

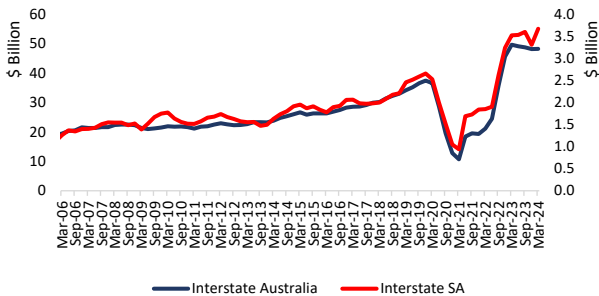


National Visitor Survey South Australia All Purpose March 2024

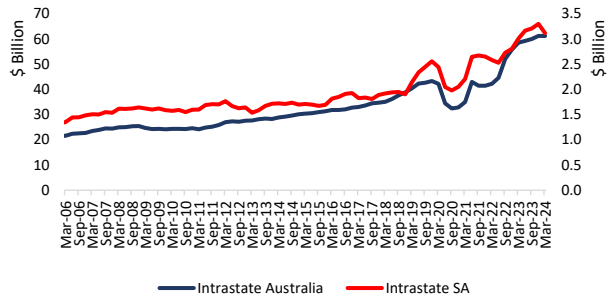
Released: 26th June 2024, Next release 25th September 2024

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Year Ending Mar-23	Year Ending Mar-24	Change (%)	
Interstate (\$m)	\$ 49,619	\$ 48,243	↓ -3%	\$ 3,522	\$ 3,669	↑ 4%	7.6%
Intrastate (\$m)	\$ 58,484	\$ 61,136	↑ 5%	\$ 3,007	\$ 3,114	↑ 4%	5.1%
Day Trips (\$m)	\$ 31,753	\$ 33,134	↑ 4%	\$ 2,022	\$ 2,164	↑ 7%	6.5%
Total Domestic	\$ 139,856	\$ 142,513	↑ 2%	\$ 8,551	\$ 8,948	↑ 5%	6.3%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share
NSW	36,052	37,269	↑ 3%	33%	11,057	11,433	↑ 3%	32%	24,995	25,836	↑ 3%	32%
VIC	27,545	28,600	↑ 4%	25%	7,616	8,221	↑ 8%	23%	19,929	20,379	↑ 2%	26%
QLD	25,964	24,871	↓ -4%	22%	8,099	7,468	↓ -8%	21%	17,865	17,403	↓ -3%	22%
SA	7,481	7,459	⇒ 0%	7%	2,786	2,967	↑ 6%	8%	4,695	4,492	↓ -4%	6%
WA	11,139	10,950	↓ -2%	10%	1,662	1,660	⇒ 0%	5%	9,477	9,291	↓ -2%	12%
TAS	2,995	3,146	↑ 5%	3%	1,510	1,417	↓ -6%	4%	1,484	1,728	↑ 16%	2%
NT	1,581	1,447	↓ -8%	1%	939	818	↓ -13%	2%	642	629	↓ -2%	1%
ACT	3,188	3,105	↓ -3%	3%	3,159	3,091	↓ -2%	9%	np	np	np	np
TOTAL	111,918	113,034	⇒ 1%	100%	35,019	35,472	↑ 1%	100%	79,115	79,771	⇒ 1%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share
NSW	114,512	117,787	↑ 3%	29%	43,387	44,096	↑ 2%	26%	71,125	73,691	↑ 4%	32%
VIC	81,969	82,551	⇒ 1%	21%	32,852	32,859	⇒ 0%	20%	49,117	49,692	↑ 1%	21%
QLD	104,990	96,644	↓ -8%	24%	47,845	42,874	↓ -10%	26%	57,145	53,770	↓ -6%	23%
SA	26,561	25,843	↓ -3%	6%	12,944	13,342	↑ 3%	8%	13,617	12,501	↓ -8%	5%
WA	50,437	49,915	↓ -1%	12%	13,745	12,369	↓ -10%	7%	36,692	37,546	↑ 2%	16%
TAS	12,936	12,651	↓ -2%	3%	9,394	8,495	↓ -10%	5%	3,542	4,156	↑ 17%	2%
NT	9,381	7,056	↓ -25%	2%	7,442	5,132	↓ -31%	3%	1,939	1,924	⇒ -1%	1%
ACT	8,571	8,633	⇒ 1%	2%	8,522	8,561	⇒ 0%	5%	np	np	np	np
TOTAL	409,364	401,188	↓ -2%	100%	176,138	167,837	↓ -5%	100%	233,226	233,352	⇒ 0%	100%



