

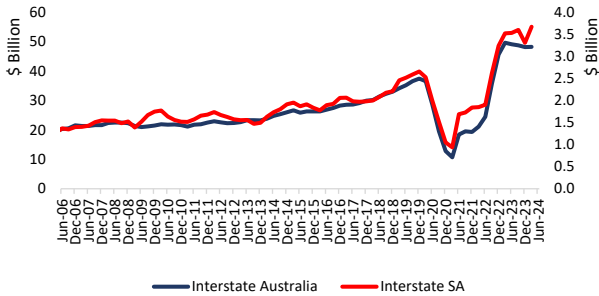


National Visitor Survey South Australia All Purpose June 2024

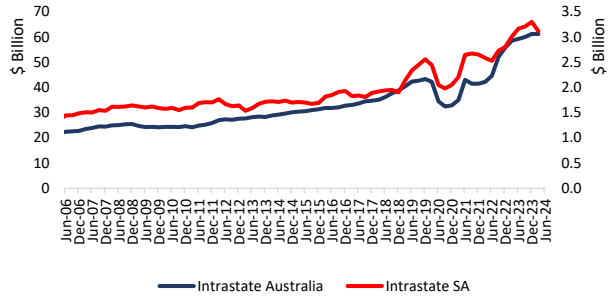
Released: 25th September 2024, Next release 18th December 2024

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)	
Interstate (\$m)	\$ 49,120	\$ 48,451	↓ -1%	\$ 3,528	\$ 3,593	↑ 2%	7.4%
Intrastate (\$m)	\$ 59,176	\$ 61,436	↑ 4%	\$ 3,165	\$ 3,090	↓ -2%	5.0%
Day Trips (\$m)	\$ 32,689	\$ 32,327	↓ -1%	\$ 2,243	\$ 1,927	↓ -14%	6.0%
Total Domestic	\$ 140,984	\$ 142,214	⇒ 1%	\$ 8,937	\$ 8,609	↓ -4%	6.1%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share
NSW	36,183	37,138	↑ 3%	33%	10,989	11,440	↑ 4%	32%	25,195	25,698	↑ 2%	32%
VIC	27,820	28,513	↑ 2%	25%	7,938	7,870	⇒ -1%	22%	19,882	20,643	↑ 4%	26%
QLD	25,268	25,588	↑ 1%	22%	7,854	7,722	↓ -2%	22%	17,415	17,866	↑ 3%	22%
SA	7,425	7,574	↑ 2%	7%	2,817	2,991	↑ 6%	8%	4,608	4,583	⇒ -1%	6%
WA	11,183	11,029	↓ -1%	10%	1,656	1,759	↑ 6%	5%	9,528	9,269	↓ -3%	12%
TAS	2,853	3,203	↑ 12%	3%	1,415	1,466	↑ 4%	4%	1,438	1,737	↑ 21%	2%
NT	1,495	1,394	↓ -7%	1%	826	848	↑ 3%	2%	669	547	↓ -18%	1%
ACT	3,107	3,123	⇒ 1%	3%	3,097	3,102	⇒ 0%	9%	np	np	np	np
TOTAL	111,393	113,757	↑ 2%	100%	34,875	35,556	↑ 2%	100%	78,744	80,365	↑ 2%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share
NSW	114,881	116,990	↑ 2%	29%	44,074	42,854	↓ -3%	26%	70,807	74,136	↑ 5%	32%
VIC	81,854	80,289	↓ -2%	20%	33,030	30,589	↓ -7%	19%	48,824	49,699	↑ 2%	21%
QLD	101,441	98,615	↓ -3%	25%	46,150	42,875	↓ -7%	26%	55,291	55,739	⇒ 1%	24%
SA	26,307	26,198	⇒ 0%	7%	13,035	13,338	↑ 2%	8%	13,273	12,860	↓ -3%	5%
WA	50,922	49,206	↓ -3%	12%	13,379	12,512	↓ -6%	8%	37,543	36,694	↓ -2%	16%
TAS	12,328	12,795	↑ 4%	3%	8,796	8,741	⇒ -1%	5%	3,531	4,054	↑ 15%	2%
NT	8,416	7,193	↓ -15%	2%	6,389	5,537	↓ -13%	3%	2,027	1,657	↓ -18%	1%
ACT	8,495	8,548	⇒ 1%	2%	8,484	8,460	⇒ 0%	5%	np	np	np	np
TOTAL	404,663	399,926	↓ -1%	100%	173,358	165,000	↓ -5%	100%	231,306	234,926	↑ 2%	100%



