

RAPID BAY, FLEURIEU PENINSULA

# SOUTH AUSTRALIA

## VISIT TO REGIONS



### South Australia Year end December 2025

**DUE TO COVID-19 THE RESULTS ARE YEAR END DECEMBER 2025 AND NOT THE ANNUAL AVERAGE OVER THREE YEARS**

#### VISITS (000s)

	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
International overnight	14	8	5	14	25	20	20	32	7	6	9	123
Interstate overnight	91	83	35	96	168	168	30	283	109	87	64	978
Intrastate overnight	176	281	143	406	969	507	55	434	497	389	740	4,122
<b>Total visitors</b>	<b>267</b>	<b>363</b>	<b>178</b>	<b>502</b>	<b>1,137</b>	<b>675</b>	<b>85</b>	<b>717</b>	<b>606</b>	<b>476</b>	<b>804</b>	<b>5,099</b>
<b>Domestic day trips</b>	<b>1,251</b>	<b>1,006</b>	<b>197</b>	<b>349</b>	<b>1,601</b>	<b>432</b>	<b>45</b>	<b>681</b>	<b>754</b>	<b>329</b>	<b>758</b>	<b>7,403</b>

#### NIGHTS (000s)

	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
International nights	348	74	116	103	627	192	53	416	102	199	88	123
Interstate nights	293	239	81	369	608	519	89	748	252	216	207	3,621
Intrastate nights	405	577	302	1,292	2,260	1,584	171	1,099	1,062	997	1,951	11,698
<b>Total nights</b>	<b>698</b>	<b>817</b>	<b>383</b>	<b>1,661</b>	<b>2,867</b>	<b>2,103</b>	<b>260</b>	<b>1,847</b>	<b>1,313</b>	<b>1,213</b>	<b>2,158</b>	<b>15,320</b>

#### EXPENDITURE (Millions)

	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
International overnight	\$27	\$8	\$11	\$9	\$39	\$11	\$42	\$33	\$7	\$14	\$9	\$210
Interstate overnight	\$75	\$67	\$25	\$88	\$127	\$83	\$26	\$143	\$55	\$45	\$40	\$775
Intrastate overnight	\$80	\$108	\$82	\$301	\$315	\$246	\$31	\$196	\$224	\$185	\$292	\$2,060
<b>Domestic day trip</b>	<b>\$119</b>	<b>\$167</b>	<b>\$25</b>	<b>\$63</b>	<b>\$148</b>	<b>\$96</b>	<b>\$5</b>	<b>\$130</b>	<b>\$104</b>	<b>\$59</b>	<b>\$86</b>	<b>\$1,005</b>
<b>Total expenditure</b>	<b>\$301</b>	<b>\$351</b>	<b>\$144</b>	<b>\$461</b>	<b>\$630</b>	<b>\$437</b>	<b>\$105</b>	<b>\$502</b>	<b>\$390</b>	<b>\$303</b>	<b>\$427</b>	<b>\$4,050</b>

\* Total overnight spend divided by total nights for each region for international and domestic.

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#### SPEND PER TRIP

	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Reg SA
<b>Spend per Trip</b> International overnight	\$1,929	\$1,000	\$2,200	\$643	\$1,560	\$550	\$2,100	\$1,031	\$1,000	\$2,333	\$1,000	\$1,707
Interstate overnight	\$828	\$816	\$729	\$916	\$756	\$495	\$872	\$504	\$507	\$516	\$619	\$793
Intrastate overnight	\$452	\$385	\$575	\$741	\$325	\$486	\$560	\$451	\$450	\$475	\$395	\$500
<b>Total Overnight</b>	<b>\$681</b>	<b>\$505</b>	<b>\$667</b>	<b>\$792</b>	<b>\$423</b>	<b>\$504</b>	<b>\$1,162</b>	<b>\$518</b>	<b>\$472</b>	<b>\$512</b>	<b>\$424</b>	<b>\$597</b>
<b>Domestic day trips</b>	<b>\$95</b>	<b>\$166</b>	<b>\$127</b>	<b>\$181</b>	<b>\$93</b>	<b>\$223</b>	<b>\$121</b>	<b>\$191</b>	<b>\$138</b>	<b>\$180</b>	<b>\$113</b>	<b>\$136</b>

#### SPEND PER NIGHT

	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
<b>Spend per Trip</b> International nights	\$78	\$108	\$95	\$87	\$62	\$57	\$792	\$79	\$69	\$70	\$102	\$1,707
Interstate nights	\$256	\$282	\$312	\$238	\$209	\$160	\$297	\$191	\$219	\$207	\$192	\$214
Intrastate nights	\$196	\$187	\$273	\$233	\$140	\$155	\$180	\$178	\$211	\$186	\$150	\$176
<b>Total nights</b>	<b>\$260</b>	<b>\$220</b>	<b>\$310</b>	<b>\$240</b>	<b>\$170</b>	<b>\$160</b>	<b>\$380</b>	<b>\$200</b>	<b>\$220</b>	<b>\$200</b>	<b>\$160</b>	<b>\$200</b>

#### AVERAGE LENGTH OF STAY

	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
<b>Av length of stay</b> International overnight	25	9	23.2	7	25.1	10	2.7	13.0	15	33	10	1
Interstate overnight	3.2	2.9	2.3	3.9	3.6	3.1	2.9	2.6	2.3	2.5	3.2	3.7
Intrastate overnight	2.3	2.1	2.1	3.2	2.3	3.1	3.1	2.5	2.1	2.6	2.6	2.8
<b>Domestic day trip spend per trip</b>	<b>\$95</b>	<b>\$166</b>	<b>\$127</b>	<b>\$181</b>	<b>\$93</b>	<b>\$223</b>	<b>\$121</b>	<b>\$191</b>	<b>\$138</b>	<b>\$180</b>	<b>\$113</b>	<b>\$136</b>

#### Notes:

- Components may add to more than the total number of visitors as visitors visit more than one region.
- Information in this report is sourced from sample surveys, and as with all sample surveys, estimates are subject to sampling variability and caution is required when interpreting these results.
- Figures may not sum to total due to rounding.
- For details of the DoTS methodology changes in this release please refer to <https://www.tra.gov.au/domestic-tourism-results>

#### Sources:

- Travel by Australians – year end December 2025. Results of the Domestic Visitor Survey, Tourism Research Australia, Canberra.
- International Visitors in Australia – year end December 2025 results of the International Visitor Survey, Tourism Research Australia, Canberra.