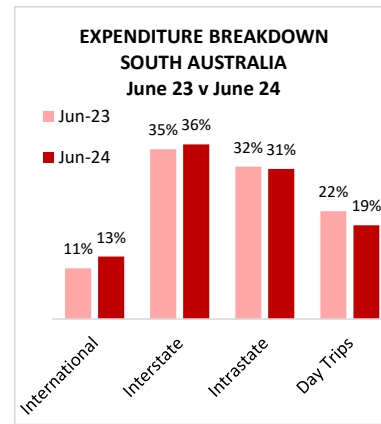
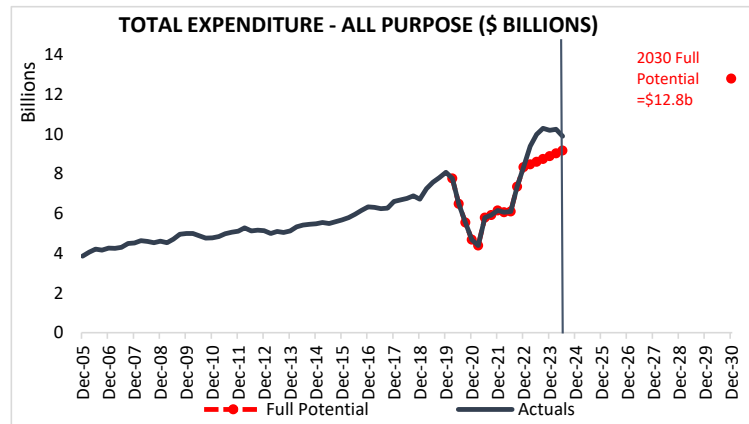




Expenditure (\$)	South Australia						Australia		
	Year Ending Jun-23	Year Ending Jun-24	Spend per Trip	Spend per Night	Change %	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change %
International	\$1.1b	\$1.3b	\$2,848	\$90	↑ 22%	4.0%	\$21.9b	\$31.7b	↑ 45%
Interstate	\$3.5b	\$3.6b	\$1,201	\$269	↑ 2%	7.4%	\$49.1b	\$48.5b	↓ -1%
Intrastate	\$3.2b	\$3.1b	\$674	\$240	↓ -2%	5.0%	\$59.2b	\$61.4b	↑ 4%
Day Trips	\$2.2b	\$1.9b	\$240	\$48	↓ -14%	6.0%	\$32.7b	\$32.3b	↓ -1%
Total Expenditure	\$10.0b	\$9.9b			⇒ -1%	5.7%	\$162.8b	\$173.9b	↑ 7%
Adelaide	\$5.3b	\$5.9b			↑ 12%	60%			
Regions	\$4.7b	\$4.0b			↓ -15%	40%			



Visitors	South Australia				Australia		
	Year Ending Jun-23	Year Ending Jun-24	Change %	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change %
International	365k	451k	↑ 24%	6.1%	5.4m	7.4m	↑ 35%
Interstate	2.8m	3.0m	↑ 6%	8.4%	34.9m	35.6m	↑ 2%
Intrastate	4.6m	4.6m	⇒ -1%	5.7%	78.7m	80.4m	↑ 2%
Total Overnight	7.8m	8.0m	↑ 3%	6.6%	116.8m	121.1m	↑ 4%
Day Trips	15.2m	13.3m	↓ -13%	6.5%	219.5m	205.1m	↓ -7%

Nights	South Australia				Australia		
	Year Ending Jun-23	Year Ending Jun-24	Change %	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change %
International	9.7m	14.3m	↑ 48%	5.2%	193.0m	278.2m	↑ 44%
Interstate	13.0m	13.3m	↑ 2%	8.1%	173.4m	165.0m	↓ -5%
Intrastate	13.3m	12.9m	↓ -3%	5.5%	231.3m	234.9m	↑ 2%
Total Nights	36.0m	40.5m	↑ 13%	6.0%	597.7m	678.1m	↑ 13%

Source: International and National Visitor Survey June 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>