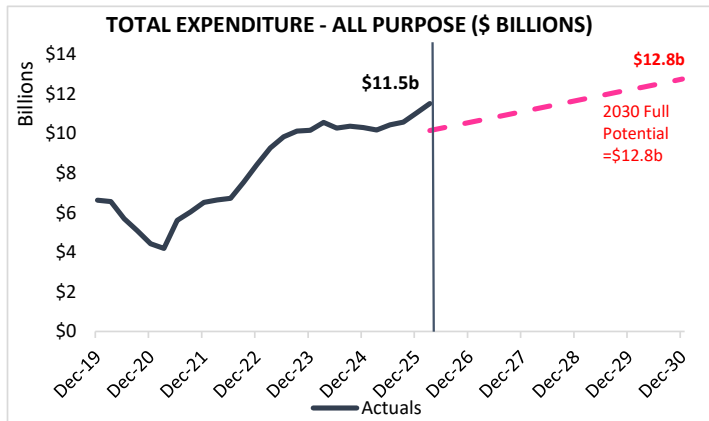
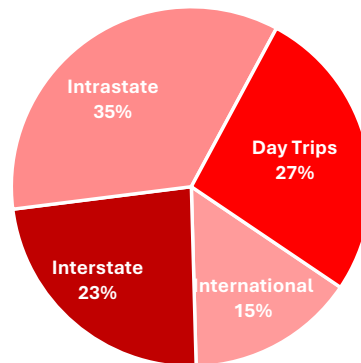




Expenditure (\$)	South Australia						Australia		
	Year Ending Mar-25	Year Ending Mar-26	Spend per Trip	Spend per Night	Change %	Market Share	Year Ending Mar-25	Year Ending Mar-26	Change %
International	\$1.5b	\$1.7b	\$3,850	\$118	↑ 16%	4.3%	\$34b	\$41b	↑ 20%
Interstate	\$2.8b	\$2.7b	\$1,250	\$293	↓ -4%	7.1%	\$38b	\$38b	↓ -1%
Intrastate	\$4.1b	\$4.0b	\$712	\$246	↓ -1%	5.8%	\$68b	\$70b	↑ 2%
Day Trips	\$2.6b	\$3.1b	\$184		↑ 17%	6.2%	\$39b	\$49b	↑ 27%
Total Expenditure	\$11.0b	\$11.5b			↑ 5%	5.8%	\$180b	\$198b	↑ 10%



EXPENDITURE BREAKDOWN SOUTH AUSTRALIA March 2026



Visitors	South Australia				Australia		
	Year Ending Mar-25	Year Ending Mar-26	Change %	Market Share	Year Ending Mar-25	Year Ending Mar-26	Change %
International	436k	452k	↑ 4%	5.3%	8m	8m	↑ 10%
Interstate	2.1m	2.2m	⇒ 1%	7.3%	29m	30m	⇒ 1%
Intrastate	5.7m	5.6m	⇒ -1%	6.3%	88m	90m	↑ 2%
Total Overnight	8.2m	8.2m	⇒ 0%	6.8%	123m	122m	↓ -2%
Day Trips	15.6m	16.6m	↑ 7%	5.9%	259m	283m	↑ 9%

Nights	South Australia				Australia		
	Year Ending Mar-25	Year Ending Mar-26	Change %	Market Share	Year Ending Mar-25	Year Ending Mar-26	Change %
International	14.4m	14.7m	↑ 2%	4.6%	296m	322m	↑ 9%
Interstate	9.0m	9.2m	↑ 2%	7.2%	127m	128m	⇒ 1%
Intrastate	16.5m	16.3m	↓ -1%	6.4%	251m	254m	⇒ 1%
Total Nights	40.0m	40.2m	↑ 1%	5.7%	675m	704m	↑ 4%

Source: International and Domestic Tourism Statistics March 2026, 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](#)