

# SOUTH AUSTRALIA











## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government of South Australia  
South Australian Tourism Commission

Year ending March 2021 — Date: 30<sup>th</sup> June 2021

\$	\$4.4B	Tourism Expenditure
	<1k	International seats into Adelaide each week
	3k	International visitors
	55k	Domestic seats into Adelaide each week
	925k	Interstate visitors
	4.5M	Intrastate trips
	12.5M	Domestic day trips
	16k	Hotel rooms
	19k	Tourism business across the state
	\$187k	In tourism expenditure = 1 directly employed
	40.4k	Directly employed, (to grow direct employment by 16,000 jobs by 2030)

**Sources:** International and National Visitor Survey, Tourism Research Australia, Canberra; State Tourism Satellite Accounts 2019-20, Tourism Research Australia, Canberra; Accommodation data sourced from STR for 10+ rooms, for the Year to May 2021, Airline data is based on seasonal schedules and is subject to change without notice.

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

## Value of Tourism in South Australia

Year ending March 2021 — Date: 30<sup>th</sup> June 2021

### 2020 Crises: An Unprecedented Impact

Leading up to the crises of 2020, the Visitor Economy in South Australia was growing strongly with the record setting December 2019 result of \$8.1 billion in visitor expenditure. This was the achievement of some significant milestones one year early, including the headline target of \$8.0 billion, the Regional target of \$3.55 billion and the Nature Based Tourism target of \$1.4 billion. The tourism jobs target of 41,000 was also very nearly achieved before the crisis began.

In early January 2020, when Australian attention was heavily focussed on the catastrophic bushfires, the COVID-19 crisis was beginning to spread outside of China. This was followed in March with mandatory quarantine requirements and border closures, resulting in significant impacts upon the international, intrastate and interstate markets.

In the latest data to the year end March 2021 we can now see the full impact of the COVID-19 pandemic.

### Total for year to March 2021

In the latest data to the year end March 2021 we can now see the full impact of the COVID-19 pandemic.

Total expenditure in the Year to March 2021 was \$4.4 billion, down 43 per cent on the previous Year to March 2020 and 46 per cent on the visitor economy high in December 2019 (\$8.1 billion).

## Value of Tourism in South Australia

Year ending March 2021 — Date: 30<sup>th</sup> June 2021

Expenditure (\$)	South Australia				Australia		
	Year Ending Mar-20	Year Ending Mar-21	Change %	Market Share	Year Ending Mar-20	Year Ending Mar-21	Change %
International (\$m)	1,058	15	-99%	3.0%	28,544	505	-98%
Interstate (\$m)	2,523	939	-63%	8.8%	36,589	10,686	-71%
Intrastate (\$m)	2,443	2,204	-10%	6.3%	42,163	34,964	-17%
Day Trips (\$m)	1,741	1,235	-29%	7.4%	25,863	16,742	-35%
<b>Total Expenditure (\$m)</b>	<b>7,765</b>	<b>4,393</b>	<b>-43%</b>	<b>7.0%</b>	<b>133,159</b>	<b>62,897</b>	<b>-53%</b>

### Monthly data

To better assist in quantifying the impact of COVID-19, Tourism Research Australia has commenced publishing monthly data.

International visitor expenditure, visits and nights for the March quarter of 2021 can be considered to be near zero. This is down heavily on the comparison period of the March quarter in 2020, which saw 104,000 international visitors to South Australia. COVID-19 is the key driver of decline.

Domestic overnight expenditure (intrastate and interstate) contracted by 37 per cent in the 12 months to March 2021, with mild declines in January (-13%) and February (-20%). March 2021 saw an increase of 61 per cent on March 2020 due to half the month being affected by the start of COVID-19. Interestingly March 2021 was up on March 2019 by 11 per cent, a great result. This was led by stronger than expected intrastate market.

### South Australian Expenditure March 2021

Day Trips 28%

Intrastate 50%

Interstate 21%

International 0%

### Value of Tourism in South Australia

Year ending March 2021 — Date: 30<sup>th</sup> June 2021

### National Visitor Survey March 2021

Expenditure (\$m)	Australia			South Australia		
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Year Ending Mar-20	Year Ending Mar-21	Change (%)
Interstate (\$m)	\$ 36,589	\$ 10,686	-71%	\$ 2,523	\$ 939	-63%
Intrastate (\$m)	\$ 42,163	\$ 34,964	-17%	\$ 2,443	\$ 2,204	-10%
Day Trips (\$m)	\$ 25,863	\$ 16,742	-35%	\$ 1,741	\$ 1,235	-29%
<b>Total Domestic</b>	<b>\$ 104,615</b>	<b>\$ 62,392</b>	<b>-40%</b>	<b>\$ 6,707</b>	<b>\$ 4,377</b>	<b>-35%</b>

- South Australia attracted 5.5 million domestic overnight trips, down 30 per cent.
- There were 20.7 million domestic nights in South Australia, a decline of 23 per cent on the previous year.
- Total domestic expenditure in South Australia fell to \$4.4 billion, down 35 per cent.
- Day trips expenditure fell 29 per cent to \$1.2 billion.

## International Visitor Survey March 2021

	Australia			South Australia		
	Year Ending Mar-20	Year Ending Mar-21	Change (%)	Year Ending Mar-20	Year Ending Mar-21	Change (%)
Visits (000s)	8,051	60	-99%	441	3	-99%
Nights (000s)	256,504	6,183	-98%	10,092	192	-98%
Expenditure (\$m)	28,544	505	-98%	1,058	15	-99%

- International visits and expenditure in South Australia have fallen by 99 per cent for the year end March 2021. This compares to only 15 months ago when the year end results for December 2019 saw both visits and expenditure at record highs.
- Visitation has fallen by 99 per cent to 3,000.
- Expenditure has fallen by 99 per cent to \$15 million.
- Nights have fallen 98 per cent to 192,000.
- A small amount of international visitor expenditure is likely to have continued, driven by long staying visitors, primarily international students and those visiting friends and relatives
- International research conducted in 2020 shows that appeal for South Australia remains strong, but these markets cannot recover until COVID-19 is under control and the international borders have reopened.