

RAPID BAY, FLEURIEU PENINSULA

SOUTH AUSTRALIA

VISIT TO REGIONS



South Australia Year end December 2024

DUE TO COVID-19 THE RESULTS ARE YEAR END DECEMBER 2024 AND NOT THE ANNUAL AVERAGE OVER THREE YEARS

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	9	12	5	13	28	37	30	32	15	7	8	132
Interstate overnight	85	82	43	116	115	202	65	377	100	148	61	1,117
Intrastate overnight	106	150	175	326	584	460	87	398	282	308	551	3,365
Total visitors	200	244	222	455	727	699	182	807	396	464	620	4,615
Domestic day trips	1,118	898	356	401	2,619	556	92	656	677	291	725	8,388
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	351	184	18	162	239	545	89	267	358	212	192	2,618
Interstate nights	250	312	110	504	504	917	229	916	202	451	199	4,743
Intrastate nights	165	341	337	998	1,450	1,809	321	1,080	568	718	1,782	9,603
Total nights	766	837	465	1,664	2,193	3,272	639	2,263	1,128	1,381	2,172	16,963
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	\$17	\$11	\$3	\$16	\$18	\$24	\$54	\$16	\$18	\$15	\$21	\$214
Interstate overnight	\$40	\$79	\$33	\$86	\$94	\$158	\$74	\$192	\$45	\$70	\$23	\$939
Intrastate overnight	\$51	\$81	\$76	\$290	\$219	\$279	\$52	\$249	\$64	\$116	\$221	\$1,713
Domestic day trip	\$84	\$115	\$50	\$63	\$188	\$142	\$17	\$205	\$97	\$35	\$93	\$1,090
Total expenditure	\$192	\$287	\$162	\$455	\$519	\$603	\$197	\$662	\$223	\$236	\$358	\$3,954
Spend per night*	\$140	\$210	\$240	\$240	\$150	\$140	\$280	\$200	\$110	\$150	\$120	\$170

* 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	\$1,999	\$917	\$583	\$1,228	\$645	\$649	\$1,807	\$504	\$1,227	\$2,048	\$2,557	\$1,614
	Interstate overnight	\$467	\$970	\$758	\$740	\$818	\$781	\$1,142	\$509	\$447	\$474	\$380	\$840
	Intrastate overnight	\$486	\$541	\$437	\$890	\$375	\$606	\$599	\$626	\$227	\$377	\$401	\$509
	Total Overnight	\$544	\$704	\$503	\$861	\$456	\$659	\$991	\$567	\$319	\$434	\$428	\$621
	Domestic day trips	\$75	\$128	\$140	\$158	\$72	\$256	\$186	\$313	\$143	\$120	\$129	\$130
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 Trip	International nights	\$49	\$62	\$143	\$99	\$76	\$44	\$607	\$60	\$50	\$69	\$111	\$82
	Interstate nights	\$159	\$254	\$298	\$171	\$187	\$172	\$322	\$210	\$222	\$156	\$117	\$198
	Intrastate nights	\$310	\$238	\$227	\$290	\$151	\$154	\$163	\$231	\$113	\$162	\$124	\$178
	Total nights	\$140	\$210	\$240	\$240	\$150	\$140	\$280	\$200	\$110	\$150	\$120	\$170
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	40	15	4.1	12	8.5	15	3.0	8.4	25	30	23	20
	Interstate overnight	2.9	3.8	2.5	4.3	4.4	4.5	3.5	2.4	2.0	3.0	3.3	4.2
	Intrastate overnight	1.6	2.3	1.9	3.1	2.5	3.9	3.7	2.7	2.0	2.3	3.2	2.9
	Domestic day trip spend per trip	\$75	\$128	\$140	\$158	\$72	\$256	\$186	\$313	\$143	\$120	\$129	\$130

Notes:

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

Sources:

- Travel by Australians – year end December 2024. Results of the National Visitor Survey, Tourism Research Australia, Canberra.
- International Visitors in Australia – year end September 2024 results of the International Visitor Survey, Tourism Research Australia, Canberra.