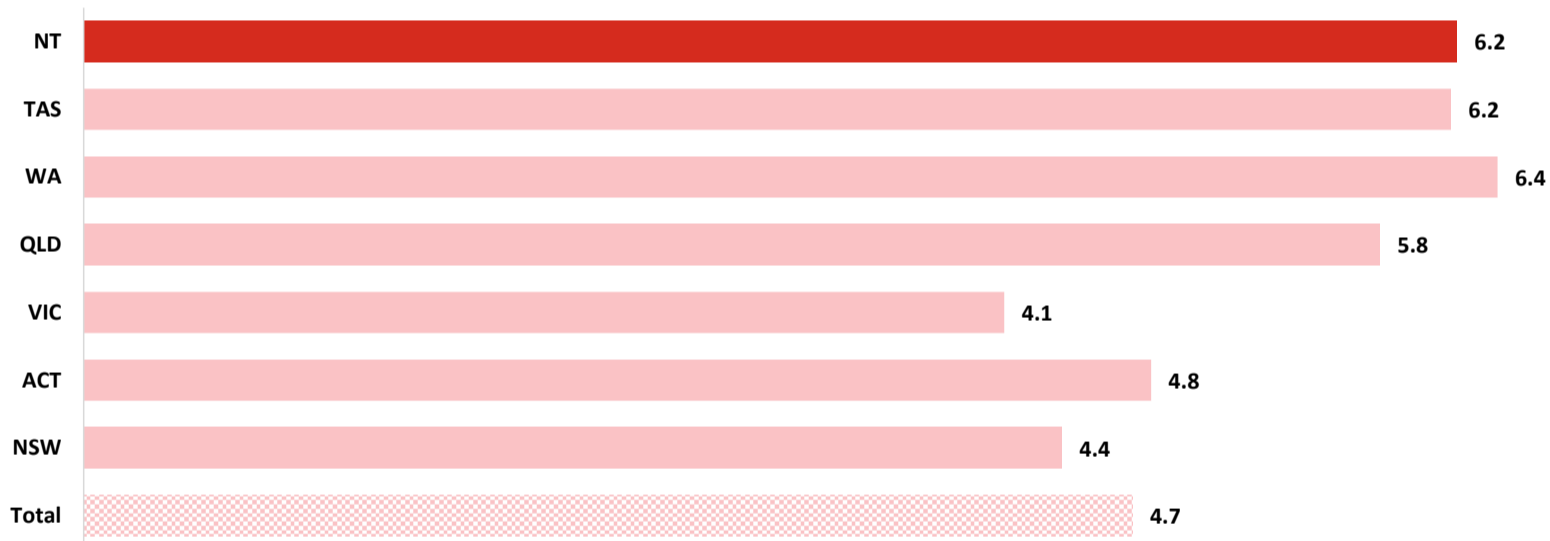
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### Visitor Origin



