

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

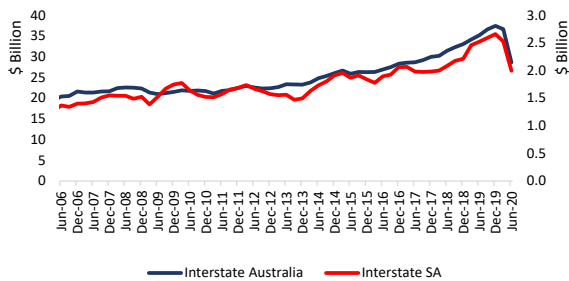


National Visitor Survey South Australia All Purpose June 2020
Released: 25th September 2020, Next release 8th January 2021

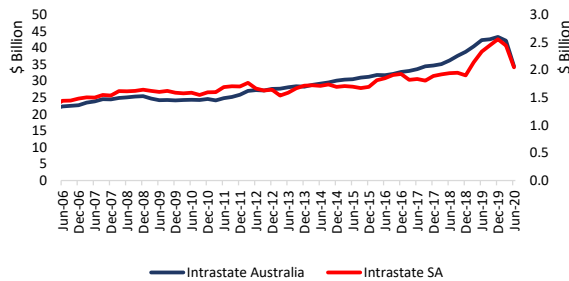
Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)	
Interstate (\$m)	\$ 35,155	\$ 28,594	↓ -19%	\$ 2,517	\$ 1,994	↓ -21%	7.0%
Intrastate (\$m)	\$ 42,321	\$ 34,414	↓ -19%	\$ 2,334	\$ 2,046	↓ -12%	5.9%
Day Trips (\$m)	\$ 24,321	\$ 22,344	↓ -8%	\$ 1,638	\$ 1,541	↓ -6%	6.9%
Total	\$ 101,797	\$ 85,352	↓ -16%	\$ 6,489	\$ 5,582	↓ -14%	6.5%

- The latest data relates to the year end March 2020 - this include 2 quarters of data that is unaffected by the bushfires and COVID-19.
- The third and fourth quarter results, January 2020 to June 2020 have been impacted negatively by the bushfires and COVID-19.

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share
NSW	37,237	30,312	↓ -19%	33%	12,009	9,653	↓ -20%	34%	25,228	20,659	↓ -18%	32%
VIC	29,047	22,701	↓ -22%	25%	8,544	6,525	↓ -24%	23%	20,504	16,176	↓ -21%	25%
QLD	25,312	20,421	↓ -19%	22%	7,711	5,823	↓ -24%	21%	17,600	14,599	↓ -17%	22%
SA	7,404	6,545	↓ -12%	7%	2,785	2,244	↓ -19%	8%	4,619	4,301	↓ -7%	7%
WA	10,598	9,361	↓ -12%	10%	1,789	1,371	↓ -23%	5%	8,809	7,991	↓ -9%	12%
TAS	3,198	2,411	↓ -25%	3%	1,484	1,178	↓ -21%	4%	1,715	1,233	↓ -28%	2%
NT	1,651	1,346	↓ -18%	1%	1,019	784	↓ -23%	3%	632	562	↓ -11%	1%
ACT	2,904	2,485	↓ -14%	3%	2,900	2,482	↓ -14%	9%	np	np	np	np
TOTAL	113,320	92,035	↓ -19%	100%	36,331	28,293	↓ -22%	100%	79,111	65,524	↓ -17%	100%

