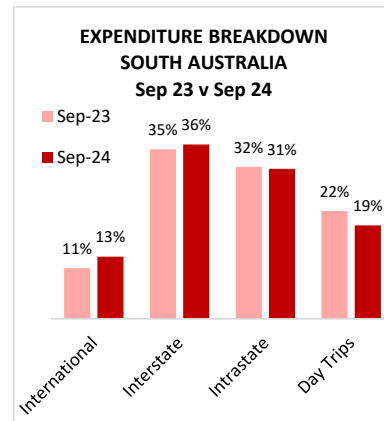
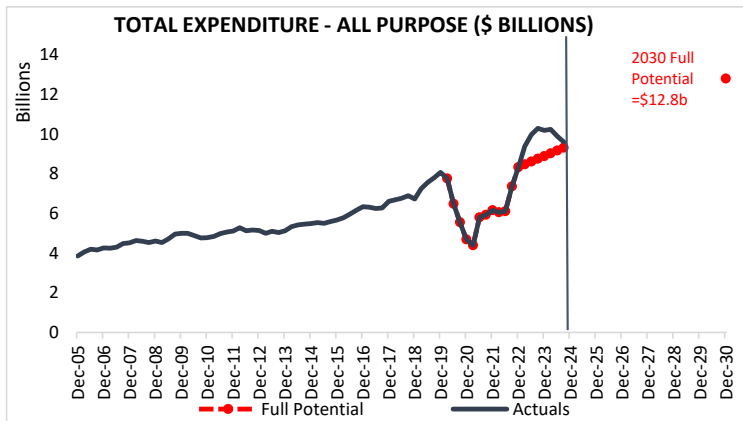


SOUTH AUSTRALIAN VISITOR ECONOMY

Sellicks Beach, Fleurieu Peninsula



Expenditure (\$)	South Australia						Australia		
	Year Ending Sep-23	Year Ending Sep-24	Spend per Trip	Spend per Night	Change %	Market Share	Year Ending Sep-23	Year Ending Sep-24	Change %
International	\$1.3b	\$1.3b	\$2,918	\$91	↑ 1%	4.0%	\$25.7b	\$32.3b	↑ 26%
Interstate	\$3.6b	\$3.4b	\$1,145	\$271	↓ -4%	7.0%	\$48.7b	\$48.9b	→ 0%
Intrastate	\$3.2b	\$3.1b	\$669	\$248	↓ -4%	5.0%	\$60.0b	\$61.4b	↑ 2%
Day Trips	\$2.2b	\$1.8b	\$223	\$46	↓ -19%	5.9%	\$33.7b	\$30.7b	↓ -9%
Total Expenditure	\$10.3b	\$9.6b			↓ -7%	5.5%	\$168.1b	\$173.3b	↑ 3%
Adelaide	\$5.6b	\$5.7b			↑ 2%	60%			
Regions	\$4.7b	\$3.9b			↓ -17%	40%			



Visitors	South Australia				Australia		
	Year Ending Sep-23	Year Ending Sep-24	Change %	Market Share	Year Ending Sep-23	Year Ending Sep-24	Change %
International	415k	439k	↑ 6%	5.9%	6.1m	7.5m	↑ 22%
Interstate	2.9m	3.0m	↑ 5%	8.3%	34.8m	36.1m	↑ 4%
Intrastate	4.6m	4.6m	→ 1%	5.7%	79.1m	80.7m	↑ 2%
Total Overnight	7.9m	8.1m	↑ 3%	6.6%	117.7m	122.0m	↑ 4%
Day Trips	15.1m	12.7m	↓ -16%	6.4%	222.2m	198.8m	↓ -11%

Nights	South Australia				Australia		
	Year Ending Sep-23	Year Ending Sep-24	Change %	Market Share	Year Ending Sep-23	Year Ending Sep-24	Change %
International	12.0m	14.0m	↑ 17%	4.9%	221.2m	287.0m	↑ 30%
Interstate	13.0m	12.7m	↓ -2%	7.7%	170.5m	164.1m	↓ -4%
Intrastate	13.5m	12.5m	↓ -8%	5.3%	232.4m	233.3m	→ 0%
Total Nights	38.5m	39.2m	↑ 2%	5.7%	624.1m	684.4m	↑ 10%

Source: International and National Visitor Survey September 2024, South Australian Visitor Economy Sector Plan 2030.
 Notes: For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>