

SOUTH AUSTRALIA











The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending June 2021 — Date: 29th September 2021

\$	\$5.8B	Tourism Expenditure
	<1k	International seats into Adelaide each week
	9k	International visitors
	32.5k	Domestic seats into Adelaide each week
	1.4M	Interstate visitors
	4.9M	Intrastate trips
	13.2M	Domestic day trips
	16k	Hotel rooms
	19k	Tourism business across the state
	\$187k	In tourism expenditure = 1 directly employed
	40.4k	Directly employed, (to grow direct employment by 16,000 jobs by 2030)

Sources: International and National Visitor Survey, Tourism Research Australia, Canberra; State Tourism Satellite Accounts 2019-20, Tourism Research Australia, Canberra; Accommodation data sourced from STR for 10+ rooms, for the Year to August 2021, Airline data is based on seasonal schedules and is subject to change without notice.

Notes: For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>

Value of Tourism in South Australia

Year ending June 2021 — Date: 29th September 2021

2020 Crises: An Unprecedented Impact

Leading up to the crises of 2020, the Visitor Economy in South Australia was growing strongly with the record setting December 2019 result of \$8.1 billion in visitor expenditure. This was the achievement of some significant milestones one year early, including the headline target of \$8.0 billion, the regional target of \$3.55 billion and the Nature Based Tourism target of \$1.4 billion. The tourism jobs target of 41,000 was also very nearly achieved before the crisis began.

In early January 2020, when Australian attention was heavily focussed on the catastrophic bushfires, the COVID-19 crisis was beginning to spread outside of China. This was followed in March with mandatory quarantine requirements and border closures, resulting in significant impacts upon the international, intrastate and interstate markets.

In the latest data to the year end June 2021 we have begun to emerge from the full impact of the COVID-19 pandemic.

Total for year to June 2021

In the latest data to the year end June 2021 we are starting to emerge from the full impact of the COVID-19 pandemic.

Total expenditure in the year to June 2021 was \$5.8 billion, down 11 per cent on the previous year to June 2021 and down 28 per cent on the visitor economy high in December 2019 (\$8.1 billion).

Value of Tourism in South Australia

Year ending June 2021 — Date: 29th September 2021

Expenditure (\$)	South Australia				Australia		
	Year Ending June-20	Year Ending June-21	Change %	Market Share	Year Ending June-20	Year Ending June-21	Change %
International (\$m)	907	34	-96%	4.1%	22,995	819	-96%
Interstate (\$m)	1,994	1,691	-15%	9.2%	28,595	18,410	-36%
Intrastate (\$m)	2,046	2,644	29%	6.2%	34,412	42,932	25%
Day Trips (\$m)	1,541	1,433	-7%	7.6%	22,344	18,943	-15%
Total Expenditure (\$m)	6,489	5,802	-11%	7.2%	108,347	81,104	-25%

Monthly data

To better assist in quantifying the impact of COVID-19, Tourism Research Australia has commenced publishing monthly data.

There has been limited international visitors to South Australia in the past 12 months with border closures. This compares to only 18 months ago when the year end results for December 2019 saw both international visits and expenditure at record highs.

Current performance fell to \$69 million in the 12 months to June 2021, a decline of 96 per cent. A small amount of international visitor expenditure has continued, due to a small number of visitors from New Zealand who visited during the brief window of border opening in May and June 2021.

Domestic overnight expenditure (intrastate and interstate) rose by 7 per cent in the 12 months to June 2021, led by strong growth in April, May and June 2021. When compared to the high of December 2019 expenditure was down 17 per cent.

South Australian Expenditure June 2021

Day Trips 25%

Intrastate 46%

Interstate 29%

International 0%

Value of Tourism in South Australia

Year ending June 2021 — Date: 29th September 2021

National Visitor Survey June 2021

Expenditure (\$m)	Australia			South Australia			
	Year Ending June-20	Year Ending June-21	Change (%)	Year Ending June-20	Year Ending June-21	Change (%)	Market Share
Interstate (\$m)	\$ 28,595	\$ 18,410	-36%	\$ 1,994	\$ 1,691	-15%	9.2%
Intrastate (\$m)	\$ 34,412	\$ 42,932	25%	\$ 2,046	\$ 2,644	29%	6.2%
Day Trips (\$m)	\$ 22,344	\$ 18,943	-15%	\$ 1,541	\$ 1,433	-7%	7.6%
Total Domestic	\$ 85,352	\$ 80,285	-6%	\$ 5,581	\$ 5,768	3%	7.2%

- South Australia attracted 6.4 million domestic overnight trips, down 3 per cent.
- There were 24.2 million domestic nights in South Australia, an increase of 7 per cent on the previous year.
- Total domestic expenditure in South Australia fell to \$5.8 billion, up 3 per cent, however down 16 per cent on the high of \$6.9 billion in December 2019.
- Day trips expenditure fell 7 per cent to \$1.4 billion.

International Visitor Survey June 2021

	Australia			South Australia			
	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Year Ending Jun-20	Year Ending Jun-21	Change (%)	Market Share
Visits (000s)	6,196	138	-98%	355	9	-98%	6.3%
Nights (000s)	203,007	9,558	-95%	8,487	419	-95%	4.4%
Expenditure (\$m)	22,995	819	-96%	907	34	-96%	4.1%

- International visits and expenditure in South Australia have fallen by 96 per cent for the year end June 2021. This compares to only 15 months ago when the year end results for December 2019 saw both visits and expenditure at record highs.
- Visitation has fallen by 99 per cent to 9,000.
- Expenditure has fallen by 99 per cent to \$34 million.
- Nights have fallen 95 per cent to 419,000.
- A small amount of international visitor expenditure is likely to have continued, driven by long staying visitors, primarily international students and those visiting friends and relatives. We've also seen a small increase in international visitor expenditure due to a small number of visitors from New Zealand who visited during the brief window of border opening in May and June 2021.
- International research conducted in 2020 shows that appeal for South Australia remains strong, but these markets cannot recover until COVID-19 is under control and the international borders have reopened.