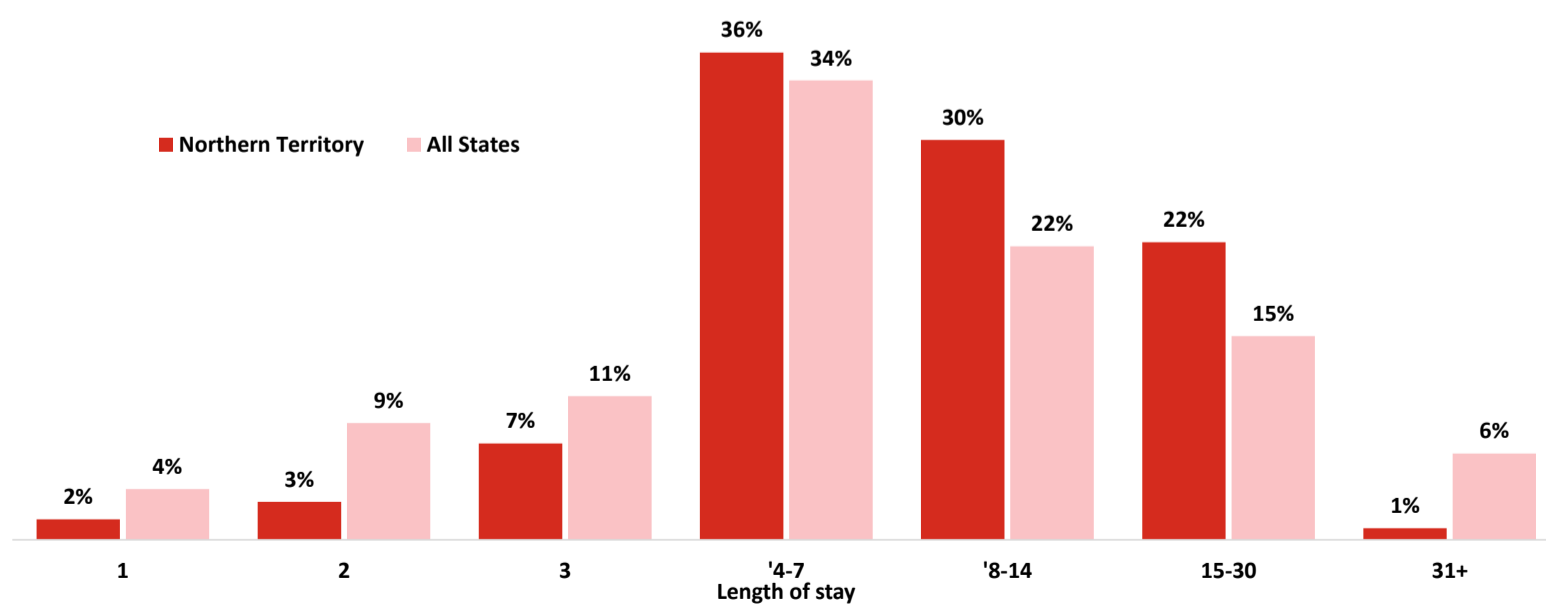
- 44 per cent of visitors to South Australia come from Darwin and 44 per cent from Alice Springs.
- Regional Northern Territory contribute 56 per cent of visitors.
- This is led by Alice Springs and Katherine Daly where 44 per cent and 5 per cent of visitors originate.

### Average Length of Stay



- Visitors from the Northern Territory on average spend 6.2 nights in South Australia, above the total interstate average of 4.7 nights.
- 3 per cent of domestic visitors to South Australia come from the Northern Territory.

### Visitor Length of Stay



- 36 per cent of Northern Territory visitors prefer to stay 4-7 nights when in South Australia.
- 4-30 nights stay over indexes when compared to the length of stay for all our interstate visitors.

