

# DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

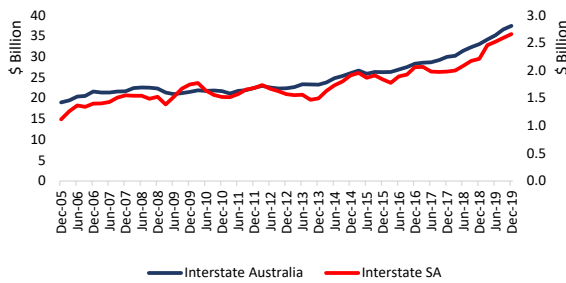


## National Visitor Survey South Australia All Purpose December 2019

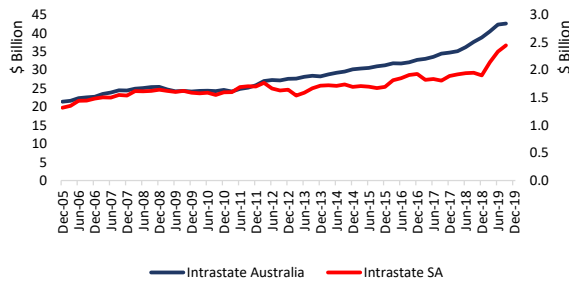
Released: 18th April 2020, Next release 8th July 2020

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)	
Interstate (\$m)	\$ 32,993	\$ 37,403	↑ 13%	\$ 2,207	\$ 2,657	↑ 20%	7.1%
Intrastate (\$m)	\$ 38,818	\$ 43,289	↑ 12%	\$ 1,901	\$ 2,555	↑ 34%	5.9%
Day Trips (\$m)	\$ 22,421	\$ 26,338	↑ 17%	\$ 1,518	\$ 1,660	↑ 9%	6.3%
<b>Total</b>	<b>\$ 94,232</b>	<b>\$ 107,030</b>	<b>↑ 14%</b>	<b>\$ 5,626</b>	<b>\$ 6,871</b>	<b>↑ 22%</b>	<b>6.4%</b>

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
NSW	34,813	38,968	↑ 12%	33%	11,616	12,814	↑ 10%	33%	23,196	26,154	↑ 13%	32%
VIC	26,218	29,748	↑ 13%	25%	8,095	8,846	↑ 9%	23%	18,123	20,902	↑ 15%	26%
QLD	23,639	25,914	↑ 10%	22%	7,149	8,130	↑ 14%	21%	16,490	17,784	↑ 8%	22%
<b>SA</b>	<b>6,598</b>	<b>8,094</b>	<b>↑ 23%</b>	<b>7%</b>	<b>2,610</b>	<b>2,962</b>	<b>↑ 13%</b>	<b>8%</b>	<b>3,987</b>	<b>5,132</b>	<b>↑ 29%</b>	<b>6%</b>
WA	9,865	11,022	↑ 12%	9%	1,621	1,857	↑ 15%	5%	8,244	9,166	↑ 11%	11%
TAS	3,064	3,217	↑ 5%	3%	1,361	1,607	↑ 18%	4%	1,703	1,610	↓ -5%	2%
NT	1,541	1,703	↑ 11%	1%	910	1,079	↑ 19%	3%	631	623	↓ -1%	1%
ACT	2,767	3,203	↑ 16%	3%	2,760	3,199	↑ 16%	8%	np	np	np	np
<b>TOTAL</b>	<b>104,822</b>	<b>117,448</b>	<b>↑ 12%</b>	<b>100%</b>	<b>34,371</b>	<b>38,344</b>	<b>↑ 12%</b>	<b>100%</b>	<b>72,382</b>	<b>81,375</b>	<b>↑ 12%</b>	<b>100%</b>

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
NSW	107,860	122,556	↑ 14%	29%	42,683	49,598	↑ 16%	27%	65,177	72,958	↑ 12%	31%
VIC	74,887	83,510	↑ 12%	20%	30,906	34,284	↑ 11%	19%	43,981	49,226	↑ 12%	21%
QLD	93,291	102,952	↑ 10%	25%	41,002	44,640	↑ 9%	25%	52,289	58,311	↑ 12%	25%
<b>SA</b>	<b>23,941</b>	<b>27,885</b>	<b>↑ 16%</b>	<b>7%</b>	<b>12,128</b>	<b>13,212</b>	<b>↑ 9%</b>	<b>7%</b>	<b>11,813</b>	<b>14,673</b>	<b>↑ 24%</b>	<b>6%</b>
WA	42,688	50,235	↑ 18%	12%	11,821	14,790	↑ 25%	8%	30,867	35,445	↑ 15%	15%
TAS	12,406	12,816	↑ 3%	3%	8,058	8,796	↑ 9%	5%	4,348	4,021	↓ -8%	2%
NT	9,051	9,202	↑ 2%	2%	7,021	7,387	↑ 5%	4%	2,031	1,815	↓ -11%	1%
ACT	7,391	8,741	↑ 18%	2%	7,379	8,736	↑ 18%	5%	np	np	np	np
<b>TOTAL</b>	<b>371,528</b>	<b>417,907</b>	<b>↑ 12%</b>	<b>100%</b>	<b>161,010</b>	<b>181,452</b>	<b>↑ 13%</b>	<b>100%</b>	<b>210,518</b>	<b>236,455</b>	<b>↑ 12%</b>	<b>100%</b>

