

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

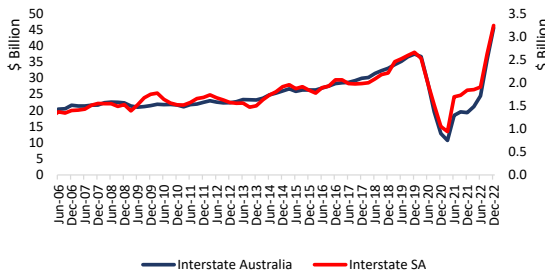


National Visitor Survey South Australia All Purpose December 2022

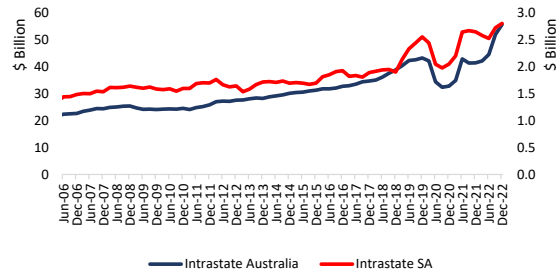
Released: 5th April 2023, Next release 5th July 2023

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)	
Interstate (\$m)	\$ 37,405	\$ 45,560	↑ 22%	\$ 2,656	\$ 3,237	↑ 22%	7.1%
Intrastate (\$m)	\$ 43,287	\$ 55,698	↑ 29%	\$ 2,555	\$ 2,805	↑ 10%	5.0%
Day Trips (\$m)	\$ 26,338	\$ 29,024	↑ 10%	\$ 1,660	\$ 1,774	↑ 7%	6.1%
Total Domestic	\$ 107,030	\$ 130,282	↑ 22%	\$ 6,871	\$ 7,816	↑ 14%	6.0%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
NSW	38,968	35,118	↓ -10%	32%	12,814	10,786	↓ -16%	32%	26,154	24,332	↓ -7%	32%
VIC	29,748	26,168	↓ -12%	24%	8,846	6,934	↓ -22%	21%	20,902	19,234	↓ -8%	25%
QLD	25,914	25,591	↓ -1%	24%	8,130	8,085	⇒ -1%	24%	17,784	17,505	↓ -2%	23%
SA	8,094	7,110	↓ -12%	7%	2,962	2,614	↓ -12%	8%	5,132	4,496	↓ -12%	6%
WA	11,022	10,524	↓ -5%	10%	1,857	1,348	↓ -27%	4%	9,166	9,176	⇒ 0%	12%
TAS	3,217	2,999	↓ -7%	3%	1,607	1,436	↓ -11%	4%	1,610	1,563	↓ -3%	2%
NT	1,703	1,574	↓ -8%	1%	1,079	951	↓ -12%	3%	623	623	⇒ 0%	1%
ACT	3,203	3,033	↓ -5%	3%	3,199	3,004	↓ -6%	9%	np	np	np	np
TOTAL	117,448	108,212	↓ -8%	100%	38,344	33,383	↓ -13%	100%	81,375	76,958	↓ -5%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
NSW	122,556	113,228	↓ -8%	28%	49,598	42,940	↓ -13%	25%	72,958	70,288	↓ -4%	31%
VIC	83,510	77,260	↓ -7%	19%	34,284	29,300	↓ -15%	17%	49,226	47,960	↓ -3%	21%
QLD	102,952	105,599	↑ 3%	26%	44,640	48,821	↑ 9%	29%	58,311	56,778	↓ -3%	25%
SA	27,885	25,898	↓ -7%	6%	13,212	12,597	↓ -5%	7%	14,673	13,301	↓ -9%	6%
WA	50,235	47,540	↓ -5%	12%	14,790	11,412	↓ -23%	7%	35,445	36,128	↑ 2%	16%
TAS	12,816	12,259	↓ -4%	3%	8,796	8,520	↓ -3%	5%	4,021	3,738	↓ -7%	2%
NT	9,202	9,701	↑ 5%	2%	7,387	7,739	↑ 5%	5%	1,815	1,962	↑ 8%	1%
ACT	8,741	8,233	↓ -6%	2%	8,736	8,184	↓ -6%	5%	np	np	np	np
TOTAL	417,907	399,726	↓ -4%	100%	181,452	169,522	↓ -7%	100%	236,455	230,204	↓ -3%	100%

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State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
NSW	23,669	28,438	↑ 20%	28%	9,628	10,399	↑ 8%	23%	14,041	18,039	↑ 28%	32%
VIC	16,978	20,278	↑ 19%	20%	7,965	8,695	↑ 9%	19%	9,013	11,582	↑ 29%	21%
QLD	19,440	27,769	↑ 43%	27%	9,225	13,634	↑ 48%	30%	10,215	14,135	↑ 38%	25%
SA	5,211	6,042	↑ 16%	6%	2,656	3,237	↑ 22%	7%	2,555	2,805	↑ 10%	5%
WA	8,563	10,068	↑ 18%	10%	2,612	2,735	↑ 5%	6%	5,950	7,333	↑ 23%	13%
TAS	2,817	3,481	↑ 24%	3%	2,040	2,535	↑ 24%	6%	776	946	↑ 22%	2%
NT	2,153	2,938	↑ 36%	3%	1,608	2,270	↑ 41%	5%	545	668	↑ 23%	1%
ACT	1,861	2,242	↑ 20%	2%	1,670	2,053	↑ 23%	5%	np	np	np	np
TOTAL	80,692	101,258	↑ 25%	100%	37,405	45,560	↑ 22%	100%	43,287	55,698	↑ 29%	100%

State	Day Trips (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
NSW	75,099	58,721	↓ -22%	29%	8,254	8,428	↑ 2%	29%
VIC	67,483	55,864	↓ -17%	28%	6,671	7,932	↑ 19%	27%
QLD	52,854	42,951	↓ -19%	21%	5,835	6,503	↑ 11%	22%
SA	17,055	13,479	↓ -21%	7%	1,660	1,774	↑ 7%	6%
WA	24,250	21,144	↓ -13%	10%	2,542	2,842	↑ 12%	10%
TAS	7,302	5,639	↓ -23%	3%	783	771	↓ -2%	3%
NT	1,633	1,401	↓ -14%	1%	197	229	↑ 16%	1%
ACT	2,654	2,204	↓ -17%	1%	395	544	↑ 38%	2%
TOTAL	248,349	201,414	↓ -19%	100%	26,338	29,024	↑ 10%	100%

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Year Ending Dec-19	Year Ending Dec-22	Change (%)
Holiday	46,228	47,647	↑ 3%	173,034	185,101	↑ 7%	35,868	52,729	↑ 47%
VFR	39,944	35,522	↓ -11%	126,477	117,367	↓ -7%	14,103	17,507	↑ 24%
Business	27,041	21,427	↓ -21%	93,656	77,701	↓ -17%	18,442	17,108	↓ -7%
Other	7,383	6,108	↓ -17%	24,739	19,557	↓ -21%	12,280	13,915	↑ 13%

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-22	Change (%)	Market Share
Holiday	3,279	3,114	↓ -5%	7%	12,005	11,816	↓ -2%	6%	2,259	2,902	↑ 28%	6%
VFR	2,390	2,051	↓ -14%	6%	7,597	7,033	↓ -7%	6%	894	1,016	↑ 14%	6%
Business	1,837	1,580	↓ -14%	7%	5,686	5,357	↓ -6%	7%	1,155	1,174	↑ 2%	7%
Other	742	510	↓ -31%	8%	2,597	1,692	↓ -35%	9%	904	950	↑ 5%	7%

Source: All data is from the National Visitor Survey, December 2022, 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>