

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

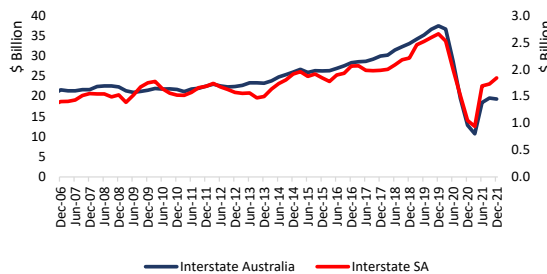


National Visitor Survey South Australia All Purpose December 2021

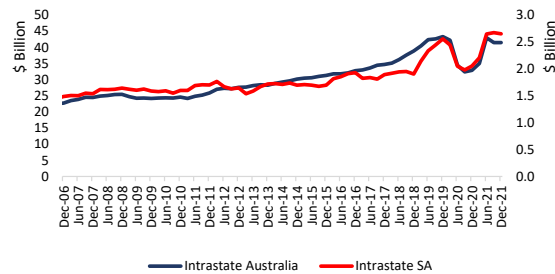
Released: 30th March 2022, Next release 29th June 2022

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Year Ending Dec-19	Year Ending Dec-21	Change (%)	
Interstate (\$m)	\$ 37,405	\$ 19,295	↓ -48%	\$ 2,656	\$ 1,838	↓ -31%	9.5%
Intrastate (\$m)	\$ 43,287	\$ 41,452	↓ -4%	\$ 2,555	\$ 2,651	↑ 4%	6.4%
Day Trips (\$m)	\$ 26,338	\$ 18,284	↓ -31%	\$ 1,660	\$ 1,625	↓ -2%	8.9%
Total Domestic	\$ 107,030	\$ 79,031	↓ -26%	\$ 6,871	\$ 6,114	↓ -11%	7.7%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share
NSW	38,968	24,352	↓ -38%	30%	12,814	6,023	↓ -53%	36%	26,154	18,329	↓ -30%	27%
VIC	29,748	17,951	↓ -40%	22%	8,846	2,551	↓ -71%	15%	20,902	15,400	↓ -26%	23%
QLD	25,914	20,474	↓ -21%	25%	8,130	3,611	↓ -56%	22%	17,784	16,863	↓ -5%	25%
SA	8,094	6,067	↓ -25%	7%	2,962	1,422	↓ -52%	9%	5,132	4,645	↓ -9%	7%
WA	11,022	9,824	↓ -11%	12%	1,857	615	↓ -67%	4%	9,166	9,209	↑ 0%	14%
TAS	3,217	2,636	↓ -18%	3%	1,607	917	↓ -43%	6%	1,610	1,719	↑ 7%	3%
NT	1,703	1,278	↓ -25%	2%	1,079	642	↓ -41%	4%	623	636	↑ 2%	1%
ACT	3,203	1,731	↓ -46%	2%	3,199	1,719	↓ -46%	10%	np	np	np	np
TOTAL	117,448	82,074	↓ -30%	100%	38,344	16,621	↓ -57%	100%	81,375	66,814	↓ -18%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share
NSW	122,556	86,355	↓ -30%	27%	49,598	27,783	↓ -44%	27%	72,958	58,572	↓ -20%	27%
VIC	83,510	56,951	↓ -32%	18%	34,284	13,121	↓ -62%	13%	49,226	43,830	↓ -11%	20%
QLD	102,952	83,071	↓ -19%	26%	44,640	25,379	↓ -43%	25%	58,311	57,693	↓ -1%	26%
SA	27,885	22,595	↓ -19%	7%	13,212	8,790	↓ -33%	9%	14,673	13,806	↓ -6%	6%
WA	50,235	47,468	↓ -6%	15%	14,790	7,776	↓ -47%	8%	35,445	39,691	↑ 12%	18%
TAS	12,816	11,488	↓ -10%	4%	8,796	7,246	↓ -18%	7%	4,021	4,242	↑ 5%	2%
NT	9,202	7,884	↓ -14%	2%	7,387	5,833	↓ -21%	6%	1,815	2,051	↑ 13%	1%
ACT	8,741	5,296	↓ -39%	2%	8,736	5,272	↓ -40%	5%	np	np	np	np
TOTAL	417,907	321,109	↓ -23%	100%	181,452	101,199	↓ -44%	100%	236,455	219,909	↓ -7%	100%

