

# DOMESTIC PERFORMANCE

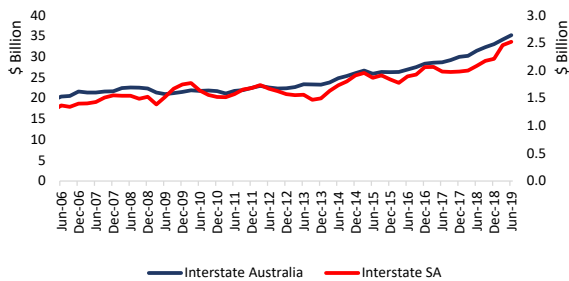
Razorback Lookout, Flinders Ranges & Outback



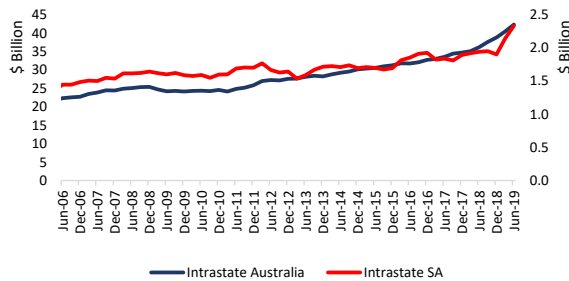
**National Visitor Survey South Australia All Purpose June 2019**  
Released: 9th of October 2019, Next release 22nd January 2020

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)	
Interstate (\$m)	\$ 31,409	\$ 35,155	↑ 12%	\$ 2,081	\$ 2,517	↑ 21%	7.2%
Intrastate (\$m)	\$ 36,166	\$ 42,321	↑ 17%	\$ 1,941	\$ 2,334	↑ 20%	5.5%
Day Trips (\$m)	\$ 21,573	\$ 24,321	↑ 13%	\$ 1,599	\$ 1,638	↑ 2%	6.7%
<b>Total</b>	<b>\$ 89,148</b>	<b>\$ 101,797</b>	<b>↑ 14%</b>	<b>\$ 5,621</b>	<b>\$ 6,489</b>	<b>↑ 15%</b>	<b>6.4%</b>

**Interstate Expenditure South Australia versus Australia**



**Intrastate Expenditure South Australia versus Australia**



State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
NSW	33,667	37,237	↑ 11%	33%	11,341	12,009	↑ 6%	33%	22,326	25,228	↑ 13%	32%
VIC	25,517	29,047	↑ 14%	26%	7,965	8,544	↑ 7%	24%	17,553	20,504	↑ 17%	26%
QLD	22,560	25,312	↑ 12%	22%	6,827	7,711	↑ 13%	21%	15,733	17,600	↑ 12%	22%
<b>SA</b>	<b>6,599</b>	<b>7,404</b>	<b>↑ 12%</b>	<b>7%</b>	<b>2,514</b>	<b>2,785</b>	<b>↑ 11%</b>	<b>8%</b>	<b>4,084</b>	<b>4,619</b>	<b>↑ 13%</b>	<b>6%</b>
WA	9,508	10,598	↑ 11%	9%	1,525	1,789	↑ 17%	5%	7,983	8,809	↑ 10%	11%
TAS	2,840	3,198	↑ 13%	3%	1,315	1,484	↑ 13%	4%	1,525	1,715	↑ 12%	2%
NT	1,467	1,651	↑ 13%	1%	834	1,019	↑ 22%	3%	633	632	↔ 0%	1%
ACT	2,765	2,904	↑ 5%	3%	2,759	2,900	↑ 5%	8%	np	np	np	np
<b>TOTAL</b>	<b>101,487</b>	<b>113,320</b>	<b>↑ 12%</b>	<b>100%</b>	<b>33,485</b>	<b>36,331</b>	<b>↑ 8%</b>	<b>100%</b>	<b>69,843</b>	<b>79,111</b>	<b>↑ 13%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
NSW	104,848	116,060	↑ 11%	29%	42,074	44,865	↑ 7%	26%	62,775	71,196	↑ 13%	31%
VIC	73,382	81,165	↑ 11%	20%	30,296	32,848	↑ 8%	19%	43,086	48,317	↑ 12%	21%
QLD	90,238	99,982	↑ 11%	25%	38,546	43,062	↑ 12%	25%	51,692	56,920	↑ 10%	25%
<b>SA</b>	<b>24,159</b>	<b>26,732</b>	<b>↑ 11%</b>	<b>7%</b>	<b>11,846</b>	<b>12,829</b>	<b>↑ 8%</b>	<b>8%</b>	<b>12,313</b>	<b>13,903</b>	<b>↑ 13%</b>	<b>6%</b>
WA	41,299	46,709	↑ 13%	12%	10,632	13,849	↑ 30%	8%	30,667	32,860	↑ 7%	14%
TAS	11,664	12,815	↑ 10%	3%	7,988	8,358	↑ 5%	5%	3,676	4,457	↑ 21%	2%
NT	9,700	9,120	↓ -6%	2%	7,993	7,061	↓ -12%	4%	1,706	2,059	↑ 21%	1%
ACT	7,242	7,611	↑ 5%	2%	7,229	7,608	↑ 5%	4%	np	np	np	np
<b>TOTAL</b>	<b>362,533</b>	<b>400,217</b>	<b>↑ 10%</b>	<b>100%</b>	<b>156,604</b>	<b>170,502</b>	<b>↑ 9%</b>	<b>100%</b>	<b>205,929</b>	<b>229,715</b>	<b>↑ 12%</b>	<b>100%</b>

