

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



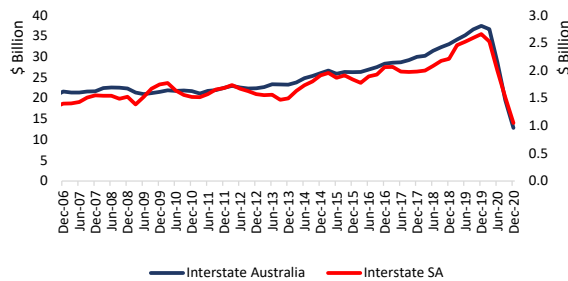
## National Visitor Survey South Australia All Purpose December 2020

Released: 31st March 2021, Next release June 2021

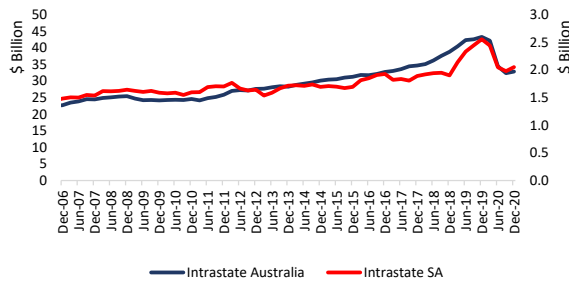
Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Change (%)	
Interstate (\$m)	\$ 37,403	\$ 12,809	↓ -66%	\$ 2,657	\$ 1,049	↓ -61%	8.2%
Intrastate (\$m)	\$ 43,289	\$ 32,833	↓ -24%	\$ 2,555	\$ 2,049	↓ -20%	6.2%
Day Trips (\$m)	\$ 26,338	\$ 17,433	↓ -34%	\$ 1,660	\$ 1,310	↓ -21%	7.5%
<b>Total Domestic</b>	<b>\$ 107,030</b>	<b>\$ 63,075</b>	<b>↓ -41%</b>	<b>\$ 6,871</b>	<b>\$ 4,408</b>	<b>↓ -36%</b>	<b>7.0%</b>

• The latest data relates to the year end December 2020 - this include 3 quarters of data that is affected by COVID-19.

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share
NSW	38,968	24,447	↓ -37%	34%	12,814	5,242	↓ -59%	39%	26,154	19,206	↓ -27%	32%
VIC	29,748	13,963	↓ -53%	19%	8,846	2,397	↓ -73%	18%	20,902	11,566	↓ -45%	19%
QLD	25,914	16,851	↓ -35%	23%	8,130	2,428	↓ -70%	18%	17,784	14,423	↓ -19%	24%
<b>SA</b>	<b>8,094</b>	<b>5,473</b>	<b>↓ -32%</b>	<b>8%</b>	<b>2,962</b>	<b>1,141</b>	<b>↓ -61%</b>	<b>8%</b>	<b>5,132</b>	<b>4,332</b>	<b>↓ -16%</b>	<b>7%</b>
WA	11,022	8,761	↓ -21%	12%	1,857	513	↓ -72%	4%	9,166	8,249	↓ -10%	14%
TAS	3,217	2,180	↓ -32%	3%	1,607	597	↓ -63%	4%	1,610	1,583	↓ -2%	3%
NT	1,703	936	↓ -45%	1%	1,079	333	↓ -69%	2%	623	603	↓ -3%	1%
ACT	3,203	1,657	↓ -48%	2%	3,199	1,652	↓ -48%	12%	np	np	np	np
<b>TOTAL</b>	<b>117,448</b>	<b>72,514</b>	<b>↓ -38%</b>	<b>100%</b>	<b>38,344</b>	<b>13,584</b>	<b>↓ -65%</b>	<b>100%</b>	<b>81,375</b>	<b>59,965</b>	<b>↓ -26%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share
NSW	122,556	83,772	↓ -32%	30%	49,598	23,743	↓ -52%	31%	72,958	60,029	↓ -18%	30%
VIC	83,510	46,232	↓ -45%	17%	34,284	11,463	↓ -67%	15%	49,226	34,769	↓ -29%	17%
QLD	102,952	66,194	↓ -36%	24%	44,640	15,507	↓ -65%	20%	58,311	50,687	↓ -13%	25%
<b>SA</b>	<b>27,885</b>	<b>19,999</b>	<b>↓ -28%</b>	<b>7%</b>	<b>13,212</b>	<b>6,752</b>	<b>↓ -49%</b>	<b>9%</b>	<b>14,673</b>	<b>13,247</b>	<b>↓ -10%</b>	<b>7%</b>
WA	50,235	39,916	↓ -21%	14%	14,790	5,166	↓ -65%	7%	35,445	34,750	↓ -2%	17%
TAS	12,816	9,609	↓ -25%	3%	8,796	5,279	↓ -40%	7%	4,021	4,330	↑ 8%	2%
NT	9,202	4,878	↓ -47%	2%	7,387	2,981	↓ -60%	4%	1,815	1,897	↑ 5%	1%
ACT	8,741	4,803	↓ -45%	2%	8,736	4,798	↓ -45%	6%	np	np	np	np
<b>TOTAL</b>	<b>417,907</b>	<b>275,404</b>	<b>↓ -34%</b>	<b>100%</b>	<b>181,452</b>	<b>75,688</b>	<b>↓ -58%</b>	<b>100%</b>	<b>236,455</b>	<b>199,715</b>	<b>↓ -16%</b>	<b>100%</b>

