

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

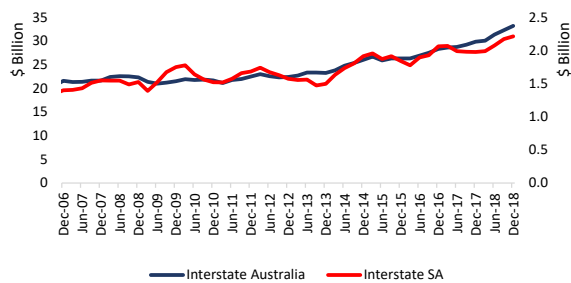


National Visitor Survey South Australia All Purpose December 2018

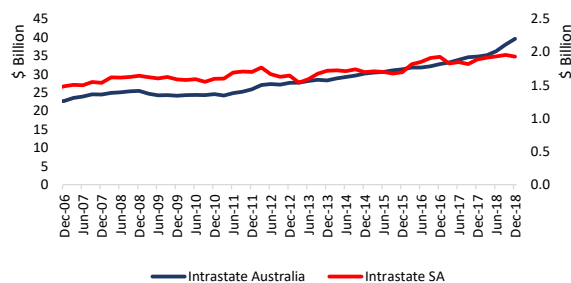
Released: 20th April 2019, Next release July 3rd 2019

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

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
NSW	31,575	34,554	↑ 9%	33%	10,593	11,642	↑ 10%	34%	20,981	22,912	↑ 9%	31%
VIC	24,458	25,687	↑ 5%	24%	7,643	8,172	↑ 7%	24%	16,814	17,515	↑ 4%	24%
QLD	21,781	24,086	↑ 11%	23%	6,606	7,081	↑ 7%	21%	15,176	17,005	↑ 12%	23%
SA	6,337	6,632	↑ 5%	6%	2,339	2,598	↑ 11%	8%	3,998	4,034	↑ 1%	6%
WA	9,604	10,963	↑ 14%	10%	1,369	1,612	↑ 18%	5%	8,235	9,351	↑ 14%	13%
TAS	2,708	3,055	↑ 13%	3%	1,277	1,356	↑ 6%	4%	1,431	1,700	↑ 19%	2%
NT	1,568	1,579	→ 1%	1%	909	929	↑ 2%	3%	659	651	↓ -1%	1%
ACT	2,754	2,745	→ 0%	3%	2,747	2,738	→ 0%	8%	np	np	np	np
TOTAL	97,203	105,600	↑ 9%	100%	31,871	34,361	↑ 8%	100%	67,301	73,176	↑ 9%	100%

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
NSW	100,104	107,413	↑ 7%	29%	40,507	42,930	↑ 6%	27%	59,597	64,483	↑ 8%	30%
VIC	70,423	73,873	↑ 5%	20%	28,346	31,268	↑ 10%	19%	42,077	42,605	↑ 1%	20%
QLD	86,528	94,732	↑ 9%	25%	37,479	40,813	↑ 9%	25%	49,049	53,920	↑ 10%	25%
SA	23,101	24,131	↑ 4%	6%	11,315	12,132	↑ 7%	8%	11,787	11,998	↑ 2%	6%
WA	42,232	46,904	↑ 11%	12%	11,284	11,817	↑ 5%	7%	30,948	35,087	↑ 13%	16%
TAS	11,457	12,420	↑ 8%	3%	7,911	8,075	↑ 2%	5%	3,547	4,345	↑ 23%	2%
NT	10,017	9,270	↓ -7%	2%	8,383	7,169	↓ -14%	4%	1,633	2,101	↑ 29%	1%
ACT	7,050	7,331	↑ 4%	2%	6,978	7,318	↑ 5%	5%	np	np	np	np
TOTAL	350,911	376,087	↑ 7%	100%	152,202	161,535	↑ 6%	100%	198,709	214,552	↑ 8%	100%

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Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
NSW	18,644	21,095	↑ 13%	29%	7,455	8,711	↑ 17%	26%	11,189	12,384	↑ 11%	31%
VIC	13,648	14,906	↑ 9%	21%	6,795	7,162	↑ 5%	22%	6,853	7,745	↑ 13%	20%
QLD	15,802	18,263	↑ 16%	25%	7,477	8,160	↑ 9%	25%	8,325	10,104	↑ 21%	26%
SA	3,861	4,140	↑ 7%	6%	1,975	2,210	↑ 12%	7%	1,887	1,930	↑ 2%	5%
WA	6,902	7,895	↑ 14%	11%	1,794	2,135	↑ 19%	6%	5,108	5,760	↑ 13%	15%
TAS	2,294	2,669	↑ 16%	4%	1,668	1,834	↑ 10%	6%	626	835	↑ 33%	2%
NT	1,792	1,924	↑ 7%	3%	1,223	1,330	↑ 9%	4%	569	595	↑ 5%	2%
ACT	1,573	1,810	↑ 15%	2%	1,428	1,603	↑ 12%	5%	np	np	np	np
TOTAL	64,517	72,705	↑ 13%	100%	29,815	33,147	↑ 11%	100%	34,701	39,558	↑ 14%	100%

Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
NSW	57,942	61,718	↑ 7%	30%	6,120	6,935	↑ 13%	31%
VIC	50,788	53,916	↑ 6%	26%	5,115	5,338	↑ 4%	24%
QLD	40,683	44,716	↑ 10%	22%	4,340	5,209	↑ 20%	23%
SA	13,908	13,456	↓ -3%	7%	1,591	1,520	↓ -4%	7%
WA	19,341	22,690	↑ 17%	11%	2,140	2,372	↑ 11%	11%
TAS	5,618	6,217	↑ 11%	3%	613	630	↑ 3%	3%
NT	1,678	1,110	↓ -34%	1%	216	180	↓ -17%	1%
ACT	1,948	2,217	↑ 14%	1%	310	341	↑ 10%	2%
TOTAL	191,920	206,051	↑ 7%	100%	20,444	22,526	↑ 10%	100%

Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Year Ending Dec-17	Year Ending Dec-18	Change (%)
Holiday	39,383	42,364	↑ 8%	154,536	160,059	↑ 4%	32,485	35,259	↑ 9%
VFR	32,802	35,507	↑ 8%	107,225	113,438	↑ 6%	12,989	14,877	↑ 15%
Business	20,975	23,865	↑ 14%	67,286	80,585	↑ 20%	15,880	19,557	↑ 23%
Other	6,793	6,370	↓ -6%	21,865	22,006	→ 1%	3,163	3,012	↓ -5%

Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share	Year Ending Dec-17	Year Ending Dec-18	Change (%)	Market Share
Holiday	2,623	2,703	↑ 3%	6%	10,215	9,824	↓ -4%	6%	1,805	1,817	→ 1%	5%
VFR	2,026	2,049	↑ 1%	6%	7,065	7,277	↑ 3%	6%	849	895	↑ 5%	6%
Business	1,267	1,500	↑ 18%	6%	4,167	5,378	↑ 29%	7%	941	1,233	↑ 31%	6%
Other	529	511	↓ -3%	8%	1,653	1,652	→ 0%	8%	266	195	↓ -27%	6%

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