

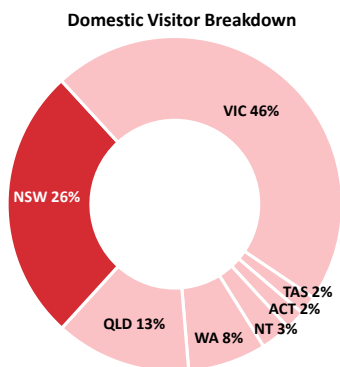
DOMESTIC VISITOR PROFILE

VISITORS FROM NEW SOUTH WALES

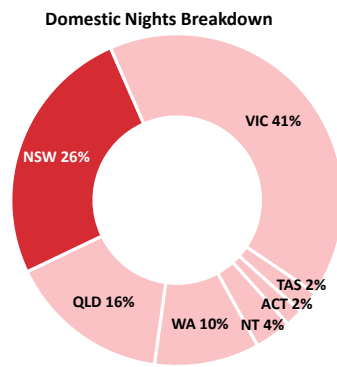


Domestic Visitor Profile December 2017 - December 2019

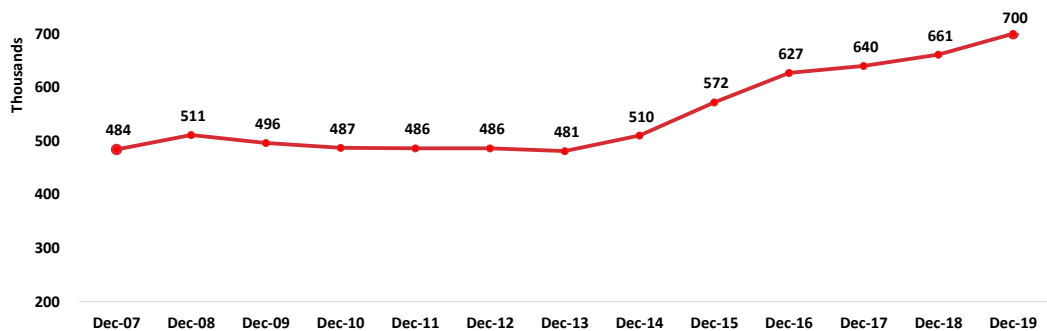
| Origin | Holiday | VFR | Business | Other | Total |
|-------------|----------------|----------------|----------------|---------------|----------------|
| Visitors | 239,000 | 187,000 | 242,000 | 50,000 | 700,000 |
| Nights | 1,226,000 | 954,000 | 692,000 | 251,000 | 3,124,000 |
| Expenditure | \$ 295,000,000 | \$ 126,000,000 | \$ 198,000,000 | \$ 35,000,000 | \$ 653,000,000 |
| ALOS | 5.1 | 5.1 | 2.9 | 5.0 | 4.5 |



- 26 per cent of visitors to South Australia originate from New South Wales.
- New South Wales is the second largest provider of visitors to our state.
- The 26 per cent of visitors contribute 26 per cent of our interstate nights.

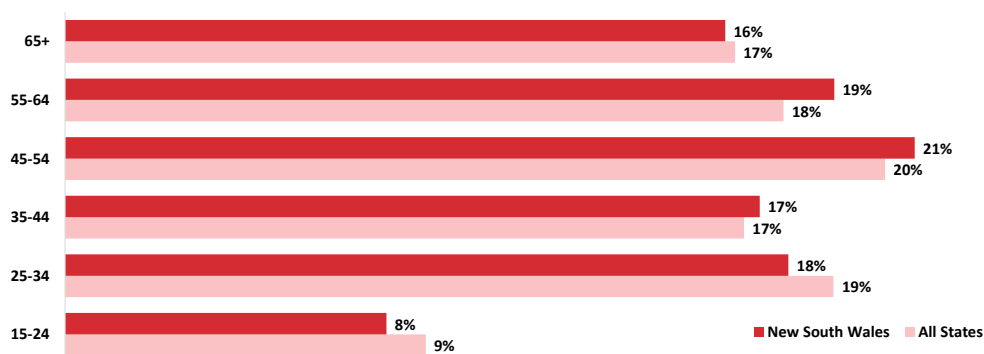


Visitor Time Series



- For the year end December 2007 South Australia received 484,000 visitors from New South Wales, this dropped to 481,000 in December 2013 and rose to a high of 700,000 in December 2019.
- Currently for the year end December 2019 we set a record high 700,000 New South Wales visitors to South Australia.

