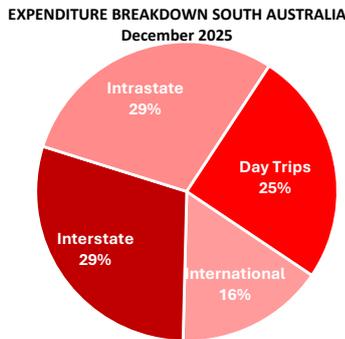
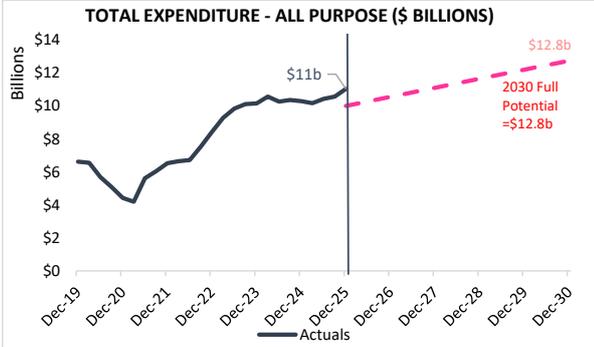




Expenditure (\$)	South Australia					Australia			
	Year Ending Dec-24	Year Ending Dec-25	Spend per Trip	Spend per Night	Change %	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change %
International	\$1.3b	\$1.8b	\$3,957	\$120	↑ 31%	4.5%	\$33b	\$39b	↑ 19%
Interstate	\$3.8b	\$3.3b	\$1,527	\$358	↓ -15%	6.9%	\$48b	\$47b	↓ -1%
Intrastate	\$2.9b	\$3.2b	\$570	\$197	↑ 10%	5.5%	\$61b	\$59b	↓ -3%
Day Trips	\$2.2b	\$2.8b	\$170		↑ 29%	6.0%	\$39b	\$46b	↑ 19%
Total Expenditure	\$10.3b	\$11.0b			↑ 7%	5.7%	\$181b	\$192b	↑ 7%



Visitors	South Australia				Australia		
	Year Ending Dec-24	Year Ending Dec-25	Change %	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change %
International	440k	445k	↑ 1%	5.4%	8m	8m	↑ 8%
Interstate	2.0m	2.1m	↑ 9%	7.2%	28m	29m	↑ 5%
Intrastate	5.9m	5.7m	↓ -4%	6.3%	85m	90m	↑ 6%
Total Overnight	8.3m	8.3m	↓ -1%	6.8%	120m	121m	↑ 1%
Day Trips	15.4m	16.4m	↑ 6%	5.9%	254m	277m	↑ 9%

Nights	South Australia				Australia		
	Year Ending Dec-24	Year Ending Dec-25	Change %	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change %
International	13.6m	14.7m	↑ 8%	4.7%	295m	313m	↑ 6%
Interstate	8.9m	9.1m	↑ 2%	7.1%	125m	128m	↑ 2%
Intrastate	17.1m	16.5m	↓ -4%	6.5%	257m	253m	↓ -1%
Total Nights	39.6m	40.3m	↑ 2%	5.8%	678m	694m	↑ 2%

Source: International and Domestic Tourism Statistics December 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](#)