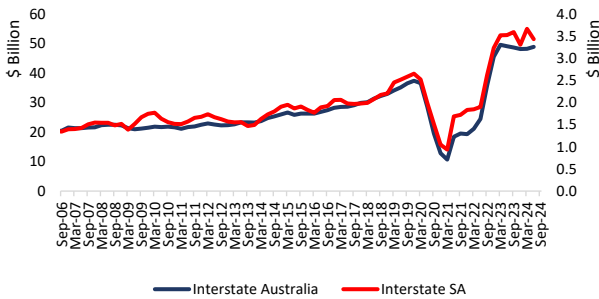




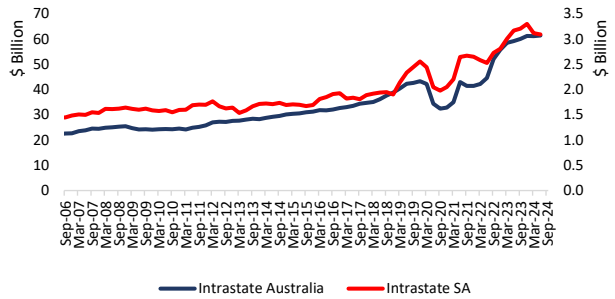
**National Visitor Survey South Australia All Purpose September 2024**  
Released: 18th December 2024, Next release 26th March 2025

| Expenditure (\$m)     | Australia          |                    |            | South Australia    |                    |            | Market Share |
|-----------------------|--------------------|--------------------|------------|--------------------|--------------------|------------|--------------|
|                       | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) |              |
| Interstate (\$m)      | \$ 48,701          | \$ 48,894          | 0%         | \$ 3,597           | \$ 3,436           | -4%        | 7.0%         |
| Intrastate (\$m)      | \$ 59,994          | \$ 61,389          | 2%         | \$ 3,207           | \$ 3,091           | -4%        | 5.0%         |
| Day Trips (\$m)       | \$ 33,679          | \$ 30,661          | -9%        | \$ 2,224           | \$ 1,799           | -19%       | 5.9%         |
| <b>Total Domestic</b> | <b>\$ 142,373</b>  | <b>\$ 140,944</b>  | <b>-1%</b> | <b>\$ 9,027</b>    | <b>\$ 8,326</b>    | <b>-8%</b> | <b>5.9%</b>  |

**Interstate Expenditure South Australia versus Australia**



**Intrastate Expenditure South Australia versus Australia**



| State        | Total Domestic Overnight |                    |            |              | Interstate         |                    |            |              | Intrastate         |                    |            |              |
|--------------|--------------------------|--------------------|------------|--------------|--------------------|--------------------|------------|--------------|--------------------|--------------------|------------|--------------|
|              | Year Ending Sep-23       | Year Ending Sep-24 | Change (%) | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Market Share |
| NSW          | 36,142                   | 37,311             | 3%         | 33%          | 10,882             | 11,550             | 6%         | 32%          | 25,260             | 25,761             | 2%         | 32%          |
| VIC          | 27,970                   | 28,848             | 3%         | 25%          | 7,978              | 7,959              | 0%         | 22%          | 19,992             | 20,889             | 4%         | 26%          |
| QLD          | 25,214                   | 26,016             | 3%         | 23%          | 7,669              | 8,107              | 6%         | 22%          | 17,545             | 17,909             | 2%         | 22%          |
| <b>SA</b>    | <b>7,443</b>             | <b>7,617</b>       | <b>2%</b>  | <b>7%</b>    | <b>2,869</b>       | <b>3,001</b>       | <b>5%</b>  | <b>8%</b>    | <b>4,574</b>       | <b>4,616</b>       | <b>1%</b>  | <b>6%</b>    |
| WA           | 11,129                   | 10,947             | -2%        | 10%          | 1,644              | 1,711              | 4%         | 5%           | 9,485              | 9,236              | -3%        | 11%          |
| TAS          | 2,995                    | 3,265              | 9%         | 3%           | 1,399              | 1,528              | 9%         | 4%           | 1,596              | 1,737              | 9%         | 2%           |
| NT           | 1,389                    | 1,508              | 9%         | 1%           | 787                | 950                | 21%        | 3%           | 602                | 558                | -7%        | 1%           |
| ACT          | 3,175                    | 3,095              | -3%        | 3%           | 3,167              | 3,077              | -3%        | 9%           | np                 | np                 | np         | np           |
| <b>TOTAL</b> | <b>111,610</b>           | <b>114,547</b>     | <b>3%</b>  | <b>100%</b>  | <b>34,785</b>      | <b>36,120</b>      | <b>4%</b>  | <b>100%</b>  | <b>79,063</b>      | <b>80,725</b>      | <b>2%</b>  | <b>100%</b>  |

