



DOMESTIC PERFORMANCE

Razorback Lookout, Flinders Ranges & Outback

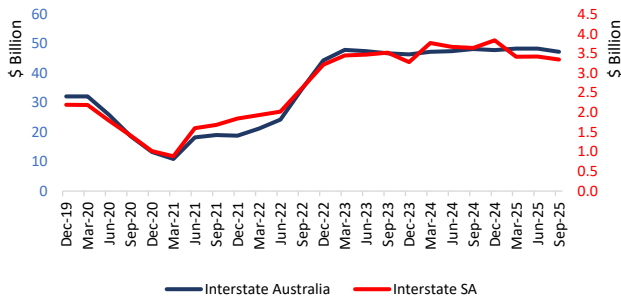


National Visitor Survey South Australia All Purpose September 2025

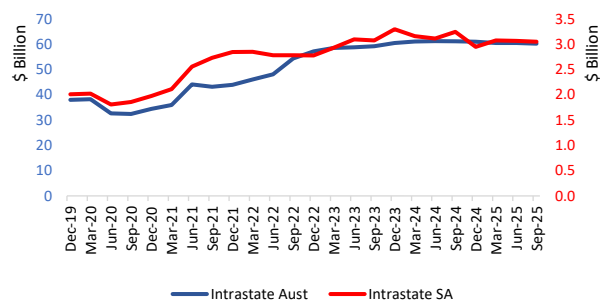
Released: 17th December 2025, Next release 24th March 2026

Expenditure (\$m)	Australia			South Australia			
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share
Interstate (\$m)	\$ 48,178	\$ 47,223	↓ -2%	\$ 3,640	\$ 3,347	↓ -8%	7.1%
Intrastate (\$m)	\$ 61,167	\$ 60,257	↓ -1%	\$ 3,244	\$ 3,051	↓ -6%	5.1%
Day Trips (\$m)	\$ 38,287	\$ 44,438	↑ 16%	\$ 2,174	\$ 2,564	↑ 18%	5.8%
Total Domestic	\$ 147,633	\$ 151,918	↑ 3%	\$ 9,059	\$ 8,962	↓ -1%	5.9%

Interstate Expenditure South Australia versus Australia



Intrastate Expenditure South Australia versus Australia



Overnight Trips (000s)												
State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share
NSW	39,173	39,232	⇒ 0%	34%	10,179	10,636	↑ 4%	36%	28,994	28,596	↓ -1%	32%
VIC	31,188	31,417	⇒ 1%	27%	6,269	6,386	↑ 2%	21%	24,919	25,031	⇒ 0%	28%
QLD	25,851	25,924	⇒ 0%	23%	6,449	6,622	↑ 3%	22%	19,402	19,302	⇒ -1%	22%
SA	7,850	7,830	⇒ 0%	7%	1,933	2,089	↑ 8%	7%	5,917	5,741	↓ -3%	6%
WA	9,726	9,898	↑ 2%	9%	1,077	1,202	↑ 12%	4%	8,648	8,696	⇒ 1%	10%
TAS	2,967	3,008	↑ 1%	3%	970	1,081	↑ 11%	4%	1,997	1,927	↓ -3%	2%
NT	783	1,002	↑ 28%	1%	457	605	↑ 32%	2%	326	397	↑ 22%	0%
ACT	2,257	2,239	⇒ -1%	2%	2,154	2,207	↑ 2%	7%	103	32	np	np
TOTAL	119,794	115,051	↓ -4%	100%	29,488	29,727	⇒ 1%	100%	90,306	89,721	⇒ -1%	100%

Nights (000s)												
State	Total Domestic Overnight				Interstate				Intrastate			
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share
NSW	119,191	117,417	↓ -1%	31%	36,827	37,287	↑ 1%	29%	82,363	80,129	↓ -3%	32%
VIC	89,472	87,160	↓ -3%	23%	25,063	24,443	↓ -2%	19%	64,409	62,717	↓ -3%	25%
QLD	93,712	91,833	↓ -2%	24%	33,341	32,508	↓ -2%	26%	60,371	59,325	↓ -2%	23%
SA	26,018	25,537	↓ -2%	7%	8,860	8,926	⇒ 1%	7%	17,158	16,611	↓ -3%	7%
WA	35,239	35,206	⇒ 0%	9%	7,323	7,570	↑ 3%	6%	27,917	27,635	↓ -1%	11%
TAS	10,569	10,686	↑ 1%	3%	5,319	5,430	↑ 2%	4%	5,250	5,256	⇒ 0%	2%
NT	3,614	4,273	↑ 18%	1%	2,739	3,191	↑ 16%	3%	874	1,082	↑ 24%	0%
ACT	6,469	6,246	↓ -3%	2%	6,149	6,154	⇒ 0%	5%	319	92	np	np
TOTAL	384,283	379,938	↓ -1%	100%	125,622	127,091	↑ 1%	100%	258,661	252,847	↓ -2%	100%



Expenditure (\$m)													
State	Total Domestic Overnight				Interstate				Intrastate				Market Share
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	
NSW	31,336	31,424	↗ 0%	29%	11,857	12,140	↗ 2%	26%	19,479	19,284	↘ -1%	32%	
VIC	24,103	23,159	↘ -4%	22%	10,728	10,000	↘ -7%	21%	13,375	13,159	↘ -2%	22%	
QLD	28,191	27,643	↘ -2%	26%	12,892	12,418	↘ -4%	26%	15,299	15,224	↗ 0%	25%	
SA	6,885	6,398	↘ -7%	6%	3,640	3,347	↘ -8%	7%	3,244	3,051	↘ -6%	5%	
WA	12,034	11,475	↘ -5%	11%	3,591	3,353	↘ -7%	7%	8,443	8,122	↘ -4%	13%	
TAS	3,179	3,140	↘ -1%	3%	2,376	2,224	↘ -6%	5%	803	916	↗ 14%	2%	
NT	1,180	1,625	↗ 38%	2%	846	1,217	↗ 44%	3%	334	408	↗ 22%	1%	
ACT	2,438	2,088	↘ -14%	2%	2,248	1,997	↘ -11%	4%	190	91	np	np	
TOTAL	109,346	107,479	↘ -2%	100%	48,178	47,223	↘ -2%	100%	61,167	60,257	↘ -1%	100%	

Day Trips								
State	Day Trip (000s)				Day Trip Expenditure (\$m)			
	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share	Year Ending Sep-24	Year Ending Sep-25	Change (%)	Market Share
NSW	77,038	83,094	↗ 8%	30%	12,103	13,967	↗ 15%	31%
VIC	74,807	83,258	↗ 11%	30%	10,816	13,275	↗ 23%	30%
QLD	47,564	54,032	↗ 14%	20%	6,931	8,820	↗ 27%	20%
SA	15,100	16,218	↗ 7%	6%	2,174	2,564	↗ 18%	6%
WA	26,258	28,664	↗ 9%	10%	5,017	4,407	↘ -12%	10%
TAS	5,238	4,890	↘ -7%	2%	732	720	↘ -2%	2%
NT	846	1,146	↗ 35%	0%	215	241	↗ 12%	1%
ACT	1,892	2,065	↗ 9%	1%	298	445	↗ 49%	1%
TOTAL	248,743	273,366	↗ 10%	100%	38,287	44,438	↗ 16%	100%

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

Notes:

- Expenditure figures includes airfares and package expenditure.
- For details of the NVS methodology changes in this release please refer to <https://www.ra.gov.au/domestic/domestic-tourism-results>