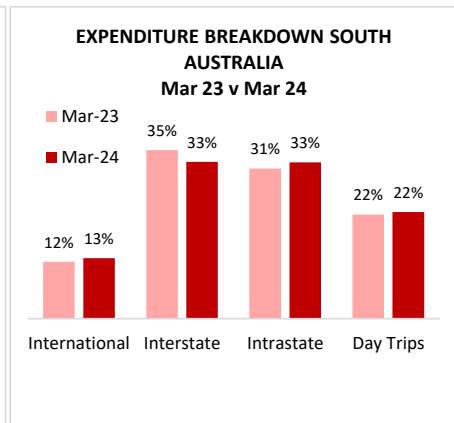
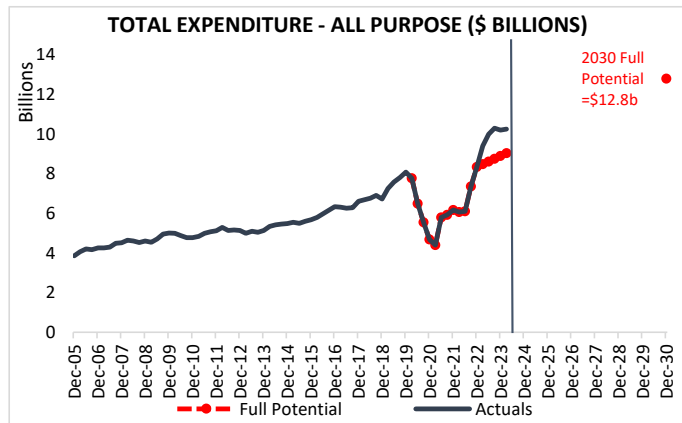


SOUTH AUSTRALIAN VISITOR ECONOMY

Sellicks Beach, Fleurieu Peninsula



Expenditure (\$)	South Australia				Australia		
	Year Ending Mar-23	Year Ending Mar-24	Change %	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change %
International (\$m)	841	1,302	↑ 55%	4.2%	18,283	30,870	↑ 69%
Interstate (\$m)	3,522	3,669	↑ 4%	7.6%	49,619	48,243	↓ -3%
Intrastate (\$m)	3,007	3,114	↑ 4%	5.1%	58,484	61,136	↑ 5%
Day Trips (\$m)	2,022	2,164	↑ 7%	6.5%	31,753	33,134	↑ 4%
Total Expenditure (\$m)	9,392	10,249	↑ 9%	5.9%	158,139	173,383	↑ 10%
Adelaide (\$m)	4,922	5,986	↑ 22%	58%			
Regions (\$m)	4,470	4,263	↓ -5%	42%			



Visitors	South Australia				Australia		
	Year Ending Mar-23	Year Ending Mar-24	Change %	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change %
International (000s)	284	465	↑ 64%	6.5%	4,643	7,178	↑ 55%
Interstate (000s)	2,786	2,967	↑ 6%	8.4%	35,019	35,472	↑ 1%
Intrastate (000s)	4,695	4,492	↓ -4%	5.6%	79,115	79,771	⇒ 1%
Total Overnight (000s)	7,765	7,925	↑ 2%	6.6%	116,562	120,212	↑ 3%
Day Trips (000s)	14,762	13,985	↓ -5%	6.7%	215,762	209,262	↓ -3%

Nights	South Australia				Australia		
	Year Ending Mar-23	Year Ending Mar-24	Change %	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change %
International (000s)	8,211	14,315	↑ 74%	5.4%	171,117	266,671	↑ 56%
Interstate (000s)	12,944	13,342	↑ 3%	7.9%	176,138	167,837	↓ -5%
Intrastate (000s)	13,617	12,501	↓ -8%	5.4%	233,226	233,352	⇒ 0%
Total Nights (000s)	34,772	40,158	↑ 15%	6.0%	580,481	667,859	↑ 15%

Source: International and National Visitor Survey March 2024, [South Australian Visitor Economy Sector Plan 2030](#).
 Notes: For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>