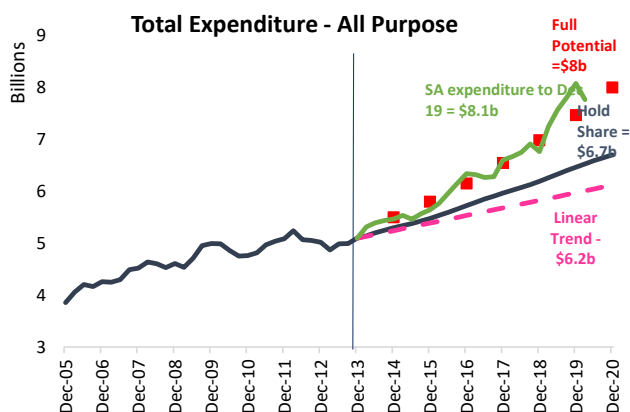


SOUTH AUSTRALIAN VISITOR ECONOMY

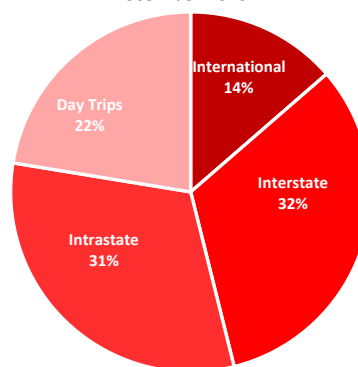
Sellicks Beach, Fleurieu Peninsula



Expenditure (\$)	South Australia				Australia		
	Year Ending Mar-19	Year Ending Mar-20	Change %	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change %
International (\$m)	1,088	1,058	↓ -3%	3.7%	30,601	28,544	↓ -7%
Interstate (\$m)	2,455	2,523	↑ 3%	6.9%	34,112	36,589	↑ 7%
Intrastate (\$m)	2,140	2,443	↑ 14%	5.8%	40,437	42,163	↑ 4%
Day Trips (\$m)	1,566	1,741	↑ 11%	6.7%	23,523	25,863	↑ 10%
Total Expenditure (\$m)	7,248	7,765	↑ 7%	5.8%	128,673	133,159	↑ 3%
Adelaide (\$m)	4,120	4,405	↑ 7%	57%			
Regions (\$m)	3,129	3,360	↑ 7%	43%			



Expenditure breakdown South Australia December 2019



Visitors	South Australia				Australia		
	Year Ending Mar-19	Year Ending Mar-20	Change %	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change %
International (000s)	457	441	↓ -3%	5.5%	8,534	8,051	↓ -6%
Interstate (000s)	2,779	2,844	↑ 2%	7.8%	35,632	36,678	↑ 3%
Intrastate (000s)	4,197	4,922	↑ 17%	6.3%	75,416	77,850	↑ 3%
Total Overnight (000s)	7,433	8,207	↑ 10%	6.8%	117,585	120,336	↑ 2%
Day Trips (000s)	14,287	17,179	↑ 20%	7.2%	218,369	238,745	↑ 9%

Nights	South Australia				Australia		
	Year Ending Mar-19	Year Ending Mar-20	Change %	Market Share	Year Ending Mar-19	Year Ending Mar-20	Change %
International (000s)	9,509	10,092	↑ 6%	3.9%	270,672	256,504	↓ -5%
Interstate (000s)	12,717	12,839	⇒ 1%	7.3%	165,864	176,873	↑ 7%
Intrastate (000s)	12,198	14,023	↑ 15%	6.1%	220,298	228,170	↑ 4%
Total Nights (000s)	34,423	36,955	↑ 7%	5.6%	656,834	661,548	⇒ 1%

Source: International and National Visitor Survey December 2019, South Australian Tourism Plan 2020.

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