

DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

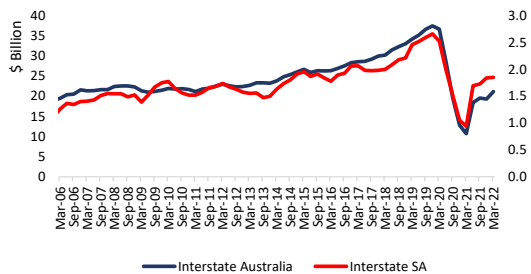


National Visitor Survey South Australia All Purpose March 2022

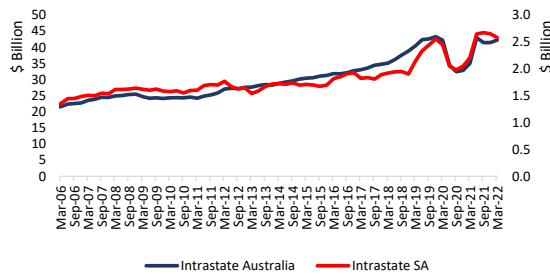
Released: 29th June 2022, Next release 29th September 2022

Expenditure (\$m)	Australia			South Australia			Market Share
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Year Ending Dec-19	Year Ending Mar-22	Change (%)	
Interstate (\$m)	\$ 37,405	\$ 21,127	↓ -44%	\$ 2,656	\$ 1,847	↓ -30%	8.7%
Intrastate (\$m)	\$ 43,287	\$ 42,197	↓ -3%	\$ 2,555	\$ 2,582	↑ 1%	6.1%
Day Trips (\$m)	\$ 26,338	\$ 18,719	↓ -29%	\$ 1,660	\$ 1,515	↓ -9%	8.1%
Total Domestic	\$ 107,030	\$ 82,043	↓ -23%	\$ 6,871	\$ 5,944	↓ -13%	7.2%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share
NSW	38,968	24,353	↓ -38%	30%	12,814	6,386	↓ -50%	36%	26,154	17,967	↓ -31%	27%
VIC	29,748	18,157	↓ -39%	22%	8,846	3,025	↓ -66%	17%	20,902	15,132	↓ -28%	23%
QLD	25,914	20,769	↓ -20%	25%	8,130	4,145	↓ -49%	23%	17,784	16,624	↓ -7%	25%
SA	8,094	5,887	↓ -27%	7%	2,962	1,470	↓ -50%	8%	5,132	4,417	↓ -14%	7%
WA	11,022	9,631	↓ -13%	12%	1,857	540	↓ -71%	3%	9,166	9,091	⇒ -1%	14%
TAS	3,217	2,607	↓ -19%	3%	1,607	881	↓ -45%	5%	1,610	1,726	↑ 7%	3%
NT	1,703	1,254	↓ -26%	2%	1,079	666	↓ -38%	4%	623	588	↓ -6%	1%
ACT	3,203	1,752	↓ -45%	2%	3,199	1,743	↓ -46%	10%	np	np	np	np
TOTAL	117,448	82,085	↓ -30%	100%	38,344	17,901	↓ -53%	100%	81,375	65,554	↓ -19%	100%

State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share
NSW	122,556	85,670	↓ -30%	27%	49,598	28,461	↓ -43%	27%	72,958	57,209	↓ -22%	27%
VIC	83,510	55,811	↓ -33%	18%	34,284	13,955	↓ -59%	13%	49,226	41,857	↓ -15%	20%
QLD	102,952	84,968	↓ -17%	27%	44,640	28,236	↓ -37%	27%	58,311	56,732	↓ -3%	27%
SA	27,885	22,008	↓ -21%	7%	13,212	8,785	↓ -34%	8%	14,673	13,223	↓ -10%	6%
WA	50,235	45,278	↓ -10%	14%	14,790	6,523	↓ -56%	6%	35,445	38,754	↑ 9%	18%
TAS	12,816	10,797	↓ -16%	3%	8,796	6,650	↓ -24%	6%	4,021	4,147	↑ 3%	2%
NT	9,202	8,230	↓ -11%	3%	7,387	6,251	↓ -15%	6%	1,815	1,979	↑ 9%	1%
ACT	8,741	5,502	↓ -37%	2%	8,736	5,480	↓ -37%	5%	np	np	np	np
TOTAL	417,907	318,264	↓ -24%	100%	181,452	104,341	↓ -42%	100%	236,455	213,923	↓ -10%	100%