| State        | Total Domestic Overnight |                    |            |              | Interstate         |                    |            |              | Intrastate         |                    |            |              |
|--------------|--------------------------|--------------------|------------|--------------|--------------------|--------------------|------------|--------------|--------------------|--------------------|------------|--------------|
|              | Year Ending Sep-23       | Year Ending Sep-24 | Change (%) | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Market Share |
| NSW          | 116,246                  | 115,481            | -1%        | 29%          | 44,069             | 42,433             | -4%        | 26%          | 72,177             | 73,048             | 1%         | 31%          |
| VIC          | 82,120                   | 80,840             | -2%        | 20%          | 33,144             | 30,565             | -8%        | 19%          | 48,976             | 50,276             | 3%         | 22%          |
| QLD          | 99,808                   | 97,174             | -3%        | 24%          | 44,771             | 42,407             | -5%        | 26%          | 55,037             | 54,767             | 0%         | 23%          |
| <b>SA</b>    | <b>26,526</b>            | <b>25,173</b>      | <b>-5%</b> | <b>6%</b>    | <b>13,013</b>      | <b>12,702</b>      | <b>-2%</b> | <b>8%</b>    | <b>13,513</b>      | <b>12,471</b>      | <b>-8%</b> | <b>5%</b>    |
| WA           | 49,524                   | 50,011             | 1%         | 13%          | 12,556             | 13,093             | 4%         | 8%           | 36,968             | 36,918             | 0%         | 16%          |
| TAS          | 12,590                   | 13,034             | 4%         | 3%           | 8,817              | 8,942              | 1%         | 5%           | 3,773              | 4,092              | 8%         | 2%           |
| NT           | 7,226                    | 7,728              | 7%         | 2%           | 5,305              | 6,076              | 15%        | 4%           | 1,921              | 1,652              | -14%       | 1%           |
| ACT          | 8,837                    | 7,910              | -10%       | 2%           | 8,828              | 7,826              | -11%       | 5%           | np                 | np                 | np         | np           |
| <b>TOTAL</b> | <b>402,904</b>           | <b>397,439</b>     | <b>-1%</b> | <b>100%</b>  | <b>170,528</b>     | <b>164,131</b>     | <b>-4%</b> | <b>100%</b>  | <b>232,376</b>     | <b>233,308</b>     | <b>0%</b>  | <b>100%</b>  |



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Released: 18th December 2024, Next release 26th March 2025

| Expenditure (\$m) |                          |                    |             |              |                    |                    |             |              |                    |                    |             |              |
|-------------------|--------------------------|--------------------|-------------|--------------|--------------------|--------------------|-------------|--------------|--------------------|--------------------|-------------|--------------|
| State             | Total Domestic Overnight |                    |             |              | Interstate         |                    |             |              | Intrastate         |                    |             |              |
|                   | Year Ending Sep-23       | Year Ending Sep-24 | Change (%)  | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%)  | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%)  | Market Share |
| NSW               | 29,913                   | 31,313             | ↑ 5%        | 28%          | 10,994             | 11,846             | ↑ 8%        | 24%          | 18,918             | 19,467             | ↑ 3%        | 32%          |
| VIC               | 22,541                   | 22,759             | → 1%        | 21%          | 10,175             | 10,134             | → 0%        | 21%          | 12,366             | 12,625             | ↑ 2%        | 21%          |
| QLD               | 29,080                   | 28,559             | ↓ -2%       | 26%          | 13,877             | 12,957             | ↓ -7%       | 27%          | 15,203             | 15,602             | ↑ 3%        | 25%          |
| SA                | 6,803                    | 6,527              | ↓ -4%       | 6%           | 3,597              | 3,436              | ↓ -4%       | 7%           | 3,207              | 3,091              | ↓ -4%       | 5%           |
| WA                | 11,648                   | 11,945             | ↑ 3%        | 11%          | 3,402              | 3,225              | ↓ -5%       | 7%           | 8,247              | 8,720              | ↑ 6%        | 14%          |
| TAS               | 3,692                    | 3,924              | ↑ 6%        | 4%           | 2,596              | 2,951              | ↑ 14%       | 6%           | 1,095              | 972                | ↓ -11%      | 2%           |
| NT                | 2,566                    | 2,603              | ↑ 1%        | 2%           | 1,845              | 1,896              | ↑ 3%        | 4%           | 721                | 707                | ↓ -2%       | 1%           |
| ACT               | 2,447                    | 2,651              | ↑ 8%        | 2%           | 2,210              | 2,445              | ↑ 11%       | 5%           | np                 | np                 | np          | np           |
| <b>TOTAL</b>      | <b>108,694</b>           | <b>110,283</b>     | <b>↑ 1%</b> | <b>100%</b>  | <b>48,701</b>      | <b>48,894</b>      | <b>→ 0%</b> | <b>100%</b>  | <b>59,994</b>      | <b>61,389</b>      | <b>↑ 2%</b> | <b>100%</b>  |

