

# SOUTH AUSTRALIAN VISITOR ECONOMY

Sellicks Beach, Fleurieu Peninsula



| Expenditure (\$)         | South Australia    |                    |                |                 |          |              | Australia          |                    |          |
|--------------------------|--------------------|--------------------|----------------|-----------------|----------|--------------|--------------------|--------------------|----------|
|                          | Year Ending Jun-24 | Year Ending Jun-25 | Spend per Trip | Spend per Night | Change % | Market Share | Year Ending Jun-24 | Year Ending Jun-25 | Change % |
| International            | \$1.3b             | \$1.7b             | \$3,934        | \$112           | ↑ 33%    | 4.6%         | \$32b              | \$38b              | ↑ 18%    |
| Interstate               | \$3.3b             | \$3.0b             | \$1,458        | \$337           | ↓ -9%    | 7.0%         | \$43b              | \$43b              | ↓ -1%    |
| Intrastate               | \$2.8b             | \$2.8b             | \$480          | \$166           | ⇒ 0%     | 5.0%         | \$56b              | \$55b              | ↓ -1%    |
| Day Trips                | \$2.2b             | \$2.4b             | \$287          | \$58            | ↑ 8%     | 5.7%         | \$39b              | \$41b              | ↑ 6%     |
| <b>Total Expenditure</b> | <b>\$9.6b</b>      | <b>\$9.9b</b>      |                |                 | ↑ 3%     | <b>5.6%</b>  | <b>\$169b</b>      | <b>\$177b</b>      | ↑ 4%     |

| Visitors               | South Australia    |                    |          |              | Australia          |                    |          |
|------------------------|--------------------|--------------------|----------|--------------|--------------------|--------------------|----------|
|                        | Year Ending Jun-24 | Year Ending Jun-25 | Change % | Market Share | Year Ending Jun-24 | Year Ending Jun-25 | Change % |
| International          | 451k               | 435k               | ↓ -4%    | 5.6%         | 7m                 | 8m                 | ↑ 6%     |
| Interstate             | 1.9m               | 2.1m               | ↑ 7%     | 6.9%         | 29m                | 30m                | ↑ 1%     |
| Intrastate             | 5.9m               | 5.8m               | ↓ -3%    | 6.4%         | 91m                | 90m                | ↓ -1%    |
| <b>Total Overnight</b> | <b>8.3m</b>        | <b>8.3m</b>        | ⇒ 0%     | <b>6.5%</b>  | <b>127m</b>        | <b>127m</b>        | ⇒ 0%     |
| Day Trips              | 15.0m              | 15.9m              | ↑ 6%     | 6.0%         | 247m               | 266m               | ↑ 8%     |

| Nights              | South Australia    |                    |          |              | Australia          |                    |          |
|---------------------|--------------------|--------------------|----------|--------------|--------------------|--------------------|----------|
|                     | Year Ending Jun-24 | Year Ending Jun-25 | Change % | Market Share | Year Ending Jun-24 | Year Ending Jun-25 | Change % |
| International       | 14.3m              | 15.2m              | ↑ 6%     | 5.1%         | 278m               | 301m               | ↑ 8%     |
| Interstate          | 8.9m               | 8.9m               | ⇒ 0%     | 7.0%         | 126m               | 126m               | ⇒ 0%     |
| Intrastate          | 17.2m              | 16.7m              | ↓ -3%    | 6.6%         | 259m               | 253m               | ↓ -2%    |
| <b>Total Nights</b> | <b>40.4m</b>       | <b>40.8m</b>       | ↑ 1%     | <b>6.0%</b>  | <b>664m</b>        | <b>681m</b>        | ↑ 3%     |

Source: International and Domestic Tourism Statistics June 2025, [South Australian Visitor Economy Sector Plan 2030](#).

Notes: For details of the Domestic Tourism Statistics methodology changes in this release please refer to [Domestic tourism statistics results | Tourism Research Australia](#)