

DOMESTIC PERFORMANCE

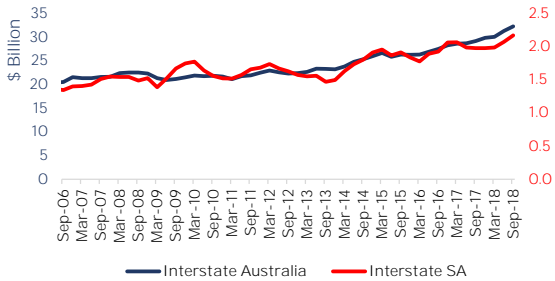
Razorback Lookout, Flinders Ranges & Outback



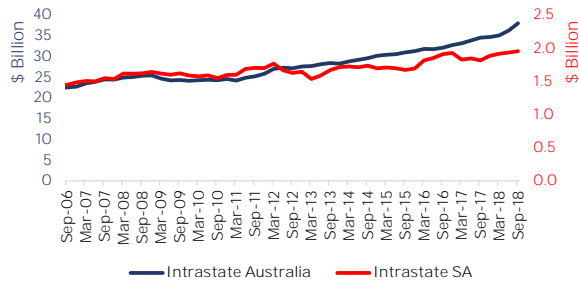
National Visitor Survey South Australia All Purpose September 2018
Released: January 9th 2019, Next release April 3rd 2019

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%	6.7%
Intrastate (\$m)	\$ 34,546	\$ 38,007	↑ 10%	\$ 1,815	\$ 1,955	↑ 8%	5.1%
Day Trips (\$m)	\$ 20,420	\$ 21,998	↑ 8%	\$ 1,387	\$ 1,638	↑ 18%	7.4%
Total (\$m)	\$ 84,122	\$ 92,259	↑ 10%	\$ 5,178	\$ 5,761	↑ 11%	6.2%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



Overnight Trips (000s)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
NSW	31,030	33,633	↑ 8%	33%	10,232	11,472	↑ 12%	34%	20,798	22,161	↑ 7%	31%
VIC	23,750	25,366	↑ 7%	25%	7,450	8,054	↑ 8%	24%	16,300	17,312	↑ 6%	24%
QLD	22,110	22,794	↑ 3%	22%	6,573	6,855	↑ 4%	20%	15,537	15,939	↑ 3%	22%
SA	6,105	6,552	↑ 7%	6%	2,342	2,451	↑ 5%	7%	3,763	4,100	↑ 9%	6%
WA	9,629	10,582	↑ 10%	10%	1,394	1,516	↑ 9%	5%	8,234	9,066	↑ 10%	13%
TAS	2,729	3,018	↑ 11%	3%	1,262	1,310	↑ 4%	4%	1,467	1,708	↑ 16%	2%
NT	1,552	1,546	⇒ 0%	2%	884	890	⇒ 1%	3%	668	656	↓ -2%	1%
ACT	2,707	2,792	↑ 3%	3%	2,702	2,783	↑ 3%	8%	np	np	np	np
TOTAL	95,976	102,735	↑ 7%	100%	31,159	33,658	↑ 8%	100%	66,772	70,952	↑ 6%	100%

Nights (000s)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
NSW	99,591	105,110	↑ 6%	29%	40,346	42,612	↑ 6%	27%	59,244	62,498	↑ 5%	30%
VIC	68,407	73,436	↑ 7%	20%	27,715	30,991	↑ 12%	20%	40,692	42,445	↑ 4%	20%
QLD	85,982	92,074	↑ 7%	25%	36,368	40,089	↑ 10%	25%	49,614	51,985	↑ 5%	25%
SA	22,084	23,349	↑ 6%	6%	10,968	11,318	↑ 3%	7%	11,116	12,031	↑ 8%	6%
WA	42,841	45,033	↑ 5%	12%	11,955	10,953	↓ -8%	7%	30,886	34,080	↑ 10%	16%
TAS	11,608	12,145	↑ 5%	3%	7,992	7,946	⇒ -1%	5%	3,616	4,199	↑ 16%	2%
NT	9,677	9,649	⇒ 0%	3%	7,990	7,518	↓ -6%	5%	1,687	2,131	↑ 26%	1%
ACT	7,084	7,420	↑ 5%	2%	7,015	7,405	↑ 6%	5%	np	np	np	np
TOTAL	347,274	368,229	↑ 6%	100%	150,349	158,845	↑ 6%	100%	196,925	209,385	↑ 6%	100%