Visitor Age

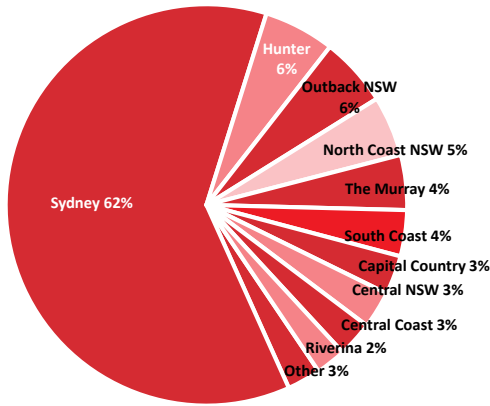


- 40 per cent of visitors from New South Wales to South Australia are in the 45-64 age group.
- This is higher than the total domestic average for this age group at 38 per cent.
- New South Australia is above average for the 55-64 ages group, however they under achieve in the 25 to 34 age group.



Domestic Visitor Profile December 2017 - December 2019

Visitor Origin



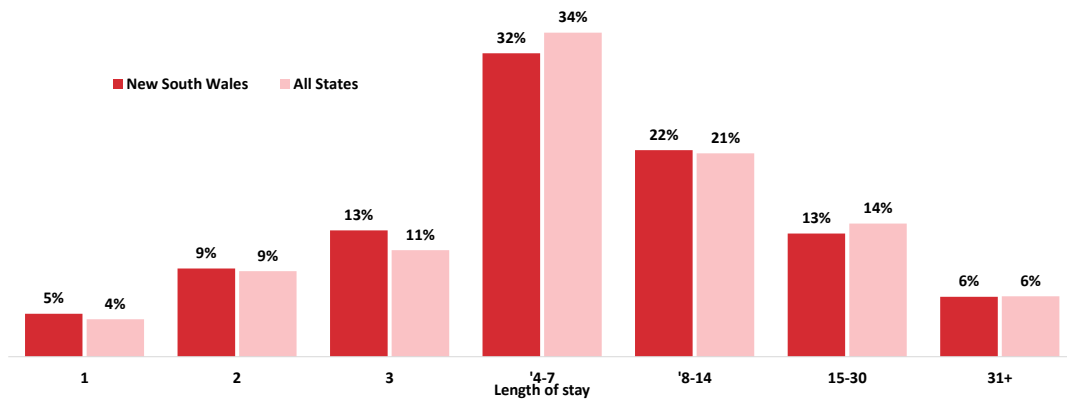
- 62 per cent of visitors to South Australia come from Sydney. This compares to 58 per cent at the year end 2018.
- Regional New South Wales contribute 38 per cent of visitors.
- This is led by the Hunter and Outback New South Wales where 6 per cent of visitors originate from each region.

Average Length of Stay



- Visitors from New South Wales on average spend 4.5 nights in South Australia, just below the total interstate average of 4.6 nights.
- 26 percent of domestic visitors to South Australia come from New South Wales making it our second largest domestic market.

Visitor Length of Stay



- 32 per cent of New South Wales visitors prefer to stay between 4-7 nights when in South Australia.
- 1 to 3 night stays over index when compared to the length of stay for all our interstate visitors.