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## Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share
NSW	23,664	14,163	↓ -40%	31%	9,624	3,687	↓ -62%	29%	14,040	10,476	↓ -25%	32%
VIC	16,985	6,993	↓ -59%	15%	7,966	2,121	↓ -73%	17%	9,019	4,872	↓ -46%	15%
QLD	19,438	11,776	↓ -39%	26%	9,224	2,880	↓ -69%	22%	10,213	8,896	↓ -13%	27%
<b>SA</b>	<b>5,212</b>	<b>3,098</b>	<b>↓ -41%</b>	<b>7%</b>	<b>2,657</b>	<b>1,049</b>	<b>↓ -61%</b>	<b>8%</b>	<b>2,555</b>	<b>2,049</b>	<b>↓ -20%</b>	<b>6%</b>
WA	8,562	6,090	↓ -29%	13%	2,612	781	↓ -70%	6%	5,950	5,310	↓ -11%	16%
TAS	2,817	1,668	↓ -41%	4%	2,040	965	↓ -53%	8%	776	703	↓ -9%	2%
NT	2,154	875	↓ -59%	2%	1,609	415	↓ -74%	3%	545	460	↓ -15%	1%
ACT	1,861	978	↓ -47%	2%	1,670	912	↓ -45%	7%	np	np	np	np
<b>TOTAL</b>	<b>80,692</b>	<b>45,642</b>	<b>↓ -43%</b>	<b>100%</b>	<b>37,403</b>	<b>12,809</b>	<b>↓ -66%</b>	<b>100%</b>	<b>43,289</b>	<b>32,833</b>	<b>↓ -24%</b>	<b>100%</b>

## Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share
NSW	75,099	51,069	↓ -32%	31%	8,254	5,331	↓ -35%	31%
VIC	67,483	35,079	↓ -48%	21%	6,671	3,506	↓ -47%	20%
QLD	52,854	39,272	↓ -26%	24%	5,835	4,248	↓ -27%	24%
<b>SA</b>	<b>17,055</b>	<b>13,356</b>	<b>↓ -22%</b>	<b>8%</b>	<b>1,660</b>	<b>1,310</b>	<b>↓ -21%</b>	<b>8%</b>
WA	24,250	17,868	↓ -26%	11%	2,542	2,131	↓ -16%	12%
TAS	7,302	4,741	↓ -35%	3%	783	555	↓ -29%	3%
NT	1,633	1,083	↓ -34%	1%	197	151	↓ -23%	1%
ACT	2,654	1,725	↓ -35%	1%	395	201	↓ -49%	1%
<b>TOTAL</b>	<b>248,349</b>	<b>164,192</b>	<b>↓ -34%</b>	<b>100%</b>	<b>26,338</b>	<b>17,433</b>	<b>↓ -34%</b>	<b>100%</b>

## Purpose of Visit within Australia

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Year Ending Dec-19	Year Ending Dec-20	Change (%)
Holiday	46,228	29,391	↓ -36%	173,034	111,252	↓ -36%	35,868	23,084	↓ -36%
VFR	39,944	24,796	↓ -38%	126,477	80,700	↓ -36%	14,103	7,869	↓ -44%
Business	27,041	14,907	↓ -45%	93,656	61,209	↓ -35%	18,442	8,470	↓ -54%
Other	7,383	5,156	↓ -30%	24,739	22,242	↓ -10%	12,280	6,218	↓ -49%

## Purpose of Visit to South Australia

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-20	Change (%)	Market Share
Holiday	3,279	2,481	↓ -24%	8%	12,005	9,023	↓ -25%	8%	2,259	1,529	↓ -32%	7%
VFR	2,390	1,571	↓ -34%	6%	7,597	5,659	↓ -26%	7%	894	535	↓ -40%	7%
Business	1,837	1,080	↓ -41%	7%	5,686	3,838	↓ -33%	6%	1,155	512	↓ -56%	6%
Other	742	431	↓ -42%	8%	2,597	1,479	↓ -43%	7%	904	523	↓ -42%	8%

Source: All data is from the National Visitor Survey, December 2020, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

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