

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

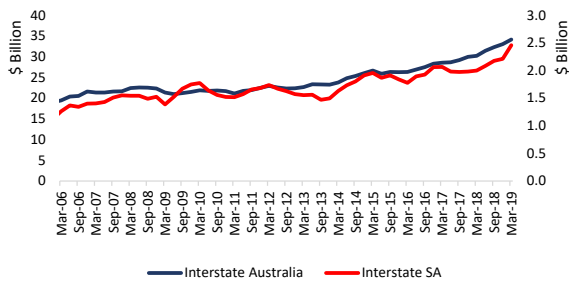


## National Visitor Survey South Australia All Purpose March 2019

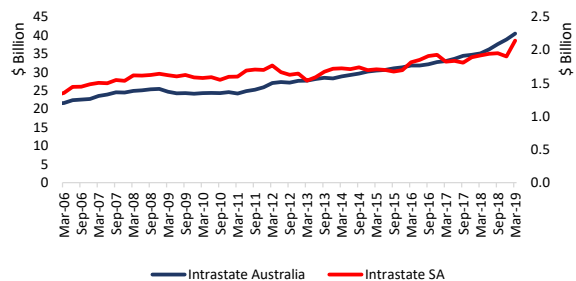
Released: 17th July 2019, Next release 18th September 2019

Expenditure (\$m)	Australia				South Australia			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
Interstate (\$m)	\$ 30,171	\$ 34,112	↑ 13%	7.2%	\$ 1,998	\$ 2,455	↑ 23%	7.2%
Intrastate (\$m)	\$ 35,081	\$ 40,437	↑ 15%	5.3%	\$ 1,918	\$ 2,140	↑ 12%	5.3%
Day Trips (\$m)	\$ 20,919	\$ 23,523	↑ 12%	6.7%	\$ 1,601	\$ 1,566	↓ -2%	6.7%
<b>Total</b>	<b>\$ 86,171</b>	<b>\$ 98,072</b>	<b>↑ 14%</b>	<b>6.3%</b>	<b>\$ 5,517</b>	<b>\$ 6,161</b>	<b>↑ 12%</b>	<b>6.3%</b>

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
NSW	32,990	35,606	↑ 8%	33%	10,997	11,754	↑ 7%	33%	21,992	23,852	↑ 8%	32%
VIC	24,892	27,832	↑ 12%	26%	7,622	8,426	↑ 11%	24%	17,270	19,406	↑ 12%	26%
QLD	21,906	24,584	↑ 12%	23%	6,573	7,447	↑ 13%	21%	15,333	17,138	↑ 12%	23%
<b>SA</b>	<b>6,505</b>	<b>6,976</b>	<b>↑ 7%</b>	<b>6%</b>	<b>2,409</b>	<b>2,779</b>	<b>↑ 15%</b>	<b>8%</b>	<b>4,095</b>	<b>4,197</b>	<b>↑ 2%</b>	<b>6%</b>
WA	9,206	10,171	↑ 10%	9%	1,474	1,710	↑ 16%	5%	7,732	8,461	↑ 9%	11%
TAS	2,799	3,124	↑ 12%	3%	1,282	1,423	↑ 11%	4%	1,516	1,701	↑ 12%	2%
NT	1,502	1,651	↑ 10%	2%	875	997	↑ 14%	3%	627	655	↑ 4%	1%
ACT	2,758	2,928	↑ 6%	3%	2,755	2,921	↑ 6%	8%	np	np	np	np
<b>TOTAL</b>	<b>99,061</b>	<b>109,051</b>	<b>↑ 10%</b>	<b>100%</b>	<b>32,320</b>	<b>35,632</b>	<b>↑ 10%</b>	<b>100%</b>	<b>68,570</b>	<b>75,416</b>	<b>↑ 10%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
NSW	102,810	111,371	↑ 8%	29%	41,171	43,392	↑ 5%	26%	61,639	67,979	↑ 10%	31%
VIC	70,137	78,965	↑ 13%	20%	28,184	32,087	↑ 14%	19%	41,953	46,878	↑ 12%	21%
QLD	86,947	97,052	↑ 12%	25%	36,960	41,980	↑ 14%	25%	49,987	55,072	↑ 10%	25%
<b>SA</b>	<b>23,793</b>	<b>24,914</b>	<b>↑ 5%</b>	<b>6%</b>	<b>11,295</b>	<b>12,717</b>	<b>↑ 13%</b>	<b>8%</b>	<b>12,498</b>	<b>12,198</b>	<b>↓ -2%</b>	<b>6%</b>
WA	39,909	44,223	↑ 11%	11%	10,716	12,630	↑ 18%	8%	29,193	31,593	↑ 8%	14%
TAS	11,360	12,576	↑ 11%	3%	7,655	8,152	↑ 6%	5%	3,706	4,424	↑ 19%	2%
NT	9,562	9,663	↑ 1%	3%	7,908	7,519	↓ -5%	5%	1,654	2,143	↑ 30%	1%
ACT	7,199	7,386	↑ 3%	2%	7,195	7,374	↑ 3%	4%	np	np	np	np
<b>TOTAL</b>	<b>351,716</b>	<b>386,162</b>	<b>↑ 10%</b>	<b>100%</b>	<b>151,084</b>	<b>165,864</b>	<b>↑ 10%</b>	<b>100%</b>	<b>200,633</b>	<b>220,298</b>	<b>↑ 10%</b>	<b>100%</b>