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback



National Visitor Survey South Australia All Purpose June 2019

Released: 9th of October 2019, Next release 22nd January 2020

## Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
NSW	20,085	22,601	↑ 13%	29%	8,133	9,051	↑ 11%	26%	11,952	13,551	↑ 13%	32%
VIC	14,246	16,208	↑ 14%	21%	6,876	7,510	↑ 9%	21%	7,371	8,698	↑ 18%	21%
QLD	16,939	18,802	↑ 11%	24%	7,891	8,721	↑ 11%	25%	9,048	10,081	↑ 11%	24%
<b>SA</b>	<b>4,023</b>	<b>4,851</b>	<b>↑ 21%</b>	<b>6%</b>	<b>2,081</b>	<b>2,517</b>	<b>↑ 21%</b>	<b>7%</b>	<b>1,941</b>	<b>2,334</b>	<b>↑ 20%</b>	<b>6%</b>
WA	6,561	8,211	↑ 25%	11%	2,026	2,344	↑ 16%	7%	4,536	5,867	↑ 29%	14%
TAS	2,356	2,844	↑ 21%	4%	1,713	1,940	↑ 13%	6%	643	904	↑ 41%	2%
NT	1,739	2,089	↑ 20%	3%	1,244	1,414	↑ 14%	4%	495	675	↑ 36%	2%
ACT	1,625	1,866	↑ 15%	2%	1,446	1,655	↑ 15%	5%	np	np	np	np
<b>TOTAL</b>	<b>67,575</b>	<b>77,476</b>	<b>↑ 15%</b>	<b>100%</b>	<b>31,409</b>	<b>35,155</b>	<b>↑ 12%</b>	<b>100%</b>	<b>36,166</b>	<b>42,321</b>	<b>↑ 17%</b>	<b>100%</b>

## Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
NSW	61,374	69,184	↑ 13%	30%	6,587	7,576	↑ 15%	31%
VIC	55,315	61,453	↑ 11%	27%	5,494	6,211	↑ 13%	26%
QLD	43,075	48,508	↑ 13%	21%	4,924	5,297	↑ 8%	22%
<b>SA</b>	<b>13,517</b>	<b>15,292</b>	<b>↑ 13%</b>	<b>7%</b>	<b>1,599</b>	<b>1,638</b>	<b>↑ 2%</b>	<b>7%</b>
WA	19,217	22,494	↑ 17%	10%	1,896	2,318	↑ 22%	10%
TAS	6,007	6,756	↑ 12%	3%	615	714	↑ 16%	3%
NT	1,238	1,299	↑ 5%	1%	156	222	↑ 42%	1%
ACT	2,093	2,313	↑ 11%	1%	301	344	↑ 14%	1%
<b>TOTAL</b>	<b>201,861</b>	<b>227,319</b>	<b>↑ 13%</b>	<b>100%</b>	<b>21,573</b>	<b>24,321</b>	<b>↑ 13%</b>	<b>100%</b>

## Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Year Ending Jun-18	Year Ending Jun-19	Change (%)
Holiday	40,826	45,340	↑ 11%	156,279	169,582	↑ 9%	33,267	37,115	↑ 12%
VFR	34,326	38,368	↑ 12%	110,420	121,789	↑ 10%	13,930	15,590	↑ 12%
Business	22,419	25,591	↑ 14%	73,913	85,656	↑ 16%	17,343	21,557	↑ 24%
Other	6,491	6,903	↑ 6%	21,920	23,190	↑ 6%	3,035	3,214	↑ 6%

## Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share	Year Ending Jun-18	Year Ending Jun-19	Change (%)	Market Share
Holiday	2,701	3,010	↑ 11%	7%	10,136	11,300	↑ 11%	7%	1,896	2,192	↑ 16%	6%
VFR	2,141	2,085	↓ -3%	5%	7,855	6,919	↓ -12%	6%	880	925	↑ 5%	6%
Business	1,333	1,846	↑ 38%	7%	4,257	6,208	↑ 46%	7%	1,010	1,484	↑ 47%	7%
Other	532	611	↑ 15%	9%	1,911	2,304	↑ 21%	10%	237	250	↑ 5%	8%

Source: All data is from the National Visitor Survey, June 2019, 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>