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National Visitor Survey South Australia All Purpose December 2019

Released: 18th April 2020, Next release 8th July 2020

## Expenditure (\$m)

State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
NSW	21,159	23,664	↑ 12%	29%	8,653	9,624	↑ 11%	26%	12,506	14,040	↑ 12%	32%
VIC	15,022	16,985	↑ 13%	21%	7,056	7,966	↑ 13%	21%	7,966	9,019	↑ 13%	21%
QLD	17,952	19,438	↑ 8%	24%	8,185	9,224	↑ 13%	25%	9,767	10,213	↑ 5%	24%
<b>SA</b>	<b>4,108</b>	<b>5,212</b>	<b>↑ 27%</b>	<b>6%</b>	<b>2,207</b>	<b>2,657</b>	<b>↑ 20%</b>	<b>7%</b>	<b>1,901</b>	<b>2,555</b>	<b>↑ 34%</b>	<b>6%</b>
WA	7,199	8,562	↑ 19%	11%	2,142	2,612	↑ 22%	7%	5,057	5,950	↑ 18%	14%
TAS	2,671	2,817	↑ 5%	3%	1,837	2,040	↑ 11%	5%	834	776	↓ -7%	2%
NT	1,882	2,154	↑ 14%	3%	1,303	1,609	↑ 23%	4%	579	545	↓ -6%	1%
ACT	1,815	1,861	↑ 3%	2%	1,607	1,670	↑ 4%	4%	np	np	np	np
<b>TOTAL</b>	<b>71,811</b>	<b>80,692</b>	<b>↑ 12%</b>	<b>100%</b>	<b>32,993</b>	<b>37,403</b>	<b>↑ 13%</b>	<b>100%</b>	<b>38,818</b>	<b>43,289</b>	<b>↑ 12%</b>	<b>100%</b>

## Day Trips

State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
NSW	62,340	75,099	↑ 20%	30%	7,005	8,254	↑ 18%	31%
VIC	56,047	67,483	↑ 20%	27%	5,546	6,671	↑ 20%	25%
QLD	43,858	52,854	↑ 21%	21%	5,105	5,835	↑ 14%	22%
<b>SA</b>	<b>13,359</b>	<b>17,055</b>	<b>↑ 28%</b>	<b>7%</b>	<b>1,518</b>	<b>1,660</b>	<b>↑ 9%</b>	<b>6%</b>
WA	20,190	24,250	↑ 20%	10%	2,088	2,542	↑ 22%	10%
TAS	6,289	7,302	↑ 16%	3%	631	783	↑ 24%	3%
NT	1,013	1,633	↑ 61%	1%	184	197	↑ 7%	1%
ACT	2,235	2,654	↑ 19%	1%	343	395	↑ 15%	2%
<b>TOTAL</b>	<b>205,344</b>	<b>248,349</b>	<b>↑ 21%</b>	<b>100%</b>	<b>22,421</b>	<b>26,338</b>	<b>↑ 17%</b>	<b>100%</b>

## Purpose of Visit within Australia

Main Purpose	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Year Ending Dec-18	Year Ending Dec-19	Change (%)
Holiday	42,141	46,228	↑ 10%	158,889	173,034	↑ 9%	34,935	38,809	↑ 11%
VFR	35,406	39,944	↑ 13%	112,731	126,477	↑ 12%	14,738	16,042	↑ 9%
Business	23,459	27,041	↑ 15%	78,326	93,656	↑ 20%	19,198	22,454	↑ 17%
Other	6,300	7,383	↑ 17%	21,581	24,739	↑ 15%	2,940	3,386	↑ 15%

## Purpose of Visit to South Australia

Main Purpose	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share	Year Ending Dec-18	Year Ending Dec-19	Change (%)	Market Share
Holiday	2,689	3,279	↑ 22%	7%	9,751	12,005	↑ 23%	7%	1,812	2,482	↑ 37%	6%
VFR	2,052	2,390	↑ 16%	6%	7,243	7,597	↑ 5%	6%	896	1,025	↑ 14%	6%
Business	1,476	1,837	↑ 24%	7%	5,283	5,686	↑ 8%	6%	1,208	1,413	↑ 17%	6%
Other	510	742	↑ 46%	10%	1,665	2,597	↑ 56%	10%	193	291	↑ 51%	9%

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