

SOUTH AUSTRALIA

The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE
SOUTH AUSTRALIA

Government
of South Australia
South Australian
Tourism Commission

Year ending June 2025 — Date: 24th September 2025



\$9.9b

Tourism Expenditure



13.5k

International seats into
Adelaide each week



435k

International visitors



92.8k

Domestic seats into
Adelaide each week



2.0M

Interstate visitors



5.9M

Intrastate trips



15.9M

Domestic day trips



19.0k

Hotel rooms



20k

Tourism business across
the state



\$238k

In tourism expenditure
= 1 directly employed



41.6K

Directly employed, (to grow direct
employment by 16,000 jobs by 2030)

Sources: International Visitor Survey and Domestic Tourism Statistics (DoTS), Tourism Research Australia June 2025, Canberra; State Tourism Satellite Accounts 2023-24, Tourism Research Australia, Canberra; Accommodation data sourced from STR for 10+ rooms, August 2025, [Airline data](#) is based on seasonal schedules and is subject to change without notice.

Notes: For details of the DoTS methodology please refer to [Domestic tourism statistics results](#) | [Tourism Research Australia](#)

Value of Tourism in South Australia

Year ending June 2025 — Date: 24^h September 2025

New Methodology

Tourism Research Australia (TRA) implemented a significant national update to its domestic tourism data collection. Effective January 1, 2025, the new Domestic Tourism Statistics (DoTS) system replaced the previous National Visitor Survey (NVS). DoTS adopts a hybrid approach, integrating traditional survey methods with large-scale mobile phone mobility data to enhance the efficiency, accuracy, reliability, and geographic detail of domestic tourism insights. The International Visitor Survey (IVS) is unaffected.

Total Spend for year to June 2025

Expenditure (\$)	South Australia				Australia		
	Year Ending Jun-24	Year Ending Jun-25	Change %	Market Share	Year Ending Jun-24	Year Ending Jun-25	Change %
International	\$1.3b	\$1.7b	↑ 33%	4.6%	\$32b	\$38b	↑ 18%
Interstate	\$3.3b	\$3.0b	↓ -9%	7.0%	\$43b	\$43b	↓ -1%
Intrastate	\$2.8b	\$2.8b	→ 0%	5.0%	\$56b	\$55b	↓ -1%
Day Trips	\$2.2b	\$2.4b	↑ 8%	5.7%	\$39b	\$41b	↑ 6%
Total Expenditure	\$9.6b	\$9.9b	↑ 3%	5.6%	\$169b	\$177b	↑ 4%

Total visitor spend for the year end June 2025 came to \$9.9 billion, made up \$1.7 billion in International spend, \$3.0 billion in Interstate overnight spend, \$2.8 billion in Intrastate overnight spend and \$2.4 billion in Day trip spend. This was above the year end June 2025 KPI of \$9.7 billion.

Domestic Visitor Statistics June 2025

Expenditure (\$m)	Australia				South Australia			
	Year Ending Jun-24	Year Ending Jun-25	Change (%)		Year Ending Jun-24	Year Ending Jun-25	Change (%)	Market Share
Interstate (\$m)	\$ 43,086	\$ 42,829	↓ -1%		\$ 3,290	\$ 2,998	↓ -9%	7.0%
Intrastate (\$m)	\$ 55,509	\$ 55,175	↓ -1%		\$ 2,773	\$ 2,776	→ 0%	5.0%
Day Trips (\$m)	\$ 38,882	\$ 41,240	↑ 6%		\$ 2,202	\$ 2,371	↑ 8%	5.7%
Total Domestic	\$137,477	\$139,244	↑ 1%		\$ 8,265	\$ 8,144	↓ -1%	5.8%

Interstate

Under the new DoTS methodology, interstate overnight spend reached \$3.0 billion, down 9% on June 2024 and below the KPI of \$3.5 billion. The 9% decline reflects a normalisation of performance to the long-term average for the interstate expenditure market share.

Value of Tourism in South Australia

Year ending June 2025 — Date: 24th September 2025

Throughout the COVID period, South Australia experienced significantly higher than normal market share levels for spend, peaking at 9.6% in the year to December 2021, dropping to 7.6% in the year to June 2024 and now has returned to 7.0%, in line with the long-term average of 7.0% from 2009-2019.

In addition to this the state saw 2.1 million interstate overnight visits who stayed 8.9 million nights, with visits up 7% and nights flat on the prior year. Even though the number of interstate visits have increased, their spend has dropped. This is on the back of travellers taking shorter trips and spending less each visit.

Intrastate

For the year end June 2025 intrastate spend in South Australia reached \$2.8 billion, flat on the year end June 2024 and below the KPI of \$3.0 billion. In addition to this the state saw 5.8 million intrastate overnight visitors who stayed 16.7 million nights, both down 3%. Nationally intrastate visits were down 1%, nights down 2% and spend down 1% on the year end June 2024.

Over the past 12 months from the year end June 2024 to year end June 2025 we have seen a slight decline in market share of trips for this market, down from 6.6% to 6.4%, in line with the long-term average.

Day Trips

For the year end June 2025 day trip spend in South Australia reached \$2.4 billion, up 8% on 2024 and above the KPI of \$2.0 billion. In addition to this the state saw 15.9 million day trip visitors across the state for the year, up 6%. Nationally day trips rose 8% and day trip spend grew 6% for the year end June 2025.

International Visitor Survey June 2025

	Australia			South Australia			
	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Year Ending Jun-24	Year Ending Jun-25	Change (%)	Market Share
Visits (000s)	7,353	7,765	↑ 6%	451	435	↓ -4%	5.6%
Nights (000s)	278,169	301,100	↑ 8%	14,342	15,233	↑ 6%	5.1%
Expenditure (\$m)	31,713	37,531	↑ 18%	1,287	1,710	↑ 33%	4.6%

The latest results to June 2025 show that international expenditure grew by 33%, reaching a record high \$1.7 billion, well above the KPI of \$1.2 billion. This growth was above the national average of 18% and was driven by expenditure gains in Holiday (up 31%) and Education (up 29%) purpose visits.

Value of Tourism in South Australia

Year ending June 2025 — Date: 24th September 2025

International results are driven by two competing factors. Overall spend is up driven by the Chinese education market, while overall volume of visitors is down due to a weaker Indian visiting friends and relatives (VFR) market.