State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share
NSW	116,060	98,839	↓ -15%	29%	44,865	39,376	↓ -12%	28%	71,196	59,464	↓ -16%	30%
VIC	81,165	67,813	↓ -16%	20%	32,848	25,289	↓ -23%	18%	48,317	42,525	↓ -12%	21%
QLD	99,982	82,101	↓ -18%	24%	43,062	34,490	↓ -20%	24%	56,920	47,611	↓ -16%	24%
SA	26,732	22,535	↓ -16%	7%	12,829	10,269	↓ -20%	7%	13,903	12,266	↓ -12%	6%
WA	46,709	44,224	↓ -5%	13%	13,849	12,057	↓ -13%	8%	32,860	32,167	↓ -2%	16%
TAS	12,815	11,132	↓ -13%	3%	8,358	7,773	↓ -7%	5%	4,457	3,359	↓ -25%	2%
NT	9,120	7,407	↓ -19%	2%	7,061	5,795	↓ -18%	4%	2,059	1,612	↓ -22%	1%
ACT	7,611	7,421	↓ -3%	2%	7,608	7,417	↓ -3%	5%	np	np	np	np
TOTAL	400,217	341,473	↓ -15%	100%	170,502	142,465	↓ -16%	100%	229,715	199,008	↓ -13%	100%

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Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share
NSW	22,601	18,092	↓ -20%	29%	9,051	7,279	↓ -20%	25%	13,551	10,813	↓ -20%	31%
VIC	16,208	13,348	↓ -18%	21%	7,510	6,015	↓ -20%	21%	8,698	7,332	↓ -16%	21%
QLD	18,802	15,265	↓ -19%	24%	8,721	7,038	↓ -19%	25%	10,081	8,227	↓ -18%	24%
SA	4,851	4,040	↓ -17%	6%	2,517	1,994	↓ -21%	7%	2,334	2,046	↓ -12%	6%
WA	8,211	7,028	↓ -14%	11%	2,344	2,093	↓ -11%	7%	5,867	4,934	↓ -16%	14%
TAS	2,844	2,284	↓ -20%	4%	1,940	1,724	↓ -11%	6%	904	560	↓ -38%	2%
NT	2,089	1,562	↓ -25%	2%	1,414	1,183	↓ -16%	4%	675	379	↓ -44%	1%
ACT	1,866	1,388	↓ -26%	2%	1,655	1,267	↓ -23%	4%	np	np	np	np
TOTAL	77,476	63,008	↓ -19%	100%	35,155	28,594	↓ -19%	100%	42,321	34,414	↓ -19%	100%

Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share
NSW	69,184	62,016	↓ -10%	30%	7,576	6,964	↓ -8%	31%
VIC	61,453	55,555	↓ -10%	27%	6,211	5,441	↓ -12%	24%
QLD	48,508	44,036	↓ -9%	21%	5,297	5,067	↓ -4%	23%
SA	15,292	15,520	↑ 1%	8%	1,638	1,541	↓ -6%	7%
WA	22,494	19,984	↓ -11%	10%	2,318	2,175	↓ -6%	10%
TAS	6,756	5,715	↓ -15%	3%	714	661	↓ -7%	3%
NT	1,299	1,457	↑ 12%	1%	222	167	↓ -25%	1%
ACT	2,313	2,259	↓ -2%	1%	344	328	↓ -5%	1%
TOTAL	227,319	206,543	↓ -9%	100%	24,321	22,344	↓ -8%	100%

Purpose of Visit within Australia

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)
Holiday	45,340	34,226	↓ -25%	169,582	133,458	↓ -21%	34,324	28,308	↓ -18%
VFR	38,368	31,931	↓ -17%	121,789	103,388	↓ -15%	13,591	11,037	↓ -19%
Business	25,591	21,924	↓ -14%	85,656	81,397	↓ -5%	17,717	14,008	↓ -21%
Other	6,903	6,302	↓ -9%	23,190	23,229	⇒ 0%	11,845	9,654	↓ -18%

Purpose of Visit to South Australia

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Market Share
Holiday	3,010	2,608	↓ -13%	8%	11,300	9,492	↓ -16%	7%	2,011	1,760	↓ -12%	6%
VFR	2,085	2,043	↓ -2%	6%	6,919	6,520	↓ -6%	6%	797	755	↓ -5%	7%
Business	1,846	1,379	↓ -25%	6%	6,208	4,671	↓ -25%	6%	1,209	841	↓ -30%	6%
Other	611	628	↑ 3%	10%	2,304	1,852	↓ -20%	8%	834	684	↓ -18%	7%

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