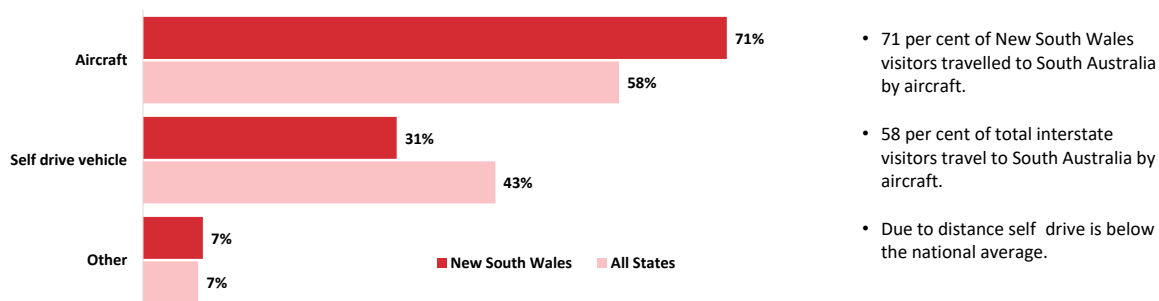
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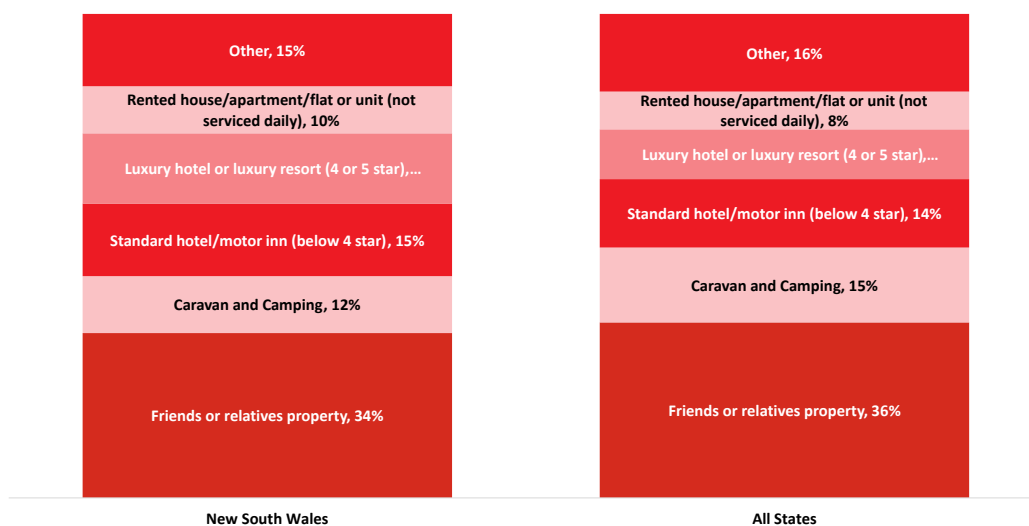


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Transport to South Australia

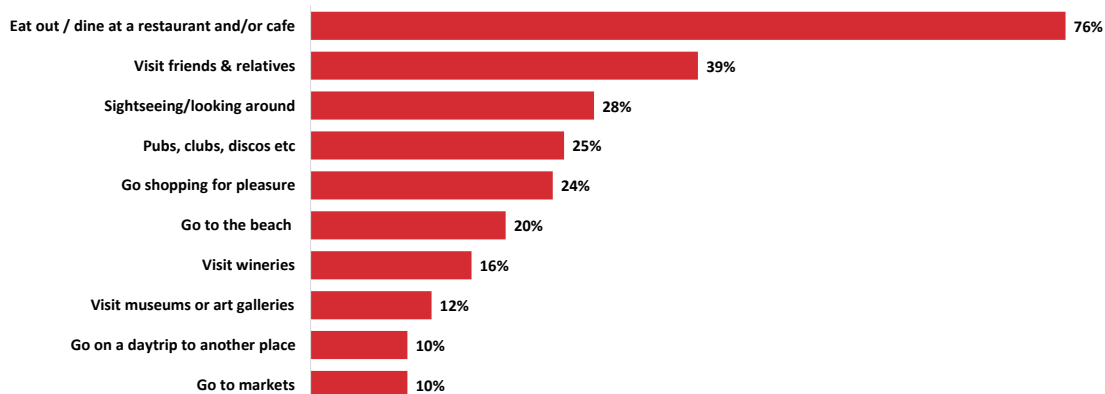


Visitor Accommodation



- 15 per cent of visitors from New South Wales prefer to stay in luxury hotels or resorts compared to the overall interstate average of 10 per cent.
- 34 per cent of New South Wales visitors stay with Friend or relatives below the national average of 36 per cent.

