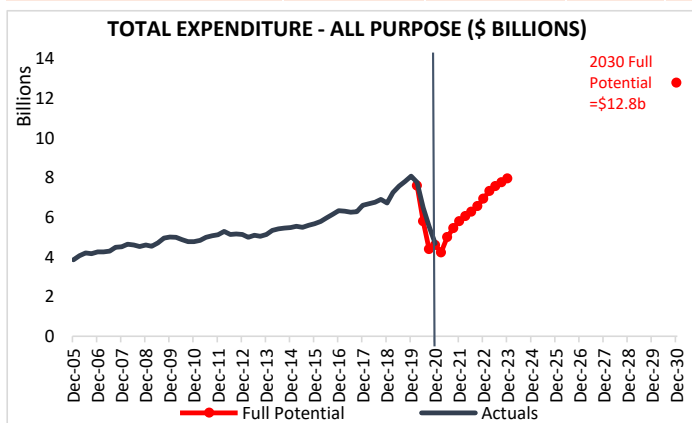


SOUTH AUSTRALIAN VISITOR ECONOMY

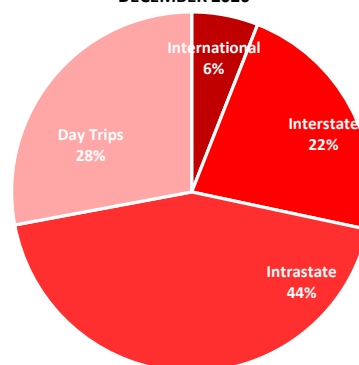
Sellicks Beach, Fleurieu Peninsula



Expenditure (\$)	South Australia				Australia		
	Year Ending Dec-19	Year Ending Dec-20	Change %	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change %
International (\$m)	1,206	280	↓ -77%	3.6%	31,438	7,783	↓ -75%
Interstate (\$m)	2,657	1,049	↓ -61%	8.2%	37,403	12,809	↓ -66%
Intrastate (\$m)	2,555	2,049	↓ -20%	6.2%	43,289	32,833	↓ -24%
Day Trips (\$m)	1,660	1,310	↓ -21%	7.5%	26,338	17,433	↓ -34%
Total Expenditure (\$m)	8,077	4,688	↓ -42%	6.6%	138,469	70,858	↓ -49%
Adelaide (\$m)	4,515	2,071	↓ -54%	44%			
Regions (\$m)	3,562	2,617	↓ -27%	56%			



EXPENDITURE BREAKDOWN SOUTH AUSTRALIA DECEMBER 2020



Visitors	South Australia				Australia		
	Year Ending Dec-19	Year Ending Dec-20	Change %	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change %
International (000s)	488	106	↓ -78%	6.2%	8,709	1,705	↓ -80%
Interstate (000s)	2,962	1,141	↓ -61%	8.4%	38,344	13,584	↓ -65%
Intrastate (000s)	5,132	4,332	↓ -16%	7.2%	81,375	59,965	↓ -26%
Total Overnight (000s)	8,581	5,579	↓ -35%	7.5%	126,156	74,219	↓ -41%
Day Trips (000s)	17,055	13,356	↓ -22%	8.1%	248,349	164,192	↓ -34%

Nights	South Australia				Australia		
	Year Ending Dec-19	Year Ending Dec-20	Change %	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change %
International (000s)	10,938	2,903	↓ -73%	4.2%	274,477	68,973	↓ -75%
Interstate (000s)	13,212	6,752	↓ -49%	8.9%	181,452	75,688	↓ -58%
Intrastate (000s)	14,673	13,247	↓ -10%	6.6%	236,455	199,715	↓ -16%
Total Nights (000s)	38,823	22,902	↓ -41%	6.7%	692,384	344,377	↓ -50%

Source: International and National Visitor Survey December 2020, South Australian Visitor Economy Sector Plan 2030.

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