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National Visitor Survey South Australia All Purpose March 2019

Released: 17th July 2019, Next release 18th September 2019

## Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
NSW	19,462	21,683	↑ 11%	29%	7,762	8,834	↑ 14%	26%	11,700	12,849	↑ 10%	32%
VIC	13,887	15,535	↑ 12%	21%	6,749	7,223	↑ 7%	21%	7,138	8,312	↑ 16%	21%
QLD	16,147	18,470	↑ 14%	25%	7,582	8,472	↑ 12%	25%	8,565	9,998	↑ 17%	25%
<b>SA</b>	<b>3,916</b>	<b>4,595</b>	<b>↑ 17%</b>	<b>6%</b>	<b>1,998</b>	<b>2,455</b>	<b>↑ 23%</b>	<b>7%</b>	<b>1,918</b>	<b>2,140</b>	<b>↑ 12%</b>	<b>5%</b>
WA	6,276	7,764	↑ 24%	10%	1,852	2,281	↑ 23%	7%	4,425	5,482	↑ 24%	14%
TAS	2,295	2,688	↑ 17%	4%	1,662	1,820	↑ 9%	5%	632	868	↑ 37%	2%
NT	1,744	1,952	↑ 12%	3%	1,202	1,367	↑ 14%	4%	542	585	↑ 8%	1%
ACT	1,526	1,860	↑ 22%	2%	1,365	1,657	↑ 21%	5%	np	np	np	np
<b>TOTAL</b>	<b>65,252</b>	<b>74,549</b>	<b>↑ 14%</b>	<b>100%</b>	<b>30,171</b>	<b>34,112</b>	<b>↑ 13%</b>	<b>100%</b>	<b>35,081</b>	<b>40,437</b>	<b>↑ 15%</b>	<b>100%</b>

## Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
NSW	60,101	65,566	↑ 9%	30%	6,442	7,309	↑ 13%	31%
VIC	53,671	59,697	↑ 11%	27%	5,381	5,938	↑ 10%	25%
QLD	41,439	46,689	↑ 13%	21%	4,542	5,218	↑ 15%	22%
<b>SA</b>	<b>13,753</b>	<b>14,287</b>	<b>↑ 4%</b>	<b>7%</b>	<b>1,601</b>	<b>1,566</b>	<b>↓ -2%</b>	<b>7%</b>
WA	18,489	22,194	↑ 20%	10%	1,791	2,308	↑ 29%	10%
TAS	5,761	6,560	↑ 14%	3%	637	689	↑ 8%	3%
NT	1,512	1,149	↓ -24%	1%	198	203	↑ 2%	1%
ACT	2,045	2,196	↑ 7%	1%	328	291	↓ -11%	1%
<b>TOTAL</b>	<b>196,784</b>	<b>218,369</b>	<b>↑ 11%</b>	<b>100%</b>	<b>20,919</b>	<b>23,523</b>	<b>↑ 12%</b>	<b>100%</b>

## Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Year Ending Mar-18	Year Ending Mar-19	Change (%)
Holiday	39,822	43,708	↑ 10%	153,284	164,362	↑ 7%	32,531	35,959	↑ 11%
VFR	33,563	36,870	↑ 10%	108,566	117,839	↑ 9%	13,278	15,272	↑ 15%
Business	21,714	24,548	↑ 13%	69,455	81,039	↑ 17%	16,436	20,153	↑ 23%
Other	6,582	6,664	↑ 1%	20,412	22,922	↑ 12%	3,007	3,166	↑ 5%

## Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share	Year Ending Mar-18	Year Ending Mar-19	Change (%)	Market Share
Holiday	2,611	2,944	↑ 13%	7%	10,078	11,041	↑ 10%	7%	1,889	2,106	↑ 11%	6%
VFR	2,148	2,032	↓ -5%	6%	7,838	6,792	↓ -13%	6%	870	907	↑ 4%	6%
Business	1,300	1,591	↑ 22%	6%	4,086	5,483	↑ 34%	7%	924	1,347	↑ 46%	7%
Other	534	561	↑ 5%	8%	1,790	1,598	↓ -11%	7%	233	235	→ 1%	7%

Source: All data is from the National Visitor Survey, March 2019, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

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