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Expenditure (\$m)												
State	Total Domestic				Interstate				Intrastate			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
NSW	18,066	20,421	↑ 13%	29%	7,065	8,469	↑ 20%	26%	11,001	11,951	↑ 9%	31%
VIC	13,278	14,574	↑ 10%	21%	6,614	7,006	↑ 6%	22%	6,664	7,568	↑ 14%	20%
QLD	15,654	17,606	↑ 12%	25%	7,197	7,993	↑ 11%	25%	8,456	9,614	↑ 14%	25%
SA	3,791	4,123	↑ 9%	6%	1,976	2,168	↑ 10%	7%	1,815	1,955	↑ 8%	5%
WA	7,131	7,448	↑ 4%	11%	1,881	2,025	↑ 8%	6%	5,250	5,423	↑ 3%	14%
TAS	2,362	2,545	↑ 8%	4%	1,716	1,740	↑ 1%	5%	646	805	↑ 25%	2%
NT	1,844	1,815	↓ -2%	3%	1,262	1,323	↑ 5%	4%	582	492	↓ -15%	1%
ACT	1,575	1,726	↑ 10%	2%	1,444	1,526	↑ 6%	5%	np	np	np	np
TOTAL	63,702	70,261	↑ 10%	100%	29,155	32,254	↑ 11%	100%	34,546	38,007	↑ 10%	100%

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
NSW	58,257	61,217	↑ 5%	30%	6,078	6,723	↑ 11%	31%
VIC	49,468	53,941	↑ 9%	26%	5,044	5,317	↑ 5%	24%
QLD	41,295	44,107	↑ 7%	22%	4,364	5,057	↑ 16%	23%
SA	13,620	13,778	↑ 1%	7%	1,387	1,638	↑ 18%	7%
WA	19,998	22,041	↑ 10%	11%	2,335	2,204	↓ -6%	10%
TAS	5,683	5,985	↑ 5%	3%	659	598	↓ -9%	3%
NT	1,581	1,232	↓ -22%	1%	208	146	↓ -30%	1%
ACT	2,046	2,254	↑ 10%	1%	345	314	↓ -9%	1%
TOTAL	191,961	204,568	↑ 7%	100%	20,420	21,998	↑ 8%	100%

Purpose of Visit within Australia									
Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Year Ending Sept-17	Year Ending Sept-18	Change (%)
Holiday	38,383	41,676	↑ 9%	150,322	158,686	↑ 6%	27,317	29,600	↑ 8%
VFR	32,510	34,716	↑ 7%	106,421	111,497	↑ 5%	9,910	11,224	↑ 13%
Business	20,960	22,572	↑ 8%	68,005	76,290	↑ 12%	11,114	12,768	↑ 15%
Other	6,981	6,186	↓ -11%	22,526	21,756	↓ -3%	2,867	2,659	↓ -7%

Purpose of Visit to South Australia												
Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share	Year Ending Sept-17	Year Ending Sept-18	Change (%)	Market Share
Holiday	2,481	2,710	↑ 9%	7%	9,424	9,911	↑ 5%	6%	1,462	1,608	↑ 10%	5%
VFR	1,986	2,047	↑ 3%	6%	6,998	7,153	↑ 2%	6%	683	649	↓ -5%	6%
Business	1,181	1,413	↑ 20%	6%	3,843	4,657	↑ 21%	6%	601	838	↑ 40%	7%
Other	577	494	↓ -14%	8%	1,819	1,628	↓ -11%	7%	228	193	↓ -15%	7%

All data is from the National Visitor Survey, September 2018, Tourism Research Australia, Canberra
Expenditure figures includes airfares and package expenditure.