



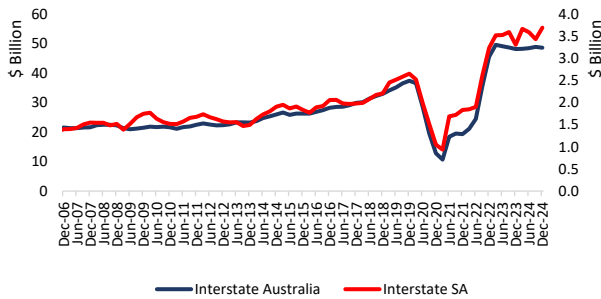
Razorback Lookout, Flinders Ranges & Outback

National Visitor Survey South Australia All Purpose December 2024

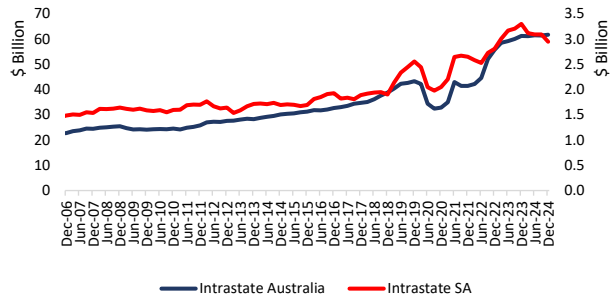
Released: 26th March 2025, Next release 25th June 2025

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Year Ending Dec-23	Year Ending Dec-24	Change (%)	
Interstate (\$m)	\$ 48,153	\$ 48,612	➔ 1%	\$ 3,309	\$ 3,695	⬆ 12%	7.6%
Intrastate (\$m)	\$ 61,178	\$ 61,691	➔ 1%	\$ 3,298	\$ 2,945	⬇ -11%	4.8%
Day Trips (\$m)	\$ 32,929	\$ 30,674	⬇ -7%	\$ 2,252	\$ 1,812	⬇ -20%	5.9%
Total Domestic	\$ 142,260	\$ 140,977	➔ -1%	\$ 8,858	\$ 8,452	⬇ -5%	6.0%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share
NSW	36,750	37,485	⬆ 2%	33%	11,212	11,708	⬆ 4%	32%	25,538	25,776	➔ 1%	32%
VIC	28,459	29,141	⬆ 2%	25%	8,068	8,018	➔ -1%	22%	20,390	21,122	⬆ 4%	26%
QLD	24,992	26,187	⬆ 5%	23%	7,469	8,132	⬆ 9%	22%	17,523	18,055	⬆ 3%	22%
SA	7,396	7,594	⬆ 3%	7%	2,712	3,102	⬆ 14%	9%	4,683	4,492	⬆ -4%	6%
WA	11,074	10,854	⬆ -2%	9%	1,686	1,659	⬆ -2%	5%	9,388	9,196	⬆ -2%	11%
TAS	3,028	3,192	⬆ 5%	3%	1,335	1,482	⬆ 11%	4%	1,693	1,711	⬆ 1%	2%
NT	1,409	1,422	➔ 1%	1%	766	912	⬆ 19%	3%	643	510	⬆ -21%	1%
ACT	3,298	3,098	⬆ -6%	3%	3,294	3,080	⬆ -7%	8%	np	np	np	np
TOTAL	112,584	114,971	⬆ 2%	100%	34,919	36,372	⬆ 4%	100%	79,862	80,880	⬆ 1%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share
NSW	117,093	114,558	⬆ -2%	29%	44,338	42,309	⬆ -5%	26%	72,755	72,249	➔ -1%	31%
VIC	83,468	80,795	⬆ -3%	20%	32,960	30,709	⬆ -7%	19%	50,508	50,086	➔ -1%	21%
QLD	97,142	99,260	⬆ 2%	25%	43,236	42,629	⬆ -1%	26%	53,906	56,631	⬆ 5%	24%
SA	25,783	25,931	➔ 1%	7%	12,487	13,544	⬆ 8%	8%	13,296	12,387	⬆ -7%	5%
WA	50,138	49,533	⬆ -1%	12%	12,230	12,990	⬆ 6%	8%	37,908	36,543	⬆ -4%	16%
TAS	12,590	12,403	⬆ -1%	3%	8,568	8,312	⬆ -3%	5%	4,022	4,091	⬆ 2%	2%
NT	6,939	7,384	⬆ 6%	2%	5,039	5,831	⬆ 16%	4%	1,899	1,553	⬆ -18%	1%
ACT	9,263	7,540	⬆ -19%	2%	9,259	7,456	⬆ -19%	5%	np	np	np	np
TOTAL	402,447	397,482	⬆ -1%	100%	168,150	163,858	⬆ -3%	100%	234,297	233,624	➔ 0%	100%



