

RAPID BAY, FLEURIEU PENINSULA

SOUTH AUSTRALIA

VISIT TO REGIONS



South Australia Year end December 2025

With the adoption of the new DoTS methodology, these results are not comparable to the previously published December 2024 results due to an improvement in methodology. See footnote

THE RESULTS ARE YEAR END DECEMBER 2025

VISITS (000s)												
	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
International overnight	14	8	5	14	25	20	20	32	7	6	9	123
Interstate overnight	91	83	35	96	168	168	30	283	109	87	64	978
Intrastate overnight	176	281	143	406	969	507	55	434	497	389	740	4,122
Total visitors	281	371	183	516	1,162	695	105	749	613	482	813	5,222
Domestic day trips	1,251	1,006	197	349	1,601	432	45	681	754	329	758	7,403
NIGHTS (000s)												
	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
International nights	348	74	116	103	627	192	53	416	102	199	88	123
Interstate nights	293	239	81	369	608	519	89	748	252	216	207	3,621
Intrastate nights	405	577	302	1,292	2,260	1,584	171	1,099	1,062	997	1,951	11,698
Total nights	1,046	891	499	1,764	3,494	2,295	313	2,263	1,415	1,412	2,246	15,443
EXPENDITURE (Millions)												
	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA
International overnight	\$27	\$8	\$11	\$9	\$39	\$11	\$42	\$33	\$7	\$14	\$9	\$210
Interstate overnight	\$75	\$67	\$25	\$88	\$127	\$83	\$26	\$143	\$55	\$45	\$40	\$775
Intrastate overnight	\$80	\$108	\$82	\$301	\$315	\$246	\$31	\$196	\$224	\$185	\$292	\$2,060
Domestic day trip	\$119	\$167	\$25	\$63	\$148	\$96	\$5	\$130	\$104	\$59	\$86	\$1,005
Total expenditure	\$301	\$351	\$144	\$461	\$630	\$437	\$105	\$502	\$390	\$303	\$427	\$4,050

* Total overnight spend divided by total nights for each region for international and domestic.

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SPEND PER TRIP													
	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Reg SA	
Spend per Trip	International overnight	\$1,929	\$1,000	\$2,200	\$643	\$1,560	\$550	\$2,100	\$1,031	\$1,000	\$2,333	\$1,000	\$1,707
	Interstate overnight	\$828	\$816	\$729	\$916	\$756	\$495	\$872	\$504	\$507	\$516	\$619	\$793
	Intrastate overnight	\$452	\$385	\$575	\$741	\$325	\$486	\$560	\$451	\$450	\$475	\$395	\$500
	Total Overnight	\$647	\$494	\$648	\$771	\$414	\$490	\$942	\$496	\$467	\$506	\$419	\$583
	Domestic day trips	\$95	\$166	\$127	\$181	\$93	\$223	\$121	\$191	\$138	\$180	\$113	\$136

SPEND PER NIGHT													
	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA	
Spend per Night	International nights	\$78	\$108	\$95	\$87	\$62	\$57	\$792	\$79	\$69	\$70	\$102	\$1,707
	Interstate nights	\$256	\$282	\$312	\$238	\$209	\$160	\$297	\$191	\$219	\$207	\$192	\$214
	Intrastate nights	\$196	\$187	\$273	\$233	\$140	\$155	\$180	\$178	\$211	\$186	\$150	\$176
	Total nights	\$170	\$210	\$240	\$230	\$140	\$150	\$320	\$160	\$200	\$170	\$150	\$200

AVERAGE LENGTH OF STAY													
	Adelaide Hills	Barossa	Clare Valley	Eyre Peninsula	Fleurieu Peninsula	Flinders Ranges and Outback	Kangaroo Island	Limestone Coast	Murray River, Lakes and Coorong	Riverland	Yorke Peninsula	Regional SA	
Av length of stay	International overnight	25	9	23.2	7	25.1	10	2.7	13.0	15	33	10	1
	Interstate overnight	3.2	2.9	2.3	3.9	3.6	3.1	2.9	2.6	2.3	2.5	3.2	3.7
	Intrastate overnight	2.3	2.1	2.1	3.2	2.3	3.1	3.1	2.5	2.1	2.6	2.6	2.8
	Domestic day trip spend per trip	\$95	\$166	\$127	\$181	\$93	\$223	\$121	\$191	\$138	\$180	\$113	\$136

Notes:

- At the total state level and national level, results have been 'backcast' by Tourism Research Australia which allows comparisons to previous years. This has not been conducted at lower levels, including by tourism region, or by purpose of travel. As such, it is not valid to compare the December 2024 National Visitor Survey (NVS) results against the December 2025 Domestic Tourism Statistics (DoTS) results.
- SATC is working with Tourism Research Australia (TRA) to secure regional backcast data to enable these comparisons. SATC will update factsheets to reflect if this becomes available.
- For details of the DoTS methodology changes in this release please refer to <https://www.tra.gov.au/domestic-tourism-results>
- In the interim, SATC recommends "Regional Mobility Data" be used to evaluate performance at a regional level: [Domestic regional mobility data | Tourism Research Australia](#)
- International Visitor Survey Data is unaffected
- Components may add to more than the total number of visitors as visitors visit more than one region.
- Information in this report is sourced from sample surveys, and as with all sample surveys, estimates are subject to sampling variability and caution is required when interpreting these results.
- Figures may not sum to total due to rounding.

Sources:

- Travel by Australians – year end December 2025. Results of the Domestic Visitor Survey, Tourism Research Australia, Canberra.
- International Visitors in Australia – year end December 2025 results of the International Visitor Survey, Tourism Research Australia, Canberra.