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Expenditure (\$m)												
State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share
NSW	30,215	30,675	↑ 2%	28%	11,383	11,398	⇒ 0%	24%	18,831	19,277	↑ 2%	31%
VIC	22,487	22,636	⇒ 1%	21%	10,294	9,831	↓ -4%	20%	12,193	12,805	↑ 5%	21%
QLD	28,836	28,506	↓ -1%	26%	13,810	13,111	↓ -5%	27%	15,027	15,395	↑ 2%	25%
SA	6,694	6,682	⇒ 0%	6%	3,528	3,593	↑ 2%	7%	3,165	3,090	↓ -2%	5%
WA	11,462	12,283	↑ 7%	11%	3,424	3,395	⇒ -1%	7%	8,038	8,889	↑ 11%	14%
TAS	3,510	3,869	↑ 10%	4%	2,531	2,835	↑ 12%	6%	980	1,034	↑ 6%	2%
NT	2,684	2,581	↓ -4%	2%	1,957	1,860	↓ -5%	4%	727	721	⇒ -1%	1%
ACT	2,403	2,649	↑ 10%	2%	2,188	2,423	↑ 11%	5%	np	np	np	np
TOTAL	108,295	109,887	↑ 1%	100%	49,120	48,451	↓ -1%	100%	59,176	61,436	↑ 4%	100%

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share
NSW	66,520	60,758	↓ -9%	30%	9,706	10,008	↑ 3%	31%
VIC	60,550	56,278	↓ -7%	27%	8,789	8,422	↓ -4%	26%
QLD	45,787	44,978	↓ -2%	22%	7,112	6,745	↓ -5%	21%
SA	15,220	13,284	↓ -13%	6%	2,243	1,927	↓ -14%	6%
WA	21,969	21,250	↓ -3%	10%	3,255	3,635	↑ 12%	11%
TAS	5,733	5,280	↓ -8%	3%	720	799	↑ 11%	2%
NT	1,442	1,088	↓ -25%	1%	250	199	↓ -21%	1%
ACT	2,208	2,150	↓ -3%	1%	612	593	↓ -3%	2%
TOTAL	219,451	205,066	↓ -7%	100%	32,689	32,327	↓ -1%	100%

Purpose of Visit within Australia									
Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Year Ending Jun-23	Year Ending Jun-24	Change (%)
Holiday	48,022	48,590	↑ 1%	183,057	176,662	↓ -3%	54,622	52,896	↓ -3%
VFR	36,757	37,246	↑ 1%	118,836	118,923	⇒ 0%	18,249	18,876	↑ 3%
Business	22,686	23,909	↑ 5%	82,066	83,644	↑ 2%	20,619	21,558	↑ 5%
Other	6,321	6,901	↑ 9%	20,705	20,697	⇒ 0%	14,806	16,556	↑ 12%

Purpose of Visit to South Australia												
Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share	Year Ending Jun-23	Year Ending Jun-24	Change (%)	Market Share
Holiday	3,149	3,164	⇒ 0%	7%	11,783	10,608	↓ -10%	6%	3,151	2,823	↓ -10%	5%
VFR	2,228	2,363	↑ 6%	6%	7,457	8,540	↑ 15%	7%	1,120	1,315	↑ 17%	7%
Business	1,631	1,674	↑ 3%	7%	5,663	5,628	⇒ -1%	7%	1,362	1,357	⇒ 0%	6%
Other	529	517	↓ -2%	7%	1,404	1,421	↑ 1%	7%	1,060	1,187	↑ 12%	7%

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