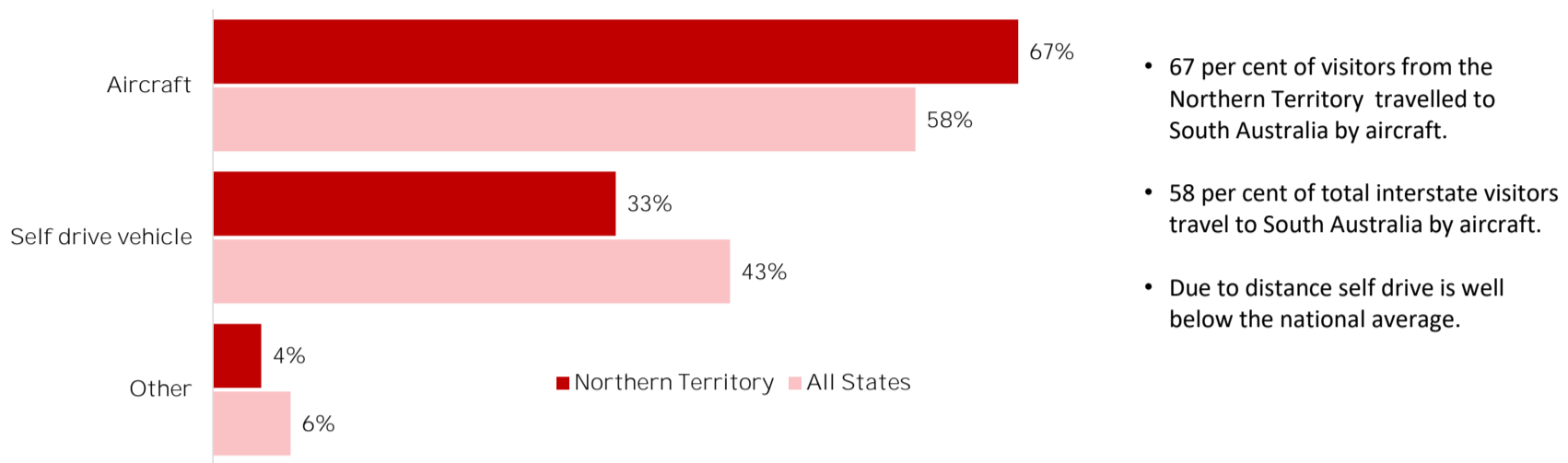
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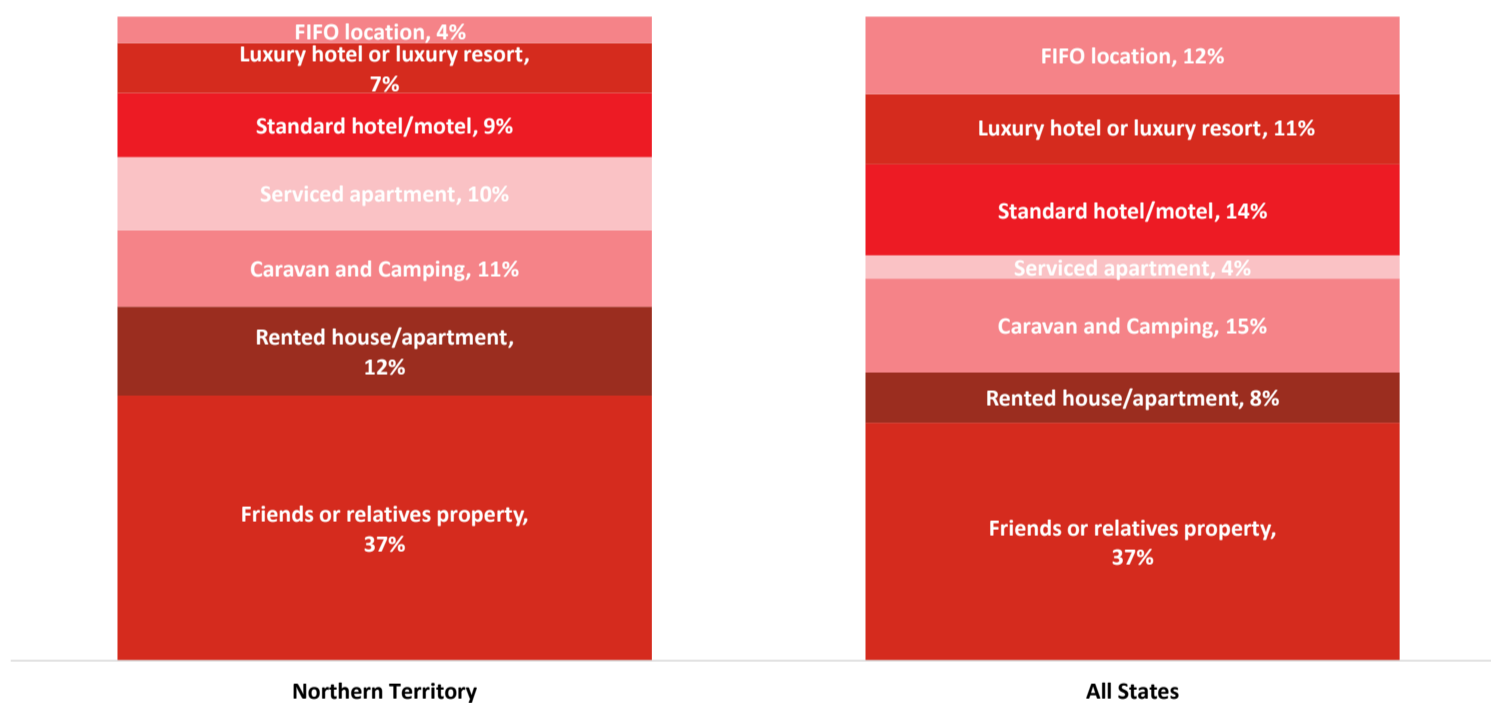


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### Transport to South Australia