Visitor Activities



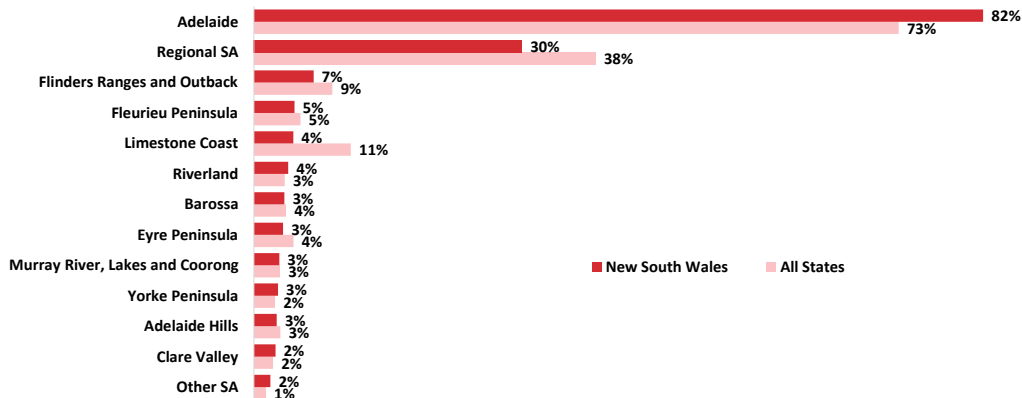
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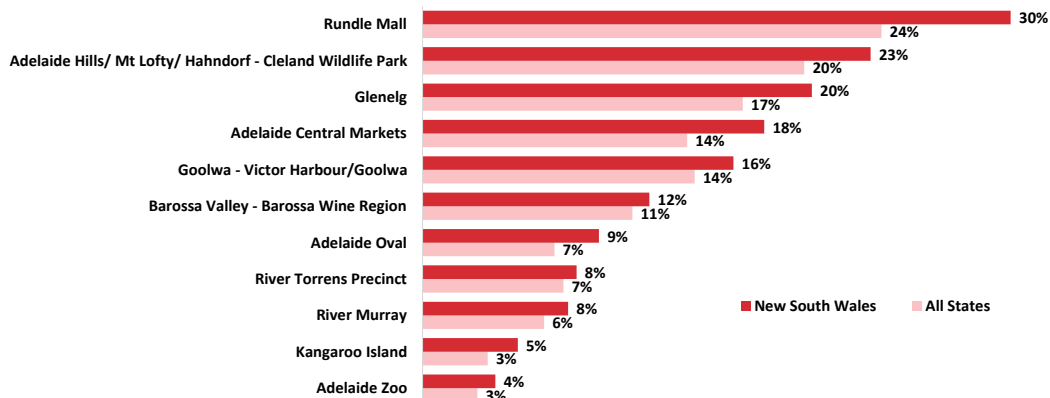
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Regions Visited



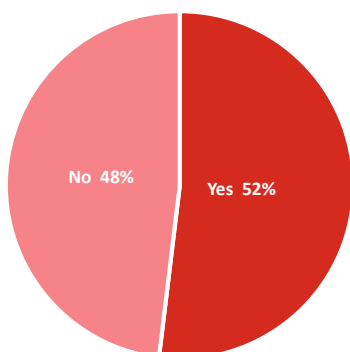
- 82 per cent of visitors from New South Wales visit Adelaide and 30 per cent disperse into the regions.
- The most popular region is the Flinders Ranges and Outback followed by the Fleurieu Peninsula.
- The Limestone Coast is underrepresented for New South Wales compared to all interstate visitors.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- 18 per cent of visitors from New South Wales went to the Central Markets, above the national average.
- 12 per cent of visitors from New South Wales went to the Barossa, this was above the all state average of 11 per cent.

Accommodation booked on Stayz, Airbnb, Couch Surfing



- At December 2019 52 per cent of visitors from New South Wales booked accommodation in an Airbnb, Couch surfing or Stayz style of accommodation.
- For the prior year end only 42 per cent of visitors stayed in a Airbnb or equivalent accommodation.
- The sharing economy is becoming an ever increasing accommodation option for visitors.

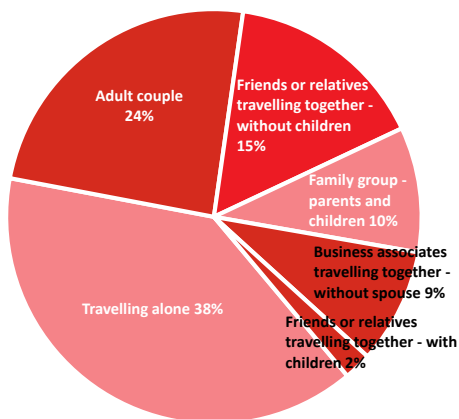
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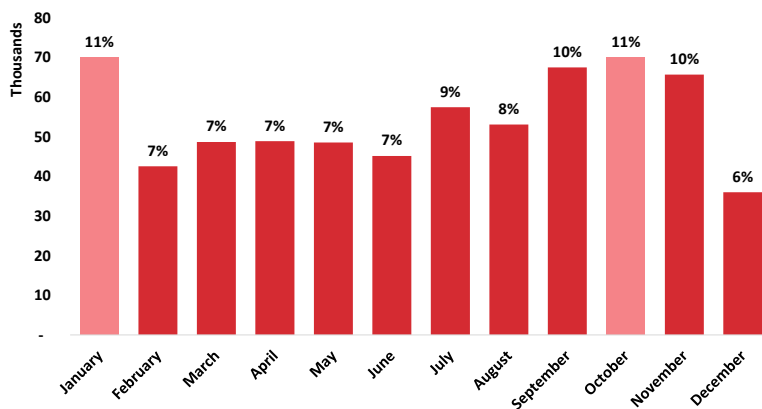
Domestic Visitor Profile December 2017 - December 2019

