



Razorback Lookout, Flinders Ranges & Outback

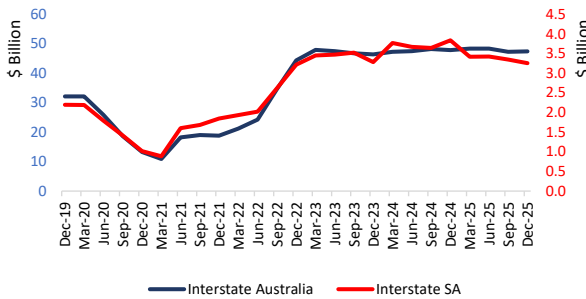


National Visitor Survey South Australia All Purpose December 2025

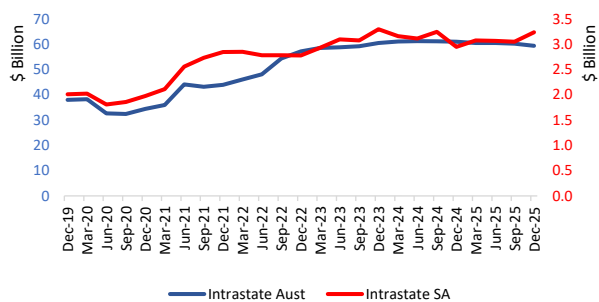
Released: 23rd March 2026, Next release 24th June 2026

Expenditure (\$m)	Australia			South Australia			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
Interstate (\$m)	\$ 47,853	\$ 47,389	↓ -1%	\$ 3,835	\$ 3,255	↓ -15%	6.9%
Intrastate (\$m)	\$ 60,978	\$ 59,360	↓ -3%	\$ 2,946	\$ 3,238	↑ 10%	5.5%
Day Trips (\$m)	\$ 38,850	\$ 46,413	↑ 19%	\$ 2,164	\$ 2,788	↑ 29%	6.0%
Total Domestic	\$ 147,681	\$ 153,161	↑ 4%	\$ 8,945	\$ 9,281	↑ 4%	6.1%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



State	Overnight Trips (000s)											
	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
NSW	39,380	39,209	⇒ 0%	35%	10,307	10,740	↑ 4%	37%	29,074	28,469	↓ -2%	32%
VIC	31,288	31,383	⇒ 0%	28%	6,361	6,383	⇒ 0%	22%	24,927	25,000	⇒ 0%	28%
QLD	25,902	25,935	⇒ 0%	23%	6,548	6,524	⇒ 0%	22%	19,354	19,411	⇒ 0%	22%
SA	7,898	7,812	↓ -1%	7%	1,965	2,132	↑ 9%	7%	5,933	5,680	↓ -4%	6%
WA	9,730	9,952	↑ 2%	9%	1,104	1,222	↑ 11%	4%	8,625	8,730	↑ 1%	10%
TAS	2,986	2,969	↓ -1%	3%	977	1,110	↑ 14%	4%	2,010	1,859	↓ -8%	2%
NT	844	995	↑ 18%	1%	488	617	↑ 26%	2%	356	378	↑ 6%	0%
ACT	2,244	2,252	⇒ 0%	2%	2,140	2,243	↑ 5%	8%	104	8	np	np
TOTAL	112,774	112,990	⇒ 0%	100%	28,109	29,416	↑ 5%	100%	84,666	89,535	↑ 6%	100%

State	Nights (000s)											
	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
NSW	118,579	118,242	⇒ 0%	31%	36,750	37,979	↑ 3%	30%	81,829	80,263	↓ -2%	32%
VIC	89,099	87,240	↓ -2%	23%	25,071	24,504	↓ -2%	19%	64,028	62,736	↓ -2%	25%
QLD	93,136	91,960	↓ -1%	24%	33,317	32,102	↓ -4%	25%	59,818	59,857	⇒ 0%	24%
SA	25,979	25,557	↓ -2%	7%	8,862	9,080	↑ 2%	7%	17,118	16,477	↓ -4%	7%
WA	35,063	35,408	↑ 1%	9%	7,275	7,661	↑ 5%	6%	27,788	27,746	⇒ 0%	11%
TAS	10,547	10,678	↑ 1%	3%	5,282	5,450	↑ 3%	4%	5,265	5,228	↓ -1%	2%
NT	3,799	4,229	↑ 11%	1%	2,853	3,187	↑ 12%	2%	946	1,042	↑ 10%	0%
ACT	6,397	6,286	↓ -2%	2%	6,080	6,257	↑ 3%	5%	317	30	np	np
TOTAL	382,598	381,182	⇒ 0%	100%	125,490	127,803	↑ 2%	100%	257,108	253,378	↓ -1%	100%



Expenditure (\$m)												
State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
NSW	31,360	30,950	↓ -1%	29%	11,615	12,193	↑ 5%	26%	19,745	18,757	↓ -5%	32%
VIC	24,202	22,969	↓ -5%	22%	10,893	9,863	↓ -9%	21%	13,309	13,106	↓ -2%	22%
QLD	28,062	27,683	↓ -1%	26%	12,719	12,629	↓ -1%	27%	15,342	15,054	↓ -2%	25%
SA	6,781	6,493	↓ -4%	6%	3,835	3,255	↓ -15%	7%	2,946	3,238	↑ 10%	5%
WA	11,557	11,198	↓ -3%	10%	3,319	3,302	⇒ 0%	7%	8,238	7,896	↓ -4%	13%
TAS	3,178	3,095	↓ -3%	3%	2,333	2,229	↓ -4%	5%	845	866	↑ 2%	1%
NT	1,202	1,725	↑ 43%	2%	847	1,337	↑ 58%	3%	355	389	↑ 10%	1%
ACT	2,489	2,109	↓ -15%	2%	2,292	2,055	↓ -10%	4%	197	54	np	np
TOTAL	108,831	106,748	↓ -2%	100%	47,853	47,389	↓ -1%	100%	60,978	59,360	↓ -3%	100%

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share	Year Ending Dec-24	Year Ending Dec-25	Change (%)	Market Share
NSW	78,607	84,034	↑ 7%	30%	12,441	14,406	↑ 16%	31%
VIC	76,729	84,538	↑ 10%	30%	10,818	14,073	↑ 30%	30%
QLD	48,636	55,366	↑ 14%	20%	7,186	9,168	↑ 28%	20%
SA	15,437	16,385	↑ 6%	6%	2,164	2,788	↑ 29%	6%
WA	26,778	29,087	↑ 9%	10%	5,024	4,605	↓ -8%	10%
TAS	5,359	4,650	↓ -13%	2%	726	652	↓ -10%	1%
NT	850	1,220	↑ 44%	0%	210	261	↑ 24%	1%
ACT	1,939	2,086	↑ 8%	1%	280	460	↑ 64%	1%
TOTAL	254,335	277,366	↑ 9%	100%	38,850	46,413	↑ 19%	100%

Source: All data is from the Domestic Tourism Statistics December 2025, Tourism Research Australia, Canberra.

Notes:

1. Expenditure figures includes airfares and package expenditure.

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

3. Total Overnight Visits at a National Level have been adjusted due to the new DoTS methodology. As such, in the current release, the national Interstate and Intrastate totals do not sum to the overall total.