

SOUTH AUSTRALIAN VISITOR ECONOMY

Sellicks Beach, Fleurieu Peninsula



| Expenditure (\$) | South Australia | | | | | | Australia | | |
|--------------------------|--------------------|--------------------|----------------|-----------------|----------|--------------|--------------------|--------------------|----------|
| | Year Ending Jun-24 | Year Ending Jun-25 | Spend per Trip | Spend per Night | Change % | Market Share | Year Ending Jun-24 | Year Ending Jun-25 | Change % |
| International | \$1.3b | \$1.7b | \$3,934 | \$112 | ↑ 33% | 4.6% | \$32b | \$38b | ↑ 18% |
| Interstate | \$3.3b | \$3.0b | \$1,458 | \$337 | ↓ -9% | 7.0% | \$43b | \$43b | ↓ -1% |
| Intrastate | \$2.8b | \$2.8b | \$480 | \$166 | ⇒ 0% | 5.0% | \$56b | \$55b | ↓ -1% |
| Day Trips | \$2.2b | \$2.4b | \$149 | | ↑ 8% | 5.7% | \$39b | \$41b | ↑ 6% |
| Total Expenditure | \$9.6b | \$9.9b | | | ↑ 3% | 5.6% | \$169b | \$177b | ↑ 4% |

| Visitors | South Australia | | | | Australia | | |
|------------------------|--------------------|--------------------|----------|--------------|--------------------|--------------------|----------|
| | Year Ending Jun-24 | Year Ending Jun-25 | Change % | Market Share | Year Ending Jun-24 | Year Ending Jun-25 | Change % |
| International | 451k | 435k | ↓ -4% | 5.6% | 7m | 8m | ↑ 6% |
| Interstate | 1.9m | 2.1m | ↑ 7% | 6.9% | 29m | 30m | ↑ 1% |
| Intrastate | 5.9m | 5.8m | ↓ -3% | 6.4% | 91m | 90m | ↓ -1% |
| Total Overnight | 8.3m | 8.3m | ⇒ 0% | 6.5% | 127m | 127m | ⇒ 0% |
| Day Trips | 15.0m | 15.9m | ↑ 6% | 6.0% | 247m | 266m | ↑ 8% |

| Nights | South Australia | | | | Australia | | |
|---------------------|--------------------|--------------------|----------|--------------|--------------------|--------------------|----------|
| | Year Ending Jun-24 | Year Ending Jun-25 | Change % | Market Share | Year Ending Jun-24 | Year Ending Jun-25 | Change % |
| International | 14.3m | 15.2m | ↑ 6% | 5.1% | 278m | 301m | ↑ 8% |
| Interstate | 8.9m | 8.9m | ⇒ 0% | 7.0% | 126m | 126m | ⇒ 0% |
| Intrastate | 17.2m | 16.7m | ↓ -3% | 6.6% | 259m | 253m | ↓ -2% |
| Total Nights | 40.4m | 40.8m | ↑ 1% | 6.0% | 664m | 681m | ↑ 3% |

Source: International and Domestic Tourism Statistics June 2025, [South Australian Visitor Economy Sector Plan 2030](#).

Notes: For details of the Domestic Tourism Statistics methodology changes in this release please refer to [Domestic tourism statistics results | Tourism Research Australia](#)