Travel Party



- 62 per cent of visitors from New South Wales either travelled alone or as a part of an adult couple.
- 88 per cent of visitors from New South Wales travelled with out children.
- Only 12 per cent had children travelling with them.
- Nationally 58 per cent travel alone or part of an adult couple, 81 per cent travelled with out children.
- 19 per cent travel with kids.

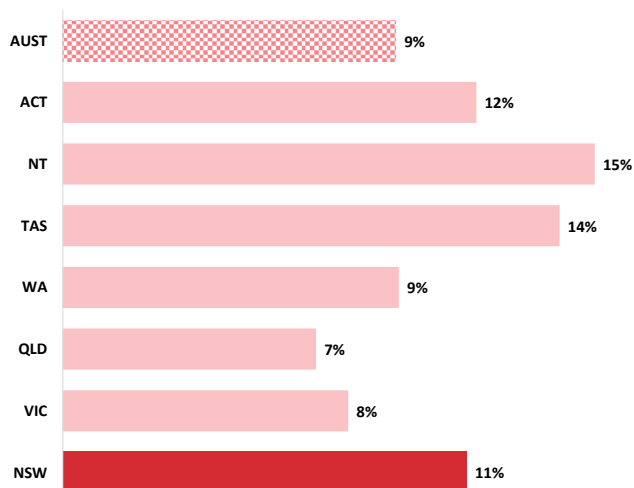
Month of Visit



- The most popular months for visitors from New South Wales are January and October.
- September through to November over index for this market.
- September is generally the conference season in Adelaide, with occupancy rates at their highest levels.

Festivals and Events

Attend Festival or Cultural Event



- 11 per cent of visitors from New South Wales attended a festival or cultural event whilst in South Australia.
- Nationally 9 per cent attended a festival or cultural event whilst in our state.
- Visitors from New South Wales have a greater propensity to travel for Festivals or Cultural events than Victoria or Queensland.

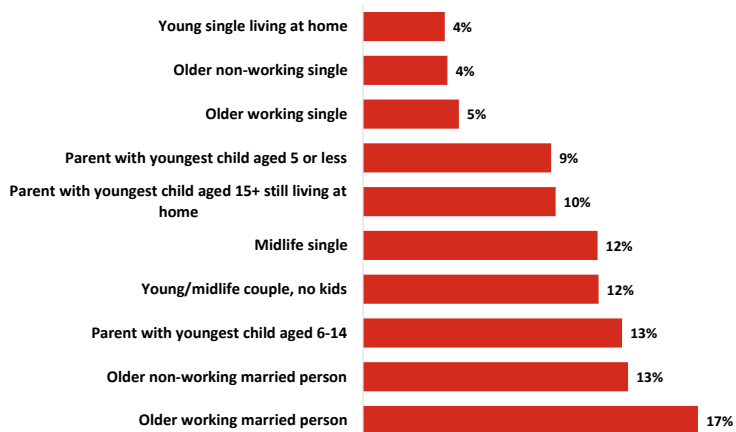
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Domestic Visitor Profile December 2017 - December 2019

Lifestyle Group



- 30 per cent of visitors from New South Wales come from the married older working or non working stage in life.
- 24 per cent of visitors are either midlife and single or a young mid life couple with no kids.

Source: Tourism Research Australia - International and National Visitor Survey year end December 2017 to year end December 2019.
All figures are based on a three year roll up for the year end December 2017, December 2018 and December 2019 to provide an annual average result. Graphed bar length uneven due to rounding.