

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

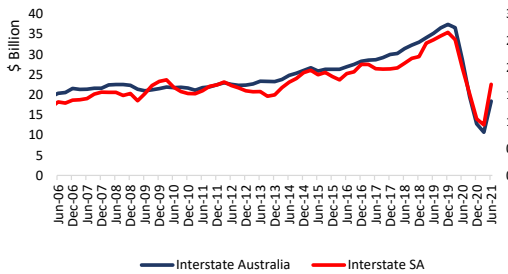


National Visitor Survey South Australia All Purpose June 2021

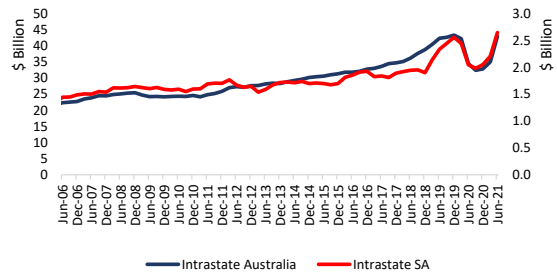
Released: 29th September 2021, Next release January 2022

Expenditure (\$m)	Australia			South Australia			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
Interstate (\$m)	\$ 28,595	\$ 18,410	↓ -36%	\$ 1,994	\$ 1,691	↓ -15%	9.2%
Intrastate (\$m)	\$ 34,412	\$ 42,932	↑ 25%	\$ 2,046	\$ 2,644	↑ 29%	6.2%
Day Trips (\$m)	\$ 22,344	\$ 18,943	↓ -15%	\$ 1,541	\$ 1,433	↓ -7%	7.6%
Total Domestic	\$ 85,352	\$ 80,285	↓ -6%	\$ 5,581	\$ 5,768	↑ 3%	7.2%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
NSW	30,312	30,155	↓ -1%	35%	9,653	6,718	↓ -30%	38%	20,659	23,437	↑ 13%	33%
VIC	22,701	16,611	↓ -27%	19%	6,525	2,340	↓ -64%	13%	16,176	14,271	↓ -12%	20%
QLD	20,421	20,758	↑ 2%	24%	5,823	3,844	↓ -34%	22%	14,599	16,914	↑ 16%	24%
SA	6,545	6,351	↓ -3%	7%	2,244	1,440	↓ -36%	8%	4,301	4,911	↑ 14%	7%
WA	9,361	9,719	↑ 4%	11%	1,371	567	↓ -59%	3%	7,991	9,151	↑ 15%	13%
TAS	2,411	2,727	↑ 13%	3%	1,178	808	↓ -31%	5%	1,233	1,919	↑ 56%	3%
NT	1,346	1,232	↓ -9%	1%	784	506	↓ -35%	3%	562	725	↑ 29%	1%
ACT	2,485	2,204	↓ -11%	3%	2,482	2,196	↓ -12%	13%	np	np	np	np
TOTAL	92,035	87,359	↓ -5%	100%	28,293	17,523	↓ -38%	100%	65,524	71,336	↑ 9%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
NSW	98,839	103,511	↑ 5%	31%	39,376	29,877	↓ -24%	30%	59,464	73,634	↑ 24%	31%
VIC	67,813	53,898	↓ -21%	16%	25,289	12,671	↓ -50%	13%	42,525	41,227	↓ -3%	18%
QLD	82,101	82,880	↑ 1%	25%	34,490	24,285	↓ -30%	24%	47,611	58,595	↑ 23%	25%
SA	22,535	24,173	↑ 7%	7%	10,269	9,367	↓ -9%	9%	12,266	14,806	↑ 21%	6%
WA	44,224	45,359	↑ 3%	14%	12,057	6,385	↓ -47%	6%	32,167	38,974	↑ 21%	17%
TAS	11,132	11,216	↑ 1%	3%	7,773	6,338	↓ -18%	6%	3,359	4,877	↑ 45%	2%
NT	7,407	6,638	↓ -10%	2%	5,795	4,287	↓ -26%	4%	1,612	2,351	↑ 46%	1%
ACT	7,421	5,976	↓ -19%	2%	7,417	5,968	↓ -20%	6%	np	np	np	np
TOTAL	341,473	333,652	↓ -2%	100%	142,465	99,178	↓ -30%	100%	199,008	234,474	↑ 18%	100%

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State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
NSW	18,095	19,402	↑ 7%	32%	7,281	4,981	↓ -32%	27%	10,814	14,422	↑ 33%	34%
VIC	13,342	8,853	↓ -34%	14%	6,014	2,111	↓ -65%	11%	7,329	6,742	↓ -8%	16%
QLD	15,268	16,285	↑ 7%	27%	7,039	5,248	↓ -25%	29%	8,229	11,037	↑ 34%	26%
SA	4,040	4,335	↑ 7%	7%	1,994	1,691	↓ -15%	9%	2,046	2,644	↑ 29%	6%
WA	7,028	7,337	↑ 4%	12%	2,093	877	↓ -58%	5%	4,934	6,460	↑ 31%	15%
TAS	2,284	2,335	↑ 2%	4%	1,724	1,377	↓ -20%	7%	560	958	↑ 71%	2%
NT	1,562	1,460	↓ -7%	2%	1,183	894	↓ -24%	5%	379	566	↑ 49%	1%
ACT	1,388	1,335	↓ -4%	2%	1,267	1,232	↓ -3%	7%	np	np	np	np
TOTAL	63,008	61,342	↓ -3%	100%	28,595	18,410	↓ -36%	100%	34,412	42,932	↑ 25%	100%

State	Day Trips (000s)				Day Trip Expenditure (\$m)			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
NSW	62,016	54,584	↓ -12%	31%	6,964	6,000	↓ -14%	32%
VIC	55,555	37,080	↓ -33%	21%	5,441	3,796	↓ -30%	20%
QLD	44,036	41,674	↓ -5%	24%	5,067	4,500	↓ -11%	24%
SA	15,520	13,211	↓ -15%	8%	1,541	1,433	↓ -7%	8%
WA	19,984	18,713	↓ -6%	11%	2,175	2,193	↑ 1%	12%
TAS	5,715	5,501	↓ -4%	3%	661	606	↓ -8%	3%
NT	1,457	1,312	↓ -10%	1%	167	204	↑ 22%	1%
ACT	2,259	1,755	↓ -22%	1%	328	212	↓ -35%	1%
TOTAL	206,543	173,829	↓ -16%	100%	22,344	18,943	↓ -15%	100%

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)
Holiday	34,226	39,554	↑ 16%	133,458	151,289	↑ 13%	28,308	33,771	↑ 19%
VFR	31,931	29,152	↓ -9%	103,388	98,412	↓ -5%	11,037	10,649	↓ -4%
Business	21,924	14,971	↓ -32%	81,397	61,040	↓ -25%	14,008	9,252	↓ -34%
Other	6,302	6,028	↓ -4%	23,229	22,911	↓ -1%	9,654	7,670	↓ -21%

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
Holiday	2,608	3,220	↑ 23%	8%	9,492	12,267	↑ 29%	8%	1,760	2,344	↑ 33%	7%
VFR	2,043	1,705	↓ -17%	6%	6,520	6,577	↑ 1%	7%	755	722	↓ -4%	7%
Business	1,379	1,106	↓ -20%	7%	4,671	3,940	↓ -16%	6%	841	607	↓ -28%	7%
Other	628	453	↓ -28%	8%	1,852	1,389	↓ -25%	6%	684	662	↓ -3%	9%

Source: All data is from the National Visitor Survey, June 2021, 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>