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State	Total Domestic				Interstate				Intrastate			
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share
NSW	23,669	16,731	↓ -29%	26%	9,628	4,946	↓ -49%	23%	14,041	11,785	↓ -16%	28%
VIC	16,978	10,630	↓ -37%	17%	7,965	2,787	↓ -65%	13%	9,013	7,842	↓ -13%	19%
QLD	19,440	17,859	↓ -8%	28%	9,225	6,422	↓ -30%	30%	10,215	11,437	↑ 12%	27%
SA	5,211	4,429	↓ -15%	7%	2,656	1,847	↓ -30%	9%	2,555	2,582	↑ 1%	6%
WA	8,563	8,018	↓ -6%	13%	2,612	923	↓ -65%	4%	5,950	7,095	↑ 19%	17%
TAS	2,817	2,686	↓ -5%	4%	2,040	1,791	↓ -12%	8%	776	896	↑ 15%	2%
NT	2,153	1,911	↓ -11%	3%	1,608	1,443	↓ -10%	7%	545	468	↓ -14%	1%
ACT	1,861	1,060	↓ -43%	2%	1,670	968	↓ -42%	5%	np	np	np	np
TOTAL	80,692	63,324	↓ -22%	100%	37,405	21,127	↓ -44%	100%	43,287	42,197	↓ -3%	100%

State	Day Trips				Day Trip Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share
NSW	75,099	42,039	↓ -44%	27%	8,254	4,972	↓ -40%	27%
VIC	67,483	39,195	↓ -42%	25%	6,671	4,752	↓ -29%	25%
QLD	52,854	36,570	↓ -31%	23%	5,835	4,351	↓ -25%	23%
SA	17,055	11,922	↓ -30%	8%	1,660	1,515	↓ -9%	8%
WA	24,250	18,637	↓ -23%	12%	2,542	2,073	↓ -18%	11%
TAS	7,302	4,864	↓ -33%	3%	783	617	↓ -21%	3%
NT	1,633	1,466	↓ -10%	1%	197	199	↑ 1%	1%
ACT	2,654	1,377	↓ -48%	1%	395	240	↓ -39%	1%
TOTAL	248,349	156,069	↓ -37%	100%	26,338	18,719	↓ -29%	100%

Stop over reason	Overnight Trips (000s)			Nights (000s)			Domestic Overnight Expenditure (\$m)		
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Year Ending Dec-19	Year Ending Mar-22	Change (%)
Holiday	46,228	36,974	↓ -20%	173,034	147,852	↓ -15%	35,868	35,173	↓ -2%
VFR	39,944	26,962	↓ -33%	126,477	90,787	↓ -28%	14,103	10,701	↓ -24%
Business	27,041	14,655	↓ -46%	93,656	60,333	↓ -36%	18,442	9,271	↓ -50%
Other	7,383	5,546	↓ -25%	24,739	19,291	↓ -22%	12,280	8,178	↓ -33%

Stop over reason	Overnight Trips (000s)				Nights (000s)				Domestic Overnight Expenditure (\$m)			
	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share	Year Ending Dec-19	Year Ending Mar-22	Change (%)	Market Share
Holiday	3,279	2,825	↓ -14%	8%	12,005	10,757	↓ -10%	7%	2,259	2,285	↑ 1%	6%
VFR	2,390	1,591	↓ -33%	6%	7,597	5,491	↓ -28%	6%	894	715	↓ -20%	7%
Business	1,837	1,165	↓ -37%	8%	5,686	4,072	↓ -28%	7%	1,155	721	↓ -38%	8%
Other	742	457	↓ -38%	8%	2,597	1,688	↓ -35%	9%	904	708	↓ -22%	9%

Source: All data is from the National Visitor Survey, March 2022, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

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