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Expenditure (\$m)												
State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share
NSW	30,662	31,504	↑ 3%	29%	11,499	11,690	↑ 2%	24%	19,162	19,814	↑ 3%	32%
VIC	22,840	22,821	⇒ 0%	21%	10,020	10,265	↑ 2%	21%	12,821	12,556	↓ -2%	20%
QLD	28,266	29,049	↑ 3%	26%	13,149	13,064	⇒ -1%	27%	15,117	15,985	↑ 6%	26%
SA	6,607	6,640	↑ 1%	6%	3,309	3,695	↑ 12%	8%	3,298	2,945	↓ -11%	5%
WA	12,072	11,506	↓ -5%	10%	3,412	2,980	↓ -13%	6%	8,660	8,526	↓ -2%	14%
TAS	3,778	3,738	↓ -1%	3%	2,647	2,765	↑ 4%	6%	1,131	972	↓ -14%	2%
NT	2,504	2,483	⇒ -1%	2%	1,771	1,787	⇒ 1%	4%	733	696	↓ -5%	1%
ACT	2,597	2,560	↓ -1%	2%	2,341	2,364	⇒ 1%	5%	np	np	np	np
TOTAL	109,331	110,303	⇒ 1%	100%	48,153	48,612	⇒ 1%	100%	61,178	61,691	⇒ 1%	100%

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share
NSW	65,788	59,846	↓ -9%	30%	9,818	9,657	↓ -2%	31%
VIC	58,647	56,618	↓ -3%	28%	8,566	8,114	↓ -5%	26%
QLD	45,862	43,078	↓ -6%	21%	7,240	6,533	↓ -10%	21%
SA	14,982	13,124	↓ -12%	7%	2,252	1,812	↓ -20%	6%
WA	21,860	19,033	↓ -13%	9%	3,340	3,103	↓ -7%	10%
TAS	5,401	5,685	↑ 5%	3%	785	845	↑ 8%	3%
NT	1,329	977	↓ -26%	0%	195	203	↑ 4%	1%
ACT	2,328	2,204	↓ -5%	1%	733	407	↓ -45%	1%
TOTAL	216,211	200,564	↓ -7%	100%	32,929	30,674	↓ -7%	100%

Purpose of Visit within Australia											
Stop over reason	Overnight Trips (000s)			Market Share	Nights (000s)			Market Share	Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-23	Year Ending Dec-24	Change (%)		Year Ending Dec-23	Year Ending Dec-24	Change (%)		Year Ending Dec-23	Year Ending Dec-24	Change (%)
Holiday	47,634	49,003	↑ 3%		176,587	173,513	↓ -2%		52,989	52,216	↓ -1%
VFR	37,477	37,139	⇒ -1%		120,040	118,589	↓ -1%		18,862	18,701	⇒ -1%
Business	23,534	25,030	↑ 6%		84,319	84,092	⇒ 0%		21,925	22,154	↑ 1%
Other	6,748	6,972	↑ 3%		21,501	21,289	⇒ -1%		15,556	17,233	↑ 11%

Purpose of Visit to South Australia														
Stop over reason	Overnight Trips (000s)				Market Share	Nights (000s)				Market Share	Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share		Year Ending Dec-23	Year Ending Dec-24	Change (%)	Market Share		Year Ending Dec-23	Year Ending Dec-24	Change (%)	
Holiday	3,016	3,172	↑ 5%	6%		10,478	11,123	↑ 6%	6%		2,881	2,765	↓ -4%	5%
VFR	2,410	2,204	↓ -9%	6%		8,504	7,729	↓ -9%	7%		1,262	1,244	↓ -1%	7%
Business	1,638	1,734	↑ 6%	7%		5,805	5,076	↓ -13%	6%		1,418	1,422	⇒ 0%	6%
Other	436	701	↑ 61%	10%		996	2,003	↑ 101%	9%		1,046	1,210	↑ 16%	7%

Source: All data is from the National Visitor Survey, December 2024, 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>