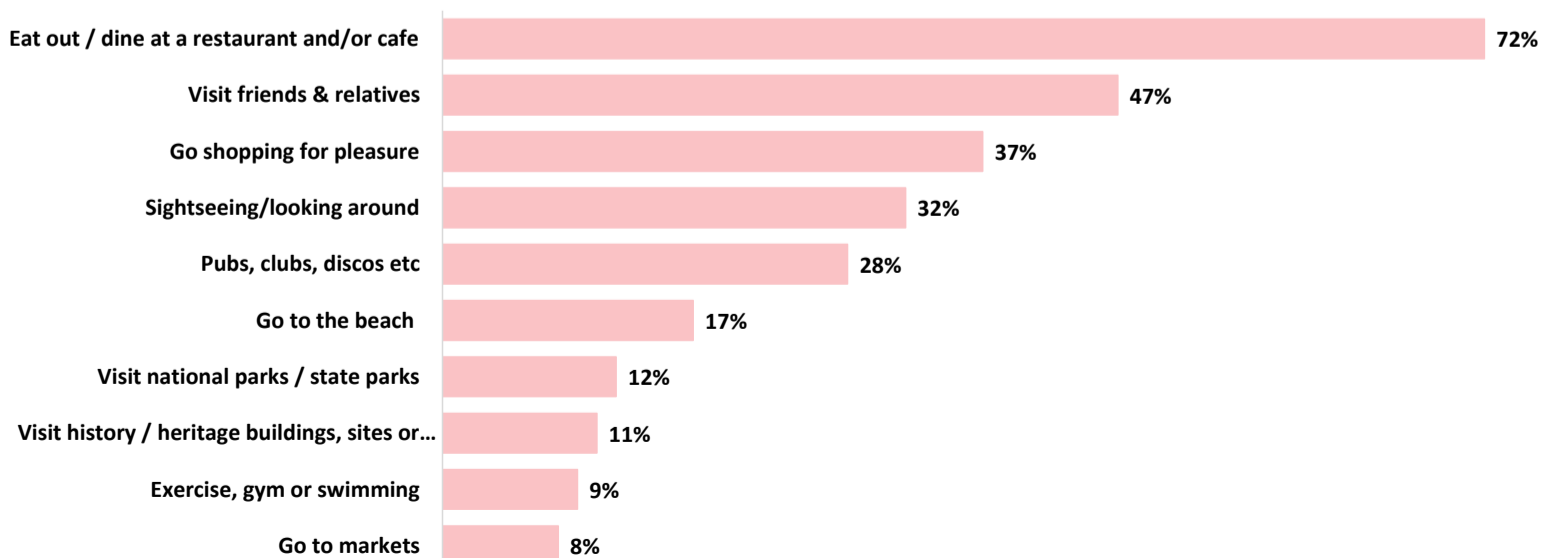


### Visitor Accommodation



- 37 per cent of visitors from the Northern Territory prefer to stay with Friends and Relatives when in South Australia. This compares to the national average of 37 per cent.
- Serviced apartments over index at 10 per cent compared to 4 per cent nationally.
- Standard hotel/motel accommodation at 9 per cent, below the national average at 14 per cent.

