

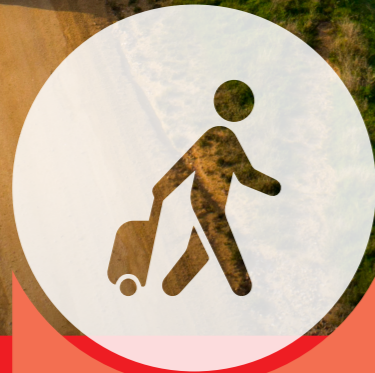
NATIONAL VISITOR SURVEY

SA'S VISITOR ECONOMY WORTH A RECORD

\$6.6B*

↑4% = \$266M

RESULTS FROM IVS AND NVS



Myponga Beach Road, Fleurieu Peninsula

December 2017
\$5.5B
↑2%

December 2017
6.3M
↑2%

December 2016
\$5.4B

December 2016
6.2M

December 2015
\$4.7B

December 2015
5.9M

DOMESTIC EXPENDITURE

DOMESTIC VISITS

DAY TRIPS

December 2017
13.9M
↑5%

NATIONAL VISITOR ORIGIN

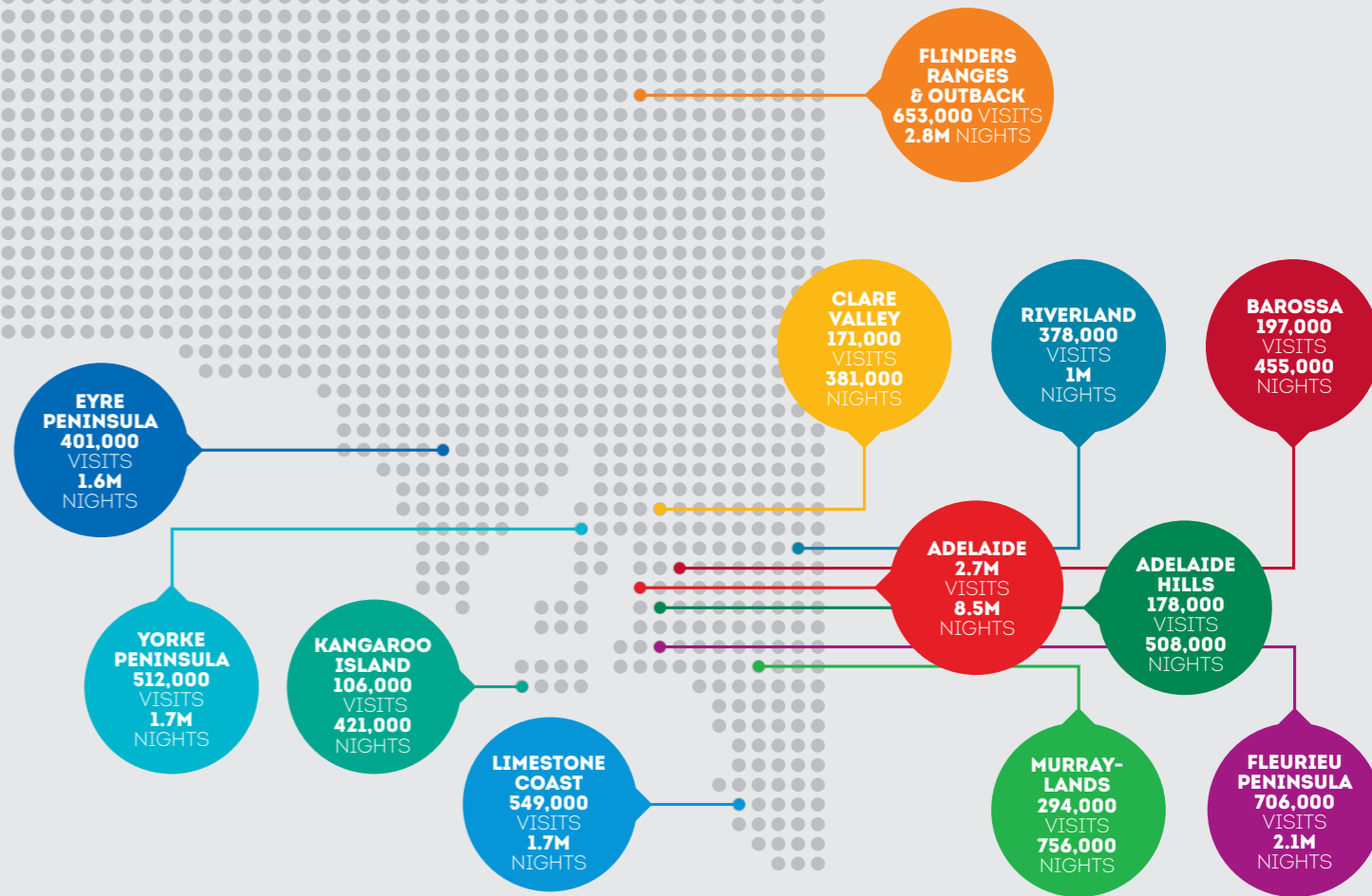
INTERSTATE
Visits 2.3M →0%

INTRASTATE
Visits 4.0M ↑3%



Source: National Visitor Survey, Tourism Research Australia, South Australia Year End December 2017. *Data presented is a three year annual average to December 2017.

DOMESTIC VISITS*



Comparing December 2016 to December 2017. *This figure is made up of total domestic expenditure (\$5.5B) and total international expenditure growth (\$1.1B) for the year end December 2017. Please note, figures have been rounded.