| Day Trips    |                    |                    |               |              |                            |                    |              |              |
|--------------|--------------------|--------------------|---------------|--------------|----------------------------|--------------------|--------------|--------------|
| State        | Day Trip (000s)    |                    |               |              | Day Trip Expenditure (\$m) |                    |              |              |
|              | Year Ending Sep-23 | Year Ending Sep-24 | Change (%)    | Market Share | Year Ending Sep-23         | Year Ending Sep-24 | Change (%)   | Market Share |
| NSW          | 66,283             | 59,512             | ↓ -10%        | 30%          | 9,839                      | 9,536              | ↓ -3%        | 31%          |
| VIC          | 60,516             | 55,411             | ↓ -8%         | 28%          | 8,706                      | 8,165              | ↓ -6%        | 27%          |
| QLD          | 47,922             | 42,573             | ↓ -11%        | 21%          | 7,696                      | 6,337              | ↓ -18%       | 21%          |
| SA           | 15,102             | 12,734             | ↓ -16%        | 6%           | 2,224                      | 1,799              | ↓ -19%       | 6%           |
| WA           | 22,877             | 20,020             | ↓ -12%        | 10%          | 3,470                      | 3,350              | ↓ -3%        | 11%          |
| TAS          | 5,715              | 5,605              | ↓ -2%         | 3%           | 723                        | 870                | ↑ 20%        | 3%           |
| NT           | 1,449              | 1,020              | ↓ -30%        | 1%           | 221                        | 228                | ↑ 3%         | 1%           |
| ACT          | 2,341              | 1,940              | ↓ -17%        | 1%           | 799                        | 377                | ↓ -53%       | 1%           |
| <b>TOTAL</b> | <b>222,217</b>     | <b>198,814</b>     | <b>↓ -11%</b> | <b>100%</b>  | <b>33,679</b>              | <b>30,661</b>      | <b>↓ -9%</b> | <b>100%</b>  |

| Purpose of Visit within Australia |                        |                    |            |                    |                    |            |                                      |                    |            |
|-----------------------------------|------------------------|--------------------|------------|--------------------|--------------------|------------|--------------------------------------|--------------------|------------|
| Stop over reason                  | Overnight Trips (000s) |                    |            | Nights (000s)      |                    |            | Domestic Overnight Expenditure (\$m) |                    |            |
|                                   | Year Ending Sep-23     | Year Ending Sep-24 | Change (%) | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Year Ending Sep-23                   | Year Ending Sep-24 | Change (%) |
| Holiday                           | 47,678                 | 48,675             | ↑ 2%       | 179,490            | 173,502            | ↓ -3%      | 53,290                               | 52,702             | ↓ -1%      |
| VFR                               | 37,212                 | 37,353             | → 0%       | 118,906            | 119,288            | → 0%       | 18,788                               | 18,760             | → 0%       |
| Business                          | 22,789                 | 24,809             | ↑ 9%       | 82,855             | 84,377             | ↑ 2%       | 21,330                               | 22,097             | ↑ 4%       |
| Other                             | 6,544                  | 6,772              | ↑ 3%       | 21,653             | 20,272             | ↓ -6%      | 15,286                               | 16,723             | ↑ 9%       |

| Purpose of Visit to South Australia |                        |                    |            |              |                    |                    |            |              |                                      |                    |            |              |
|-------------------------------------|------------------------|--------------------|------------|--------------|--------------------|--------------------|------------|--------------|--------------------------------------|--------------------|------------|--------------|
| Stop over reason                    | Overnight Trips (000s) |                    |            |              | Nights (000s)      |                    |            |              | Domestic Overnight Expenditure (\$m) |                    |            |              |
|                                     | Year Ending Sep-23     | Year Ending Sep-24 | Change (%) | Market Share | Year Ending Sep-23 | Year Ending Sep-24 | Change (%) | Market Share | Year Ending Sep-23                   | Year Ending Sep-24 | Change (%) | Market Share |
| Holiday                             | 3,015                  | 3,180              | ↑ 5%       | 7%           | 10,961             | 10,612             | ↓ -3%      | 6%           | 3,028                                | 2,789              | ↓ -8%      | 5%           |
| VFR                                 | 2,414                  | 2,248              | ↓ -7%      | 6%           | 8,316              | 7,783              | ↓ -6%      | 7%           | 1,274                                | 1,185              | ↓ -7%      | 6%           |
| Business                            | 1,657                  | 1,731              | ↑ 4%       | 7%           | 6,087              | 5,075              | ↓ -17%     | 6%           | 1,465                                | 1,325              | ↓ -10%     | 6%           |
| Other                               | 474                    | 618                | ↑ 30%      | 9%           | 1,162              | 1,704              | ↑ 47%      | 8%           | 1,036                                | 1,227              | ↑ 18%      | 7%           |

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