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National Visitor Survey South Australia All Purpose December 2021

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State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share
NSW	23,669	15,709	↓ -34%	26%	9,628	4,515	↓ -53%	23%	14,041	11,194	↓ -20%	27%
VIC	16,978	10,010	↓ -41%	16%	7,965	2,301	↓ -71%	12%	9,013	7,709	↓ -14%	19%
QLD	19,440	16,813	↓ -14%	28%	9,225	5,568	↓ -40%	29%	10,215	11,244	↑ 10%	27%
SA	5,211	4,488	↓ -14%	7%	2,656	1,838	↓ -31%	10%	2,555	2,651	↑ 4%	6%
WA	8,563	8,268	↓ -3%	14%	2,612	1,051	↓ -60%	5%	5,950	7,216	↑ 21%	17%
TAS	2,817	2,640	↓ -6%	4%	2,040	1,758	↓ -14%	9%	776	882	↑ 14%	2%
NT	2,153	1,818	↓ -16%	3%	1,608	1,354	↓ -16%	7%	545	465	↓ -15%	1%
ACT	1,861	1,001	↓ -46%	2%	1,670	909	↓ -46%	5%	np	np	np	np
TOTAL	80,692	60,747	↓ -25%	100%	37,405	19,295	↓ -48%	100%	43,287	41,452	↓ -4%	100%

State	Day Trips (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share
NSW	75,099	42,920	↓ -43%	27%	8,254	5,017	↓ -39%	27%
VIC	67,483	39,742	↓ -41%	25%	6,671	4,375	↓ -34%	24%
QLD	52,854	38,445	↓ -27%	24%	5,835	4,207	↓ -28%	23%
SA	17,055	12,648	↓ -26%	8%	1,660	1,625	↓ -2%	9%
WA	24,250	18,650	↓ -23%	12%	2,542	2,021	↓ -21%	11%
TAS	7,302	5,192	↓ -29%	3%	783	629	↓ -20%	3%
NT	1,633	1,502	↓ -8%	1%	197	195	→ -1%	1%
ACT	2,654	1,369	↓ -48%	1%	395	214	↓ -46%	1%
TOTAL	248,349	160,469	↓ -35%	100%	26,338	18,284	↓ -31%	100%

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Year Ending Dec-19	Year Ending Dec-21	Change (%)
Holiday	46,228	36,929	↓ -20%	173,034	147,544	↓ -15%	35,868	33,791	↓ -6%
VFR	39,944	27,068	↓ -32%	126,477	92,936	↓ -27%	14,103	10,321	↓ -27%
Business	27,041	14,454	↓ -47%	93,656	60,292	↓ -36%	18,442	8,944	↓ -51%
Other	7,383	5,823	↓ -21%	24,739	20,336	↓ -18%	12,280	7,691	↓ -37%

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share	Year Ending Dec-19	Year Ending Dec-21	Change (%)	Market Share
Holiday	3,279	2,988	↓ -9%	8%	12,005	11,417	↓ -5%	8%	2,259	2,377	↑ 5%	7%
VFR	2,390	1,667	↓ -30%	6%	7,597	5,756	↓ -24%	6%	894	763	↓ -15%	7%
Business	1,837	1,080	↓ -41%	7%	5,686	3,785	↓ -33%	6%	1,155	664	↓ -43%	7%
Other	742	478	↓ -36%	8%	2,597	1,638	↓ -37%	8%	904	684	↓ -24%	9%

Source: All data is from the National Visitor Survey, December 2021, 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>