### Visitor Activities



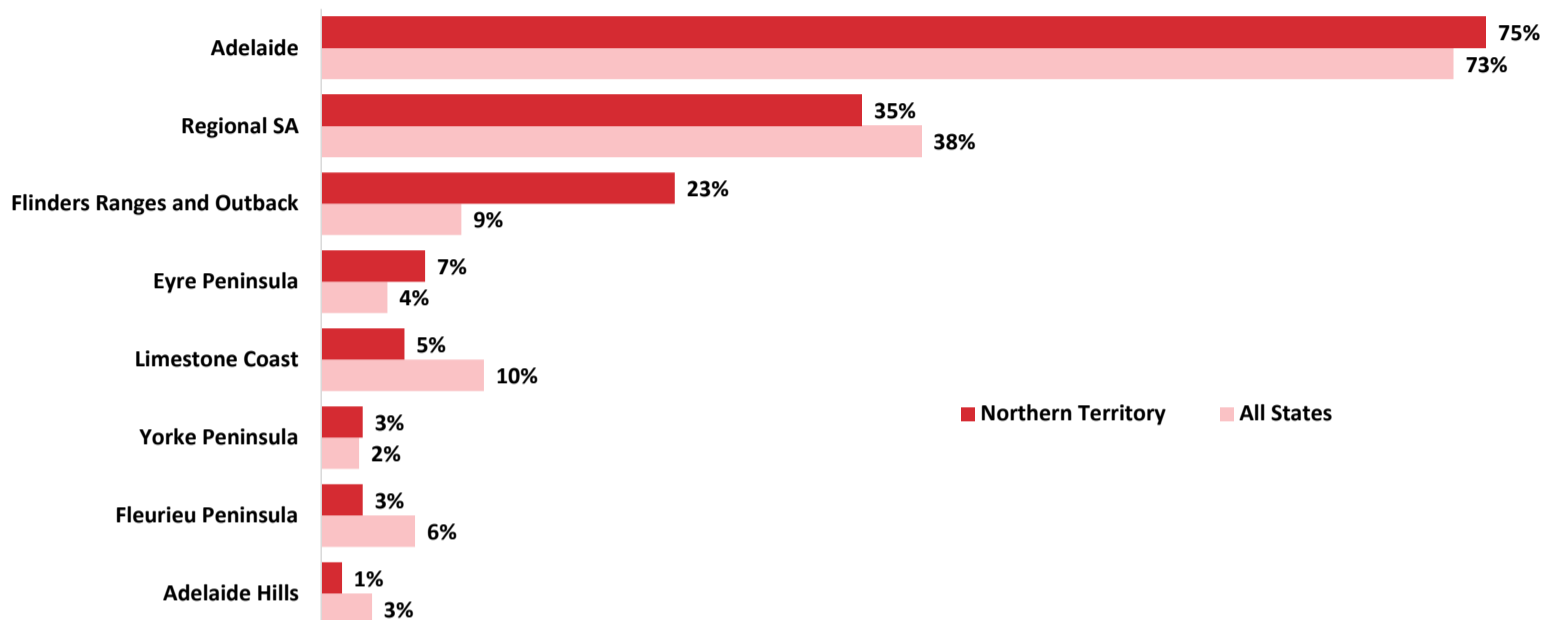
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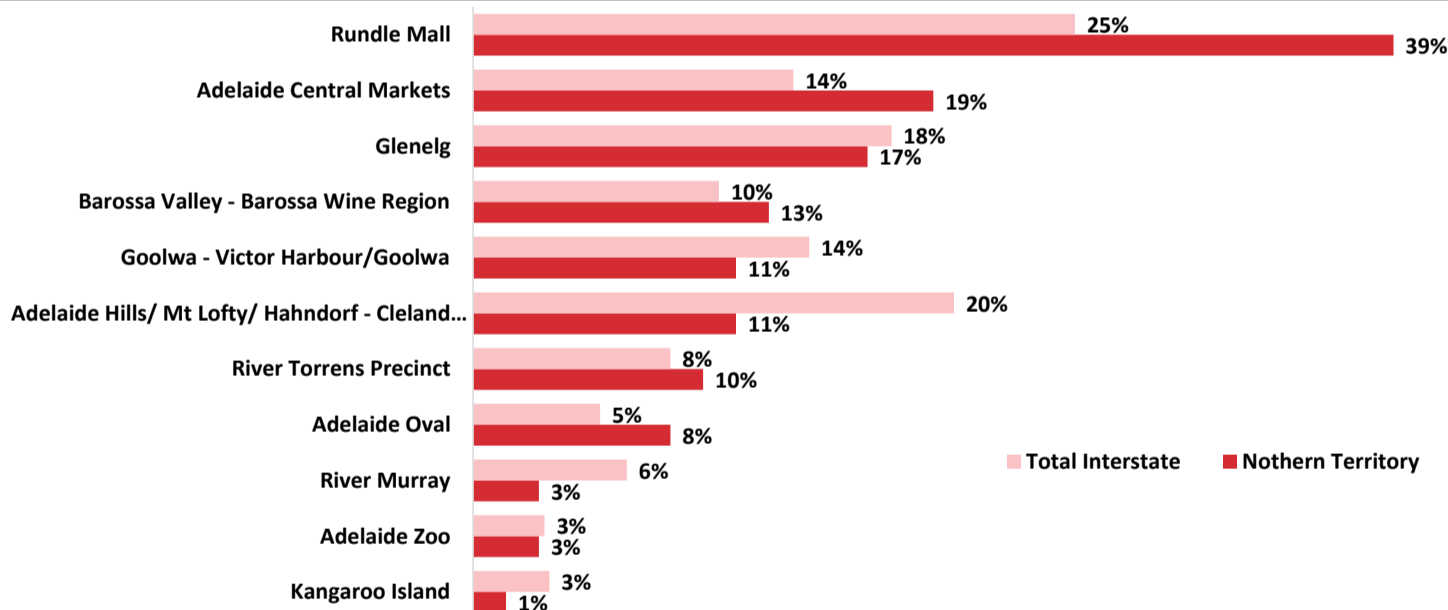
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### Regions Visited