Razorback Lookout, Flinders Ranges & Outback

National Visitor Survey South Australia All Purpose March 2024

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Expenditure (\$m)												
State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share
NSW	29,847	30,936	↑ 4%	28%	11,264	11,566	↑ 3%	24%	18,583	19,369	↑ 4%	32%
VIC	22,252	22,724	↑ 2%	21%	10,000	10,084	⇒ 1%	21%	12,252	12,640	↑ 3%	21%
QLD	29,319	27,964	↓ -5%	26%	14,365	12,696	↓ -12%	26%	14,954	15,267	↑ 2%	25%
SA	6,529	6,784	↑ 4%	6%	3,522	3,669	↑ 4%	8%	3,007	3,114	↑ 4%	5%
WA	11,131	11,981	↑ 8%	11%	3,346	3,309	↓ -1%	7%	7,785	8,672	↑ 11%	14%
TAS	3,789	3,752	⇒ -1%	3%	2,761	2,707	↓ -2%	6%	1,028	1,046	↑ 2%	2%
NT	2,810	2,736	↓ -3%	3%	2,137	1,965	↓ -8%	4%	674	771	↑ 14%	1%
ACT	2,424	2,497	↑ 3%	2%	2,223	2,241	⇒ 1%	5%	np	np	np	np
TOTAL	108,104	109,379	↑ 1%	100%	49,619	48,243	↓ -3%	100%	58,484	61,136	↑ 5%	100%

Day Trips									
State	Day Trip (000s)				Day Trip Expenditure (\$m)				
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	
NSW	64,008	62,991	↓ -2%	30%	9,368	10,114	↑ 8%	31%	
VIC	59,639	57,759	↓ -3%	28%	8,590	8,812	↑ 3%	27%	
QLD	45,754	44,507	↓ -3%	21%	7,112	6,910	↓ -3%	21%	
SA	14,762	13,985	↓ -5%	7%	2,022	2,164	↑ 7%	7%	
WA	21,967	21,316	↓ -3%	10%	3,106	3,430	↑ 10%	10%	
TAS	5,957	5,269	↓ -12%	3%	747	818	↑ 9%	2%	
NT	1,398	1,231	↓ -12%	1%	214	245	↑ 14%	1%	
ACT	2,255	2,204	↓ -2%	1%	593	641	↑ 8%	2%	
TOTAL	215,762	209,262	↓ -3%	100%	31,753	33,134	↑ 4%	100%	

Purpose of Visit within Australia										
Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)	
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24
Holiday	48,955	47,867	↓ -2%	6%	188,066	175,436	↓ -7%	6%	56,055	52,153
VFR	36,644	37,508	↑ 2%	6%	120,105	119,785	⇒ 0%	7%	18,600	18,998
Business	22,554	23,787	↑ 5%	7%	81,228	84,695	↑ 4%	7%	18,829	22,165
Other	6,287	6,753	↑ 7%	7%	19,966	21,272	↑ 7%	6%	14,619	16,063

Purpose of Visit to South Australia										
Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)	
	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24	Change (%)	Market Share	Year Ending Mar-23	Year Ending Mar-24
Holiday	3,216	3,090	↓ -4%	6%	12,076	10,545	↓ -13%	6%	3,206	2,873
VFR	2,240	2,354	↑ 5%	6%	7,533	8,306	↑ 10%	7%	1,142	1,292
Business	1,608	1,667	↑ 4%	7%	5,362	5,758	↑ 7%	7%	1,208	1,467
Other	526	475	↓ -10%	7%	1,590	1,234	↓ -22%	6%	973	1,151

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