

# SOUTH AUSTRALIA

## The Value of Tourism

Pondalowie Bay, Yorke Peninsula

ADELAIDE  
SOUTH AUSTRALIA

Government of South Australia  
South Australian Tourism Commission

Year ending June 2020 — Date: 2<sup>nd</sup> October 2020

\$	\$6.5B	Tourism Expenditure
	<1k	International seats into Adelaide each week
	355k	International visitors
	5.4k	Domestic seats into Adelaide each week
	2.2M	Interstate visitors
	4.3M	Intrastate trips
	15.5M	Domestic day trips
	15.2k	Hotel rooms
	18k	Tourism business across the state
	\$187k	In tourism expenditure = 1 directly employed
	40.5k	Directly employed, (to grow direct employment by 16,000 jobs by 2030)

**Sources:** International and National Visitor Survey, Tourism Research Australia, Canberra; State Tourism Satellite Accounts 2018-19, Tourism Research Australia, Canberra; Accommodation data sourced from STR for 10+ rooms, for the Year to June 2020, Airline data is based on seasonal schedules and is subject to change without notice.

**Notes:** For details of the NVS methodology changes in this release please refer to <https://www.tra.gov.au/domestic/domestic-tourism-results>

#### **2020 Crises: An Unprecedented Impact**

Leading up to the crises of 2020, the Visitor Economy in South Australia was growing strongly with the record setting December 2019 result of \$8.1 billion in visitor expenditure. This was the achievement of some significant milestones one year early, including the headline target of \$8.0 billion, the Regional target of \$3.55 billion and the Nature Based Tourism target of \$1.4 billion. The tourism jobs target of 41,000 was also very nearly achieved before the crisis began.

However, we now live in a very different world. The South Australian Visitor Economy is in the middle of the most severe contraction of tourism on record. While we have already seen significant drops when comparing the current results (year to June 2020) to the 2019 financial year, far more significant declines will be felt in future releases with the closure of international and interstate borders.

In early January 2020, when Australian attention was heavily focussed on the catastrophic bushfires, the COVID-19 crisis was beginning to spread outside of China, with Australia instituting China-specific restrictions in late January, which led to the eventual cancellation of all Adelaide-bound flights commencing with China Southern on 11<sup>th</sup> February.

This was followed in March with mandatory quarantine requirements and border closures, resulting in significant impacts upon the international, intrastate and interstate markets.

As such, the latest data, the 12 months to June 2020, is a story of two distinct phases, with the 2019 component showing growth in both the international and domestic markets, which is counterbalanced by severe drops in 2020.

#### **Total for year to June 2020**

Standard reporting normally compares the last 12 months against the previous 12 months, which for the latest data shows domestic-led growth. While correct, this can be misleading and may not usefully describe the current situation in South Australia. With this caveat noted, the SATC has continued to publish our standard reports to ensure that this data is available.

Total expenditure in the Year to June 2020 was \$6.5 billion, down 14 per cent on the previous Year to June 2019 (\$7.6 billion), but already down 20 per cent compared to the Year to December 2019 (\$8.1 billion) as shown in the table below.

## Value of Tourism in South Australia

Year ending June 2020 — Date: 2<sup>nd</sup> October 2020

Expenditure (\$m)	South Australia				
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Jun-20 v Dec 19
International (\$m)	\$ 1,083	\$ 907	-16%	\$ 1,206	-25%
Interstate (\$m)	\$ 2,517	\$ 1,994	-21%	\$ 2,657	-25%
Intrastate (\$m)	\$ 2,334	\$ 2,046	-12%	\$ 2,555	-20%
Day Trips (\$m)	\$ 1,638	\$ 1,541	-6%	\$ 1,660	-7%
<b>Total (\$m)</b>	<b>\$ 7,572</b>	<b>\$ 6,489</b>	<b>-14%</b>	<b>\$ 8,077</b>	<b>-20%</b>

### Monthly data

To better assist in quantifying the impact of the Bushfires and COVID-19, Tourism Research Australia has commenced publishing monthly data.

International visitor expenditure, visits and nights for the June quarter of 2020 can be considered to be near zero. This is down heavily on the comparison period of the June quarter 2019, which saw 86,000 international visitors to South Australia. COVID-19 is the key drivers of decline.

Domestic overnight expenditure (intrastate and interstate) contracted by 43 per cent in the 6 months to June 2020, with only mild declines in January (-4%), February (-21%), March (-31%), April (-87%), May (-75%) and June (-63%). These declines were again comparable to NSW and slightly better than nationally.

### South Australian Expenditure Composition, June 2020

Day Trips 24%

Intrastate 32%

Interstate 31%

International 14%

# Value of Tourism in South Australia

Year ending June 2020 — Date: 2<sup>nd</sup> October 2020

## National Visitor Survey June 2020

Expenditure (\$m)	Australia			South Australia		
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)
Interstate (\$m)	\$ 35,155	\$ 28,594	-19%	\$ 2,517	\$ 1,994	-21%
Intrastate (\$m)	\$ 42,321	\$ 34,414	-19%	\$ 2,334	\$ 2,046	-12%
Day Trips (\$m)	\$ 24,321	\$ 22,344	-8%	\$ 1,638	\$ 1,541	-6%
<b>Total</b>	<b>\$ 101,797</b>	<b>\$ 85,352</b>	<b>-16%</b>	<b>\$ 6,489</b>	<b>\$ 5,582</b>	<b>-14%</b>

- South Australia attracted 6.5 million domestic overnight trips, up 17 per cent.
- There were 22.6 million domestic nights in South Australia, a decline of 16 per cent on the previous year.
- Total domestic expenditure in South Australia fell to \$5.5 billion, down 14 per cent.
- Day trips expenditure fell 6 per cent to \$1.5 billion.

## International Visitor Survey June 2020

	Australia			South Australia		
	Year Ending Jun-19	Year Ending Jun-20	Change (%)	Year Ending Jun-19	Year Ending Jun-20	Change (%)
Visits (000s)	8,601	6,196	-28%	467	355	-24%
Nights (000s)	273,023	203,007	-26%	9,523	8,487	-11%
Expenditure (\$m)	30,779	22,994	-25%	1,083	907	-16%

- The June year-end 2020 figures have been impacted by 5 months' worth of COVID-19 related restrictions and visitor data will only decline further as the year progresses.
- Visitation has fallen by 24 per cent to a record high 355,000.
- Expenditure has fallen by 16 per cent to \$907 million.
- Nights have fallen 11 per cent to 8.5 million.
- Chinese visitation fell by 42 per cent 39,000, nights fell 25 per cent to 1.6 million and expenditure fell 28 per cent to \$274 million.
- The UK market has fallen with visits down 12 per cent and expenditure down 24 per cent.
- Visits from the US have fallen 34 per cent to 32,000, nights 33 per cent to 329,000 and expenditure 29 per cent to \$17 million.