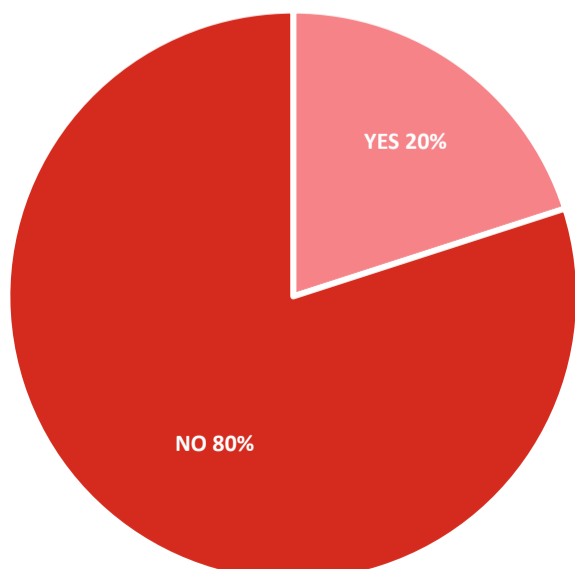
- 75 per cent of visitors from the Northern Territory visit Adelaide and 35 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback due to proximity, followed by the Eyre Peninsula, with both regions over indexing compared to Australia.
- The Limestone Coast well below the national average for the Northern Territory.

### Specific Places Visited



- The top places visited include Rundle Mall, Glenelg and the Adelaide Central Markets.
- 11 per cent of visitors from the Northern Territory went to the Adelaide Hills, well below the all state average of 20 per cent.
- 13 per cent of visitors from the Northern Territory went to the Barossa, above the interstate average of 10 per cent.

### Accommodation booked on Stayz, Airbnb, Couch Surfing etc



- At December 2018 20 per cent of visitors from the Northern Territory booked accommodation in an Stayz, Airbnb, Couch surfing style of accommodation.
- For the prior year end the same 20 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors, however this is not the case for visitors from the Northern Territory.

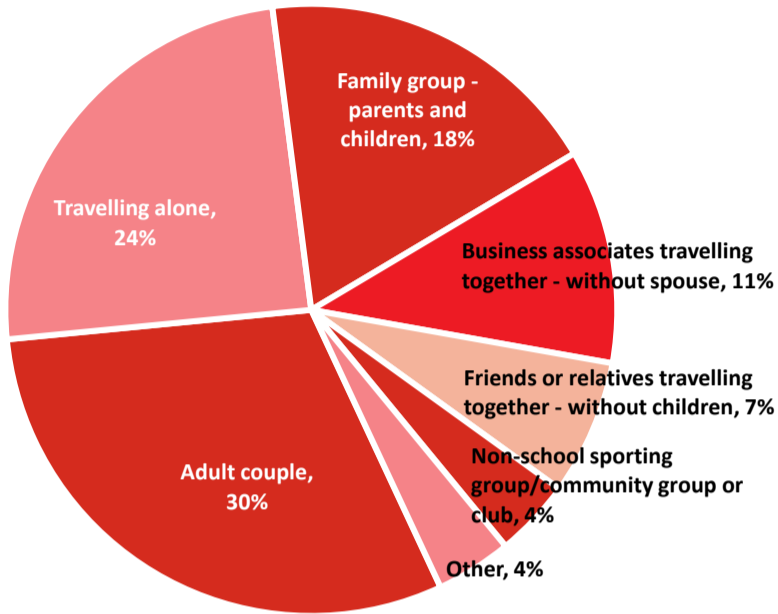
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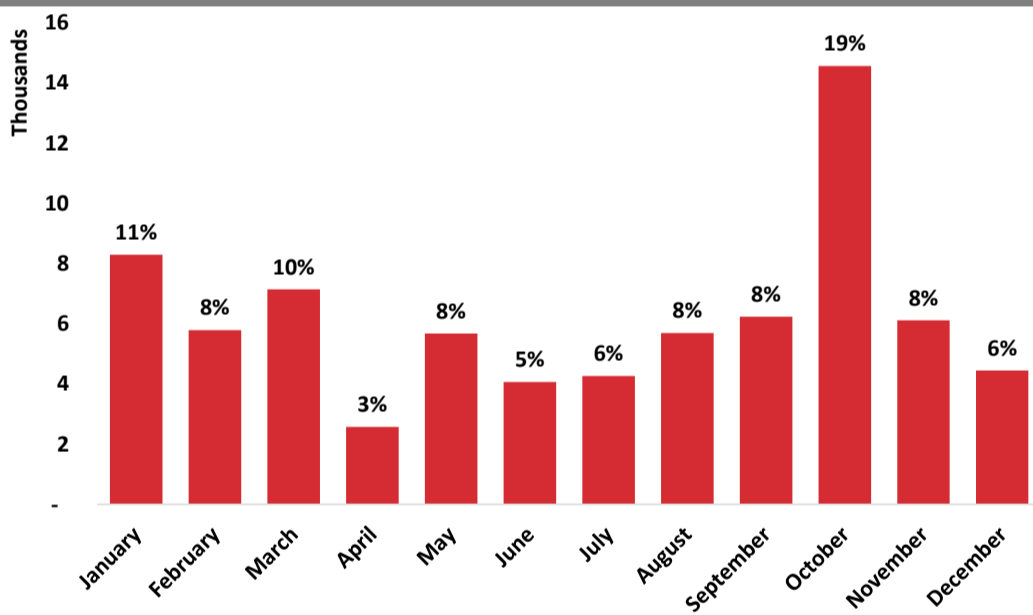
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### Travel Party Size



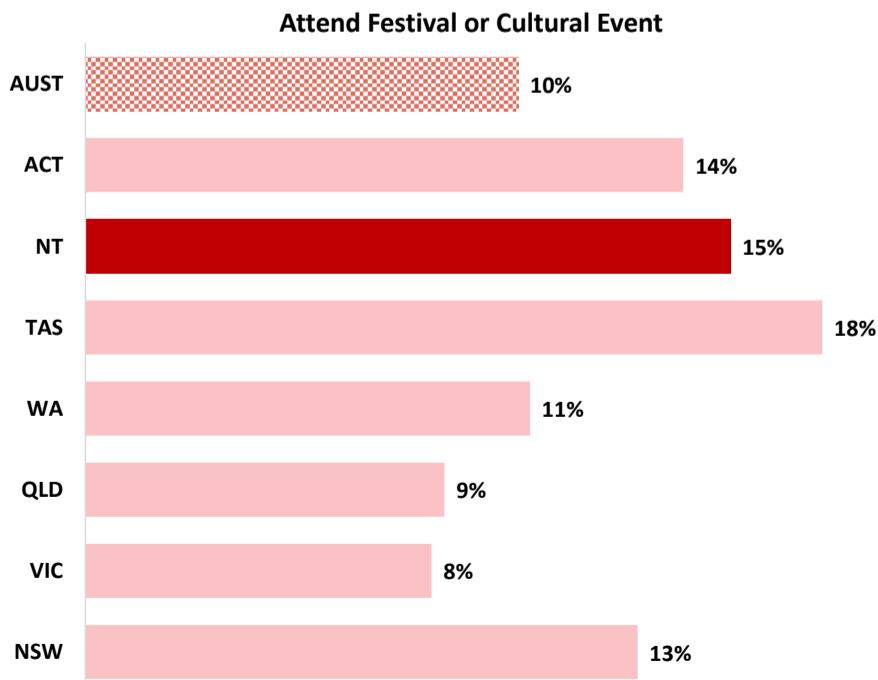
- 54 per cent of visitors from the Northern Territory either travelled alone or as a part of an adult couple.
- 82 per cent of visitors from the Northern Territory travelled with out children.
- Only 18 per cent had children travelling with them.
- Nationally 60 per cent travel alone or part of an adult couple, 85 per cent travelled with out children.
- Only 15 per cent travel with kids.

### Month of visitation



- The most popular months for visitors from Northern Territory are January and October.
- January, March and October over index for this market.
- January is school holiday time and March is Festival time in Adelaide, with occupancy rates at there highest levels.

### Festivals and Events



- 15 per cent of visitors from the Northern Territory 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 Northern Territory 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.